



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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## Italy

### ATO ACTIVITIES

### Agricultural Export Opportunities - Italy & Greece

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Summary of Information:

- **Italian and Greek Horticultural Trade Mission to visit Southern United States** in search of import opportunities: July 28 through August 8, 1999.
- **SANA:** Italy's largest health and natural food/products show will be held Sept. 10-13 in Bologna. Over 60,000 visitors attended last year making it Europe's second largest natural food show. **There is still space available in the USA Pavilion: contact ATOMilan.**
- A tour of US processed food exporters will visit Milan and Swiss supermarkets and importers following the ANUGA show held in mid-October.
- **ATO Milan developed a special program to review U.S. food labels and ingredients** to ensure product compliance with the confusing Italian, EU and southern European rules and regulations. This review costs only \$150 per label. Please contact ATO Milan to participate.
- This report contains a list of useful marketing reports on the Italian and Greek Markets.

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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.

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:**

### **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 011-39-02-6599641 or contact us by e-mail: [atomilan@fas.usda.gov](mailto:atomilan@fas.usda.gov)**

### **FLORMART - 40<sup>th</sup> 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 a **"U.S.A. Foods" Promotional Dinners** in September in Milan. 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, Torino and Florence stimulating local demand for US food and food products.

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 Horticultural Reverse Trade Mission - July/August 1999**

In July/August Horticultural Reverse Trade mission will visit South East United States and Trade Shows to explore prospects for purchasing US Horticultural products. Jane Storrs, Maryland Dept. Of Agriculture is coordinating this reverse trade mission.

**II. KEY MARKET INFORMATION:**

The following reports can be obtained through the FAS Homepage at: [www.fas.usda.gov](http://www.fas.usda.gov) or contact the TAPO Office in USDA/FAS Washington at: [tapo@fas.usda.gov](mailto:tapo@fas.usda.gov) or fax ATO Milan at 011-39-02-6599641.

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)
- **Exotic Foods;**
- **Italian Food Distribution System;** (IT9714)
- **The Italian Licensing System;** (IT9716)
- **Forest Products Annual Report**
- **Seafood Annual Report**

Soon to be released market briefs:

- Lobsters; Organic Foods in Italy; Chef Schools in Italy and a series of 16 + reports on the EU and Italian regulations on pre-packaging, ingredients, colorings, flavors, preservatives, etc.

Additional reports of use and interest to US exporters include:

- **Ensure payment for your exports;** (IT9708)
- **Italian food labeling requirements;** (IT8707)
- **Exporting U.S. Food Products to Italy;** (IT8708)
- **Suggestions for Soliciting bids;**
- **Italy: A \$1 Billion Market and 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)
- **Food and Agricultural Import and Sanitary Requirements (FAIRS);** (IT9709)

**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 are products ranked by potential growth opportunities for U.S. exports to Italy. 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](http://www.usdaitaly.org)  
FAS/Washington: [www.fas.usda.gov](http://www.fas.usda.gov)  
USDA/Washington: [www.usda.gov](http://www.usda.gov)  
FDA: [www.fda.gov](http://www.fda.gov)  
ATO Hamburg: [www.usembassy.de/atomhamburg](http://www.usembassy.de/atomhamburg)

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

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