



must seek a marketplace on a step-by-step basis. Advanced economies are saturated with professionals and remediation firms. The major significant business growth opportunities lie with environmental policy resistant nations which are emerging with the extreme need for economic and hence political stability. Such stability is not typically found in environmental policy development.

What follows is a list of problems, opportunities, myths, and realities in doing business in emerging environmental markets.

## INTRODUCTION

There has been considerable interest by environmental consulting firms in Canada to push their domestic operations overseas and develop an international environmental consulting base. These overseas opportunities are appealing, particularly as competition mounts in the domestic markets and government funding of environmental consulting and remediation contracts decrease due to funding cuts. Those who work in the international markets are aware of many of the myths and in some instances painfully aware of the realities.

## MYTHS & REALITIES

**Myth #1:** Foreign governments are benefiting from large infusions of capital from various public funds such as the World Bank, the European Bank for Reconstruction and the International Monetary Fund as well as from within the foreign governments which are funding environmental consulting and remediation projects.

**Reality:** There are precious few funds being applied to international environmental consulting projects. Most countries which face serious environmental issues such as the countries of the Former Soviet Union, and countries in Asia and Latin America where Industrial wastes have been dumped in the environment, whether rivers or landfills or down injection wells, have little capital for environmental cleanup and few external sources of funding. Furthermore, there are few if any enforceable environmental regulations, hence no legislative foundation or reason to clean up the environment, much less the capability to force industry to manage its waste handling and disposal procedures any differently than is presently being done. There is extreme competition for funds which exist only in meagre amounts when compared to the need.

**Myth #2:** There is an assumption by environmental consultants that analytical capabilities and environmental knowledge and employed remediation technologies in