

- Information Technology (IT) Round Table
- National Software Working Committee (NSWC)
- Software Industry Liaison Committee (SILC)

ENVIRONMENTAL INDUSTRIES -- INTERNATIONAL MARKETING

The world environmental market is US\$200 - 300 billion, of which OECD countries account for 82%, spending approximately 1.2% to 1.5% of Gross Domestic Product (GDP) on related products and services. The average growth rate for OECD environmental expenditures is expected to be 5.5% per year.

The **United States** market (40% of the world market) is valued at about US\$100 billion and is growing at an annual rate of 5.4%. **Western Europe** accounts for about 27% of the world market with environmental expenditures of US\$60 billion. The **Asia-Pacific** market, dominated by **Japan**, is valued at US\$30 billion, or 12% of the total world market. **East European and C.I.S.** environmental markets amount to about US\$15 billion and are growing at about 4% per year. New opportunities are developing in Mexico with NAFTA, and in South and Central America and Africa.

The challenge is to expand Canada's domestic and export market shares by aggressive marketing, by developing market-responsive environmental products and services and by commercializing new and innovative technologies. The first objective is to ensure access to world markets and to build on markets already established by Canadian firms. A highly targeted strategic approach is to accelerate exports and the establishment of strategic alliances between Canadian and foreign firms for investment, technology transfer and new business development.

**Industry, Science & Technology Canada
235 Queen Street
Ottawa, Ontario
K1A 0H5**