Company Profile
Goodfellow Consultants Inc.

Goodfellow Consultants Inc. (GCI) is a Mississauga-based, Ontario engineering firm that designs detailed solutions for ventilation and air pollution control. Approximately 60 percent of their revenues are generated from exports. They do not consider Mexico to be one of their primary export markets because the current economic environment prevents a clear market focus.

In 1986, GCI designed air emission capture hoods for *Hylsa*, a Monterrey-based facility. In 1992 and 1993, the company developed three environmental standards for the *Instituto Nacional de Ecología (INECO)*, National Institute of Ecology. Two were sourced through a bilateral cooperation agreement between Canada and Mexico and the third was through the World Bank.

Subsequently, GCI made a decision to develop a more permanent presence in the Mexican market. They developed two "technical cooperation agreements". The first was with *Control Ambiental e Ingeniería Van Ruymbeke*, a Mexico City firm focussing on Environmental Impact Assessments (EIAs) and remediation work. The second was with *Procesadora Metalmécanica de Toluca*, a manufacturer of air pollution control equipment.

According to a GCI executive, a careful selection process was necessary to identify suitable partners. More than 50 potential partners were interviewed before a choice was made.

The shortage of funds is also driving a trend towards broadly-based regional projects encompassing the needs of more than one municipality. The state governments are also encouraging the integration of water supply and wastewater treatment projects.

One example of the integrated approach is the *Comisión Metropolitana para la Prevención y Control de la Contaminación Ambiental en el Valle de México*, Metropolitan Commission for the Prevention and Control of Environmental Pollution in the Valley of Mexico. This commission includes the *Departamento del Distrito Federal (DDF)*, Department of the Federal District, as well as 27 surrounding metropolitan municipalities. The commission was set up to encourage cooperation on environmental projects to improve their efficiency.

The *Secretaría de Desarrollo Social (SEDESOL)*, Secretariat for Social Development, is currently trying to act as a promoter of environmental projects. It is working with the *Cámara Nacional de la Industria de la Construcción (CNIC)*, National Chamber of the Construction Industry, to try and encourage self-generated private projects. Its approach is to identify possible projects and then try to match them with private capabilities. This does not, however, eliminate the need for a formal concessioning process with competitive tenders.

A new trend towards process change rather than "end-of-pipe" solutions is beginning to emerge. So far only the multinationals and larger Mexican conglomerates have begun to see this as the most efficient way of managing environmental problems. This concept is expected to spread gradually to medium-sized Mexican companies.

A serious shortage of space in urban areas is driving demand for more compact wastewater systems. The lack of space for landfill sites is also a major problem, especially in the Mexico City area, and this is creating demands for alternative disposal systems. In particular, there are virtually no facilities available for the destruction of non-hazardous industrial waste.

Solutions Integration

The Mexican environmental market is in the midst of a shift towards the purchase of integrated solutions rather than specific equipment and technologies. Buyers are no longer looking for technologies. They want a complete financial and technological package. This means that the provision of competitive financing has become a key success factor. Build-operate-transfer (BOT) arrangements are particularly popular for wastewater and solid waste facilities, including hazardous waste. Mexico City, for example, is currently evaluating options for a concessioned facility to treat hazardous wastes.