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Italy

Promotion Opportunities

Italian Trade Shows and Export Promotion Opportunities 2005

2004

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Report Highlights:

This report provides details of trade shows for 2004-2006, and other marketing opportunities and events that USDA FAS Italy is planning on organizing in support of U.S. companies in the agro-food sectors interested in entering or increasing sales within the Italian market.

Includes PSD Changes: No
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SECTION I. REPORT HIGHLIGHTS AND DISCLAIMER

The promotional activities listed 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. The views regarding the trade shows expressed in this report are intended to illustrate the general effectiveness of participation for U.S. companies. It must be noted that there will always be exceptions depending on the product in question.

Following is a listing of major Italian trade shows for 2004-2006. The purpose of this listing is to inform U.S. companies in the agricultural, fishery and forest product sectors of potential export opportunities to Italy, and upcoming trade events. Please note that dates are subject to change during the course of the year. Please contact the show organizer directly for further information.

SECTION II. LISTING OF ITALIAN TRADE SHOWS FOR 2004-2006 IN ALPHABETICAL ORDER BY LOCATION**BOLOGNA****Bologna Fiere**

Piazza Costituzione 6
40128 Bologna - Italy
Tel. (011) (39) 051 282111
Fax: (011) (39) 051 282332
www.bolognafiere.it

Name of Event: **LINEAPELLE**
Type of Show: International Exhibition of Leathers, Accessories, Components, Synthetic Products and Models for Footwear, Leather Goods, Leatherwear and Furnishings
Frequency: twice a year
Date: October 25-27, 2005
www.lineapelle-fair.it

Name of Event: **QUADNUM SACA**
Type of Show: Exhibition of Moldings, Frames, Accessories, Technologies, Graphics
Frequency: once a year
Date: February 17-20, 2005
www.quadnumsaca.com

Name of Event: **SAIE**
Type of Show: International Building Exhibition
Frequency: once a year
Date: October 12-16, 2005
www.saie.bolognafiere.it

Name of Event: **SAIEDUE**
Type of Show: International Exhibition on Interior Architecture, Building Renewal Technologies and Finishing
Frequency: once a year
Date: March 16-20, 2005
www.saidue.it

Name of Event: **ZOOMARK INTERNATIONAL**
Type of Show: International Exhibition of Products and Accessories for Pets
Frequency: every 2 years
Date: May 5-8, 2005
www.zoomark.it

The U.S. Department of Agriculture's Foreign Agricultural Service in Italy and the U.S. Department of Commerce's Foreign Commercial Service are organizing the U.S. Pavilion at Zoomark 2005.

In the past, our U.S. Pavilions at Zoomark have always provided an excellent and low-cost opportunity for U.S. exhibitors to crack the lucrative Italian and European market for pet food and supplies. Zoomark International 2005 is a not-to-be-missed platform for networking with old and new partners and testing directly the impact your products and marketing strategies have on the over 20 thousand qualified buyers coming from all parts of the world to attend the show. At Zoomark 2005 we will be offering not only a turnkey booth, but also a full package of market-entry services including updated electronic lists of distributors, agents and buyers in the pet sector, that will be granted ONLY to the U.S. exhibitors at Zoomark 2005.

Deadline for registration is December 10th, 2004.

To find out more about the U.S. Pavilion at Zoomark 2005, please visit the website:
<http://www.buyusa.gov/italy/en/zoo2005.html>

BOLZANO

Fiera Bolzano Spa

Piazza Fiera 1,
39100 Bolzano - Italy
Tel: (011) (39) (0471) 516000
Fax: (011) (39) (0471) 516111
www.fierabolzano.it

Name of Event: **BAUSCHAU**
Type of Show: Trade Show for Building and Construction
Frequency: every 2 years
Date: February 25-28, 2005
www.fierabolzano.it/bauschau2005/index.html

Name of Event: **HOTEL BOLZANO**
Type of Show: International Trade Show for Hotels, Bars and Restaurants
Frequency: once a year
Date: October 25-28, 2005
www.fierabolzano.it/hotel2004/index.html

Name of Event: **INTERPOMA**
Type of Show: International Trade Show for Apple Growing, Storage and Marketing
Frequency: once a year
Date: November 10-12, 2004
www.fierabolzano.it/interpoma2004

CESENA

AGRI CESENA S.p.A.

