



Foreign Agricultural Service

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Italy

ATO ACTIVITIES

Agricultural Export Opportunities for Italy and the Southern Europe Region 1998

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Report Highlights:

While normally focusing on the trade promotional events of Italy, Greece and Malta, this report contains a listing of major agricultural trade shows in the Southern European Region compiled by the FAS offices in Madrid, Lisbon, Paris, Athens, Rome and Milan that may be of interest to U.S. exporters.

This Trade Show Calendar will be placed on the ATO Home page (www.usdaitaly.org) and will be updated periodically.

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Italy is a \$ 1.0 billion plus market for US Agricultural Exports. Many opportunities exist for US companies to increase sales or to penetrate this market with new to market products.

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.: Southern European Trade Shows for Food, Agricultural and Forest Products:

STRASBOURG INTERNATIONAL FAIR

Sept 5-15, 1998

Parc des Expositions -Strasbourg, FRANCE

International Food and Beverage Trade Fair.

Organizer: SOFEX

Tel: 33-3-88631190

Fax 33-3-88373795

LA SEMAINE DU CUIR

September 5-7, 1998

Paris-Nord Villepinte, FRANCE

Skins and International Leather Show

Organizer: Conseil National du Cuir

Tel: 33-1-43 59 0569

Fax: 33-1-43 59 3002

SANA

Sept. 11-14, 1998
Bologna, ITALY

This annual health/natural food show had over 50,000 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. This 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 about participating in this show please fax us at 011-39-02-659-9641 or contact us by e-mail: atomilan@fas.usda.gov

U.S. export opportunities for: Health/Natural Foods, Food and vitamins, Herbal teas, Supplements, nearly any type of organic or natural food or product.

Organizer: Fiere e Comunicazione
Via S. Vittore 14
20123 Milano
Italy
Tel: 011-39-02-864-51078
Fax: 011-39-02-864-53506

AGRILEVANTE

Sept 12-20, 1998
Bari (Fiera del Levante), ITALY

Annual international exhibition of agriculture and livestock. This is a traditional fair.

Opportunities exist for animal genetics.

Organizer: E. A. Fiera del Levante
Lungomare Starita
70123 Bari
Italy
Tel: 011-39-080-5366111
Fax: 011-39-080-5366487

MIPEL

Sept 17-20, 1998
Milan, ITALY

A twice a year international leather goods show. Products displayed include: Leather bags, reptile skins articles, evening bags, bags in fabric, straw and other materials, bags for men and brief-cases, gifts, small leather goods and wallets, travelware, umbrellas, gloves, bags for golf.

A good opportunity to meet traders of US cattle hide, alligator and ostrich hides and skins.

Organizer: SVIP
Viale Beatrice D'Este 43
20122 Milano
Italy
Tel: 011-39-02-584511
Fax: 011-39-02-89010345

GIORNATE DELL'AGRICOLTURA, PESCA E FORESTAZIONE

(Agriculture, Fish & Forestry Fair)

Sept 17-21, 1998

Trieste, ITALY

Annual agriculture, fishing and reforestation exhibition. Another traditional fair covering all sectors of agriculture, fishing and forestry. **No special opportunities identified for US exports.**

Organizer: E.A. Fiera di Trieste
P.le De Gasperi 1
34139 Trieste
Italy
Tel: 011-39-040-392961
Fax: 011-39-040-393062

PRYCA - In-Store Promotion

September 17-30, 1998

Throughout SPAIN

PRYCA supermarket chain will conduct a US food promotion September 17 - 30, 1998 in coordination with EUSAFEC and selected a range of US food products to carry on a regular basis in their stores.

U.S. opportunity for processed food products.

Organizer: Office of Agricultural Affairs in Madrid
Tel: 011-34-91-562 1453
Fax: 011-34-91-564 9644

FLORMART

Sept 18-20, 1998

Padova, ITALY

This is a annual show for flowers, horticultural plants and seeds and provides sales opportunities for U.S. exporters of these products.

Organizer: Ente Padova Fiere
Via Tommaseo 59
35131 Padova
Italy
Tel: 011-39-049-840111
Fax: 011-39-049-840570
[Http://padovafiere.it](http://padovafiere.it)

PA.BO.GEL

Sept 19-22, 1998

Rome, ITALY

National confectionary and ice-cream exhibition.

Organizer: Publiexpo
We are gathering more information on this show

PRATO EXPO AUTUNNO/INVERNO

Sept 24-26, 1998

Firenze, ITALY

A twice a year international exhibition of textiles for the garment industry.

