

CONSULTING OPPORTUNITIES

With the exception of the large multinational corporations, Mexican industrial organizations tend to be much less sophisticated than their Canadian counterparts. They may realize that they have an environmental problem, especially if they have already been visited by an inspector, but they often do not know exactly what the problem is. They have little experience with environmentally-appropriate production methods, and do not generally understand the underlying principles. Unfortunately, many of them believe that simple solutions are available and they easily fall prey to companies selling specific equipment rather than solutions.

There are important opportunities for Canadian consulting companies, especially those with experience in the equivalent industries in Canada. But as one expert put it, they are faced with a "double sell": they must convince customers that they need a consultant in the first place, before they can sell their particular qualifications.

Forthcoming legislation in some states may require environmental audits for all high-risk industries. This would substantially increase opportunities for environmental consultants.

ESTIMATED MARKET FOR ENVIRONMENTAL CONSULTING US \$ MILLIONS

	1993	1994	1995	1996	Growth 1993-96 in percentage
Audits	10.0	7.5	8.5	10.0	2
EIAs*	12.5	10.0	11.0	12.5	1
Total	22.5	17.5	19.5	22.5	

*Environmental Impact Assessments (EIA)

Source: United States Agency for International Development (USAID), 1995.