

Environment "The" Issue: Trade Fairs The Venue

- can help these new facilities to control odours and other public relations issues, and sell equipment to help waste firms meet clean air and water requirements;
- offer new ways to process or use recycled materials. There are major opportunities for secondary manufacturers and companies able to help create a user-to-user loop;
- can help businesses and municipalities to reduce waste at the source

or offer new techniques to reduce volume;

- can provide equipment or methodologies to reduce costs and improve profitability at recycling facilities;
- offer waste-to-energy technology;
- can offer turn-key systems or solutions to municipalities and private owners;
- can help waste firms benefit from automation and data processing;

- offer private industry their own methods to treat hazardous or medical waste on-site, which can then be sent to Subtitle D landfills.

If you would like to register as a participant in **Waste Expo'94**, or to learn more about the opportunities on the American market, contact Donald Marsan, United States Trade, Tourism and Investment Development Bureau. Tel.: (613) 944-9478. Fax: (613) 944-9119.

Calendar Covers U.S. Environmental Trade Fairs

By D. Marsan, *U.S. Trade and Tourism Development Division (DFAIT)*

Preparations are underway for the development of our trade promotional program for 1994/95. This program, as it relates to the environmental sector, is focusing on partnering workshops/seminars, market information and participation at major trade shows because of their excellent cost-benefit ratio. A well-chosen trade show allows for proper displaying of products to a concentrated audience of buyers, end-users, representatives, distributors, decision-makers and all major suppliers, and enables exhibitors to fully assess market trends, prospects, challenges and opportunities for successful penetration of their product in this market.

Our program already includes participation at the **Waste Expo'94**, Dallas Convention Center, Dallas, Texas, May 3 - 6, 1994. The importance and magnitude of this show demand long lead times in preparing for participation, and space for our Canadian stand has already been reserved.

In addition, we intend to participate in the following events with a Canada national stand, in which space would be available, under a cost-sharing formula, to Canadian

companies interested in displaying their goods and services to audiences attracted by the event:

- **NEW ENGLAND ENVIRONMENTAL EXPO** - Boston, Massachusetts - April 26-28, 1994 - National show with 400 exhibitors.

Products: Environmental products and services.

Attendance: 5,000 president's, CEO's environmental managers, federal, state and local officials, environmental engineers.

- **HAZARDOUS MATERIALS MANAGEMENT CONFERENCE** - Philadelphia, Pennsylvania - June 15-17, 1994 - International show with approximately 550 exhibitors.

Products: Equipment for the handling, treatment, storage and transportation of hazardous materials and waste.

Attendance: 12,000 plant engineers, environmental engineers, municipal waste management officials, chemists, technicians, emergency response personnel.

- **AMERICAN WATER WORKS ASSOCIATION** - New York, New York - June 19-23, 1994 - International show with over 750 exhibitors.

Products: Water meters, pipes,

valves and other components for the water works industry.

Attendance: Over 10,000 municipal and state officials, engineers, contractors, environmental professionals.

- **AIR & WASTE MANAGEMENT ASSOCIATION** - Cincinnati, Ohio - June 21-23, 1994 - International show with over 300 exhibitors.

Products: Showcase of products and services for air pollution control and waste management such as instrumentation, control equipment, engineering and consultant services.

Attendance: More than 6,000 engineers, waste management specialists, federal, state and municipal environmental control personnel.

- **SOLID WASTE ASSOCIATION OF NORTH AMERICA** - San Antonio, Texas - August 1-4, 1994 - National show with 250 exhibitors.

Products: Manufacturers and distributors of solid waste handling equipment, trucks and bodies, land fill compactors, incinerators, consulting services.

Attendance: Municipal engi-

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