Opportunity for clothing fabrics.

Organizer: Pratotrade
Via Valentini 14
59100 Prato
Italy
Tel: 011-39-0574-455280
Fax: 011-39-0574-21293
Www.ui.prato/pratotrade

SALONE INTERNAZIONALE DELL'ALLEVAMENTO

Sept 24-27, 1998

Cremona, ITALY

Annual International dairy cattle fair and national agricultural supplies exhibition: National show of Holstein-Freison cattle and Brown Swiss cattle.

Opportunities for US livestock genetics.

Organizer: CREMONAFIERE
Piazza Zelioli Lanzini, 1
Localita' Ca' De' Somenzi
26100 Cremona
Italy
Tel: 011-39-0372-31415/6/7/8/9
Fax: 011-39-0372-453374

ZOOMARKSUD

Sept 24-27, 1998

Napoli, ITALY

Annual Mediterranean Exhibition of Pets goods and Equipments.

Opportunity for the export of pet food to southern Italy.

Organizer: E.A. Mostra D'Oltremare
Piazzale Tecchio 52
80125 Napoli
Italy
Tel: 011-39-081-7258111
Fax: 011-39-081-7258336

EUROFRUIT - SANT MIQUEL

Sept 25-29, 1998

Lerida, SPAIN

Annual Fruit show and related machinery

U.S. opportunity for fruits and machinery sales.

Organizer: Fira de Lleida
Centre d'Iniciatives
Apartado de Correos, 106
25080 Lerida
SPAIN
Tel: 011-34-973 20 2000
Fax: 011-34-973 20 2112

SALONE DELL'ARTE DOLCIARIA

Sept 26-30, 1998

Turin, Italy

Annual professional exhibition of confectionery and ice-cream technologies and products: raw materials, semi-finished products, equipment and technologies for confectionary production and finished products.

Opportunities for US exporters providing supplies to the Italian confectionary industry.

Organizer: ERREBI sas di Ricci Carlo & C.
Piazza Gorini 10
20133 Milano
Italy
Tel: 011-39-02-71314640
Fax: 011-39-02-70100833

SALONE DELLA RISTORAZIONE

Sept 26-30, 1998

Turin, ITALY

Annual professional exhibition of restaurant and catering technologies and products.

Opportunities for US exports of Food, Beverages, cheeses, catering products and supplies, frozen food, wines, tinned foods, equipments, plants, gastronomy.

Organizer: ERREBI sas di Ricci Carlo & C.
Piazza Gorini 10
20133 Milano
Italy
Tel: 011-39-02-71314640
Fax: 011-39-02-70100833

FIM - Feria Internacional del Mueble

Sept 28 - Oct 3, 1998

Valencia, SPAIN

Traditional, Rustic, Modern Style Furniture.

Organizer: Feria de Valencia
Avda. De las Ferias, s/n
46035 Valencia
Tel: 011-34-96 386 1100
Fax: 011-34-96 363 6111

37a MOSTRA INTERNAZIONALE AVICOLA

Oct 1-4, 1998

Forli, ITALY

Annual international poultry show. Breeding farms, incubators, poultry feed, pharmaceutical and veterinary products, pre-mixes, zootechnical equipment and equipment for processing poultry and

rabbit meat, poultry slaughterhouses, eggs and egg products, processed poultry meats, live animals (rabbits, doves, poultry species registered) and agricultural machinery.

US opportunities for mixed feed rations and supplements, rabbit and poultry grandparent stock, eggs and egg products.

Organizer: Fiera di Forli
Via Punta di Ferro
47100 Forli
Italy
Tel: 011-39-0543-793511
Fax: 011-39-0543-724488

PREMIERE VISION

October 2-4, 1998

Paris-Nord Villepinte, FRANCE

International Cotton and Textile Show

Organizer: Première Vision Le Salon
Tel: 33-4-72 60 6500
Fax: 33-4-72 60 6509

SAIE I

Oct. 14-18, 1998

Bologna, ITALY

International building and construction exhibition. This annual wood and construction material show is the other main wood and wood product show in Italy. Products displayed: Electronic equipment, software houses, computer graphics, technical instruments and testing, control and measuring equipment, building system, building components and subsystems, materials and

products, machinery and equipment for the industrial production of building elements.
Machinery,

... SAIE I continued

installation, technologies for building yard. Special machines and equipment for civil engineering works. U.S. opportunity for hardwood, softwood and joinery products. The SAIE II Trade Show probably provides better opportunities for US wood and wood products.

