



# Environmental Export News



Winter 2003

Published by the Office of Environmental Technologies Industries  
U.S. DEPARTMENT OF COMMERCE International Trade Administration

Issue No. 16

## U.S. Commerce Department Enhances Cooperation with American Water Works Association

By George Litman  
Office of Environmental Technologies Industries



*American Water Works Association (AWWA) Executive Director Jack Hoffbuhr and Assistant Secretary of Commerce Linda Conlin sign a memorandum of understanding to enhance AWWA-Commerce Department collaboration in increasing U.S. environmental exports.*

Assistant Secretary of Commerce for Trade Development Linda Conlin signed a memorandum of understanding with the American Water Works Association (AWWA) on Dec. 18, 2002. The AWWA is the leading trade association for the potable water sector. It has more than 50,000 members who represent the full spectrum of the drinking water community: treatment plant operators and managers, scientists, environmentalists, equipment manufacturers, academicians, regulators, engineers, and consultants. Its membership includes more than 4,000

utilities that supply water to approximately 180 million people in the United States.

The objectives of the memorandum are to explore ways to increase private sector awareness and effective use of federal export promotion programs, and how those programs may be more efficiently designed and coordinated; to develop programs to encourage producers of environmental technologies, products, and services to enter new

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## Brazil Oil Cleanup Seminar Gives Petrobras Alternative Strategies

By David O'Connell  
Office of Environmental  
Technologies Industries

On Nov. 19, 2002, the U.S. Commerce Department's Office of Environmental Technologies and the U.S. Commercial Service in Rio de Janeiro sponsored a seminar, "Oil Remediation and Operational Safety: The U.S. Experience," at the Petroleum Club in Rio de Janeiro. The seminar aimed to introduce U.S. oil spill prevention and remediation technologies companies to key decision-makers and buyers in the Brazilian market, as well as to educate Brazilian officials about oil spill response management and technologies. The seminar also aimed to ensure that U.S. firms are capitalizing on the project/procurement opportunities under the Pegaso program of Petrobras (Brazil's state-owned oil company).

Six U.S. companies (Lockheed Martin, CH2M Hill, Ecology & Environment, Surface Technology, Delta Environmental, and Hydroqual) delivered presentations on their oil cleanup technologies. The U.S. companies also had the opportunity to network with Brazilian officials and companies at other related events. High public awareness of oil cleanup issues and heightened interest in cooperation with the United States as a technology leader in this environmental sector helped to contribute to the strong interest in the event.

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## AWWA

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foreign markets; and to engage in joint activities designed to enhance U.S. exports of environmental technologies.

The Commerce Department and the AWWA have worked together on several projects in recent years. In June

2000, the Commerce Department and AWWA organized a trade mission from Central America and a global water privatization seminar at the AWWA Annual Conference and Exhibition. The Central American mission, which included a seminar showcasing water and wastewater opportunities in the region as well as one-on-one meetings with participating

U.S. environmental companies, resulted in the sale of \$1.5 million worth of U.S. equipment. In June 2002, a seminar for new-to-export companies featured presentations on U.S. government programs that assist American exporters. Another seminar highlighted new and creative financing mechanisms for water and wastewater projects. ♦

## Interview with Assistant Secretary of Commerce Linda Conlin

In 2001, President George W. Bush appointed Linda M. Conlin to serve as the assistant secretary of commerce for trade development. Conlin has more than two decades of experience as an international marketing and management executive, including an extensive public service background promoting commerce on both the state and federal levels. Located within the U.S. Commerce Department's International Trade Administration, the Trade Development unit offers U.S. businesses resources and services for all stages of the exporting process.

*Q: What are Trade Development's key priorities under your leadership?*

*A:* My highest priority is to help businesses succeed by creating an environment where U.S. companies can increase their exports. I believe that we need to continue to forge the closest, strongest possible relationships with industry, including key trade associations. To that end, I signed a memorandum of understanding with the American Water Works Association in December. Public-private partnerships like this allow us to leverage our resources and better understand the needs of our clients. This leads to another key interest of mine: providing the most effective and speedy service to our clients. That is why we have conducted general customer satisfaction surveys, including one here in this newsletter.

