



Canada- Environmental Industry/ Wastewater Management

Cheryl Schell
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Canadian Environmental Industry

Valued at more than \$18.4 billion, the environmental market in Canada consists of approximately 8,500 firms generating environmental exports currently worth more than \$1.5 billion per year. Small firms (fewer than 100 employees) form the majority (96%) of the country's environmental companies. Canada's environmental industry is involved with water and wastewater technologies, environmental engineering, clean energy technologies, waste management technologies, and instrumentation and analytic services.

Environmental industries can be found throughout Canada:

- Ontario (43.4%)
- Quebec (18.8%)
- Alberta (15.2%)
- British Columbia (12.5%)
- Manitoba/Saskatchewan (4.8%)
- Atlantic Canada (4.9%)
- Territories (0.2%)

Best Prospects/Services

The demand for sustainable environmental technologies is rising. Increasingly, the market is driven by concerns about clean water, clear air, and climate change. As such, demand is expected to grow mostly in the areas of clean technologies and green energy (biomass, solar, wind, water, and methane recovery).

Wastewater treatment products and services are in demand throughout Canada. In Canada, there are approximately 4000 wastewater collection and treatment systems. Most wastewater systems are owned and operated by municipalities. Many municipalities have implemented sewer use bylaws to control the release of certain substances in wastewater effluents at the source. Wastewater receives various levels of treatment, ranging from no treatment to advanced tertiary treatment. As a result, wastewater quality and the amount of pollutants released to the environment vary across Canada.

The Government of Canada is working to standardize regulations regarding effluent throughout the country. Until standardization is complete, it is important to note that these regulations vary from province to province.

The following information obtained from Global Trading Atlas, presents an overall view of the water filtration equipment used in sewage treatment. As recently as December 15, 2009, Canada's Prime Minister, Stephan Harper is proposing a multi-billion dollar program to stimulate the Canadian economy and to improve Canadian infrastructure. Environment Canada stated that government needed to invest approximately \$20 billion to clean-up wastewater treatment facilities across Canada. As such, there is a projected increase in the need for water filtration equipment used in sewage treatment.

	HS: 8421.2900 Water filtration equipment- sewage			
	2006	2007	2008	2009 projected
Total Imports	80.1	87.1	95.9	105
Total Exports	66.8	79.2	113.3	122.6
US Imports	55.7	64.9	72.6	81.2
US % Market Share	69.5	74.5	75.7	77.3

Source: Global Trading Atlas.

(Millions of U.S. dollars/Exchange rate: \$1.00 = \$1.218 CDN)

Above statistics are unofficial estimates. Figures are in US Millions

Opportunities

U.S. companies providing innovative and cost-effective environmental technologies should be aware of the following areas of development in the Canadian Environmental Industry:

- Water treatment (ultraviolet radiation, biology, membrane systems, desalination)
- Clean energy (fuel cells, small-hydro, wind, biomass, solar, thermal)
- Geographic Information Systems (instrumentation, monitoring, analysis, marine acoustics)
- Environmental management (software and systems)

Resources

Following is a list of the major events/trade shows in Canada for the Environmental Industry:

Globe 2010
March 24-26, 2010
Vancouver, British Columbia
www.globe.ca

This event is certified by the US Dept of Commerce. Our continuing certification of the Globe exhibitions is based on the outstanding past performance of the show, as well as the high level of success American exhibitors has experienced. As in past years, Globe 2010 will provide an excellent forum for introducing technological innovation to environmental business leaders.

Americana
March 17-19, 2009
Montreal, Quebec
www.americana.org

Americana 2009 is an event designed for all environmental industry stakeholders and attracts government and municipal representatives, business executives, industry leaders, consultants, suppliers and top researchers. This biennial event is held in Montreal, Canada, and attracts nearly 10,000 visitors from Canada and around the globe. Our U.S. Mission to Americana 2009 is designed to help U.S. SME's gain valuable market exposure and contacts at one of the most important international technology trade shows and conferences for the environmental industry in the Americas.

Canect
April 20-21, 2009
Toronto, Ontario

www.canect.net

CANECT has been the leading event of its kind in Canada for the past fifteen years, attracting some 2,000 tradeshow visitors and conference delegates. Industrial companies generating transporting or treating waste are a high quality audience of senior people responsible for environmental engineering, regulations and compliance

For More Information

The U.S. Commercial Service in Vancouver, Canada can be contacted via e-mail at: Cheryl.Schell@mail.doc.gov; Phone: 604-685-3382; Fax: 604-687-6095; or visit our website: www.buyusa.gov/canada

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