Organizer: Bologna Fiere
Piazza Costituzione 6
40128 Bologna
Italy
Tel: 011-39-051-282111
Fax: 011-39-051-282332
Http://www.BolognaFiere.it

SALON INTERNATIONAL DE L'ALIMENTATION (SIAL)

Oct. 18-22, 1998

Paris, FRANCE (Parc des Expositions Paris-Nord Villepinte)

This is Europe's major International Food Show this year.

USDA will sponsor a USA Food Pavilion for 150 U.S. exhibitors.

Organizer: **Office of Agricultural Affairs in Paris**
Tel: 33-1-43122245
Fax 33-1-43122662

PARMA-WEST

Oct 22-25, 1998

Parma, ITALY

2nd Exhibition on American Horses.

We are gathering more information on this show.

Organizer: MAP Service (MI)

AUCHAN IN-STORE U.S. FOOD PROMOTION

October/November, 1998

FRANCE

This promotion will occur in 52 Auchan Supermarkets throughout France. This promotion will run from mid-October and continue with a feature of Thanksgiving products.

For more information, please contact:

Office of Agricultural Affairs,
American Embassy, Paris, France.
Tel: 33-1-43 12 2264

Fax: 33-1-43 12 2662

LINEAPELLE

November 4-6, 1998

Bologna, ITALY

This is the major European leather show supporting leathers, synthetic products, models, accessories and components for: footwear, leather goods, clothing and furnishings.

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

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

FIERACAVALLI, 100th Show

Nov 5-8, 1998

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.veronafiere.it

IBERPIEL- Marroquineria

Annual International Leather Goods Trade Fair

November 2-4, 1998

Madrid, SPAIN

Organizer: IBERPIEL
Tel: 011-34-91 577 6312/13

Fax: 011-34-91 577 5899

BIOCULTURA

Annual Organic, diet food products
November 6-9, 1998
Madrid, SPAIN

Organizers: Asociacion Vida Sana
Clot, 9 - 2º
08018 Barcelona
Tel: 011-34-93 245 0661
Fax: 011-34-93 265 2445

EXPO FOOD

November 6-10, 1998
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.

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

EXPO VIP

Nov 6-10, 1998
Milan, ITALY

This is an annual international show of quality catering products, equipment and services exhibition. This show focused in the catering industry and is held in conjunction with ExpoFood. **US export opportunities exist for food and beverage products for the catering industry.**

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

Fax: 011-39-02-33600493

TECNHOTEL

November 7-11, 1998

Genova, ITALY

A biannual international exhibition of products and technologies for the hotel and restaurant industry.

US export opportunities exist for food and beverage products.

Organizer: Ente Int. Fiera di Genova
Piazzale J. F. Kennedy 1
16129 Genova
Italy
Tel: 011-39-010-5391252/53911
Fax: 011-39-010-5391270
[Http://www.fiera.ge.it](http://www.fiera.ge.it)

FLOROMA BUSINESS

Nov 13-15, 1998

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

GASTRONOMY '98

November 17-22, 1998

Athens, GREECE

This annual show promotes fine food, wine and other beverages.

U.S. opportunity for processed food products, beverages and wine.

Organizer: EKTHESIAKI
64, Apostoloulou Str.
GR-152 31 Halandri
Athens

Tel: 011-30-1-6777-338
Fax: 011-30-1-6755-560

**MOSTRA NAZIONALE DEI MANGIMI, ATTREZZATURE
E STRUTTURE PER STALLA**

(National Exhibit of Feeds, Fodders and Stables)

Nov 27-29, 1998

Piacenza, ITALY

This is an annual exhibition on feeds, fodders and equipment for cattle, sheep and horses.

US export opportunities exist for US mixed feeds, fodder (alfalfa cubes) and supplements.

Organizer: Piacenza Fiere
Via Emilia Parmense 17
29100 Piacenza
Italy
Tel: 011-39-0523-593920
Fax: 011-39-0523-612383

**MIG - MOSTRA INTERNAZIONALE DEL GELATO
(International Ice Cream Show)**

Nov 28- Dec 03, 1998

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

***** International Trade Shows in 1999 *****

SIRHA

January 23-27, 1999

Lyon, FRANCE

International Food Trade Exhibition

Organizer: Sepelcom

Tel: 33-4-72 22 3255

Fax: 33-4-72 22 3218

MIFLOR

February 5-8, 1998

Milan, ITALY

An annual horticultural show featuring plants, flowers and seeds.