*Q: Are there particular types of companies that Trade Development wishes to serve most?*

*A:* While we assist all U.S. companies that need our service, we have a special

mandate to assist small and medium-sized companies, which tend to need our help more than larger firms. This is especially important in the environmental sector, in which 99 percent of the companies we serve are categorized as small businesses (that is, have fewer than 500 employees).

*Q: In the environmental technologies sector, what do you see as key objectives for the International Trade Administration?*

*A:* The environmental technologies sector plays a vital role in strengthening the economies of developing countries. A clean, safe environment is key to addressing health and other quality of life issues for these countries. Once these issues are addressed, these countries are better able to attract investment. That is why we are focused on enhancing the international competitiveness of the U.S. environmental technologies industry and on increasing its exports. I believe we are achieving this goal. During the 1996–2001 period, U.S. environmental technologies exports increased by some 82 percent. This is impressive, but we know we can do even better if smaller companies take advantage of our export promotion services. Also, our industry currently exports only about 11 percent of its output; and some key foreign markets (for instance, Mexico and China) are growing quite rapidly and offer tremendous opportunities for U.S. companies. ♦



**Environmental Export News** is a quarterly publication of the **Office of Environmental Technologies Industries (ETI)** of the **International Trade Administration (ITA)**, produced with the assistance of the ITA Office of Public Affairs. For more information and to subscribe, please contact:

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## **Commerce and Energy Departments Host U.S.-Russia Commercial Energy Summit**

*By Marc Lemmond*

*Office of Environmental Technologies Industries*

In May 2002, U.S. President George W. Bush and Russian President Vladimir Putin launched a new U.S.-Russia energy dialogue during the visit of President Bush to Moscow. The U.S.-Russia Commercial Energy Summit, held in Houston, Texas, on Oct. 1-2, 2002, was the first event of this new channel of communication. The U.S. Department of Commerce partnered with the U.S. Department of Energy and the U.S. Energy Association to organize the event, which was officially hosted by Secretary of Commerce Donald Evans and Secretary of Energy Spencer Abraham.

The summit brought together senior government officials and corporate executives from the two countries to strengthen the relationship between Russia and the United States in oil, gas, and related sectors. The event combined plenary sessions featuring leading policy-makers and global strategists with smaller "breakout" discussions on

specific issues. The goal of the summit was to increase understanding of commercial circumstances in these sectors and to enhance opportunities for bilateral partnerships. The agenda covered a wide range of developments and opportunities, from trade and investment to financing and technology.

Secretary Evans and Russian Minister of Economic Development and Trade German Gref hailed the success of the event. Asked for his evaluation, Evans said, "I would give it 10 out of 10. The main objective was to examine the possibilities for increasing global oil supplies, not only for America but for the entire world." Minister Gref agreed: "In terms of the positive, national, and business outcome for our country, the summit exceeded our expectations. Apart from the fact that concrete agreements were signed, the other main thing was the prospects which were outlined at the summit." A second summit will be held in 2003 in Russia.

The intensified focus on oil and gas trade and investment between Russian and the United States is expected to yield increased opportunities in oil and gas as well as a host of related sectors. For more information on the U.S.-Russia Commercial Energy Summit or follow-up activities, contact Rachel Halpern, of the Commerce Department's Office of Energy, at (202) 482-4423. For more information on the market for environmental technologies in Russia, contact Susan Simon at (202) 482-0713. ♦

## **President Bush Announces \$1.2 Billion Freedom Fuel Initiative**

*(Source: [www.whitehouse.gov](http://www.whitehouse.gov))*

Clearly expressing his commitment to a clean and secure energy future, President George W. Bush during his State of the Union address announced the new Freedom Fuel initiative. This initiative serves to reverse America's growing dependence on foreign oil by developing the technology for commercially viable, hydrogen-powered fuel cells to power cars, trucks, homes, and businesses with no pollution or greenhouse gases. The Freedom Fuel initiative will include \$720 million in new funding over the next five years to develop the technologies and infrastructure to produce, store, and distribute hydrogen for use in fuel cell vehicles and electricity generation. Combined with the FreedomCAR (Cooperative Automotive Research) initiative, President Bush is proposing a total of \$1.7 billion over the next five years to

develop hydrogen-powered fuel cells, hydrogen infrastructure, and advanced automotive technologies.

