

## Ireland's environmental market

Ireland generates approximately 12 million tonnes of solid waste annually. It is estimated that 90% of solid waste is accumulating in landfills. As the economy and population of Ireland have grown, the pressure on landfills has increased accordingly. Many of the 76 existing landfills are nearing maximum capacity and nearly half of these sites are scheduled to close by late 2003.

The Irish government began to address this issue by making solid waste management and recycling a priority. As such, the Irish government's *National Development Plan for 2000-2006*, allocates an investment of approximately \$1.75 billion into the area of waste management infrastructure and initiatives. The importance of addressing such environmental issues is amplified by the necessity to comply with European Union environmental legislation.

Due to the traditional use of landfills, the market for waste technologies is quite new and underdeveloped. Many local companies have limited experience and capabilities in innovative environmental technologies.

Similar problems have emerged in Ireland's water and waste water infrastructure as well. The population increase and economic upturn has increased water and water waste needs; this is evident in the unprecedented demand for housing. It is predicted that 160,000 new homes will be built in the next decade.

### Opportunities

As a result, a variety of opportunities exist for partnering with Irish firms as Ireland seeks environmental management technologies. Although the

market is competitive, Ireland recognizes that there is a base of established Canadian expertise in this field.

There is an interest in Ireland for 'design, build and operate' contracts.



Irish markets desire infrastructure development outsourcing that will include operation and maintenance. Also, many environment-related projects are emerging from the public

sector and are therefore offered by way of public tender. Key tenders are publicized by DFAIT's International Business Opportunities Centre at [www.iboc.gc.ca](http://www.iboc.gc.ca)

On March 26 and 27, 2003, two exhibitions will be held jointly in Dublin, Ireland: the **Irish Water, Waste and Environment Exhibition** as well as the **Irish Recycling and Waste Management Exhibition**. For more information on these events, visit [www.environment-ireland.com](http://www.environment-ireland.com) or visit ENFO, a public information service on environmental matters ([www.enfo.ie](http://www.enfo.ie)), the Irish Department of the Environment and Local Government ([www.environ.ie](http://www.environ.ie)), and the Environmental Protection Agency ([www.epa.ie](http://www.epa.ie)). \*

## Czech environmental opportunities

Due to the major flooding in the Czech Republic this past August, Czech government authorities are urgently seeking ways to solve a variety of environmental problems.

This disaster has brought the Czech Republic back to the environmental status it had 12 years ago and comes at a time when the country is planning to join the European Union (EU). However, for the Czech Republic to reach the environmental standards of the EU, considerable improvement in many environmental subsectors— notably waste water treatment—must be achieved.

Throughout the Czech Republic, approximately 60 waste water plants were affected by the flooding and require cleaning, verification, analysis, and repairs to its systems and associated equipment.

Sewage treatment systems are also among the key environmental priorities for the Czech Republic. In

fact, the Environment Ministry fears that the inability to quickly clean up in some areas poses an environmental threat, especially because flood water knocked down most of the sewage plants along the Vltava River. Indeed, all such systems in Prague and throughout the country have sustained flood damage and will need to be reconstructed and modernized.

Canadian companies, therefore, are invited to market their products and expertise to the Czech Republic.

For more information, contact the Canadian Embassy in the Czech Republic, tel.: (011-420) 27210-1800, e-mail: [prague@dfait-maeci.gc.ca](mailto:prague@dfait-maeci.gc.ca) Web site: [www.canada.cz](http://www.canada.cz) \*

## China's bottled water market

It is estimated that only 13.8% of water used for drinking in China is actually potable. As a result, the lack of potable water has created an enormous demand for bottled water.

alongside increasing incomes and greater awareness of health issues.

### Opportunities

Bottled water consumption in China is expected to grow from 6.4 billion litres in 2001 to 8.5 billion litres in 2002. Market growth is expected to continue in the coming years, with consumption rates reaching 14 billion litres by 2005. Historically, Canada has not been a consistent supplier of bottled water to China; Canadian exports of bottled



China is the largest bottled water market in Asia and is among the top 10 markets in the world.

Bottled water sales in this large market have been increasing overall

### Centres of opportunity

## The Kansai: Japan's biotech belt

With a massive influx of capital, infrastructure renewal, and an explosive domestic market, Japan's biotech belt offers Canadian enterprises an exciting and potentially highly rewarding challenge.

The Kansai region of Japan includes such world famous cities as Kyoto, Osaka, Kobe, and Nara. Today these cities, which have been historically significant as business and cultural centres, form a ribbon of biotechnology innovation across Japan.

### Opportunities

Of the 15 leading Japanese pharmaceutical companies, eight are based in the Kansai region. These companies have traditionally been engaged in the entire process from research to manufacturing and marketing of

drugs—a characteristic of Kansai-based firms.

However, R&D strategies have undergone drastic changes. It is no longer possible for each company to handle all of the necessary technical know-how for in-house research. As a result, the focus of business development has been on joint research with both domestic and overseas partners in order to optimize R&D results.

### Major investment

The Japanese government has allocated \$1.6 billion to an 'aging project' which includes human genome analysis and regenerative medicine. As Japan's major centre of excellence in the bioscience and medical/pharmaceutical industry, the Kansai region has received a heavy portion of this investment,

water to the region in the January to October 2001 period totalled approximately \$32,000. Opportunities, therefore, may exist for a dedicated Canadian exporter. A careful marketing and supply strategy may bring success in this market. France's Danone Group is the largest exporter of bottled water to China and provides the greatest competition for Canadian exporters.

For more information, contact the Canadian Embassy in Beijing, tel.: (011-86-10) 6532-3536, fax: (011-86-10) 6532-4072, e-mail: [beijing-td@dfait-maeci.gc.ca](mailto:beijing-td@dfait-maeci.gc.ca) Web site: [www.canada.org.cn](http://www.canada.org.cn)

For the complete market report, visit [www.infoexport.gc.ca](http://www.infoexport.gc.ca) \*

allowing each of the biotech belt cities to expand both in size and capability.

### Unprecedented growth

This biotech belt gains strength from the Japanese domestic market; the decade between 1990 and 2000 saw a fourfold increase in sales from \$4 billion to \$16 billion for biotechnology products. This accounts for 23% of global biotech sales, ranking Japan second only to the U.S. The Japanese government predicts that this growth rate will be explosive, reaching a market size of \$333 billion by 2010.

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(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "A Yen for Japan".)