
Executive Summary

Objectives of the Study

In 1992, External Affairs and International Trade Canada (EAITC)¹ chose to fund two studies examining "prospects and strategies in the U.S. market for the Canadian environmental consulting engineering sector". The first study focussed on the Eastern Seaboard region, although most of the information in the report was (and is) of relevance to Canadian firms in all regions. The first document, published in February 1992, has been very well-received by the country's engineering consulting and environmental community and has been distributed to some 900 Canadian firms.

Because the initial version of the work was so well-received, EAITC chose to undertake this second study with an enhanced focus on public sector opportunities, liability considerations, western U.S. opportunities, and other subjects. This second report then builds considerably upon the information contained in the first report. The majority of the information in both reports is of relevance to the U.S. environmental market in general - the market is simply too vast and the opportunities too immense to make any detailed study of particular states, cities or industry sectors. The onus is on individual Canadian firms to use the techniques and sources described in the document to identify the opportunities that best suit their capabilities.

This document is to serve primarily as a guide to Canadian firms who are less experienced in the U.S. market, as opposed to larger firms who may already be highly active in the market. Small and medium sized Canadian environmental engineering firms should thus find the information in the report to be particularly useful. Some aspects of the work might also be of interest to other engineering disciplines, as well as to academics, environmental equipment producers, construction firms, and others.

The management consulting firm of Ernst & Young² was selected to conduct the assignment. Ernst & Young benefitted from the guidance of an advisory committee representing EAITC, Industry, Science and Technology Canada (ISTC), and the Association of Consulting Engineers of Canada. The findings and information contained in the report are based upon a review of existing

¹ The project has been conducted in close consultation with the Association of Consulting Engineers of Canada (ACEC) and with Industry, Science and Technology Canada (ISTC).

² Additional information may be obtained from Paul Stothart in the Ottawa office of Ernst & Young Management Consultants at (613) 232-1511.