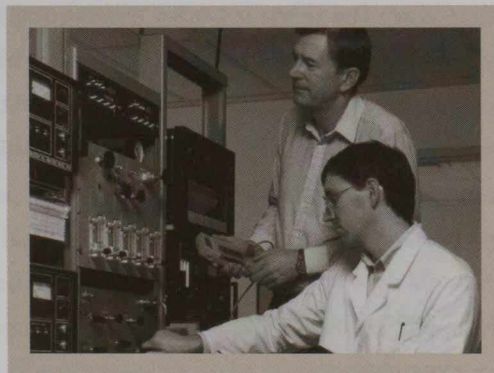


## ENVIRONMENTAL INDUSTRIES

- ▶ **2000 output of over \$22 billion**
- ▶ **Exports of \$1.5 billion**
- ▶ **221,000 jobs**

The global market for environmental products and services is projected to reach \$816 billion by 2005<sup>6</sup>. This growth will be driven by continuing population and urban growth, rising health concerns, climate change and rising demand for industrial ecosystems monitoring. As public concerns about the environment continue to mount, the notion of corporate responsibility and liability will continue to drive business demand for leading edge solutions to environmental issues. For example, water and wastewater solutions are already in high demand globally, spurred by a need for clean water that is reaching crisis proportions.



Demand for energy solutions is projected to grow by 3.4% annually over the next few years. Concurrently, global demand for water equipment, chemicals, instrumentation and analysis is expected to grow by more than 10% annually.

The outlook for Canada's continued growth in the export of environmental products and services is strong. This is due in part to the increased attention being given to climate change in the international community and Canada's leadership in helping developing countries build capacity to effectively implement environmental protection and conservation initiatives.

Although the U.S. will remain important, emerging markets in Eastern Europe, Africa, the Middle East, Asia and Latin America offer the greatest growth potential for Canadian expertise in water management, emissions monitoring, clean air, urban planning, intelligent transportation systems and marine sciences.

*The **Pressure Pipe Inspection Company** started underground in its founder's unfinished basement. Since then, the Mississauga, Ontario company has grown and revolutionized an entire industry. Until five years ago, the huge underground pipes that carry water under high pressure were not subject to rigorous testing. In 1998, Pressure Pipe inspected just over three kilometres of pipe. By 2000, that had jumped to more than 640 kilometres. This pioneering effort is poised to grow even more dramatically and could potentially save millions of dollars in replacements to utilities and water works around the world.*

<sup>6</sup> Environment Business International Inc., 2000