Via Dismano 3845,
47020 Pievesestina di Cesena (FC) - Italy
Tel: (011) (39) 547 317435
Fax: (011) (39) 547 318431
www.agricesena.it

Name of Event: **MACFRUT**
Type of Show: International Exhibition of Plants, Technologies and Services for the Production, Conditioning, Marketing and Transport of Fruit and Vegetables
Frequency: once a year
Date: May 5-8, 2005
www.macfrut.com

Name of Event: **ORTOMAC**
Type of Show: Horticultural, Seeds and Strawberries Exhibition
Frequency: once a year
Date: January 20-22, 2005
www.ortomac.it

GENOA

Fiera di Genova

Piazzale J.F. Kennedy,1
16129 Genoa - Italy
Tel: (011) (39) 010 53911
Fax: (011) (39) 010 5391270
www.fiera.ge.it

Name of Event: **SAPORE DI MARE**
Type of Show: Sea Fishing Exhibition
Frequency: once a year
Date: June 4-7, 2005
www.fiera.ge.it/saporedimare/index

Name of Event: **TECNHOTEL**
Type of Show: International Hospitality Show
Frequency: once a year
Date: November 13-16, 2004
www.tecnhotel-online.it

GORIZIA

Azienda Fiere Gorizia
v. della Barca, 15
34170 - Gorizia - Italy
Phone +39.0481.520430
Fax +39.0481.520279
www.goriziafiere.it

Name of Event: **MITTELMODA**
Type of Show: International Contest for Young Fashion Designers
Frequency: once a year
Date: September 9-10, 2005
www.goriziafiere.it

MILAN

Fiera Milano Spa
Piazzale Giulio Cesare
20145 Milan - Italy
Tel: (011) (39) 02 49971
Fax: (011) (39) 02 4997 7963
www.fieramilano.com

Name of Event: **MIFUR**
Type of Show: International Leather & Furs Exhibition
Frequency: once a year
Date: March 16-20, 2005
www.mifur.com

Name of Event: **MIPEL**
Type of Show: International Leather Goods Market
Frequency: twice a year
Date: March 19-22, 2005
www.mipel.com

Name of Event: **MIWINE**
Type of Show: Professional Exhibition of Wine and Distillates
Frequency: every 2 years
Date: 2006 tbd
www.miwine.it

Name of Event: **MODA IN - TESSUTO & ACCESSORI**
Type of Show: Textile Proposals
Frequency: twice a year
Date: February 28 – March 2, 2005
www.modain.it

Name of Event: **SALONE DEL COMPLEMENTO D'ARREDO**
Type of Show: Furnishing Accessories Exhibition
Frequency: once a year
Date: April 13-18, 2005
www.cosmit.it

Name of Event: **SALONE INTERNAZIONALE DEL MOBILE**
Type of Show: Design Furniture Fair
Frequency: once a year
Date: April 13-18, 2005
www.cosmit.it

Name of Event: **SASMIL**
Type of Show: International Exhibition of Accessories and Semi-finished Products for the Furniture, Upholstered Furniture and the Woodworking Industry
Frequency: every 2 years
Date: 2006 tbd
www.cosmit.it

Name of Event: **XYLEXPO**
Type of Show: International Biennial Wood Working Machinery and Accessories Exhibition
Frequency: every 2 years
Date: 2006 tbd
www.xylexpo.com

PADUA

Padova Fiere Spa
Via N. Tommaseo 59,
35131 Padua– Italy
Tel: (011) (39) 049 840111
Fax: (011) (39) 049 840532
www.padovafiere.it

Name of Event: **FLORMART - MIFLOR**
Type of Show: International Horticultural and Gardening Exhibition
Frequency: twice a year
Date: February 18-20, 2005
September 16-18, 2005
www.flormart.it

Name of Event: **SIE**
Type of Show: Industrial Buildings and Project Studies Exhibition
Frequency: every 2 years
Date: 2006 tbd
www.padovafiere.it

Name of Event: **TECNOHORTUS**
Type of Show: Professional Horticulture Exhibition
Frequency: once a year
Date: December 2-4, 2005
www.tecnohortus.it

PARMA

Fiera di Parma

Via Rizzi 67/a
43031 Parma – Italy
Tel: (011) (39) 0521 9961
Fax: (011) (39) 0521 996270
www.fiere.parma.it

Name of Event: **CIBUS**
Type of Show: International Food Exhibition
Frequency: every 2 years
Date: 2006 tbd
www.cibus.fiereparma.it