The positive environmental impact of these technologies is significant. Fuel cells will improve air quality and dramatically reduce greenhouse gas emissions. Vehicles are a significant source of air pollution in America's cities and urban areas. Hydrogen fuel cells create electricity to power cars without any pollution. The Freedom Fuel and FreedomCAR initiatives may reduce America's greenhouse gas emissions from transportation alone by more than 500 million metric tons of carbon equivalent annually by 2040. Additional emissions reductions could be achieved by using fuel cells in applications such as generating electricity for residential or commercial uses.

Hydrogen is key to a clean energy future. It has the highest energy content per unit of weight of any known fuel. When burned in an engine, hydrogen produces effectively zero emissions. Additionally, when powering a fuel cell, hydrogen's only waste is water. Hydrogen can be produced from abundant domestic resources, including natural gas, coal, biomass, and even water. Combined with other technologies, such as carbon capture and storage, renewable energy, and fusion energy, fuel cells could make an emissions-free energy future possible. For more information, see [www.whitehouse.gov](http://www.whitehouse.gov). ♦

## SUCCESS STORIES

By David O'Connell  
Office of Environmental  
Technologies Industries

**Tierra Dynamic Company** of Phoenix, Ariz., reports that due to its participation in the Environmental Technologies Matchmaker Trade Delegation to Brazil and Argentina in September 2000, it has entered into a joint venture agreement with Mileto-IRT of São Paulo, Brazil. Through this partnership, Tierra Dynamic has secured four different subcontracts totaling \$6.5 million. The Office of Environmental Technologies Industries helped to recruit Dan Kelley, chief executive officer of Tierra Dynamic, for the mission to Brazil. The office has provided Mr. Kelley with market research and business counseling over the last two years to help his company gain a foothold in the Brazilian environmental marketplace.

**Continuum Chemical Corporation** of Houston, Texas, has benefited from U.S. Department of Commerce trade promotion efforts. In May 2001, a Brazilian company, Cavo, joined the Brazilian delegation to visit WasteExpo in Chicago as part of the

U.S. Commercial Service's International Buyer Program. During WasteExpo, Cavo staff met with odor-control product representatives from Continuum Chemical Corporation. During 2001–2002, Cavo imported about \$48,000 worth of chemicals from Continuum.

**Centurymarc LLC** of Salem, Ore., turns municipal, airport, and medical waste into electrical power and uses sophisticated technologies to ensure total destruction and cleaner emissions. Burning trash effectively destroys bacteria, microorganisms, fungus, and other harmful elements. Combusting biomass materials, such as paper, wood, and food waste, does not add to the buildup of greenhouse gases. The process minimizes the release of greenhouse gases such as methane, carbon dioxide, nitrogen oxide, and organic compounds. The U.S. Commercial Service in Brazil and the Oakland Export Assistance Center provided detailed counseling and information to Centurymarc, which sold two power generators worth \$1.2 million each to Grupeo Kompak for a 25-megawatt co-generation (waste to energy) plant that will power a shopping mall, hospital, and the municipality of Vitoria, Brazil.

## REGIONAL HIGHLIGHTS

### Asia

**New China and Korea Environmental Technologies Export Market Plans Available.** These Office of Environmental Technologies Industries (ETI) reports on the Chinese and South Korean environmental markets are now available on the ETI Web site: [www.environment.ita.doc.gov](http://www.environment.ita.doc.gov). Each comprehensive report provides an overview of regulatory trends and commercial opportunities in rapidly growing environmental sectors. For more information, contact Susan Simon at (202) 482-0713 or [susan\\_simon@ita.doc.gov](mailto:susan_simon@ita.doc.gov).

