

Open for business

India's environmental sector expands

There is increasing awareness in India regarding environmental issues, both in government and in the general population. "Alternative fuels" and "environmentally friendly technologies" are now common words in India and legislation has been enacted to reduce air, water, and land pollution. Now that these laws are being enforced, opportunities for Canadian companies abound.

Opportunities

The Indian environmental goods and services market is estimated at US\$3.1 billion, and presents tremendous opportunities for Canadian companies involved in renewable energy, energy efficiency, wastewater treatment, solid waste management, hazardous waste management, and urban infrastructure—all areas in which Canada has global expertise.

The following is an opportunities list of products and services for Canadian firms wishing to export to this market: small hydro/hydro refurbishment; co-generation technology; flue gas desulphurisation of thermal power stations; use of fly ash from thermal power stations; water and wastewater treatment; sea water desalination; durable membrane-based reverse osmosis; recovery and re-use of mercury from mercury cells for various industries; clariflocculators and fibre recovery in pulp mills; waste and biomedical waste

management involving hazardous waste incineration and mechanical sludge; and de-watering special instrumentation for continuous operation using, for example, beta-absorption and UV fluorescence. Most major projects require an environmental review and approval from the central and state governments.

Once a viable market has been identified, the Department of Foreign Affairs and International Trade (DFAIT) can help companies make key contacts and connect companies to Canadian institutions that can assist with financing, insurance, guarantees and the backing of the Government of Canada.

For more information, contact James Gilmour, Trade Commissioner, South Asia Division, DFAIT, tel.: (613) 944-1342, e-mail: james.gilmour@dfait-maeci.gc.ca or Viney Gupta, Commercial Advisor, Canadian High Commission in New Delhi, e-mail: viney.gupta@dfait-maeci.gc.ca or Amitabh Arora, Commercial Advisor, Canadian Consulate in Mumbai, e-mail: amitabh.arora@dfait-maeci.gc.ca or Gurbans Sobti, Trade Advisor, Office of the Canadian High Commission in Chandigarh, e-mail: sobtichc@glide.net.in Web site www.dfait-maeci.gc.ca/

Alimentaria México 2003

MEXICO CITY, MEXICO — June 3-6, 2003 — Canadian firms looking to explore opportunities in the agri-food sector should consider participating in the Canadian exhibit at **Alimentaria México 2003**. This show is set to become the standard for the food and beverage industry in Latin America.

The growing market for Canadian food products and relative dependence on imported foodstuffs make Mexico an attractive market for Canadian agri-food exporters. In 2001, Canadian agri-food exports amounted to approximately \$1 billion—a small share of this import-dependent market. On January 1,

2003, tariffs were finally removed on most products entering Mexico, making this market even more attractive.

The Department of Foreign Affairs and International Trade (DFAIT) in cooperation with Agriculture and Agri-Food Canada is organizing the Canadian presence at this event. Exhibitors will benefit from receiving market information and intelligence, attending networking events with key buyers in the region, access to the program guide and on-site organization and trade promotion support.

For more information, contact Marcello DiFranco, Trade Commissioner, *continued on page 4 — Alimentaria*

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