

Environment "The" Issue at World Trade Events

The annual Waste Expo Fair is a must for those interested in the treatment of non-hazardous wastes.

Waste Expo '93 was held in Chicago last June; the Canadian government was among the participants, along with 19 Canadian companies. As a result of the event, and on the basis of their discussions with potential clients, Canadian exhibitors expected to achieve sales in the vicinity of \$34 million.

Waste Expo '94 will take place in Dallas, Texas from May 3 to 6. Canadian participation will again be coordinated by the Department of Foreign Affairs and International Trade (DFAIT); there will be room for 20 to 25 Canadian participants.

If you are interested in participating, the following are a few observations made by the trade commissioners who attended Waste Expo '93. We hope they will help you to make your decision.

1. Profile of Participants

In 1993, the fair attracted 12,040 participants, compared with 10,300 in 1992; the list for Expo Waste '93 included 527 exhibitors.

These exhibitors represented key sectors of the industry, namely: Recycling, composting—equipment and services (224 exhibitors); Discharges—equipment and services (99 exhibitors); Truck bodies, equipment (99 exhibitors); Balers, compactors, shredders (98 exhibitors); Services (53 exhibitors); Data processing equipment and software (42 exhibitors); Media (35 exhibitors); Hazardous wastes (33 exhibitors); Energy production from waste products (24 exhibitors); Medical wastes (7 exhibitors).

2. Market Trends

The waste industry has experienced the same slowdown as the rest of the U.S. economy, and the

Waste Water Market Study

Canadian environmental companies interested in the American market for waste water should take note of the publication entitled *The Industrial Waste Water Market*.

This study, prepared by the Trade Promotion and Tourism Division of the Department of Foreign Affairs and International Trade (DFAIT), contains information on American environmental legislation and regulations pertaining to industrial waste water and names the main industrial sectors and technological trends involved.

The study also contains market potential and growth projections, along with the main prospects for partnership in the American private sector. A list of the leading American companies involved in water and waste water is presented for the information of those seeking partnership.

The demand for goods and services in the North American environmental market reached \$185.1 billion in 1991, \$130 billion of this in the United States alone. American industries invested \$3.6 billion in the processing of waste water in 1990.

If the three per cent annual growth rate holds, the overall figure will reach \$4.1 billion by 1995. Canadian companies will have business opportunities.

Canadian industry will have to take an aggressive approach toward seeking partnerships, which are said to be the key to the future.

Contact InfoEx (see box at bottom of page 8) and quoting Code 136UF.

same kind of basic restructuring that numerous other activity sectors have undergone in recent years. Companies are cutting back on staff and regrouping, large companies are absorbing small ones, many facilities are expected to be privatized, and tremendous changes are occurring by reason of new regulations, in particular Subtitle D, a new set of federal regulations whereby all discharges must conform to new government environmental guidelines.

3. The Effects of Subtitle D

These regulations are designed to create a framework for cooperation among federal, state and local governments, in order to effectively eliminate non-hazardous solid wastes. The federal government will set minimum standards and will provide technical assistance. Planning and implementation will be the responsibility of state and local governments. The regulations are expected to have some major effects, including the shutting down of nearly half of the country's landfills, new transfer stations and transportation networks, a resurgence of waste-to-energy, and more concentration on recycling.

4. Types of Companies that May Benefit

In addition to Canadian rail and long-haul carriers able to offer integrated transportation solutions to municipalities and waste firms, companies that may benefit include those that:

- specialize in landfill closure and/or bioremediation;
- can design and operate transfer stations and material recovery facilities;
- specialize in balers, sorters, conveyors, shredders, granulators and other equipment used to process recycled materials or prepare waste for long-haul transport;

Continued on page 5 — Environment