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The link which many argue exists between environmental standards and international competitiveness is gaining increased exposure in the United States. The view that tough environmental standards and enforcement will in the long-term generate more internationally competitive companies suggests that nations should encourage the development of strong, active environmental industries and standards. As this view takes hold, the market for relevant Canadian environmental expertise will continue to expand.

The recent election of the Clinton/Gore ticket will also represent a boost for environmental activity in the United States. While budgetary spending may not increase in any substantial amount, sources that we have interviewed suggest that trust will increase between Congress, the Administration and the Environmental Protection Agency and that momentum will grow. It is also probable that legislation will move forward in a more timely manner.

While the market is attractive, it is important that Canadian firms also note that strong competition already exists in the U.S. market. In order to enjoy long-term success, Canadian firms must be aware of (and emphasize) their areas of expertise and develop U.S. contacts accordingly. The main text of the report indicates numerous documents, approaches, and strategies that can be followed in developing such contacts.