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## **Section Twelve: U.S. Viewpoints: Private and Public Sources**

### **12.1 Advice From U.S. Manufacturers**

A substantial aspect of this study involved the probing of American manufacturers regarding a number of subjects, including the process they follow in buying engineering services, the qualities they seek in selecting a firm, their preferences regarding local versus foreign (or out-of-state) firms and their environmental spending intentions during the coming years.

In general, there has been a wide variance in responses from the firms in the survey. This leads us to a first and fairly basic (yet nonetheless important) observation that there does not seem to be any distinguishing characteristic of U.S. firms that purchase environmental engineering services.

Earlier in the report, we identified the industrial sectors which are most likely to be buyers of these services. Beyond this, Canadian suppliers will have to thoroughly canvass individual U.S. companies in particular sub-sectors of interest in order to qualify the demand for their services. Obviously, this effort may be lessened in the case where a Canadian firm seeks to create a joint venture with a U.S. partner wherein the marketing activities may be shared.

In our discussions, we have found that many U.S. manufacturing companies are explicitly unenthusiastic regarding the use of Canadian service firms - their concern rests with sourcing from an unknown non-local firm, rather than with any particular aversion to Canada or any other region. These companies typically source their engineering expertise in-house or from small local firms. Thus, in this (roughly) one-half proportion of calls, it is unlikely that Canadian firms will uncover any opportunities without the use of local alliances.

Virtually all interviewed firms placed a selection emphasis upon quality firms, experienced personnel and local knowledge. Thus, even in these specific instances of receptiveness to Canadian suppliers, it may be advisable for Canadian firms to acquire some form of local credibility, whether through acquisition or partnership.

The following paragraphs provide added detail regarding the opinions of American manufacturing firms.