U.S. opportunity for bare rooted plants, seeds and genetic material.

Organizer: PubliFiera
Via Foppa 7
20144 Milano
Italy
Tel: 011-39-02-4987841
Fax: 011-39-02-4814852

MIA (MOSTRA INTERNAZIONALE DELL'ALIMENTAZIONE)

International Food Exhibit

February 6-10, 1998

Rimini, ITALY

This annual show features processed food products and beverages. Last year there were 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: 011-39-0541-711508/ 711711
Fax: 011-39-0541-711243/ 786686

U.S. SHOWCASE

February, 1999

Madrid, SPAIN

FAS Madrid will organize a showcase at the American Embassy displaying U.S. products. We will invite Spanish importers, distribution and supermarket chain sales directors to visit the showcase, giving them the opportunity to select U.S. products to be sold at their facilities.

This event will done with EUSAFEC's assistance, they will be in charge of screening the products, and making sure that they comply with EU regulations.

Organizer: Office of Agricultural Affairs in Madrid
Tel: 011-34-91-562 1453
Fax: 011-34-91-564 9644

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

EUROALIMENTACION

Food Show

Bilbao, SPAIN

February, 13-17, 1999

Organizer: Feria Internacional de Bilbao
Tel: 011-34-94 439 6066
Fax: 011-34-94 442 4222

IBERPIEL-PELETERIA - FUR & LEATHER FASHION FAIR

February 1999

Madrid, SPAIN

Annual fur and leather fashion show

Organizer: Feria de Madrid
Parque Ferial Juan Carlos I
Tel: 011-34-91 722 5130
Fax: 011-34-91 722 5782

MIPEL

March 18-21

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
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

EXPO ZOO

March 20-22, 1999
Paris-Nord Villepinte, FRANCE
Annual International show featuring Pets, Pet Food and Pet Supplies.

Organizer: BEPP
Tel: 33-1-49 52 1400
Fax: 33-1-49 52 1441

BIOCULTURA

Annual show of organic, natural and diet food products.
March, 1999
Sevilla, SPAIN

Organizers: Asociacion Vida Sana
Clot, 9 - 2º
08018 Barcelona
Tel: 011-34-93 245 0661
Fax: 011-34-93 265 2445

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

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.

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)

Salon del Gourmet - Gourmet food show
April 23-26, 1999
Madrid, SPAIN

International Fair, Gourmet & Specialty Food

Organizer: Grupo Gourmets
Claudio Coello, 52
28001 Madrid
Tel: 011-34-91 577 0478
Fax: 011-34-91 431 1359

EUROBIERE

April 24-28, 1999
Strasbourg, FRANCE
Beer and Liquid Refreshment Show

Organizer: Eurobière
Tel: 33-3-88 36 6731
Fax: 33-1-88 36 0630

Alimentaria Lisbon

May 1-5, 1999
Lisbon, Portugal

This will be held at Lisbon's new Expo Center, site of the current World Expo.

FAS Lisbon is organizing the USA portion of the NAFTA Pavilion.

Export opportunities exist for U.S. bulk and processed food products and beverages.

For more information on the show or participation please contact:

Maria do Monte Gomes
ph: 351-1-770-2358
fax: 351-1-726-9721
e-mail: aglisbon@fas.usda.gov

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 organize a USA Pavilion with the US Department of Commerce. If you are interested in participating at this trade show please contact:

Atomilan,
Tel: (39-02)29035260
Fax: (39-02) 6599641
e-mail:Atomilan@fas.usda.gov

BIOCULTURA

Annual Organic, natural, health and diet food product show
May 7-10, 1999
Barcelona, SPAIN
Organizers: Asociacion Vida Sana

Clot, 9 - 2°
08018 Barcelona
Tel: 011-34-93 245 0661
Fax: 011-34-93 265 2445

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

SEMANA DE LA ALIMENTACION DE MADRID

May 18 - 22, 1999
Madrid, SPAIN (Parque Ferial Juan Carlos I - IFEMA)

This is an annual Food Show.

USDA will sponsor a USA Food Pavilion. For more information on the show or to participate in the USA Food Pavilion please contact:

Office of Agricultural Affairs in Madrid
Tel: 011-34-91-562 1453
Fax: 011-34-91-564 9644

SASMIL

May 1999
Milan, ITALY

This wood working/machinery show is held every two years. Last show's attendance totalled 84,880 trade visitors; 36,368 foreign visitors with 5,766 from United States (US visitors now make up 15.8% of the total). There were 490 exhibitors.

