

**The opportunities
are good for
co-operating with
Canadian
companies**

Unrestricted access to a very rich North American market

- The Canada-U.S. Free Trade Agreement (FTA) will increase the availability of duty-free engineering and customer support services.
- FTA will make nearly all goods used in industrial wastewater management duty-free within 3 to 9 years.
- FTA also prohibits non-tariff barriers in both countries.
- As of January 1, 1991 the general Goods and Services Tax will make Canadian manufactured exports tax-free, hence increasing our competitiveness on the world market.

Rapid growth in IWWM requirements for the North American industrial sectors

- The North American market for water supply and wastewater treatment facilities, products, and services now exceeds \$30 billion per year.
- The legislated rehabilitation of existing water quality-control systems will generate billions of dollars of additional revenue for companies ready to respond to this need.
- In the United States, complying with new environmental regulations, such as the Clean Water Act, has resulted in additional capital expenditures worth approximately \$80 billion.
- Canada, as the centrepiece of its environmental program, has the Canadian Environmental Protection Act (CEPA). This is considered to be one of the toughest pieces of environmental legislation in the world. Impending revisions to the Act will result in increasingly more stringent effluent requirements with diligent enforcement and heavy penalties for non-compliance.
- Individual provinces are also directing their attention to stricter environmental controls. For example, in Ontario, industrial effluents are being monitored under the Municipal-Industrial Strategy for Abatement (MISA) in order to enact strict abatement regulations.

Strong research and development infrastructure

- Highly skilled work force in place
- Technical institutions which are global leaders
- University researchers who are actively working with industry
- World-class research facilities
- Professional/technical associations with strong links to U.S. and other international societies



Kenox Corporation — Wet air oxidation