

MARKET ANALYSIS OF WASTEWATER TREATMENT IN NEW YORK STATE

1. PREFACE

The Canadian Consulate in Buffalo, New York has commissioned this study to provide information about the opportunities in Upstate New York in the field of Wastewater Treatment.

The basic marketing information concerns the opportunities in the marketplace. Since this sector is a legislative driven industry, focus was on New York State Department of Environmental Conservation (NYSDEC) Regulations.

2. OBJECTIVES OF THE STUDY

a. Conduct a Situation Analysis

Define the current state of the market, market trends and approximate sales potential over the next 5 years in New York State for municipal and industrial waste water plants and modifications to the existing facilities.

b. Determine Opportunities in the Marketplace

Identify the technologies, services and products that are likely to be required of new and existing municipal and industrial waste treatment facilities for the next 5 years and markets with the best potential for Canadian firms.

c. Provide Information on the Major Customers and Specifiers

Identify where the major existing Wastewater Treatment Facilities (WWTF) are and what distribution channels are used to reach potential customers.

d. Prepare an Action Plan

Make recommendations to penetrate the market including selling methods and promotional activities.