

CANADA'S GOVERNMENT OFFERS A VARIETY OF PROGRAMS TO HELP EXPORTERS TAP INTO NEW MARKETS.

ExportUSA

ExportUSA consists of three programs: NEBS, EXTUS and Reverse NEBS, which, through the efforts of Team Canada Inc. partners, support the government's initiative to increase the number of active exporters to the United States. Since 1984, over 15,000 Canadian companies have participated in these export programs.

Local International Trade Centre:

strategis.ic.gc.ca/SSG/ig00006e.html

International Business Opportunities Centre (IBOC) –E-Leads®

Through IBOC, Canadian companies are invited to subscribe free of charge to the Centre's electronic leads service, E-Leads®, by completing a profile that captures export activity preferences by products, services and priority markets.

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www.iboc.gc.ca/eleads

New Exporters Over Seas (NEXOS)

These missions introduce Canadian companies to markets in Europe. They are built around an event such as an international trade fair, and they include a full day of briefings to answer exporting questions.

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New Exporters to South America (NEXSA)

Designed for export-ready companies, this program provides market training to Canadian companies, then sponsors a five-day trade mission to two key South American markets.

Local International Trade Centre:

strategis.ic.gc.ca/SSG/ig00006e.html

Program for Export Market Development (PEMD)

This international business-development assistance program shares the costs of activities that small companies might not undertake alone. To be eligible for assistance, a company must have annual sales ranging between \$250,000 and \$10 million, and present a market-development plan.

Local International Trade Centre:

strategis.ic.gc.ca/SSG/ig00006e.html

PEMD: www.infoexport.gc.ca/pemd/menu-e.asp

Team Canada Missions

To open doors for new business development and help Canadians to increase their global trade, this partnership between governments and business targets specific business sectors for missions to selected countries.

Trade Missions

Tel.: (613) 944-2520

www.tcm-mec.gc.ca

WIN Exports

Canadian companies are invited to register in this database to provide international exposure to their company. Trade commissioners at posts use this database to connect foreign buyers with Canadian suppliers.

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www.infoexport.gc.ca/winexports

Export Development Canada

EDC provides trade finance and risk management services to Canadian exporters and investors in up to 200 markets.

EDC hotline: 1-866-857-6031

www.edc.ca

To find government contacts and other trade-related professionals who assist women exporters across Canada, here is a list of **KEY CONTACTS** at the **INTERNATIONAL TRADE CENTRES**.

Patricia Williams

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Department of Foreign Affairs and International Trade (DFAIT)

Elizabeth Lahey, Trade Commissioner (Businesswomen)

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Export Development Canada (EDC)

EDC Hotline

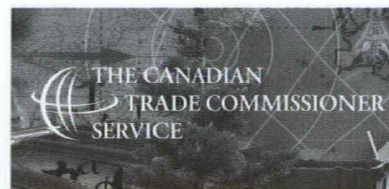
Tel.: 1 (866) 857-6031

www.edc.ca

Writer

Bay Communications

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Serving Environmental Industries

Upcoming Event(s) in Canada

Globe 2002

March 13-15, 2002

Vancouver, B.C.

www.globe2002.com

National Associations

Geomatics Industry Associations

Canada (GIAC)

www.giac.ca

The Canadian Environment Industry

Association (CEIA)

www.ceia-acie.ca

The Canadian Council for Human Resources

in the Environment Industry (CCHREI)

www.cchrei.ca

Contact in the Trade Commissioner Service

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Trade Commissioner

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Available Market Reports and Profiles* for the Asia-Pacific Region

Korea

- The Environmental Industries Market

Australia

- Environmental Sector Profile

THE EUROPEAN ADVANTAGE

(the EU average). This has opened up business opportunities in land and resources planning, as well as the supply of knowledge, equipment and services.

Urban and industrial solid waste management — The government has opened up the management of urban

Major competition

In the water-supply sector, concessions have already been awarded to major local contractors such as Generale des Eaux (Portugal) Ltd, Lusaqua (Vivendi, Lyonnaise des Eaux), Aguapor (IPE Group), AGS (Somague Group), and Indáqua

Opportunities in water supply and sewage treatment

The environmental market in Portugal

solid waste to the private sector. Many small firms now provide such services as street cleaning and pick-up of recyclable material. Managing industrial solid waste is the most crucial problem, however, as many industries now deliver their waste to municipalities that are poorly equipped to handle it. Solutions for preventing industrial waste, cleaner technologies and end-of-line technologies, are therefore urgently required.

Quality drinking water supply

The volume of drinking water that is captured and made available for each person is approximately 85 m³ in Portugal, the lowest in the EU. Only 80% of this water is quality-controlled. Undoubtedly, there will be a booming market for fresh potable water in coming years, supported largely by funds from the EU and the public sector. At present, the awarding of concessions to the private sector for the capture, treatment and domestic distribution of water has slowed to a trickle, due mainly to the large amount of investment capital needed.

Market access issues

Finding a local agent or partner is essential for Canadian environmental companies seeking niche market opportunities in Portugal.

(Mota & Ca.). These concession contracts cover 12% of the population. French, German and Italian companies are also active in other areas such as water and wastewater treatment equipment and urban and industrial solid waste recycling equipment.

Canadian companies should note that the ministries of Environment and Finance and the municipalities regulate the sector, prepare policies and award contracts.

Useful Web sites

- Portuguese environmental sector portal: www.netmais.pt/ambiente
- European Commission's Environment Directorate-General: http://europa.eu.int/comm/dgs/environment/index_en.htm
- European Environment Information and Observation Network: www.dga.min-amb.pt/eionet.htm
- Portuguese Ministry of the Environment: www.dga.min-amb.pt/rama.html

For more information, contact Carlos Lindo da Silva, Commercial Officer, Canadian Embassy, Lisbon, tel.: (011-351-21) 316-4600, fax: (011-351-21) 316-4695, e-mail: carlos.silva@dfait-maeci.gc.ca