



Objective: Strengthening the position of Canadian water and waste treatment equipment suppliers in the French market. A number of Canadian companies have an excellent reputation for water and waste treatment system installation. Some of them already have a presence in France through equipment tailored to waste or drinking water treatment plants. However, because of their size, the majority of Canadian environmental companies — most of which have fewer than 50 employees — find it difficult to successfully confront the competition for the European market. Canadian Embassy support for strategic alliances can help companies co-ordinate their expertise and resources to gain access to export markets. In this way, we hope to help Canadian companies acquire at least a 5% market share in this area.

Objective: Improved environmental trade information.

This initiative will help Canadian companies improve their evaluation of trade opportunities in the French market. The Embassy will work on collecting and analyzing strategic information on the French market; monitoring environmental trends, policies and measures and reporting them to companies seeking new marketing opportunities; identifying key technologies, products and services that might have immediate applications; and aggressively marketing Canadian know-how.

D. Activities

To help Canadian companies identify new marketing opportunities for their products and technologies in France, the Canadian Embassy participates every year in

targeted activities that hold promise for the development of the Canadian environmental industry. Our exports are promoted chiefly through Canada's attendance at specialized trade shows and the organization of trade missions between Canada and France. Trade missions are generally organized in partnership with government representatives and Canadian environmental associations and organizations. The Embassy has participated in the POLLUTEC show in France since 1990: an international environmental equipment, technologies and services show; annual (alternating between Paris and Lyon)

There are also two other environmental trade shows in which the Embassy does not participate, but which we visit in order to identify new business opportunities. Participation in these shows might be considered.

Exporec, Paris

International recycling show; biennial

Europre, Paris

Cleanliness professionals' show; biennial

In Canada, the *Américana* and *Globe* shows are the best places for Canadian and French environmental firms to meet. They provide a unique gateway to the North American market. Missions made up of buyers or decision makers could be sent to these shows.

Américana, Montreal

Environmental technologies of the Americas show; biennial

Globe, Vancouver;

biennial