**New Report on U.S. Environmental Industry Market Share in Asia.** The United States–Asia Environmental Partnership (US-AEP) has published a report that analyzes the market share of the U.S. environmental industry in Hong Kong, India, Indonesia, South Korea, the Philippines, Malaysia, Singapore, Sri Lanka, Taiwan, Thailand, and Vietnam. The environmental sectors reviewed are air pollution control, heat and energy management, renewable energy, monitoring and analysis, solid and hazardous waste, and wastewater management. To download a free copy of this report, visit the US-AEP Web site: [www.usaep.org](http://www.usaep.org).

**Asian Development Bank Adopts New Environmental Policy.** The board of directors of the ADB approved a new environmental policy on Nov. 8, 2002. The policy highlights a number of areas that require attention in the ADB's environmental assessment process. It addresses the need for more upstream environmental assessment at the level of country programming, the need for more structured consultation in environmental assessments, the need for greater emphasis on monitoring and compliance with environmental requirements



*Jimmie Andrews, president of Klean Earth Environmental Company of Lynnwood, Wash., with company vice presidents Mike Loke and Paul Pedersen, at the signing of a \$142-million deal for a hazardous waste treatment project with Sichuan Province officials at the U.S.-China Infrastructure Development Meetings in Shanghai, China, May 8–12, 2002. Stewart Ballard, U.S. Department of Commerce liaison to the Asian Development Bank; Susan Simon, China trade specialist, ETI; and Alice Lai, U.S. Commercial Service trade specialist based in Hong Kong, also attended the signing ceremony.*

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## REGIONAL HIGHLIGHTS

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during project implementation, and finally the need to view environmental assessment as an ongoing process rather than a one-time event. The final policy paper as well as a brochure on revised ADB environmental assessment requirements and review procedures are posted on the ADB Web site: [www.adb.org](http://www.adb.org).

**Third World Water Forum: Kyoto, Osaka, and Shiga, Japan, March 16–23, 2003.** The forum will consist of technical sessions, a ministerial meeting, and an exhibition. For additional information, visit [www.worldwaterforum.org](http://www.worldwaterforum.org).

**Aquatech Asia: Bangkok, Thailand, Oct. 2–4, 2003.** Aquatech Asia is the leading show in Asia on water technology, products, and services. For more information, e-mail [aquatech@bkkrai.com](mailto:aquatech@bkkrai.com).

## Canada

**Americana 2003: Montréal, Canada, March 19–21, 2003.** This fifth biennial show will have a U.S. exhibitors' pavilion, organized by the American Water Works Association, and will host visitors and delegations from Canada, the United States, Mexico, Latin America, Europe, and other regions. More than 400 environmental companies will exhibit at Americana 2003, this year's premier environmental technologies trade show in Canada. For further information, contact Corey Wright at (202) 482-2844 or [corey\\_wright@ita.doc.gov](mailto:corey_wright@ita.doc.gov).

**Canada Top Market for U.S. Environmental Exports.** Since 1998, U.S. environmental technologies exports to Canada have increased more than 16 percent, from \$5.4 billion to \$6.3 billion. Opportunities exist for all types of U.S. environmental firms. For more information, contact Corey Wright at (202) 482-2844 or [corey\\_wright@ita.doc.gov](mailto:corey_wright@ita.doc.gov).

## Europe

**EU Export Initiative for Californian Companies.** California-based environmental and biomedical start-ups and small to medium-sized companies are encouraged to take advantage of a new \$1.2-million program designed to assist their export efforts to Europe. The EU Export Initiative is organized by the Advancing California's Emerging Technologies (ACET) incubator as well as the trade expertise of its state and local partners: the California Technology, Trade and Commerce Agency and the Bay Area World Trade Center. The EU Export Initiative is funded in part by a grant from the U.S. Commerce Department's Market Development Cooperator Program. Stricter European environmental regulations are stimulating demand for next-generation energy efficiency, recycling, pollution prevention, and other environmental technologies. The program identifies and qualifies potential European partners for companies in the biomedical and environmental industries. For additional information, contact Jennifer Juo, ACET trade manager, at (510) 749-6873 or [juo@greenstart.org](mailto:juo@greenstart.org).

