

ESTIMATED MARKET FOR WATER POLLUTION CONTROL US \$ MILLIONS

	1993	1994	1995	1996	Average percentage growth 1993-96
Municipal: instrumentation	39	45	52	61	16
Municipal: build-operate-transfer (BOT)	160	200	240	287	21.5
Municipal: operation / maintenance / distribution contracts	40	50	65	85	28.5
Multilateral funded	80	80	160	195	34.5
Traditional government funded	300	200	260	300	0
Industrial: instrumentation	30	36	43	52	20
Industrial: PEMEX BOTs	0	250	0	150	n/a
Industrial: wastewater treatment	200	230	265	308	15.4
Total	849	1,091	1,085	1,438	19.2

Source: United States Agency for International Development (USAID), 1995.

AIR POLLUTION CONTROL

Most improvements in air quality will result from government-initiated programs to reduce automobile emissions through the use of unleaded gasoline and catalytic converters. *Paraestatales*, state-owned companies — especially *Petróleos Mexicanos (PEMEX)*, the national oil company, and the *Comisión Federal de Electricidad (CFE)*, Federal Electricity Commission — are also under pressure to reduce their emissions, but much of this will be accomplished through fuel substitution. For this reason, private sector customers make up most of the market for air pollution control equipment and services.

Direct sales of air pollution control equipment to end users, especially small factories, are not expected to increase substantially in the short term. In the medium term, sales of equipment and services for measuring and analyzing pollution problems will dominate the market. In the longer term, increased enforcement of air contamination regulations will lead to a growing market for control equipment, especially in those sectors and geographical areas targeted as enforcement priorities.