

of toxic elements from gases from chemical/ petrochemical plants etc. Coal-washing technologies to reduce ash emissions are a priority. The Indian government is soon planning to bring a regulation on treatment of biomedical waste, and hence, there is a good market for hospital waste-treatment equipment.

Environmental consultancy services has been the prime area of interest to date for Canadian companies and the market size is estimated to be about US\$75 million. The few domestic consultancy firms that specialize in the environment sector have only limited experience and therefore, they are eager to tie up with foreign consultancy firms to meet the growing demands of this market. There are opportunities for offering services like environmental auditing, safety audits, environmental management systems, risk analysis, waste management and recovery, sewage treatment, hazardous and solid-waste management, clean production technologies, and the treatment of industrial effluents and waste. A number of Canadian consulting firms have pursued projects financed by the World Bank and the Asian Development Bank (AsDB) and are currently working in Mumbai, Rajasthan and Tamil Nadu. The Confederation of Indian Industry/CIDA Environmental Management Program, which promotes environmentally sound industrial development through policy and technology-related measures, is increasing the profile of Canadian expertise in the Indian market.

Constraints

Until the late 1970s, the production of pollution-control equipment in India was minimal. A few companies such as Bharat Heavy Electricals (a state corporation) and Flakt India produced precipitators, primarily for thermal-power stations. Hindustan Door Oliver, the largest water-treatment company, started business in 1975. Since then, many new companies have entered this market. Laxity in enforcing the environmental laws has been a major constraint in development of this sector. For air-pollution control equipment, foreign companies that are present either by representation or collaboration include Flakt AB (now taken over by ABB), Wheelabrator U.S.A., Lurgi, Anderson 2000, Dust Suppression International, Peabody

Holmes, Research Cottrell, Zurn Industries, Ventilatorenfabrik Oelde, James Howden, Foxboro, Environment S.A., Columbia Scientific, and Fischer Klosterman. American, German and Swedish companies have been active for quite some time.

In the water- and waste-water treatment field, Canadian companies should be prepared to face competition from Paques B.V., Andersen 2000, Hydranautics, Graver Water, Axel Johnson, pHox System, WR Grace, Ion Exchange, Door-Oliver, Sulzer Bros., Weir, and Biothane Systems. British, Dutch and U.S. firms are active.

The United States Agency for International Development (USAID) has a program to disburse about US\$25 million to aid joint ventures in the environment sector between U.S. and Indian companies.

Business Environment

Now is the time to enter this lucrative market. The government, judiciary, public and industry are becoming environmentally friendly. To succeed in this market, some form of business arrangement is desirable, e.g. technology transfer/joint venture for air/water pollution-control equipment, representation for environmental instrumentation, case-to-case tie-up with local consultancy firms for environmental consultancy.

Imported environmental equipment enjoys substantial competitiveness due to very low or nil import duties. As in most sectors a local representative/distributor or local partner is recommended; particularly for pursuing large government projects.

Action Plan

- Special attention will be focussed on the subsectors of waste-water management and pollution control, and solid- and hazardous-waste management.
- Efforts will continue to be made to identify Canadian environmental firms that are ready for the Indian market. Commercial intelligence-gathering efforts will be focussed on the needs of these firms.