
documents, as well as over 100 interviews with manufacturers, utilities, engineers, governments, and other organizations in Canada and the United States.

The specific objectives of this study are to provide Canadian firms with insight in the following areas of the U.S. environmental market:

- market size and growth;
- important market characteristics and trends;
- techniques through which relevant contacts and potential clients can be identified;
- relevant licensing and legislative issues;
- major hindrances, inconveniences, and legislated barriers facing potential entrants;
- strategies of other Canadian firms in the American market;
- the views of U.S. organizations in terms of their buying process, awareness of Canadian capabilities, and openness to partnership;
- options regarding acquisition or joint venturing as a means of entering the market; and
- relevant trade shows, trade journals, seminars, associations, companies and government information sources.

Conclusions

Discussions and research undertaken during this assignment suggest that Canadian engineering firms can benefit from U.S. market activity in a number of ways, including:

- a market diversification which reduces dependence on a single marketplace;
- an exposure to new technologies, new financing concepts and evolving trends;
- a first-hand knowledge of the strategies of potential future competition;
- an enhanced access to more ideas and broader skills;
- an increased level of revenues and profit;
- an extended life for the firm's service concepts;
- a better utilization of company personnel, facilities and overheads.

Each of the above general benefits serves to enhance the overall competitiveness of the Canadian firm and to help it prepare for the increased competition coming to the Canadian market.

In the specific case of the United States environmental market, the data on market size and growth vary, although in all instances these data and projections are substantial. The U.S. environmental market is large and offers considerable potential for qualified Canadian firms. The environmental market encompasses some \$130 billion in annual spending and grew by approximately 11 percent in 1991. It is projected that environmental spending will rise from current levels of around 1.8 percent of GDP to almost 3 percent of GDP in 2000. As well, future environmental market opportunities in Mexico, South America and other regions may be more attainable for Canadian firms with U.S. market exposure and/or with U.S. alliances.