

established environmental equipment industries, service firms and consulting companies in Brazil, there is room for international products and services. The modern characteristics of the Canadian environmental sector and its approach to environmental issues places Canadian potential participation in the Brazilian market at a very high level.

## 5. OPPORTUNITIES FOR CANADIAN COMPANIES

It is worth stressing the presence of a diversified national market in the mining environmental control area. Those wishing to enter this market should realize that significant needs exist. In addition, the governmental effort to promote import liberalization and modernization of production makes it easier for Canadian companies to export equipment, products and services to Brazil.

The most common forms of international participation in the Brazilian market are:

- direct exports;
- agreements with sales representatives;
- agreements with distributors;
- licensing agreements or technology transfers;
- joint ventures;
- direct investment.

It is relevant to note that penetration in the Brazilian market will also open the door to the larger market of MERCOSUL (Southern Cone common market) and to Chile and Bolivia. Presently, Argentina, Chile and Bolivia represent the largest environmental market for Brazilian products (especially in mining environmental control equipment).

Listed below are the most important items of the demand for technology in environmental control in mining in Brazil:

- biological treatment of liquid effluents containing metallic ions and cyanides;
- substitution of some toxic compounds used in flotation by other biodegradables;
- treatment of liquid effluents containing toxic compounds used in flotation;
- recovery kits applied to tailings dams presenting eutrophication problems;
- field kits for analysis of water quality following international standards;
- projects for recycling of solid residues involving waste rock, tailings and precipitates produced by chemical treatment of effluents;
- low-cost, small-scale plants equipped with unit operations that perform well as mercury amalgamation for gold winning in the **garimpo** operations.

In brief, the Brazilian public, government and companies are increasingly concerned with environmental control, particularly in the mineral sector. Given the importance of mining in Brazil, the opportunity is ripe for Canadian companies to position themselves in this market. Therefore, companies experienced enough to explore the international markets are encouraged to pursue the contacts listed in the annexes.