

## Promoting Canada in U.S. Environment Market

*An excellent way for Canadian companies to promote their environmental technologies, products and services in the United States marketplace is through participation in trade fairs, missions, seminars and workshops.*

*External Affairs and International Trade Canada, through its U.S. Trade and Tourism Division (UTO) and in cooperation with Canadian Consulates in the United States, is promoting Canadian participation in such events in an effort to help Canadian firms explore environmental opportunities in the U.S. market.*

*Following is a list of "selected activities" Canadian firms might find worth pursuing. (The first part of the list was published in **CanadExport**, Vol. 10, No. 4, March 2, 1992).*

### TRADE FAIRS

• **World Recycling Conference and Exposition** — Chicago — June 2-4, 1992 — A 110-exhibitor International Show (at which Canada will have an Information Booth) featuring systems and products for collection, handling and processing of recyclable materials. Also featured are bins, trucks, shredders, balers, crushing equipment, and displays of recycled products. Participants include state and local public works officials, restaurant and institutional operators, consultants and engineers.

• **Solid Waste Association of North America** — Tampa — August 3-6, 1992 — A National Show where 250 manufacturers and distributors exhibit solid waste handling equipment, trucks and bodies, land fill compactors, incinerators and consulting services. Municipal engineers, waste handlers, city and street engineers are in attendance.

• **Water Environment Federa-**

**tion/Water Pollution Control Federation** — New Orleans — September 20-24, 1992 — A 300-exhibitor National Show featuring municipal and industrial wastewater treatment equipment; hazardous waste handling, treatment and disposal equipment. In attendance are engineers, municipal and industrial waste treatment managers, municipal officials, consulting firms and contractors.

• **9th Annual New Jersey Environmental Expo** — Edison, New Jersey — October 19-21, 1992 — A 250-exhibitor Regional Show featuring environmental services and equipment for solid waste management, water resource management, environmental assessment, air pollution control and site reclamation. The expo attracts 3,000 industry, municipal, state and federal visitors.

• **Hazardous Materials Management Conference (HazMat West)** — Long Beach, California — November 10-12, 1992 — A 525-exhibitor National Show featuring equipment for the handling, treatment, storage, and transportation of hazardous materials and wastes. In attendance are plant and environmental engineers, municipal waste management officials, chemists, technicians, and emergency response personnel.

• **Lower Great Lakes Waste and Recycling Expo** — Buffalo — November 13-14, 1992 — A 165-exhibitor Regional Show held in conjunction with regional environmental association meetings, the event focuses on equipment and services for public and private waste and recycling. Companies from almost every sector, however, exhibit. Attending are municipal and plant engineers, environmental professionals, public works directors, solid waste directors, and federal, state and local government professionals.

• **Hazardous Materials Control (HazMat'92)** — Washington, DC — November, 1992 — A 480-exhibitor National Show featuring systems and services for the collection, containment and disposal of toxic/hazardous materials generated by municipal and industrial processes. In attendance are specific buyers, federal government departments, environmental consultants and plant engineers.

• **Petro-Safe '93** — Houston, Texas — January, 1993 — A 110-exhibitor International Conference covering hazardous materials detection, treatment and disposal equipment, fire prevention and firefighting equipment, oil spill containment and clean-up systems, and incineration equipment. In attendance are buyers from U.S. federal government agencies, environmental consultants, refinery plant engineers, and emergency response personnel.

• **Hazardous Materials (HazMat Central)** — Chicago — April, 1993 — A 160-exhibitor National Show on hazardous materials management that attracts manufacturers, suppliers, engineers, government and environmental personnel.

### MISSIONS

• **Mission to the Biotechnology and Waste Treatment Conference** — Grand Rapids, Michigan — September 15-16, 1992 — Ten to 15 Canadian firms will meet with relevant environmental professionals to discuss industrial waste management and bio-remediation.

• **Mission to the Pennsylvania State-Wide Environmental Event** — Harrisburgh — October, 1992 — The event attracts about 1,500 buyers (government permitting officers, municipal water and sewage authorities, urban planners, etc.) interested in learning about

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