

PUBLICATIONS

Information Technology and Software Market in Italy

Information Technology and Software Market in Italy, a detailed study completed this Spring, focuses on the following sub-sectors, selected as the most promising for Canadian software companies:

- **Middleware** (case tools; 4GL languages, DBMS)
- **Geomatics/GIS**
- **Clinical Information System** (planning and control, management control, patient reception, first aid, laboratory management)
- **Connectivity and networking** (PC Lan, E-

mail, Network management, Internet-related products)

- **Graphic and Image processing** (CAD, CAM, CAE, Animation, 3D modelling).

For a copy of the study, contact Pierangelo Ponzoni at the Consulate in Milan.

A new study, *Information Highway and Multimedia in Italy: Infrastructure & Services Development Market Report*, is available from John Picard at the Embassy in Rome.

More to Business than Exports — *Continued from page VIII*

regional banks can identify potential partners and provide support and references to required services and information sources during the evaluation and negotiation stages.

Post personnel intend to work proactively in various industrial machinery sub-sectors to draw forth Italian firms seriously interested in strategic alliances or partnerships in Canada for the North American market.

Among these sub-sectors are: food processing and packaging machinery; stone-working machinery; automotive machinery, including robotics; and wood-working machinery.

For additional information on these initiatives, please contact Gianni Callegari, Strategic Ventures Officer at the Consulate in Milan.

Canada a Magnet to Italian Tourists

Italian travellers represented the fastest growing tourism market in the industrialized world in the early 1990s. One in five of Italian holidays is taken outside Italy. Once abroad, Italians are big spenders, choosing high-quality accommodations

and attractions.

More than 95,000 Italian

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tourists visited Canada in 1994, some 20 per cent visiting friends and relatives, the majority travelling independently. The number of visitors is projected to reach 103,500 this year and receipts are forecast at \$85 million, a 10.5 per cent increase over 1994.

In effect, tourism is Canada's second- or third-largest export sector. Tourism also offers spin-offs as the heightened profile for Canada created by tourism promotion and visits benefits generally all commercial activities.

With private sector and provincial partners, the Consulate in Milan has implemented a full tourism program focusing on:

* familiarization tours for Italian tour operators and travel agents to enhance the knowledge and visibility of Canadian products and encourage business links;

* expanding the number of operators and agencies offering Canada (now there are 50 operators that specialize in Canada or feature special activities holidays — fishing, hunting, kyacking) as a tourist destination;

* media visits (which last year resulted in coverage of Canada on television, in video and more than 15 feature articles in major trade and public interest journals);

* developing awareness of specialized and off-season offerings, including language training courses, polar bear watching, fall foliage trips and winter experiences.

Interested firms seeking more information on promoting their tourism product(s) to Italians may contact Johanne Larivière, Tourism Consultant at the Consulate in Milan.