

I. INTRODUCTION

The purpose of this study is to provide an assessment of the market potential for Canadian environmental products and services (EPS) in five New England states: Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.

Identifying market opportunities begins with understanding the structure of the EPS industry, market and economic forces, products and services specification and buying processes and special issues. Some aspects of this study will require further investigation... specifically, the New England sales and market potential for a particular environmental product or service marketed by a specific Canadian company. Data on EPS market potential is more generally available for the U.S. nationally than on a regional or state-by-state basis.

It was not the intent of this study to rely on primary market research, although some of this was conducted. It was rather to identify, interpret and summarize existing relevant material. Estimates and interpretations of data and information collected are based on Resource Marketing's experience in assessing and marketing to the EPS market.

Sources used in this study included trade publications, reports, and interviews with industry experts, government agencies, associations and other industry groups. Data in this study vary in compatibility due to the variety of sources used and the fragmented nature of EPS market segments. This is a problem widely recognized by marketing research experts.

Definitions

The term "Environmental" as used in this study generally will include products and services sold to, used by or specified by corporations, laboratories, local, state and federal departments and agencies and other decision-makers to influence or control air or water pollution or solid or hazardous waste.

A comprehensive list of environmental products and services compiled from a number of reference sources is contained in the Appendices section.

The term "New England" generally includes the states of Massachusetts, Rhode Island, New Hampshire, Vermont, Maine and Connecticut. For purposes of this study, however, Connecticut will not, unless otherwise noted, be included when referring to "New England".

The term "Northeast" generally includes the states of Massachusetts, Rhode Island, New Hampshire, Vermont, Maine, Connecticut, New York, New Jersey and Pennsylvania.

Dollar amounts used in this study are expressed as U.S. dollars unless otherwise noted.