



Foreign Agricultural Service

GAIN Report

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24 SR

Italy

ATO ACTIVITIES

Agricultural Export Opportunities - Italy & Greece

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Summary of Information:

Limited space still available in USA Pavilion for **ZOOMARK'99**, May 6-9 in Milan. This is the second largest Pet and Pet Food show in Europe; over 20,000 visitors attended the last show.

The ATO office is organizing a **“US Foods” promotional dinner** for the four and five star hotels and restaurants in Genova in March/April and in Padova (Venice area) in May/June.

Page 9 contains a list of useful reports on the Italian and Greek Market.

Includes PSD changes: No
Includes Trade Matrix: No

Unscheduled Report
Milan, Italy [IT]

Italy is a \$1 Billion market for U.S. products with abundant opportunities for increased sales.

The most recent trend in Italy is the meteoric wide spread diffusion of non-traditional Italian foods. Italy is breaking with tradition and beginning to experiment with non-traditional foods. There are over 50 'ethnic' restaurants (non-Italian food) opening every month. Supermarket sales of 'ethnic' foods and ingredients increased 33% last year; sales are expected to skyrocket this year.

The Italians' high per capita disposable income permits them to travel to the Middle East, Asia, Africa and the Americas where they experiment with new types of food and culinary habits and discover that they appreciate them. When they return home, they look to continue experimenting with other types of food. Plus, a generation of MTV has impacted tremendously on the culinary curiosity and habits of the younger Italians; they often want to experiment with different types of foods and are the prime drivers of the Tex-Mex bar and food craze that is flourishing in Northern Italy. Just two or three years ago, ethnic restaurant owners stated that it was rare to have an Italian client. Now, these same owners state that over half of their clientele are Italians.

Italy provides abundant work opportunities and allows you to visit famous tourist sites at the same time.

Participating in trade promotional events in Italy provides access to the world's fifth largest economy and a market of nearly 60 million Italians who receive close to 30 million tourists each year. During their business travel most trade event participants arrange to visit tourist sites like Florence, Venice, Rome, Verona and the Northern Lake Region near Milan on the border with Switzerland and Austria. The easily understood, comfortable and inexpensive Italian rail system provides rapid transport within Italy and to other neighboring countries like France, Switzerland and Austria. Air travel is also available.

I. Upcoming Promotional Activities/Events

Note: These promotional events are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.

I.A.: Italian and Greek Trade Shows for Food, Agricultural and Forest Products:

12TH INTERNATIONAL FOOD AND DRINKS EXHIBITION

11-15 February, 1999

Athens, GREECE (Peace and friendship Stadium)

This is Greece's premier annual Food and Drinks Show. Last year over 35,000 visitors attended the show.

U.S. opportunity for processed food products, snacks, beer, wine and soft drinks.

For information on participating in the USA Pavilion contact the FAS Greece office at tel. 301-720-2798 or fax 301-721-5264.

Organizer: Ad&E SA
45, Michalakopoulou St.
Athens, Greece
Tel: 30-1-7243416
Fax: 30-1-7241825

S.P. PRIMAVERA - 1st edition **NEW**

Feb 26-28, 1999

Padova, ITALY

This is the first edition. It will be an annual show for flowers, horticultural plants and seeds as FLORMART in September.

Organizer: Padova Fiere
Via Tommaseo 59
35131 Padova
Italy
Tel. 011-39-049-840111
Fax 011-39-049-840570

SAIE II

March 17-21, 1999

in Bologna (near Parma and Florence).

This annual wood and interior building components show is one of the largest and most important in Italy.

Organizer: O. N. Organizzazione Nike
Via Moscova 7
20121 Milano
Italy
Tel: 011-39-02-29017144
Fax: 011-39-02-29006279
Http:\\www.smart.it\\SAIEII

EXPOSALUTE

March 12-15, 1999

Milan, ITALY

Annual Health Show. Included 4th edition of **SABEN**. There are over 10,907 visitors. The last show had nearly 3,425 operators (791 Health operators, 698 doctors, 1,024 Herbalists, 912 Chemists).

Organizer: Senaf srl
Via Castelmorrone 15
20129 Milano
Tel: 011-39-02-7610852
Fax: 011-39-02-7610885
Sabem@tecnet.it
<http://senaf.tecnet.it>

MIPEL

March 18-21, 1999

Milan, ITALY

Annual Hides and Skins show.

U.S. opportunity for cattle hides, ostrich and alligator skins.

Organizer: SVIP
Corso Italia 17
20122 Milano
Italy
Tel: 011-39-02-89010020
Fax: 011-39-02-89010345

MIFUR

March 18-21, 1999

Milan, ITALY

Annual furs and finished fur products show.

U.S. opportunity for furs.

Organizer: Largo Domodossola 1
20145 Milano
Tel: 011-39-02-49977231
Fax: 011-39-02-49977627

GRAN MENU

March 19-23, 1999

Palermo, ITALY

A Food and machinery show in Sicily.

U.S. opportunity for bulk and processed food.

