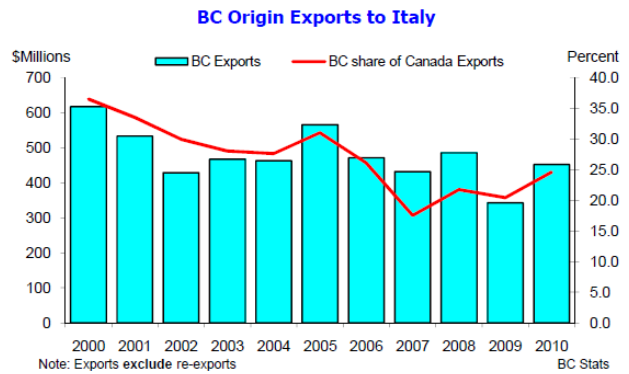


# ITALY - BRITISH COLUMBIA RELATIONS

| Provincial Distribution of Exports to Italy, 2010 | Cdn \$Millions | Share of total |
|---|----------------|----------------|
| 1. British Columbia                               | \$451.8        | 24.6%          |
| 2. Quebec   | \$417.2        | 22.7%          |
| 3. Ontario  | \$400.1        | 21.8%          |
| 4. Saskatchewan                                   | \$200.0        | 10.9%          |
| 5. Alberta  | \$156.8        | 8.5%           |
| 6. New Brunswick                                  | \$105.0        | 5.7%           |
| 7. Manitoba                                       | \$43.3         | 2.4%           |
| 8. Newfoundland & Lab.                            | \$32.0         | 1.7%           |
| 9. Nova Scotia                                    | \$28.5         | 1.5%           |
| 10. Prince Edward Is.                             | \$2.9          | 0.2%           |
| 11. Northwest Terr.                               | \$0.0          | 0.0%           |
| 12. Nunavut                                       | \$0.0          | 0.0%           |
| 13. Yukon   | \$0.0          | 0.0%           |
| Canada Total                                      | \$1,837.9      | 100.0%         |



## WHY ITALY

### TRADE AND INVESTMENT

- Italy ranked #6 as a destination for BC origin exports in 2010 with 1.6% of BC's commodity exports shipped there. It was ranked #14 as a destination for Canadian exports with 0.5% of Canadian goods exports shipped there and #9 as a source of imports into Canada with 1.2% of Canadian imports originating from Italy
- British Columbia ranked 1st with CAN\$ 451.8 million and 24.6% share of total in the provincial distribution of exports to Italy in 2010
- Canada was the source of approximately 0.5% of imports into Italy in 2009. Approximately 1.2% of exports from Italy were destined for Canada in that year.

### EXPORT AREAS

- British Columbia exports in Italy mainly belong to the following areas: Chemical wood pulp, Coal and solid fuels manufactured from coal, Optical, photographic, medical or surgical instruments and apparatus; Machinery and mechanical appliances; Electrical equipments.

### IMPORT AREAS

- Italy exports in BC its "Made in Italy" high quality products and excellences: Food & beverages (wine, pasta, cheese, olive oil), clothing, textiles & footwear, machinery, furniture, optical instruments, ceramics and stones, vehicles and components. Recently Italian companies of renewable energy, environmental sector and biotechnologies begin to extend their business in BC.

### NEW OPPORTUNITIES

- Thanks to his strategic position in the middle of the Mediterranean Sea Italy provides a gateway affording easy access to 436 million consumers across the European Union, and a further 240 million in Northern Africa and the Middle East.
- Italy offers interesting opportunities to British Columbia companies in several areas: Health technologies, information and communication technologies (wireless technologies and software), electrical power products and services. Renewable energy and environmental technologies.

### CONTACTS

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