Name of Event: **DOLCE ITALIA**
Type of Show: Confectionery Exhibition
Frequency: every 2 years
Date: 2006 tbd
www.cibus.fiereparma.it

PORDENONE**Pordenone Fiere**

V.le Treviso 1
33170 Pordenone – Italy
Tel: (011)(39) 0434 232111
Fax: (011)(39) 0434 570415
www.fierapordenone.it

Name of Event: **EDILEST**
Type of Show: Exhibition of Building Technologies and Materials. Building Restoration and Maintenance
Frequency: once a year
Date: September 10-18, 2005
www.fierapordenone.it

Name of Event: **MOBILIA**
Type of Show: Exhibition of Interior Design, Furniture, Lighting
Frequency: once a year
Date: September 10-18, 2005
www.fierapordenone.it

Name of Event: **SASLE**
Type of Show: Exhibition of Semi Finished Products in Wood for the Furniture Industry
Frequency: every 2 years
Date: February 2005 tbd
www.fierapordenone.it

RIMINI**Rimini Fiera S.p.A.**

Via Emilia 155,
47900 Rimini – Italy
Tel: (011) (39) 0541 744.476
Fax: (011) (39) 0541 744.751
www.fierarimini.it

Name of Event: **MEDITERRANEAN SEAFOOD EXHIBITION**
Type of Show: Show of Mediterranean Seafood and Processing Technology
Frequency: once a year
Date: February 5-8, 2005
www.medseafood.com

The Mediterranean Seafood Exhibition at Rimini is an international trade show for the seafood and fish sector. ASMI has participated in this show for the past three years, and plans to have a generic Alaska booth in 2005. The U.S. Department of Agriculture's Foreign

Agricultural Service in Italy plans to work with ASMI, Food Export USA, and SUSTA, to recruit U.S. companies to participate at the show.

Seafood consumption in Italy has been rising steadily over the last decade. There is an increasing demand for value-added seafood products that are convenient and easy to prepare. 65 percent of seafood consumption in Italy is consumed by the HRIFP sector. U.S. wild salmon has established a niche for itself in the Italian market, positioning itself as the highest quality smoked salmon available. The main varieties presently exported to the Italian market are the Alaska sockeye and Coho salmon.

However, there are many other opportunities for U.S. products such as cod, lobster, surimi, tuna, crab and shrimp. FAS Italy expects to raise awareness on the quality and diversity of U.S. products, and increase U.S. seafood sales in Italy and Europe as a result of participating in the trade show.

Name of Event: **MIA**
Type of Show: International Food Show
Frequency: once a year
Date: February 5-8, 2005
www.miafiera.it

Name of Event: **PIANETA BIRRA**
Type of Show: International Exhibition of Beers & Beverages, Snacks, Equipment
Fittings for Pubs and Pizza Parlors
Frequency: once a year
Date: February 5-8, 2005
www.pianetabirra.it

Pianeta Beer trade show in Rimini is an international beer and beverage show. Last year's event had over 97,000 specialized visitors and 700 exhibitors. The exhibition, strictly reserved for trade members only (wholesalers, distributors, importers, restaurateurs, venue owners, and HRIFP professionals), is divided into thematic areas: beer, water, fruit juices, wine, coffee and cocktails. The U.S. Department of Agriculture's Foreign Agricultural Service in Italy plans to work with AOB (Association of Brewers) and other Cooperators and U.S. beer companies interested in exhibiting at the show, and will staff an information booth to provide information at the show on U.S. beer varieties; microbrew/craft beer to the trade. FAS Italy plans to help U.S. exhibitors identify the appropriate importers, achieve distribution for their product, and conduct business in the Italian market.

The objective for participation at the show is to educate the Italian HRIFP trade about the variety and quality of U.S. microbrew/craft beers, and provide them information on how to handle and serve this type of product. According to AOB, the HRIFP trade frequently mishandles beer imports (failure to maintain the cold chain), thereby failing to maintain the products superior quality and value that is so unique to the U.S. product.