Organizer: Orm Srl
"Palazzo Gamma"
Via G.ppe Lanza di Scalea, 1350
90100 Palermo
Italy
Tel: 011-39-091-6715000
Fax: 011-39-091-6715632

EXPO FOOD

March 25-29, 1999

NEW DATE

Milan, ITALY

This is the 33rd International Food and Beverage Show promoting food and drinks to Northern Italy.

U.S. opportunity for processed food products, soft drinks, beer and wine.

ATO Milan will have an information booth at Expo Food.

Organizer: Expo CTS
Via Londonio 2
20154 Milano
Italy
Tel: 011-39-02-349841
Fax: 011-39-02-33600493

SANA A NAPOLI

March 26-29, 1999

Naples, ITALY

The Health Food Show in Southern Italy. This show is slowly beginning and does not rival the September SANA held in Bologna.

Nevertheless some opportunities exist for US health/natural foods especially if the focus is on Southern Italy.

Organizer: Fiere e Comunicazione srl
Via S. Vittore 14
20123 Milano
Italy
Tel: 011-39-02-864-51078
Fax: 011-39-02-864-53506
[Http://www.sana.it](http://www.sana.it)

VINITALY

April 8-12, 1999

Verona (Romeo and Juliet's stomping grounds), ITALY

This is one of European premiere wine promotion shows. Italy is the world's largest wine producer. Most major international export companies will be present at the show.

The Wine Institute will organize a booth with U.S. winery representatives at the show.

Contact **the Wine Institute**, 425 Market St., Suite 1000, San Francisco, CA 94105, USA

Tel: 415-512-0151 Fax: 415-512-8416, <http://wineinstitute.com> and/or winespectator.com

Organizer: Fiera di Verona
Viale del Lavoro 8
37100 Verona
Italy
Tel: 011-39-045-829811
Fax: 011-39-045-8298288

SALONE INTERNAZIONALE DEL MOBILE

April 13-18, 1999

Milan, ITALY

This is the annual Italian furniture show that draw international furniture designers to see the latest Italian and foreign furniture designers. Opportunities exist for the promotion of US hardwood and softwoods used in furniture design and construction.

Organizer: Cosmit
Foro Bonaparte 65 **NEW ADDRESS**
20121 Milano
Italy
Tel: 011-39-02-725941
Fax: 011-39-02-89011563

LINEAPELLE

May 5-7, 1999

Bologna, ITALY

Hides and Skins Show. (Note: there are two shows per year)

Organizer: Area Pelle
Via Brisa 3
20123 Milano
Italy
Tel: 011-39-02-801026
Fax: 011-39-02-860032

ZOOMARK '99

Milan, ITALY

May 6-9, 1999

This is Italy's largest pet, pet food and pet supply show. This year entry will be limited only to representatives of the trade sector.

-This show provides opportunities for the export of U.S. pet foods, supplements and supplies. Last year's US participants were very pleased with their contacts from the show's 20,000+ visitors.

-USDA will jointly organize a USA Pavilion along with the US Department of Commerce.

If you are interested in participating at this trade show please contact:

ATOMilan,

Fax: 011-39-02-6599641

e-mail:Atomilan@fas.usda.gov

SIAB

May 15-18, 1999

Verona, ITALY

This is a biannual International Bakery, Pastry, Confectionary, Fresh Pasta and Pizza Show. There are over 400 exhibitors. The last show had nearly 60,000 including nearly 6,000 foreigners from 78 countries.

US opportunities exist for Sales of bakery and confectionary ingredients.

Organizer: PROMEXPO srl
Via L. Soderini 25
20146 Milano
Tel: 011-39-02-4234258
Fax: 011-39-02-4236919

SANA

Sept. 10-13, 1999

Bologna, near Florence and Parma, ITALY

This annual health/natural food show had over 60,000 visitors last year. This has become the second most important health food fair in Europe. FAS is recruiting U.S. companies to participate in the USA Pavilion. As the last year, FAS and FCS will jointly participate in SANA. Companies that export consumable products will be under the FAS space umbrella. Companies with non-consumable products will be under FCS space umbrella. **If you would like more information, or would like to participate at SANA, please fax us at 39-02-659-9641 or contact us by e-mail: atomilan@fas.usda.gov**

Organizer: Fiere e Comunicazione
Via S. Vittore 14
20123 Milano
Italy
Tel: 39-02-86451078
Fax: 39-02-86453506
<http://www.sana.it>

FLORMART - 40th edition

Sept 17-19, 1999

Padova, ITALY

This is a annual show for flowers, horticultural plants and seeds.

Organizer: Padova Fiere
Via Tommaseo 59
35131 Padova
Italy
Tel. 011-39-049-840111
Fax 011-39-049-840570

SAIE I

Oct 13-17, 1999

Bologna (near Parma and Florence), ITALY

This annual wood and construction material show is the other main wood/product show in Italy.

Organizer: Bologna Fiere
Piazza Costituzione 6
40128 Bologna
Italy
Tel: 011-39-051-282111
Fax: 011-39-051-282332

LINEAPELLE

Nov 3-5, 1999

Bologna, ITALY

Annual Hides and Skins show.

