

*Environment a Priority in:*

# Canada-U.S. Strategic Alliances

Does your business specialize in the environment, and are you interested in the American market? If so, you may already be involved in the strategic alliances initiative being organized by External Affairs and International Trade Canada (EAITC) in concert with Industry, Science and Technology Canada (ISTC) and Investment Canada (IC).

The initiative is designed to generate and promote agreements

between Canadian and American companies. The United States Trade and Tourism Development Division (UTO) encourages the formation of strategic alliances between Canadian firms with proven technology and American firms already active in a given sector. The Trade and Investment Development Division (UTI), for its part, concentrates on promoting American investments in

Canada. One of the most effective ways of attracting investors is to help them find a Canadian partner. Thus, although each of the EAITC divisions has its own frame of reference, their activities often overlap. In many cases, their joint interventions in the field are of benefit to both parties.

Environment, in particular the treatment of waste water and the management and elimination of solid/toxic wastes, was selected as the first target area. The potential is tremendous: to begin with, the market is one of high growth: according to Organization for Economic Cooperation and Development figures for 1990, this sector generated expenditures of \$81 billion — nearly 40 per cent of the world total — in the United States alone. Annual growth is expected to reach some 4.5 per cent.

A few months ago, a series of six seminars was held across Canada, during which 253 companies active in the field were informed of both the potential and the requirements of this market. The second stage begins later this month and will continue through the winter. It will feature round tables in U.S. cities for prospective partners selected from both sides of the border. These round tables may be followed by one-on-one encounters between participating firms.

If your company has innovative, recognized technology in the waste water or solid/toxic waste management sectors, if you are looking for U.S. partners with complementary technology, or if you feel ready to launch into a larger market, this program may be for you.

EAITC contacts are Donald Marsan, UTO, tel.: (613) 991-9478; Regis Beauchesne, UTI, tel.: (613) 993-6577.

## Licensing Service Window to World

Canadian companies are being encouraged to discover **dISTCcovery** — the logical starting point for firms looking for licensing or joint venture opportunities internationally.

"Your window of business opportunities", **dISTCcovery** is a licensing opportunities service that is delivered through the Business Service Centres in all the regional offices of Industry, Science and Technology Canada (ISTC).

The service is designed primarily for small and medium-size enterprises in the manufacturing sector that want to be introduced to companies and organizations around the world that are willing to license Canadian companies the right to manufacture their products and use their processes and technologies.

The reverse is also true: Canadian companies can enter the data base to license their products and processes internationally. All they need do is fill out a form available from officers at the ISTC Business Service Centres.

The data available through **dISTCcovery** comes from technology brokers, agents and govern-

ments from around the world who provide opportunities from companies, universities and laboratories — as well as from the World Bank of Licenseable Technology (a U.S. source which also includes technologies from around the world). The Canadian agent for this source is the Canadian Industrial Innovation Centre (CIIC)\*.

Several international and Canadian sources are merged into the **dISTCcovery** data base and new sources are being investigated on an ongoing basis. **dISTCcovery** provides access to approximately 25,000 licensing offers.

Access to **dISTCcovery** data is through key words. A manufacturer of nickel-cadmium batteries might select the words 'battery' and 'nickel'.

The system will search for key words provided by the user who is able to identify companies wanting to license.

For more information, contact Ron Doherty, **dISTCcovery**, Industry, Science and Technology Canada, 235 Queen Street, Ottawa K1A 0H5. Tel.: (613) 954-4977. Fax: (613) 954-5463.

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