



Foreign Agricultural Service

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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.
- November wine tastings: Rome & Athens

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. US high valued food products are expected to increase 200 to 400 million in the next few years.

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**

MIPEL - 76th edition

Sept 16-19, 1999

Milano, ITALY

International leather goods market.

Organizer: SVIP
Viale Beatrice D'Este 43
20122 Milano
Tel. 011-39-02-58451
Fax 011-39-02-58451320
aimpes.mipel@iol.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: O.N. Organizzazione Nike srl
Via Moscova, 7
20121 Milano
Italy
Tel: 011-39-02-29017144
Fax: 011-39-02-29006279

LINEAPELLE

Nov 3-5, 1999

Bologna, ITALY

Annual Hides and Skins show.

Organizer: Areapelle
Via Brisa 3
20123 Milano
Italy
Tel: 011-39-02-801026
Fax 011-39-02-860032
lineapel@tin.it

FIERACAVALLI, 101^{edition}

Nov 11-14, 1999

Verona, ITALY

Annual international horse fair and exhibition of equestrian activities and equipment. Saddle and harness equipment, transport equipment, clothing and accessories, stable equipment, veterinary products and materials, feeding equipment and products, equipment and products, riding schools, breeders.

Opportunities for exports of US horses, riding equipment and supplements.

Organizer: E. A. Fiere di Verona
V.le del Lavoro 8
C.P. 525
37135 Verona

Italy
Tel: 011-39-045-8298111
Fax: 011-39-045-8298288
www.veronafiore.it

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

MIG MOSTRA INTERNAZIONALE DEL GELATO - 40th edition

Nov 27- Dec 02, 1999

Longarone (BL), ITALY

Annual international ice-cream exhibition featuring: Ice-cream machines, decor for ice cream parlours, ingredients and flavors and other ice-cream making products.

US export opportunities for ice-cream ingredients, mixes and products.

Organizer: Longarone Fiere srl
Via del Parco 3
32013 Longarone BL
Italy
Tel: 011-39-0437-577577
Fax: 011-39-0437-770340

FIERAGRICOLA - 101 edition

Feb 9-13, 2000

Verona, ITALY

Annual Agricultural show.

US export opportunities exist for seeds, nurseries.

Organizer: E.A. Fiera di Verona

V.le del Lavoro 8
37135 Verona
Italy
Tel: 011-39-045-8298111
Fax: 011-39-045-8298288
www.veronafiere.it

MIA - MOSTRA INTERNAZIONALE DELL'ALIMENTAZIONE

February 19-23, 2000

Rimini, ITALY

Food and Drinks Show. Annual show promoting food and drinks with over 953 Foreign exhibitors.

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

Organizer: Fiera di Rimini
Via della Fiera 52
47037 Rimini
Tel: 011-39-0541- 711711
Fax: 011-39-0541- 786686
www.fierarimini.it

MIFUR

March 9-12, 2000

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

EXPOSALUTE

March 18-21, 2000

Milan, ITALY

Annual Health Show. Included 54th 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: 011-39-02-7482471
Fax: 011-39-02-7610885
Sabem@tecnet.it
<http://senaf.tecnet.it>

VINITALY

Mar 30 - Apr 3, 2000

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

MACFRUT

May 4-7, 2000

Pievesestina di Cesena, ITALY

Annual Fruit and Vegetable show. Last show's attendance totalled 30,000 trade visitors; 5,000 foreign visitors. There were 550 exhibitors; 124 foreign exhibitors

US export opportunities exist for US seed Suppliers.

FAS will organized a USA information booth. If you would like more information, or would like to participate at MACFRUIT, please fax us at 011-39-02-6599641 or contact us by e-mail: atomilan@fas.usda.gov

CIBUS

May 4-8, 2000

in Parma (home of Parma ham and Parmesan cheese), near Florence and Rome.

This biannual show is the premier food and beverage show in Italy. FAS and

CIBUS fair organizers are recruiting U.S. companies to participate in the USA Pavilion. If you would like more information please send a fax to: 011-39-02-6599641 or e-mail: atomilan@fas.usda.gov

FIERA INTERNAZIONALE DELLA PESCA - 59th edition

May , 2000 Date still to be determined

Ancona, ITALY

Annual international Seafood exhibition.

Organizer: Ente per le manifestazioni fieristiche
 L.go Fiera della Pesca 11
 60125 Ancona
 Tel. 011-39-071-58971
 Fax 011-39-071-5897213
 e.r.f.ancona@ntt.it

SASMIL

May 24-28, 2000

Milan, ITALY

This wood working/machinery show is held every two years. A total of 84,880 trade visitors, 36,368 foreign visitors - 5,766 from United States (visitors from U.S. now make up 15.8% of the total) visited 490 exhibitors.

Organizer: Cosmit
 Corso Magenta 96
 20123 Milano
 Italy
 Tel: 011-39-02-725941
 Fax: 011-39-02-89011563

~ **2001** ~

EXPO FOOD

March 2001

Milan, ITALY

Biannual International Food and Beverage Show promoting food and drinks to Northern Italy. FAS office will have a large booth to sponsor Italian importers/distributors of US Food products who would be unable to participate in this show otherwise. **Please contact FAS office for further information at fax: 011-39-02-6599641 or e-mail: atomilan@fas.usda.gov**

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 Rome & Athens

-The ATO office is organizing a wine promotional event for the four and five star hotels in the Rome. This event will promote U.S. wines to this 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**

-The Ag Athens office is organizing a wine promotion event in September in Athens. For More information contact the AgAthen office at fax 011-30-1-721-5264 or e-mail: Agathens@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 with the Susta sponsors.

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 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;** (IT8728)
- **Exotic Foods;**
- **Italian Food Distribution System;** (IT9714)
- **The Italian Licensing System;** (IT9716)
- **Organic Food Products;** (IT9719)
- **The Lobster Import Market;** (IT9720)

Soon to be released market briefs:

-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)

- Italy: Country Commercial Guide (www.state.gov)

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
FAS/Washington:	www.fas.usda.gov
USDA/Washington:	www.usda.gov
FDA:	www.fda.gov
ATO Hamburg:	www.usembassy.de/atomhamburg

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

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