

THE MARKET

A strong demand for products and services is expected in the near future due to the increasing social and legal pressures on industries, health establishments, and governmental organizations to alter their operations that have been proven to cause environmental damage. There seems to be a *growing concern* about public health and environmental depredation.

The potential for increasing demand is omnipresent. However, only big companies and multinationals have the funds necessary to finance a technology transfer, or the purchase of equipment for the treatment of wastes. Small and medium-sized enterprises (SMEs) do not usually have "deep pockets" and will need financing. At the moment, there is no government support, in terms of incentives or promotions, and SMEs find that local banks end up charging unfeasible interest rates on loans. This issue will soon be addressed by the Secretariat of Natural Resources and Human Environment (SRNAH). Also, the Organization of American States (OAS) has shown interest in solving this problem. Funding by multilateral institutions (World Bank, IDB, IMF) should be expected to continue. Furthermore, the *Association for the Development of Environmental Management (ADEGA)* is setting up a program to help SMEs find financing for technology transfers (re: following section).

As far as regional projects are concerned, the IDB plans to fund (through loans) the following:

- The program for the *Environmental Management of the Matanza-Riachuelo Basin*. In its preparation stage, the program will require works including construction of retaining walls, canals, dams, and pumping stations. Micro-drainage works will also be included and dredging of the Riachuelo may be undertaken. Consultants will be hired for institutional strengthening and development of complimentary environmental programs. The executing agency is the Subsecretaría de Obras Públicas, Ministerio de Economía de la Nación. Interested companies should contact the agency (re: Appendix 3).

- The *Lago San Roque Basin Ecological Recovery Program*. In its identification stage, the program will require works including collection, treatment, and waste disposal in nine cities of the basin. Consultants will be hired to carry out a feasibility study and for institutional strengthening. Waste management works will also be required. The executing agency is to be determined. Interested companies should contact the IDB to keep track of the program (re: Appendix 3).