US export opportunities for wood and wood products oriented to wood working and machinery.

Organizer: Cosmit
Corso Magenta 96
20123 Milano

Italy
Tel: 011-39-2-485921
Fax: 011-39-2-4813580

ETHNIC FOOD SHOW

June 1999
Bercy/Expo - Paris, FRANCE
This show features International Ethnic Foods.

Organizer: Bercy-Expo
Tel: 33-1-44 74 5010
Fax: 33-1-44 74 5067

VINEXPO

June 14-18, 1999
Parc des Expositions - Bordeaux , FRANCE
International Wine and Spirits Show

Organizer: Vinexpo
Tel: 33-5-56 56 0022
Fax: 33-5-56 79 3558

FOOD INGREDIENTS EUROPE

September 14-16, 1999
Paris-Porte de Versailles, FRANCE
International Food Ingredients Show

Organizer: Miller Freeman BV
Tel: 33-346-559 444
Fax: 33-346-573 811

PREMIERE VISION

October 2-4, 1998
Paris-Nord Villepinte
International Cotton and Textile Show.

Organizer: Première Vision Le Salon
Tel: 33-4-72 60 6500
Fax: 33-4-72 60 6509

DIETEXPO

October 16-18, 1999

Paris, Porte de Versailles, FRANCE

International Health, Dietetic and Organic Show.

Organizer: OIP Reed
Tel: 33-1-41 90 4760
Fax: 33-1-41 90 4769

I.B.: HRI Promotions:

US beef will be promoted at an outdoor restaurant in a Piazza of Rome during the month of August.

The ATO will organize a "U.S. Foods" Dinner later this year. U.S. exporters and Italian importers provide the ingredients and promotional materials for these events. Representatives from the 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, etc. Dinners have been held in Rome, Milan, Bologna, and Florence. Future sites under consideration include Venice and Rome. For more information contact the ATO office at fax: 011-3902-659-9641 or e-mail: atomilan@fas.usda.gov

The ATO is also organizing a "**Rediscovering America**" event on Columbus day. This event will be aimed at the snack bar, grocery sectors to promote snacks, fast food, beer, soft drinks etc. If your company is interested in participating in this event please contact ATO Milan.

I.C.: Menu Promotions

U.S. Menu Promotion in SPAIN

November 19-28, 1998 at the Palace Hotel - Madrid

FAS Madrid is working closely with the Culinary Institute of America (CIA), bringing three chefs to prepare traditional American recipes. This will be another effort to offset the negative perception of the American cuisine that most Spaniards have, and to show the high quality of our products.

Organizer: Office of Agricultural Affairs in Madrid
Tel: 011-34-91-562 1453
Fax: 011-34-91-564 9644

U.S. Menu Promotion Handbook 1999

First semester of 1999 FAS Madrid will start putting together some traditional American recipes that will be provided by the Culinary Institute of America (CIA). This is a project that could serve as a sample and be shared by other posts. The C.I.A. will provide both recipes and pictures at no cost provided the name of the school is in the handbook. FAS Madrid will also request recipes from the cooperators, asking them to contribute to the cost of printing the manual. The handbook will be distributed among restaurants interested in offering

their customers a U.S. menu.

II. KEY MARKET INFORMATION:

Market Briefs are available on the following Italian sectors:

- Pet Food;
- Health Food;
- Snack Food;
- Frozen Food;
- Nursery Products;
- Legumes;
- Hotel, Restaurant and Institute Industry
- and Alligator Hides;

Additional reports of use and interest to US exporters include:

- Ensure payment for your exports
- Italian labeling requirements
- Exporting to Italy
- Suggestions for Soliciting bids

To receive a copy of these reports please contact:

ATOMILAN,
Fax (011-39-02) 6599641,
e-mail: atomilan@fas.usda.gov

or

Contact the TAPO Office in USDA/FAS Washington at:
tapo@fas.usda.gov

Greece Market Briefs are available on:

- Frozen Foods
- Nursery Products
- Hotel, Restaurant and Institute Industry

To obtain copies of these reports please contact:

USDA/FAS Athens
Fax (011-30-1)7215264
e-mail: AgGreece@fas.usda.gov

U.S. Export Opportunities for 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.

Forest Products (hardwood and softwood lumber)
Fresh Meats (non-hormone treated beef and pork)
Seafood
Wheat
Pet Foods
Structural Panels
Hides, skins, leather
Cotton
Processed Food Products and Beverages
Treenuts
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**

USDA/Washington: www.usda.gov

FAS/Washington: www.fas.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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