

## Cross-Canada Seminars Tell How to Break Into U.S. Environmental Marketplace

Canadian firms wishing to take advantage of the "excellent business opportunities" offered in the United States environmental marketplace will find it worth their while to attend seminars being held across Canada next month.

The **U.S. Environmental Market Seminars**, the general theme of which is "Knowledge: First Step Towards Successful Penetration of the U.S. Market", will tell Canadian environmental industry firms what is necessary to succeed in this "long-term growth market."

According to seminar organizers, the "critical key" to success in penetrating this burgeoning market is an understanding of U.S. environmental laws, regulations, standards, acts, sanctions, and state and local regulations—all of which will be discussed by experts in their respective fields.

In addition, four major U.S. environmental segments will be highlighted: hazardous and toxic waste; municipal solid waste; air pollution control; and water and wastewater treatment.

These segments will be discussed in specifics, with topics covering such environmental business issues as characteristics of the industry; statutory and regulatory environment; market size, segmentation and growth rates; current participants and their roles; strategies being pursued; current business opportunities; available and emerging technologies; and acquisition and joint venture activities.

Organized by the USA Trade and Tourism Development Division of External Affairs and International Trade Canada and co-sponsored by numerous trade organizations and associations, the seminars, costing \$107.00 (including GST),

will be held in **Calgary** (March 2); **Vancouver** (March 3); **Toronto** (March 9); **Montreal** (March 10); **Halifax** (March 30); and **Moncton** (March 31).

To register and/or submit payment, contact, as soon as possible, Doris Lacombe-Beauchamp, Rheel Leroux and Associates Inc.,

1010 Polytek, Unit 37, Ottawa K1A 0G2. Tel.: (613) 741-9397. Fax: (613) 741-9906.

Information on the seminars may also be obtained from Donald Marsan, UTO, External Affairs and International Trade Canada. Tel.: (613) 991-9478. Fax: (613) 990-9119.

## Potential for Canada in Syria

Changes taking place in Syria indicate that the private-sector industry offers "interesting potential" for Canadian exporters, says a report received from the Canadian Embassy in Amman, Jordan.

One client (Nasuh Malas, Nahas Enterprises Group, PB 3050, Damascus. Fax: 237688. Telex: 411443 SY) represents the following interests:

- A **surgical thread** (synthetic and natural raw materials) **factory welcomes franchise/license offers**. Scope of project, valued at US\$5-\$6 million, includes **supply of machinery or complete production (synthetic sutures) line**. Financing is available and in place.
- **Production line and machinery** required for factory to produce **hydrochloric acid and sodium sulphate** (using mined rock salt and sulphuric acid as raw materi-

als). Financing, available and in place, is estimated at US\$7-\$8 million.

- A **corrugated board and boxes factory** with a capacity of 35,000 tons per annum on a 24-hour basis, seeks the supply of a **complete production line and machinery for the manufacture of 3 and 5-ply corrugated board** (width 230 cms) and **computerized box-making machines**. Financing is available for the project which has an estimated cost of US\$3 million.
- **Project to manufacture baby food** (cereals) products at capacity of 500 kgs per hour, requires **machinery**. Client, willing to visit interested Canadian companies, seeks **licensing agreement** and will pay for franchise and royalties.

Detailed information and specifications on all projects may be obtained directly from the client by facsimile or telex.

Canadian suppliers seeking further information may also contact the Commercial Section, Canadian Embassy, P.O. Box 815403, Amman, Jordan. Tel.: (011-962-6)666-124/5/6. Fax: (011-962-6)689-227. Telex: (Destination code 0493) 23080 (23080 CANAD JO).

### Numbers to Note

Effective February 15, 1992, new telephone numbers for the Canadian Embassy in Tunis, Tunisia are: 796-577; 795-619; 797-114; 798-004; and 799-337. The international prefix is (011-216-1).