

CANADA'S GOVERNMENT OFFERS A VARIETY OF PROGRAMS TO HELP EXPORTERS

ExportUSA

ExportUSA consists of three programs: NEBS, EXTUS and Reverse NEBS, which, through the efforts of Team Canada Inc. partners, support the government's initiative to increase the number of active exporters to the United States. Since 1984, over 15,000 Canadian companies have participated in these export programs.

Local International Trade Centre:
strategis.ic.gc.ca/SSG/ig00006e.html

International Business Opportunities Centre (IBOC) –E-Leads®

Through IBOC, Canadian companies are invited to subscribe free of charge to the Centre's electronic leads service, E-Leads®, by completing a profile that captures export activity preferences by products, services and priority markets.

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www.iboc.gc.ca/eleads

New Exporters Over Seas (NEXOS)

These missions introduce Canadian companies to markets in Europe. They are built around an event such as an international trade fair, and they include a full day of briefings to answer exporting questions.

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New Exporters to South America (NEXSA)

Designed for export-ready companies, this program provides market training to Canadian companies, then sponsors a five-day trade mission to two key South American markets.

Local International Trade Centre:
strategis.ic.gc.ca/SSG/ig00006e.html

Program for Export Markets

This international business-development program helps small companies might not understand annual sales ranging between \$1 million and \$5 million.
Local International Trade Centre:
strategis.ic.gc.ca/SSG/ig00006e.html
PEMD: www.infoexport.gc.ca

Team Canada Missions

To open doors for new business opportunities in global trade, this partnership between the Government of Canada and business sectors for missions to various countries.
Trade Missions
Tel.: (613) 944-2520
www.tcm-mec.gc.ca

WIN Exports

Canadian companies are invited to participate in a trade mission to expose their company to foreign buyers with Canadian sales.
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Export Development Canada

EDC provides trade finance and investment services to Canadian exporters and investors in up to 200 markets.
EDC hotline: 1-866-857-6000
www.edc.ca



Brunei Darussalam

- Environmental Sector Profile

China

- The Environmental Industries Market
- The Climate Change/Energy Efficiencies Market
- Environmental Sector Profile

Hong Kong

- The Environmental Industries Market

India

- The Waste Management Market
- Environmental Sector Profile

Indonesia

- Environmental Sector Profile

Japan

- The Site Remediation Market
- The Hazardous Waste Market
- Environmental Sector Profile

Malaysia

- Environmental Sector Profile

Pakistan

- Environmental Sector Profile

Philippines

- Environmental Sector Profile

Thailand

- Environmental Sector Profile

Vietnam

- Environmental Sector Profile

* Produced by the Market Research Centre of the Canadian Trade Commissioner Service. To consult them, visit:

www.infoexport.gc.ca

THE EUROPEAN ADVANTAGE

Surveys indicate that the Portuguese are becoming more concerned about important environmental issues such as sewage treatment, drinking water quality, environmental damage from forest fires and river pollution. According to recent statistics, only 42% of Portugal's population is supplied with drinking water of good quality, and only 27% of water effluent and 75% of urban solid waste is properly treated. Given that industrial pollution in Portugal corresponds to a population of 26 million — more than 2.5 times its actual population — the need for new environmental technologies is urgent.

Opportunities

Water sanitation and waste treatment, urban and industrial solid waste treatment and recycling top the list of opportunities in the environmental sector. Portugal has earmarked \$11.67 billion between now and 2006 to solve its environmental problems, with \$4.17 billion funded by the EU. The balance, to be funded by Portugal's government and the private sector, will be applied to improving sanitation in Portugal to meet European standards.



Limitations on the amount of public debt that Portugal can assume has opened up opportunities in the private sector. To attract private investment in air pollution reduction and effluent and solid waste treatment, the Portuguese government has been offering a tax credit since 1999 equal to 8% of investment in assets, such as equipment, that are used for environmental protection. The credit is limited to 25% of the net tax on profits, to a maximum of \$80,000.

Wastewater treatment — Approximately three quarters of the population. Only 55% of the population, however, has its wastewater treated in wastewater plants, which is far below Portugal's goal of eventually treating 90% of effluents in plants

(the EU average). This has opened up business opportunities in land and resources planning, as well as the supply of knowledge, equipment and services.

Urban and industrial solid waste management — The government has opened up the management of urban

Major competition

In the water-supply sector, concessions have already been awarded to major local contractors such as Generale des Eaux (Portugal) Ltd, Lusaqua (Vivendi, Lyonnaise des Eaux), Aguapor (IPE Group), AGS (Somague Group), and Indáqua

Opportunities in water supply and sewage treatment

The environmental market in Portugal

solid waste to the private sector. Many small firms now provide such services as street cleaning and pick-up of recyclable material. Managing industrial solid waste is the most crucial problem, however, as many industries now deliver their waste to municipalities that are poorly equipped to handle it. Solutions for preventing industrial waste, cleaner technologies and end-of-line technologies, are therefore urgently required.

Quality drinking water supply

The volume of drinking water that is captured and made available for each person is approximately 85 m³ in Portugal, the lowest in the EU. Only 80% of this water is quality-controlled. Undoubtedly, there will be a booming market for fresh potable water in coming years, supported largely by funds from the EU and the public sector. At present, the awarding of concessions to the private sector for the capture, treatment and domestic distribution of water has slowed to a trickle, due mainly to the large amount of investment capital needed.

Market access issues

Finding a local agent or partner is essential for Canadian environmental companies seeking niche market opportunities in Portugal.

(Mota & Ca.). These concession contracts cover 12% of the population. French, German and Italian companies are also active in other areas such as water and wastewater treatment equipment and urban and industrial solid waste recycling equipment.

Canadian companies should note that the ministries of Environment and Finance and the municipalities regulate the sector, prepare policies and award contracts.

Useful Web sites

- Portuguese environmental sector portal: www.netmais.pt/ambiente
- European Commission's Environment Directorate-General: http://europa.eu.int/comm/dgs/environment/index_en.htm
- European Environment Information and Observation Network: www.dga.min-amb.pt/eionet.htm
- Portuguese Ministry of the Environment: www.dga.min-amb.pt/rama.html

For more information, contact Carlos Lindo da Silva, Commercial Officer, Canadian Embassy, Lisbon, tel.: (011-351-21) 316-4600, fax: (011-351-21) 316-4695, e-mail: carlos.silva@dfait-maeci.gc.ca

To find government contacts and other trade-related professionals who assist women exporters, here is a list of **KEY CONTACTS** at the **INTERNATIONAL TRADE CENTRES**.

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