

Consulting Engineering Study Focuses on Environmental Markets in the U.S.

In terms of size, diversity, and growth rates, the environmental market potential in the United States is of staggering proportions, with expenditures in 1991 totalling \$130 billion.

Of this total, \$33 billion was devoted to air-related spending; \$52 billion in water and wastewater spending; and \$45 billion in solid and hazardous waste management spending.

To penetrate these markets, the key element for Canadian engineering firms is to ride their own niche areas of expertise, using the broadest possible network of contacts, information and alliances.

Those are among the findings of *Penetrating the U.S. Environmental Market: Prospects and Strategies for Canadian Consulting Engineers: U.S. Eastern Seaboard Focus*.

The market study was produced recently for the U.S. Trade and Tourism Development Division of External Affairs and International Trade Canada in co-operation with the Association of Consulting Engineers of Canada.

Based on a review of existing

documents and more than 100 interviews with manufacturers, utilities, engineers, governments and other organizations in Canada and the United States, the study discusses market size and trends, criteria for market entry, and the methods of identifying specific opportunities and partners.

While focusing on the Eastern United States market, much of the information and observations are applicable to markets throughout the U.S.

Similarly, the study concentrates on private-sector opportunities, but includes information pertaining to the public sector.

The report's appendices provide information on available government assistance, trade shows, documents, universities, U.S. engineering firms and environmental prime contractors.

The appendices also include other sources of information of interest to Canadian engineers and environmental companies wishing to penetrate the U.S. market.

A copy of the study may be obtained, free of charge, from Anthony Burgess, Association of Consulting

Engineers of Canada, 130 Albert Street, Suite 616, Ottawa K1P 5G4. Tel.: (613) 236-0569. Fax: (613) 236-6193.

Strategic Partners and the GIS Market in The Netherlands

Canada and The Netherlands play a leading role in Geographical Information Systems (GIS).

The differences in size and natural environment between the countries have led to different specializations. Whereas Canada is the leading expert in the development of hard and software for mapping large areas, The Netherlands has developed considerable knowledge in computer models for environmental monitoring and physical planning.

The Netherlands is working to establish itself as the merchandise distribution centre for the European Market, making it a favourable country for Canadian GIS companies to develop strategic partners.

A recent report published by the Canadian Embassy in The Hague states the Dataquest research newsletter Dun and Bradstreet: "The fast growing GIS market is sizzling in Europe, having grown 31 per cent in 1990 to \$478 million. We expect this growth to continue at a 27.7 per cent compound annual growth rate through 1995, when the market is forecast to reach \$1,619 million."

The study report, *GIS in The Netherlands*, and more information can be obtained from Commercial Division, Canadian Embassy, P. O. Box 30820, 25 Parkstraat, 2500 GV The Hague, The Netherlands. Tel.: (011-3170) 361-4111; fax: (011-31-70) 356-2823.

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