
Environmental Sector Analysis

1. Environmental Sector Definition

The environmental goods, services and technologies sector is a promising Canadian industry offering new business opportunities, value-added exports and knowledge-intensive jobs while directly addressing environmental challenges. This industry is comprised of the products, services and technologies which:

- monitor and assess the nature and pathways of pollutants and waste streams;
- prevent pollution by minimizing or eliminating solid, liquid and gaseous wastes through process re-engineering;
- control pollution, usually in response to environmental laws and regulations and often through a single-medium approach with an end-of-pipe solution; and
- clean-up and restore the environment which has been degraded by neglect, by accident or by unsound waste storage and disposal practices, especially concerning toxic, hazardous and nuclear materials.

2. Indian Environment Market

Market Evolution and Trends

The environmental goods, services and technologies market in India is presently US\$0.5 billion and is expected to grow at an annual rate of 20 percent to 25 percent to reach US\$2.0 to 4.0 billion by the year 2000.

At present, there is a low level of awareness of environmental problems in India. This is exacerbated by a number of other concerns, which include: a command and control regulatory system; a lack of municipal-environmental infrastructure; a sub-standard environmental service base; a lack of skilled and trained environmental labour; poor access to information on environmental technology (ie. prevention, control and remediation of pollution affecting air, water, land and ground water); inadequate environmental policy approaches and models; and poor environmental performance in industry.

Indian industry offers the greatest export opportunities for the Canadian environment industry, however, Canadian products and services have not been marketed very effectively. Few Canadian companies have included India in their global market plans.

Segment Identification and Opportunities

Indian industry represents a high potential market for the goods, services and