**EcoLinks "Partnership Missions" to Southeast Europe and Central Europe: March, April, and May 2003.** EcoLinks is arranging meetings between U.S. companies and regional counterparts. U.S. firms will make presentations to local environmental companies and municipal/state officials recruited by EcoLinks. In addition, U.S. companies may have the opportunity to conduct seminars on environmental technology and management topics relevant to each country. The mission to Central Europe will include Poland, Hungary, and the Czech Republic. The mission to Southeast Europe will include Bulgaria, Romania, and Croatia. U.S. firms interested in participating should contact John McGill at [mcgillj@ctcgsc.org](mailto:mcgillj@ctcgsc.org) or (202) 312-2949, or Brittany Whiting at [whitingb@ctcgsc.org](mailto:whitingb@ctcgsc.org) or (202) 312 2941. See also [www.ecolinks.org](http://www.ecolinks.org).

**Environmental Technologies Trade Mission at Tau Expo: Milan, Italy, March 5–8, 2003.** The U.S.

Department of Commerce is organizing this mission, in which participating companies will have access to a fully constructed booth at Tau Expo, pre-screened appointments during the event, in-depth market briefings, interpreters, and logistical support, plus the opportunity to meet exhibitors and targeted walk-by visitors. Tau Expo ([www.fieremostre.it/tauexpo](http://www.fieremostre.it/tauexpo)), Italy's premier environmental technology show, attracted more than 500 exhibitors and 30,000 visitors during its last run in 2001. For details, contact Yvonne Jackson at (202) 482-2675 or [yvonne.jackson@mail.doc.gov](mailto:yvonne.jackson@mail.doc.gov).

## Latin America

**Aquatech Fitma: São Paulo, Brazil, June 3–5, 2003.** Do not miss Brazil's premier water trade event at the Ibirapuera Expo Center. Aquatech Fitma is expected to have between 7,500 and 8,000 visitors, mainly from Brazilian industry and government, as well as more than 200 exhibitors, mainly Brazilian and international water companies. The U.S. pavilion at this event has been certified by the U.S. Department of Commerce. For more information on participating at Aquatech Fitma 2003, contact Mr. Jan Vandermolen, RAI USA, at (704) 243-0236 or [molen@usarai.com](mailto:molen@usarai.com).

**Special Workshop for U.S. Companies at Aquatech Fitma: "Forming Strategic Partnerships in Brazil's Growing Water and Wastewater Market."** The U.S. Department of Commerce and RAI USA will host, with the local U.S. embassy, a workshop featuring government officials, finance experts, and top private sector executives who will offer their expertise on how to succeed in Brazil's water/wastewater market. The workshop will take place from 8:30 a.m. to 11:00 a.m., on June 4, 2003, at the São Paulo Convention Center.

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## REGIONAL HIGHLIGHTS

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### Rio de Janeiro Optional Program.

There will be an additional, value-added program for U.S. companies in Rio de Janeiro, immediately following Aquatech Fitma 2003. The program will be hosted by the U.S. consulate in Rio de Janeiro and the Office of Environmental Technologies in Washington, D.C., and will consist of a special briefing by consulate staff on water industry opportunities in the state of Rio de Janeiro, followed by individual appointments for companies to meet with project sponsors and potential business partners. Space is limited for both programs. For more information or to register, contact Ellen Zeytoun at (202) 482-0359 or [ellen\\_zeztoun@ita.doc.gov](mailto:ellen_zeztoun@ita.doc.gov).

### Facilitating Water/Wastewater Projects in Mexico, June 15, 2003.

As part of the official program of the American Water Works Association's (AWWA) Conference and Exhibition, the Office of Environmental Technologies Industries and AWWA are organizing a workshop on water and wastewater projects in Mexico, at the Anaheim Convention Center, 9:00 a.m.–12:30 p.m., June 15, 2003. This workshop will provide firms with first-hand information on water and wastewater projects in Mexico, financing

options, and, most importantly, suggestions on how to get involved in the burgeoning Mexican market for water and wastewater treatment technologies. Featured speakers will include senior executives from several private sector financing firms, multinational water companies that have been successful in the region, multilateral development banks, and key municipal officials. For further information, contact Ellen Zeytoun at (202) 482-0359 or [ellen\\_zeztoun@ita.doc.gov](mailto:ellen_zeztoun@ita.doc.gov).

