

6. There is no real impediment for a Canadian environmental product or service company to export to the U.S. Furthermore, since New England is a border area, there is no real prejudice against a Canadian-source EPS product or service. With a marketing plan and recipe for execution, a Canadian environmental company's prospects for success are good and in a market that may, depending on the specific environmental product or service being offered, represent a larger potential than in Canada.
5. New England *excluding Connecticut* will grow approximately 7% from 9,905,000 in 1990 to 10,580,000 by 2000 and its 12 major metropolitan areas (MSAs) will continue to account over 80% of the area's population and a similar percentage of its income, households and growth prospects over the next ten years. This growth, coupled with an already high level of environmental consciousness on the part of New Englanders in general, will provide good potential for Canadian consumer or "green" environmental products.
6. When EPS retailers and wholesalers add environmental products, their decisions are influenced not so much by where the products are manufactured as much as by the quality of the line and the margin that they can garner. Top factors in selecting new products include quality, profit margins, customer requests, delivery, breadth of line, inventory requirements, price competitiveness with non-"green" products, current vendor, space requirements and product uniqueness.
7. For non-consumer environmental services and some products, partnering, strategic alliances or joint ventures with U.S. partners provide the best way to enter the New England market.
8. Independent manufacturer's reps are recommended as the vehicle for environmental products market entry. Such reps, however, find pioneering a new product difficult, since there is a considerable investment in time and energy and a lengthy payback.
9. Environmental services companies must have a thorough understanding of U.S., state and local regulations and political structures, compliance and laws. They must also demonstrate this knowledge to potential customers and clients and/or to their U.S. partners via an aggressive marketing and networking program in order to gain credibility in the marketplace.
10. Canadian EPS sellers must understand the workings of influentials such as governmental offices and agencies (especially EPA and state environmental quality agencies), Publicly Owned Treatment Works (POTW) managers, engineers, consultants, etc.
11. Most environmental instruments must be performance-approved by the U.S. Environmental Protection Agency.
12. The New England Environmental Business Council (EBC) is quite active and a good source for EPS networking and business contacts, especially for Canadian environmental services seeking potential U.S. partners. In addition, they are taking a lead position in establishing a national U.S. Environmental Business Council.