

Britain's leading auction houses, to organize a non-selling exhibition of historical Canadian art (the Group of Seven) in their London showroom during the month of August. Works for the exhibition will come from both public and private collections, and the promotion will lead, several months later, to auctions of Canadian art in both London and Toronto.

In addition, the High Commission continues its policy of working in partnership with a number of the leading commercial galleries in the U.K. by providing financial assistance towards the production of advertising and promotional material, the staging of preview/press receptions, and private views.

The Canadian High Commission maintains a library of recent exhibition catalogues, slides of artists' work, video tapes, and current issues of Canada's leading art magazines. This resource is freely available for use by U.K. curators, museum directors, artists' agents, commercial gallery owners, and the press.

The British Museum, with the support of the High Commission, plans to arrange a number of commercial initiatives around the opening of its new North American Gallery in 1998. This will include commercial exhibitions of contemporary First Nations material and the sale of educational tools in the form of videos and CD-ROMs.

The High Commission is also supporting the establishment in the U.K. of a special educational foundation ("registered charity") to promote the creative achievement of the Inuit people. This organization will be linked to the Narwhal Inuit Art Gallery in London and will provide financial support for educational/exhibition projects, educational materials to schools and colleges in the U.K., and an audio-visual data-base.

Key partners in supporting Native art exports are the Canadian Crafts Council, the Canadian Native Arts Foundation, the Council for Business and the Arts in Canada, the National Indian Arts & Crafts Corporation, and the Professional Art Dealers Association of Canada.

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ENVIRONMENTAL EQUIPMENT AND SERVICES

The U.K. market for environmental products and services is large and growing. It was over \$10 billion in 1992, having grown by 2.7 percent per annum since the mid-1980s (more than triple the rate for all manufacturing industries). It is expected to grow by 6 percent annually and to exceed \$20 billion by the year 2000.

According to a survey by Environmental Policy Consultants (EPC) in 1995, three quarters of U.K. companies have increased their environmental technology purchases since 1990, nearly half of them by more than 25 percent, and a substantial majority predict further increases at least until the end of the decade. The most rapid growth is expected to come from the pharmaceutical, vehicle, chemical, and plastics sectors.

Legislative change has been the driving force behind much of the growth in the market. The EPC survey revealed that corporate environmental and cost-saving policies and exploitation of new business opportunities were only secondary influences.

The highly competitive U.K. market is increasingly open to foreign suppliers. The EPC survey showed that U.K. suppliers' share of the domestic market has fallen below 70 percent in virtually every segment. U.S., German, and Japanese companies are the principal competitors, followed by Canadian and Australian firms. The British environmental industry is strong in

*EU legislation
is driving
growth in the
market.*