Name of Event: **SIGEP**
Type of Show: International Exhibition for Artisan Production of Ice-cream, Pastry, Confectionery and Bakery
Frequency: once a year
Date: January 22-26, 2005
www.sigep.it

TURIN**Lingotto Fiere S.p.a.**

Via Nizza 294
10126 Torino - Italy
Tel: (011) (39) 011 6644111
Fax: (011) (39) 011 6646642
www.lingottofiere.it

Name of Event: **RESTRUCTURA**
Type of Show: Building and Restructuring Fair
Frequency: once a year
Date: November 25-29, 2004
www.restuctrura.com

Name of Event: **SALONE DEL GUSTO**
Type of Show: Taste Show - Food Exhibition – Slow Food
Frequency: every 2 years
Date: October 21-25, 2004
www.slowfood.it

Name of Event: **SALONE DEL VINO**
Type of Show: Exhibition for Wine Professionals and Producers
Frequency: once a year
Date: November 14-17, 2004
www.salonedelvino.com

VERONA**Ente Autonomo per le Fiere di Verona**

Viale del lavoro 8
37135 Verona – Italy
Tel: (011) (39) 045 8298111
Fax: (011) (39) 045 8298288
www.veronafiere.it

Name of Event: **ABITARE IL TEMPO**
Type of Show: Manufacturers of Furniture and other related Interior Decorating Products
Frequency: once a year
Date: September 15-19, 2005
www.abitareiltempo.com

Name of Event: **AGRIFOOD**
Type of Show: International Exhibition of Fresh Produce, Safety and Typical Agro-Foods
Frequency: every 2 years
Date: March 3-6, 2005
www.agrifoodweb.it

Name of Event: **FIERACAVALLI**
Type of Show: International Horse Show & Exhibition of Equestrian Activities and Equipment
Frequency: once a year
Date: November 4-7, 2004
November 3-6, 2005
www.fieracavalli.com

Name of Event: **FIERAGRICOLA**
Type of Show: International Agricultural and Animal Farming Exhibition
Frequency: once a year
Date: March 2005 tbd
www.fieragricola.com

Name of Event: **VINITALY**
Type of Show: Wine & Spirits Trade Exhibition
Frequency: once a year
Date: April 7-11, 2005
www.vinitaly.com

SECTION III. Other Promotional Activities

U.S. Food Service Promotion

The U.S. Department of Agriculture's Foreign Agricultural Service in Italy plans on working with Cooperators and STRGs (who have expressed an interest in the Italian market or already have planned MAP activities), on a U.S. Food Service Promotion. Funds will be used to cover costs for the rental of a location, invitation cards, mailing, hiring of a chef, and food and beverage supplies. The pre-Christmas and spring periods may be the optimal time in which to host this function.

The HRI Food Service in Italy offers opportunities for U.S. suppliers in products such as fish and seafood, ethnic foods, dried fruits and nuts, fruit juices and wine. The U.S. Food Service Promotion will provide FAS Cooperators the opportunity to collectively reaffirm and reinforce existing contacts, make new ones and introduce new products. With the assistance of a renowned Chef, Post plans to effectively demonstrate the use of U.S. products in Italian cuisine, and incorporate U.S. and world recipes for the food service. This event will show the HRIFP Food Service buyers the availability, variety of U.S. foods and beverages in this market and demonstrate how these products can be used and adapted to the Italian consumer tastes.

Promotion of U.S. Dried Fruits & Nuts

For this activity, the U.S. Department of Agriculture's Foreign Agricultural Service in Italy plans to solicit participation of the following Cooperators (all have expressed interest in the Italian market in the current MAP export strategies): CMC Cranberry Marketing Committee, CRAB Raisin Administrative Committee, CWC California Walnut Commission, CPB California Prune Board, BLUEDIGW Blue Diamond Growers/Almond Board of California and CPC California Pistachio Commission.

In 2003 Italy imported from the U.S. more than 124 million USD in tree nuts. The Italian demand for U.S. dried fruits and nuts is on the rise, as the market is driven by the demand for high quality products. Not only does Italy have an all year round strong tradition for aperitifs, but there are over 28,000 bakeries and 20,000 confectionary shops throughout Italy that use dried fruits and nuts in their everyday fresh products. Post intends to organize a U.S. dried fruits and nuts promotion for the RTFP and HRIFP sectors. Post will encourage the use of U.S. dried fruits and nuts for snacking, in bakery, food manufacturing and everyday healthy consumption. Aim is to educate the RTFP and HRIFP sectors about the value-added benefits of U.S. dried fruits and nuts through health benefit education. Post intends to increase product awareness, product knowledge and availability, and expects to raise awareness among buyers on the quality and diversity of U.S. products.

SECTION IV. Contact Information

Should you need any further assistance or information pertaining to this report, please contact:

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Rome 00187, Italy

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