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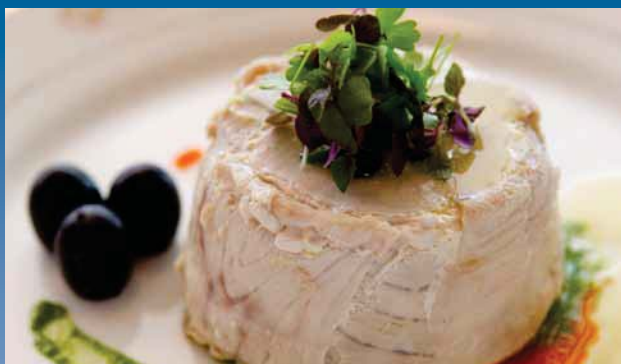


PESCATO DI SICILIA
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Sicilian Fish is on The Road

"Sicilian Fish on the Road" will land in Thailand in February 2012. This phrase refers to a project aimed at developing new markets for the Sicilian fishing and aquaculture industry as good export opportunities appear to exist.

Source by



For thousands of years island and coastal populations have followed a diet based on fish. The origin of aquaculture probably date back over 5,000 years. Evidence of the practice are found in the history of ancient Egypt, imperial China and Rome. In more recent years, both Italy and Thailand have developed a great seafood cuisines and effective fishing industries.

According to the Associazione Piscicoltori Italiani (Italian Fish Farming Association), there were around 800 fish farms in Italy in 2009. They employed around 15,000 workers, including those in related industries, and yielded a revenue of € 350 million.

Thailand has a well-developed farming and processing industry that helps meet the local demand for freshwater fish and seafood that are strongly rooted in the traditional Thai diet. However, the Thai appetite for different imported fish is also substantial. The Thailand import statistics show that fish product imports from European countries to Thailand was worth almost 40 million Euro. Unfortunately, the Italian share of these imports is negligible.

The Thai-Italian Chamber of Commerce has estimated that there are almost 1000 Ital-

ian restaurants scattered throughout the Thai territory, mainly in the metropolitan area of Bangkok and tourist district as Pattaya, Phuket and the islands of the gulf of Hua Hin. These data show how a real opportunity for the Thai market to become an important Sicilian blue fish importer.

-The Project-

The aim of the "Sicilian Fish on the Road" is to promote the export to Thailand of Sicilian particularly under-exploited species, found in abundance in Sicilian waters. Their utilization would help to reduce pressure on the stock of more heavily fished species.

These species belong to the family known in Italian as pesce azzurro ('blue fish'). It has been defined in various ways, such as 'poor man's fish' or 'forgotten fish'. They do not deserve such a designation as they are really delicious when cooked with proper recipes. They also have greater beneficial properties than other better-known fish, making it an ideal component of a healthy diet.

Many of these types of fish can also be preserved, using traditional methods or innovative technologies, to make them available,

good and safe also in markets far from Italy. The promotional campaign involved the selection of 20 species and a data sheet was compiled for each one, with detailed information on the relative distinguishing characteristics, nutritional values and seasonality. During the event, special attention is dedicated to 'blue' fish recipes based on the great Sicilian cooking tradition.

-The 2011 Campaign-

During 2011 the campaign has been focused on various Italian and European cities (Milan, Turin, Verona, Parma, Rome, Bruxelles, Cologne, Copenhagen, Wien). In the center of these cities an 'itinerant village' has been set up, with areas reserved for tasting fish products and dishes, multimedia exhibitions, meetings and specialized studies to provide visitors with a wide range of information on Sicily and its beautiful sea.

At each stage, visitors and sector operators have been able to learn about the various species in detail, thanks to special 'theme trails' and multimedia features that can be used through the different tools of information and communication available in the village.

-The European Fisheries Fund-

"Sicilian fish on the road" has been implemented with the support of the European Fisheries Fund (EFF), which is the most important organizational fund for the fishing sector. It has the purpose of guaranteeing the stability of the fishing trade by maintaining a balance with available resources and protecting marine life. Operations carried out in the context of the EFF have various objectives, including the promotion of a sustainable balance between resources and the fishing capacities of the Sicilian fishing fleet; the guarantee of the competitiveness of the operating structures and the development of companies involved in the fishing sector and the increasing protection of the environment and natural resources.

-Launch of 2012 Campaign in Thailand-

On February 2, 2012 a Gala Dinner will take place at the Sheraton Grande Sukhumvit hotel in Bangkok to start promoting Sicilian fresh fish in Bangkok.

All dishes will be fish-based: freshly-caught fish will be flash-frozen in Italy and shipped to Bangkok where it will be cooked just before

the dinner.

The main characteristics of the Sicilian blue fish will be explained during the event. There will be a cooking show, where dishes will be cooked by a Sicilian chef live before the guests will taste them.

The Gala Dinner will be followed by an implementation phase through Sicilian operators and importers in February for the launch of new channels of distribution of Sicilian

bluefish to hotels, restaurants and retail shops in Thailand.

For further information about "Sicilian Fish on the Road" please visit the website www.sicilianfishontheroad.com.

For additional information about the Gala Dinner and other initiative in Thailand, please contact Mr. Elia Righetti, tel. 02 255 8695-104, e-mail trade@thaitech.org Web site www.thaitech.org/events/sicilian-fish-bangkok

Figure 1 - Fish Import from Europe, CIF Value (in Baht)

| Thailand Fish Imports, CIF Value (Million Baht) | | | | |
|---|------|------|------|------|
| Country of Origin: | 2007 | 2008 | 2009 | 2010 |
| Italy | 4 | 6 | 2 | 1 |
| France | 90 | 222 | 265 | 275 |
| Spain | 320 | 874 | 863 | 943 |
| Netherlands | 280 | 285 | 571 | 302 |
| UK | 9 | 37 | 76 | 44 |

Source - Thai Customs Department