**Agua Expo: Santiago, Chile, June 25–28, 2003.** Chile's premier, biennial environmental event includes international conferences on water usage technologies as well as solid and liquid waste handling. Venue: Centro Cultural Estación Mapocho, Santiago, Chile. For details, contact David O'Connell at (202) 482-3509 or [david\\_oonnell@ita.doc.gov](mailto:david_oonnell@ita.doc.gov); Isabel Valenzuela, commercial specialist, Santiago: +56-2-330-3421 or [isabel.valenzuela@mail.doc.gov](mailto:isabel.valenzuela@mail.doc.gov).

**Enviro-Pro Mexico: Sept. 9–11, 2003.** This is the premier event in Mexico for environmental products and services. The U.S. Department of Commerce will offer U.S. companies the opportunity to exhibit in a visible U.S. pavilion where they will have the opportunity to meet with more than 5,000 visitors from Mexico and other

Latin American countries. As U.S. pavilion participants, companies will be offered the Gold Key Service (eight one-on-one appointments during two days), enjoy access to private meetings and conference space, receive valuable market research at no cost, and enjoy a U.S. embassy discount rate at several hotels. There will also be a breakfast briefing for U.S. exhibitors and a U.S. embassy reception targeting Mexican buyers. For more information, contact Francisco Ceron at the U.S. embassy in Mexico City: +52-55-5140-2640 or [francisco.ceron@mail.doc.gov](mailto:francisco.ceron@mail.doc.gov).

### TDA Feasibility Study on the Sanepar Industrial Water Reuse Project.

The U.S. Trade and Development Agency (TDA) recently approved a \$115,000 feasibility study for Companhia de Saneamento do Paraná (Sanepar) to develop its proposed industrial water reuse project. Sanepar, a state company with mixed ownership, provides potable water service and the collection and treatment of wastewater in the state of Paraná. Sanepar is interested in developing an industrial water reuse project that would allow it to increase its revenues through the sales of treated wastewater to industrial clients. For additional information, contact Al Angulo at (703) 875-4357 or [angulo@tda.gov](mailto:angulo@tda.gov). ♦

## Colorado Organization Receives \$271,000 Grant to Help State's Envirotech Firms in China

By David O'Connell

Office of Environmental Technologies Industries

In October 2002, the U.S. Commerce Department's Trade Development division awarded the Business Advancement Center of the University of Colorado at Boulder a two-year Market Development Cooperator Program grant. The grant supports a project to introduce Colorado-based environmental technology firms to extensive commercial opportunities in China. Such firms will benefit from various services, including company-

specific counseling, a mentorship program, export seminars, two trade missions, and guidance in financing exports.

The overall project is an \$800,000, two-year venture with a \$271,000 federal grant from the Market Development Cooperator Program, which provides matching grants that build public-private partnerships that help U.S. businesses "to take risks to innovate and to pursue profitable

export markets," according to Secretary of Commerce Donald L. Evans. The Market Development Cooperator Program assists trade associations, chambers of commerce, state development agencies, and other non-profit organizations to defray the costs of export promotion activities (such as trade delegations, export seminars, and international marketing).

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## Colorado

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Partners in this latest export promotion effort include the city of Denver, the Colorado Environmental Business Alliance, Business Advancement Center, International Trade Administration, Denver Export Assistance Center, Colorado Office of Economic Development and International Trade, CH2M Hill, and other Colorado-based organizations. "We are convinced that China offers Denver area companies enormous trade opportunities," says Denver Mayor Wellington E. Webb. "By leveraging federal funding and talented partners, we are becoming more resourceful in our efforts to promote our talented companies abroad."

Denver's Shanghai Trade Office and the U.S. Commerce Department's Commercial Service in China will play critical roles by providing environmental companies with in-country business assistance and project leads. Project partners will develop a Web site to allow firms to access key information on potential projects and general information on exporting to China.

