

Strong points which Canada should exploit have come to the fore at international shows such as Globe 92 in Vancouver as well as in the energetic campaign undertaken by Investment Canada in such areas as water treatment and biological mitigation measures¹.

Valued by U.S. industrial associations at \$130 billion (US) in 1993, the American environmental market offers significant openings for Canadian business. To penetrate this huge and constantly changing market, companies need to be familiar with U.S. legislation and regulations affecting the areas in which they are involved. They must then join together and form strategic alliances with the main U.S. firms that have contracts with the Environmental Protection Agency -- the motor force behind environmental activities in the United States.

¹ Tr.Note: The above four paragraphs are translations from «Prendre les devants» : État de la politique scientifique et technologique du Canada, Ottawa, 1991. (English not available)