



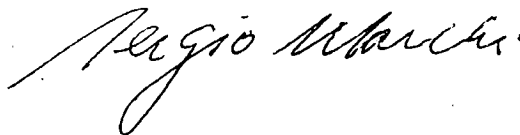
FROM ENVIRONMENT CANADA

My department is delighted to co-sponsor *Opportunities in Mexico: Environmental Products and Services*. The Government of Canada is serious about improving opportunities for our environmental industries; pursuing new trade in this sector is an excellent way to accomplish this goal.

Canadian environmental companies have already gained considerable access to the Mexican market. This is beneficial for jobs and growth in both our countries, and it is good for the health of our citizens. Alternatives to outdated commercial practices not only bring greater efficiency with greater production at lower costs, they make sustainable development a reality.

Our governments also have a history of working together on the environment in some very key areas. Under the Canada-Mexico Environmental Cooperation Agreement, we continue to share solutions to some of our most severe environmental problems. And recently we added the new Environmental Technology and Industry Program to the Agreement. It will give Canadians a new route to exchange technologies in areas such as the clean-up of hazardous sites and modernization of water quality management.

We believe this initiative generates substantial opportunities for Canada's environmental industries. This publication helps introduce Canadian business to those opportunities. It's an in-depth look at the Mexican market, its size, trends and distribution channels. If your business is involved in the design or marketing of environmental products and services, and if you want to explore new possibilities, make *Opportunities in Mexico* your guide.



Hon. Sergio Marchi, P.C., M.P.
Minister of the Environment