

A Rising Star Stirs Interest

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continue through 1992 (though not at 1991 levels).

Opportunities

While discussed in more detail elsewhere in this issue, an overall view indicates that:

- Domestic demand continues unabated for automobile, energy, transportation, communications, aerospace, defence, environment, housing, and fish and food requirements.
 - Canadian export opportunities for resources (coal, pulp, aluminum) will continue.
 - The service sector, including financial services, offers growth potential.
 - Consulting services in niche areas such as nuclear (CANDU) or environment offer "dramatic opportunities."
 - Technology transfer (including two-way) opportunities exist in a number of areas. (Korea has proposed specific action in the commercialization of Canadian technologies).
 - Joint ventures and licensing agreements are the favoured means of exploiting opportunities.
- Persons seeking additional information on trade prospects in Korea or copies of publications where specified in this supplement should contact directly the Commercial Division, Canadian Embassy, P.O. Box 6299, Seoul 100-662, Korea. Tel.: (011-82-2) 753-2605/8; 753-7290/3. Fax: (011-82-2) 755-0686; 774-6989 (B.C.); 753-2613 (Ont.).

Information may also be obtained from the East Asia Trade Division (PNC), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 943-0897. Fax: (613) 996-4309.

Environmental Needs Significant

There is a tremendous need for environmental protection and clean-up equipment and services in Korea, creating numerous opportunities for Canadian companies, according to information received from the Canadian Embassy in Seoul.

The environmental protection industry here is still young, but the number of companies producing environmental protection and treatment systems has grown to 612, up from only 160 a decade ago.

These companies are generally technology and expertise poor and most are capable of acting as agents for specific Canadian environmental products and services. Sales of most types of equipment, technology or expertise as well as joint venture manufacturing and construction ventures are possible.

Canadian firms must move quickly — but act patiently — positioning themselves for long-term involvement in Korea's environmental protection industry — which will be a growth market for the next 10 to 15 years.

The timing is right NOW for aggressive action to capture a share of this growing market.

Government policies call for quadrupling the investment in environmental protection over the next decade, with expenditures of US\$11.7 billion being planned through the end of 1996.

One major element is an ambitious plan for the construction of a number of large municipal waste incinerators requiring US\$4.5 billion.

Specific opportunities have been identified in a number of areas. These include: dust filters and removers for industrial use; desulphurization equipment; deodorization equipment; air contaminant measuring devices; LNG

and LPG heating systems and motors; asbestos substitutes; equipment for treatment of industrial sewage; sewage treatment equipment for residential use; shipboard waste-holding and treatment equipment; and organic waste treatment equipment.

Other specific areas of opportunity are: airplane and car wash equipment with water recovery; oily water separators; small-scale treatment facilities for livestock farms; residential use water filtering equipment; measuring devices for water pollutants; recycling equipment and facilities and equipment for tires (10 million tires per year).

Required as well are: containers and oil recovery/treatment systems; plastics; incinerators; trash compactors; industrial shredders; hazardous waste transport systems; street-cleaning vehicles and attachments; soil restoration technology; highway sound buffers; noise-blocking construction equipment; noise-measuring devices.

With Korea having only just begun to recognize the environmental problems that it faces, there is the need for a well planned government education campaign that clearly outlines both problems and solutions. This in itself can create market opportunities.

Since the sale of environmental products and services in Korea is driven primarily by government and popular pressure, rather than immediate bottom-line considerations, the marketing approach to environmental products and services differs from that of other sectors.

The Embassy can offer advice and assistance to Canadian companies and provide a recent market study as a basis for marketing efforts.