Organizer: UNIC - Ente Areapelle Firenze
Via Lamarmora 45
50121 Firenze
Italy
Tel: 011-39-055-570660
Fax 011-39-055-570663

FLOROMA BUSINESS

Nov 19-21, 1999

Rome, ITALY

This Annual Nursery Horticultural Show promotes: nursery products, bedding plants, commercial fruit production, optimal water usage and general horticulture.

US export opportunities exist for nursery products.

Organizer: E.A. Fiera di Roma
Via dell'Arcadia 2
00147 Roma
Italy
Tel: 011-39-06-51781
Fax: 011-39-06-5178205

I.B.: HRI Promotions:

U.S. Foods Promotional Dinners:

The ATO will organize "**U.S. Foods**" **Promotional Dinners** in March/April in **Genova** and May/June in **Padova** (the Venice area). U.S. exporters and Italian importers provide the ingredients and promotional materials for these events. The ATO Office provides for the dining room, waiters, and additional materials necessary to make this event a success. Representatives from the four and five star HRI industry and Major Supermarket Chains are the focused participants. These dinners focus on high quality U.S. food products, i.e. salmon, lobster, organic beef, wine, legumes, other fish, etc.

Dinners have been held in Rome, Milan, Bologna, and Florence.

For more information on these promotional dinners, or to promote your product at these dinners, **contact the ATO office at fax: 011-3902-659-9641 or e-mail: atomilan@fas.usda.gov**

Wine Promotional Activities:

The ATO office is setting up a wine promotional event for the four and five star hotels in the Milan area. This event will promote U.S. wines to this high value end users. Any U.S. wine exporter or representative interested in participating in the event should contact the ATO office for more information. **ATO office fax: 011-3902-659-9641 or e-mail: atomilan@fas.usda.gov**

I.C.: Trade Missions:

C Nursery Product Trade Mission to Greece and Italy - February 1999

A group of 20 nursery product traders will attend a Nursery Product Trade Show in Greece and then in Italy to establish new trade relationships with importers.

C Alaska Trade Mission to visit Italy - April/June 1999

In April/May Alaska Trade Mission will visit Italy to increase trade relationships with Italian importers.

II. KEY MARKET INFORMATION:

The following reports can be obtained through the FAS Homepage at: www.fas.usda.gov or contact the TAPO Office in USDA/FAS Washington at: tapo@fas.usda.gov or fax ATO Milan at 3902-659-9641

Market Briefs are available on the following Italian sectors:

- **Pet Food;** (IT8733)
- **Health Food;**
- **Snack Food;** (IT8734)
- **Frozen Food;** (IT8717)
- **Nursery Products;** (IT8718)
- **Beans;** (IT8027) and (IT8028)
- **Hotel, Restaurant and Institute Industry;** (IT8725)
- **Alligator Hides;**
- **The Intertwined Breakfast and Snack Bar Industry;** (IT8735)
- **Forest Products Annual Report;** (IT8738)
- **Annual Seafood Report;** (IT8727)

Soon to be released market briefs:

- A series of 16 + reports on the EU and Italian regulations on pre-packaging, ingredients, colorings, flavors, preservatives, etc.
- Italian Food Distribution System;
- The Italian Licensing System

Additional reports of use and interest to US exporters include:

- **Ensure payment for your exports;** (IT8704)
- **Italian food labeling requirements;** (IT8707)
- **Exporting U.S. Food Products to Italy;** (IT8708)
- **Suggestions for Soliciting bids;**
- **Italy: A US \$1 billion Market Growing;** (IT8727)
- **La Dolce Vita - June 98;** (IT8715)
- **La Dolce Vita - December 98;** (IT9702)
- **Italy: A Billion Dollar Market with Potential for another \$400 million in Sales;** (IT9705)
- **Southern Europe Export Opportunities;** (IT8724)
- **Southern Europe Trade Shows;** (IT8729)
- **Calendar of Trade Promotional Activities in Southern Europe;** (IT9706)

GREECE Market Briefs are available on:

- Frozen Foods
- Nursery Products
- Hotel, Restaurant and Institute Industry (IT8725)

U.S. Export Growth Opportunities in the Italian Market:

Following is a list of products ranked by potential growth opportunities for U.S. exports to the Italian Market. These products are ranked from highest export growth potential to lower growth potential.

Processed Food Products and Beverages
Forest Products (hardwood and softwood lumber)
Fresh Meats (non-hormone treated beef and pork)
Seafood
Wheat
Pet Foods
Structural Panels
Hides, skins, leather
Cotton
Tree nuts
Corn Gluten Feed
Soybeans
Pulses
Vegetable Seeds
Tallow/animal fats
Prunes
Animal Genetic Material (semen and embryos)

The following Web Page Sites may be of interest to you:

ATO Italy:	www.usdaitaly.org
FAS/Washington:	www.fas.usda.gov
USDA/Washington:	www.usda.gov
FDA:	www.fda.gov

For more information on this report or other activities in Italy or the region please contact:

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Fax: 011-39-02-659-9641
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