

Promoting Canada in U.S. Environment Market

An excellent way for Canadian companies to promote their environmental technologies, products and services in the United States marketplace is through participation in trade fairs, missions, seminars and workshops.

External Affairs and International Trade Canada, through its U.S. Trade and Tourism Development Division (UTO) and in cooperation with Canadian Consulates in the United States, is promoting Canadian participation in such events in an effort to help Canadian firms explore environmental opportunities in the U.S. market.

Following is a list of "selected activities" Canadian firms might find worth pursuing.

TRADE FAIRS

• **New England Environmental Expo** — Boston — April 28-30, 1992 — A National Show on environmental products and services, the 400-exhibitor event is the region's largest and is targeted at companies in both the products and services areas.

• **Water Pollution Control Association of New Jersey** — Atlantic City — May 5-7, 1992 — A 200-exhibitor Regional Show on water pollution control equipment, instruments and services that attracts 3,000 industrial, municipal and state water pollution engineers, buyers and regulators.

• **Waste Expo'92** — New Orleans — May 6-8, 1992 — A 350-exhibitor International Show on solid and hazardous waste collection, transportation and disposal equipment, related support equipment, products and services. The event attracts 12,000 private and public-sector officials and business persons involved in the solid waste field.

• **HazTech Trade Show & Conference** — Pittsburgh — May 12-

14, 1992 — This Regional Show features equipment, systems and services for the collection, containment and disposal of toxic/hazardous materials and waste generated by industrial and municipal users. This industrial states-wide event (Ohio, Pennsylvania, West Virginia, Maryland, Lower New York State) attracts 170 exhibitors and is attended by plant engineers, environmental consultants, emergency response personnel, and state government purchasing officials.

• **Hazardous Materials Management Conference** — Atlantic City — June 10-12, 1992 — This 650-exhibitor National Show features equipment for the handling, treatment, storage and transportation of hazardous materials and waste. Among the 12,000 attendants are plant and environmental engineers, municipal waste management officials, chemists, technicians and emergency response personnel.

• **Air & Waste Management Association** — Kansas City — June 22-26, 1992 — This 400-exhibitor National Show features products and services for air pollution control and waste management, including instrumentation, control equipment, engineering and consulting services. In attendance are engineers, waste management specialists, federal, state and municipal environmental control personnel.

MISSIONS

• **Mission to the California Water Pollution Control Conference** — Sacramento — April 8-10, 1992 — Geared to manufacturers and providers of water pollution control equipment and services, this event attracts about 1,000 visitors, including planners, engineers, consultants, and rep-

resentatives from cities and towns involved in water quality issues.

• **Canadian Hazardous Waste Management Companies Mission** — Los Angeles — April, 1992 — The mission will meet with manufacturers, consultants and regulators of equipment, systems and services related to hazardous waste management.

• **Mission to the Environmental Business Council** — Boston — April, 1992 — Environmental Business Council Members and invited Canadian companies concerned with the complete range of environmental products and services.

• **Incoming Mission to the American Water Works Association Show** — Vancouver — June 18-22, 1992 — Some 25 U.S. buyers, selected and invited by Canadian Consulates in the U.S., will be interested in water meters, pipes, valves and other components related to the water works industry. The show attracts about 9,000 municipal and state officials, engineers, contractors and environmental specialists.

WORKSHOPS/SEMINARS

• **Canada-U.S. Environmental Forum** — Raleigh, North Carolina — June 26-27, 1992 — The forum will showcase technologies in five major areas of environmental concern: air, waste, water, management and engineering. The event is designed to promote "teaming" between U.S. organizations and their Canadian counterparts to explore partnerships, collaborations, joint ventures, research contracts, and strategic alliances.

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