



The U.S. Connection

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Water market

Texas—Mexico border

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Texas—Mexico border that currently have NADBank-financed projects under development.

Corporate participants included some of Canada's largest engineering consulting and construction firms — including Delcan Corporation, SNC-Lavalin International, Stantec Consulting, and Tecstul. Joining these were a variety of niche providers of environmental technologies and services for which Canada is renowned, most in the water and wastewater treatment sectors. For Canadian delegates such as Eastcan Geomatics, IER, BCA Clearwater Group, Waterworks Technologies, and Hydromantis Inc., the mission was an opportunity to celebrate early successes in a new market.

By mission's end, delegates from each company reported firm leads and significant access to immediate opportunities on both sides of the border, including invitations to bid and preliminary contract negotiations. With half the firms reporting in the days following the event, Industry Canada estimates the mission yielded potential business worth \$4.4 million.

Texas—Mexico border: thirsty for investment

The mission enabled Canadian companies to sample Trade Team Canada's trade strategy for the Texas—Mexico

border, a region characterized by unique bilateral dynamics. Texas, with a population of 20 million and a Gross Domestic Product (GDP) equivalent to the world's 14th largest economy, is the biggest beneficiary of the NAFTA



Canadian delegates discuss project opportunities on both sides of the border after the Laredo panel on bilateral project development with Oscar Cabra, P.E., EPA Region 6 (Dallas) U.S.-Mexico Border Co-ordinator for Water, Fernando Roman, P.E., Laredo Water Utility Director and Jose Ruiz, Senior Development Specialist at the NADBank.

partnership by far, accounting for one-half of the US\$250 billion trade between the U.S. and Mexico. Moreover, Texas carries over 70% of the trade between these two countries, making it a logistical gateway to the booming economies of northern Mexico.

Rapid growth in the region has meant an increased requirement for infrastructure, which the American government estimates to be worth between US\$8 to 10 billion in the water and wastewater sector alone. The

unique family, business, cultural and political ties between Texas and Mexico ensure that business development dollars invested on either side of the border benefit both sides. As such, this region is a springboard for environmental companies seeking access to the affluent — yet thirsty — communities of northern Mexico and Texas.

Mission highlights

At a luncheon in San Antonio, Texas, keynote speaker Raul Rodriguez of NADBank congratulated Delcan Corporation for being the first Canadian company to win a NADBank contract.

In Laredo, Texas, the delegation had its first glimpse of conditions in one of the border region's key "sister cities." Laredo is America's second-fastest growing city, after Las Vegas. With a combined population of nearly 600,000 "Los Dos Laredos" — Laredo and its sister city Nuevo Laredo — is the second-busiest international crossing in the Western Hemisphere, after Detroit—Windsor.

NADBank federal and municipal officials who will administer major U.S. projects funded by the Environmental Protection Agency (EPA) reported on the early development phases of the Nuevo Laredo and Matamoros projects. These projects, worth US\$250 million and US\$500 million respectively, are attractive targets for Trade Team Canada's collaborative approach that leverages Canadian trade and development financing to optimize Canadian access to these opportunities.

In Monterrey, Mexico, educational
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