

## **OBJECTIVES OF THE STUDY**

### **General objectives**

Provide the Canadian industry with information that will raise interest in exploring the U.S. wastewater management market and finding American partners with which to open up markets for new technologies.

### **Specific objectives**

Provide the Canadian industry with up-to-date information on U.S. industrial wastewater regulations (Document 1), on the main segments of industry affected by these regulations (Document 2), on the market potential generated by the regulations (Document 3) and on the potential for forming partnerships with major U.S. environmental contractors (Document 4).

## **CONTEXT OF THE STUDY**

Canada can expect to become a world leader in the technology, design and creation of services that will be increasingly in demand as the world economy comes to recognize the importance of sustainable development and adapts to it.

The time may have come to recall Michael Porter's statement that innovation in the context of stricter environmental regulations could bring about an increase in global competitiveness.

Not only have strict regulations given a fresh impetus to Canada, but the country also has the expertise needed to become a leader in numerous environment-friendly technologies.