

the application of modern tools of science and technology for conservation; the creation of environmental consciousness through education and mass awareness programmes; and measures to recycle waste materials and natural resources, conserve energy, and conserve use of natural resources in industrial processes.

Finally, the 1992 Policy Statement for Abatement of Pollution focuses on the following areas: pollution prevention at source; encouragement, development, and application of best available practicable technical solutions; polluter pays for pollution and pollution control; and focus on heavy polluted areas and river stretches.

3. Canadian Environmental Capabilities

There are approximately 4,500 firms employing about 150,000 people in Canada and generating roughly \$11 billion in annual sales. The Canadian industry is overwhelmingly comprised of small and medium-sized enterprises, with about 15 to 20 percent of these companies being export-ready. Canadian environmental consulting, management and engineering firms as well as private laboratories and research establishments are providing engineering, economic, scientific, management and technical services to both the domestic and international markets.

Canadian firms have established a good reputation for water and waste water treatment systems; for handling liquid and solid wastes; and for providing such items as incinerators, shredders, compactors and refuse recycling equipment. Our capacity extends from the construction of large pollution prevention and control systems down to such component parts as pumps, filters, valves and chemicals.

Canadian firms have world-class products, services and technologies in the following areas:

- industrial pollution prevention services;
- pollution control / waste management / site remediation;
- clean production technologies;
- liquid effluent and sludge treatment technologies;
- air pollution control technologies;
- waste management and site remediation of land and ground water.

Given the competition from other countries for a share of the Indian environmental market, Canadian environmental companies may be well advised to select a market niche rather than trying to compete on a broader basis. A logical approach for Canadian companies is to focus on a niche market or specific project opportunity. Although competition is stiff, the Indian market is large enough that Canadian companies can carve out opportunities in their area of expertise.