

In this edition of people@post we are focusing our attention on:

Mariangela Lima @ Sao Paulo
Isidro Garcia @ Madrid

Environment Sector

What are the emerging trends in technology in your market?

Mariangela (Sao Paulo): In Brazil, companies are looking for technology that can improve the efficiency of the operations. It's not so much a need to create new things in the environment sector, but rather to improve what we already have, and raise it to world standards. For example, any service or equipment that can improve the leak-detection process in a water pipeline would be welcomed.

Isidro (Madrid): The trends here in Spain are the technologies that deal with cleaning the soil, water treatment, recycling of used oil, and oil spill control and clean up. Other interesting developments include the production of energy from biomass, pyrolysis and pig manure treatment.

What major significant changes have you observed since you've been covering the sector?

Mariangela (Sao Paulo): The 1992 UN conference on the environment in Rio gave Canadian companies a far greater awareness of Brazil. This has changed the whole picture – in the volume of business we see here, the missions that come and the number of visitors. We now have almost 40 companies operating in the market.

Isidro (Madrid): Since the full integration of Spain to the European Union six years ago, Spain has had to adapt its legislation to meet EU environmental directives, which are constantly changing. As a result, Spain is meeting higher standards, and is making major efforts in the sector, mainly around the issues of water, waste treatment and soil remediation. Also, a significant change was seen in the attitude of the Spanish society and the private sector – particularly regarding our limited resources and environment.

Can you think of any good sources of information that you may want to suggest to colleagues (e.g. good but not well-known Web sites, magazines, training tools)?

Mariangela (Sao Paulo): As environmental trade officers, I think we have benefited from a series of initiatives to improve our knowledge of the Canadian environment sector. A couple of years ago, as part of the Canadian Environmental Industry Strategy, we attended a two-week training course in Canada. From time to time I still refer to one of the tools provided to the officers – the *Environmental Technologies Handbook*, which was prepared and just recently updated.

Isidro (Madrid): I occasionally use the *Hazardous Materials Management* magazine on the Internet (<http://www.hazmatmag.com/guide>), which is a Buyers' Guide and Directory for Environment Programs and Services. I also find that many Canadian companies have useful Web pages.