"China is planning to spend more than \$75 billion over the next five years on

environmental projects," says Ron Bernstein, director of Denver's Office of Economic Development and International Trade. There are more than 2,500 environmental service and technology companies in Colorado. Mr. Bernstein explains that Denver's environmental firms are often compared to the technologically advanced firms of Silicon Valley. It is the "highly technical and innovative" talent of local environmental firms that is in great demand, particularly by developing countries like China, which faces complex environmental challenges.

One local company that has successfully penetrated the China marketplace is CH2M Hill. CH2M Hill has secured large water supply and wastewater projects in China and is providing advisory services for the 2008 Beijing Olympics. However, small and medium-sized companies cannot easily replicate CH2M Hill's success in China, says Ellen Drew, China project director of the Colorado Environmental Business Alliance: "The environmental services and technologies market in China is difficult to penetrate, because the individuals who make purchasing decisions are often local officials with strong ties to local firms who often distrust outside companies, particularly foreign companies.

The new public-private partnership will be valuable to small and medium-sized local environmental companies, because it will provide them with opportunities to present their products, technologies, and services to Chinese decision-makers."

Environmental companies interested in learning more about this program should contact Ellen Drew of the Colorado Environmental Business Alliance, (303) 277-0932; Eric Hiraga of Denver's Office of Economic Development and International Trade, (720) 913-1620; or Susan Simon of the U.S. Commerce Department's Office of Environmental Technologies Industries, (202) 482-0713. ◆

## OTHER NEWS

### **International Desalination Association (IDA) World Congress on Desalination and Water Reuse: Atlantis Hotel, Paradise Island, Bahamas, Sept. 28–Oct. 3, 2003.**

This event offers U.S. environmental firms an excellent opportunity to put their products and services in front of key players in this fast-growing industry sector. Participation will be offered in three tiers. First, U.S. companies may join the U.S. delegation to the event. Second, they can market their products and services in the U.S. catalogue booth at the exhibition. Third, U.S. companies can market their products and services in the special pocket guide that will help introduce U.S. environmental firms at this event. Why participate? Research indicates that over the next 10 to 20 years, more than \$50 billion will be spent globally on desalination and water reuse projects and equipment. For more information, contact Corey Wright at (202) 482-2844 or [corey\\_wright@ita.doc.gov](mailto:corey_wright@ita.doc.gov).

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## Trade Barrier Survey Part of Revised ETI Home Page

[www.environment.ita.doc.gov](http://www.environment.ita.doc.gov)

New graphics. New features. Check out the new and improved ETI home page at [www.environment.ita.doc.gov](http://www.environment.ita.doc.gov). We have

added trade leads and tariff information, and we have expanded our section on finance. The important **Trade Barriers Survey** allows your company to provide input to the U.S. government for upcoming WTO negotiations.

## Brazil Oil Cleanup

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In 2000, Petrobras experienced five oil spills, resulting in fines of more than \$90,000 in three different Brazilian cities. In the wake of this problem, Petrobras created Pegaso, an environmental management and operational safety program. This program calls for \$1 billion of investments through 2003 and includes the formation of nine environmental defense centers. The technical seminar in November reinforced the U.S. commitment to the

unique opportunity provided by the Petrobras program ([www.petrobras.com.br](http://www.petrobras.com.br)).

This event was the fourth technical seminar that the Office of Environmental Technologies has organized in Latin America in the last four years. This year the office plans to conduct a municipal wastewater treatment seminar in Chile. If any companies would like to participate in this Chilean technical seminar, contact David O'Connell at (202) 482-3509 or [david\\_occonnell@ita.doc.gov](mailto:david_occonnell@ita.doc.gov) for more information.



Representatives of U.S. companies Hydroqual, CH2M Hill, and Surface Technology field questions from the Brazilian audience at the Nov. 19 seminar in Rio de Janeiro, Brazil.

## OTHER NEWS

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**New TDA Offices in Thailand and South Africa.** The U.S. Trade and Development Agency (TDA) recently announced the opening of regional offices in Bangkok and Johannesburg. Stacy Bonnaffons, Asian business development manager, heads the TDA office for Asia in Bangkok, while Lance Ludman, a former country manager in Africa, has moved to Johannesburg to serve as African business development manager. Firms interested in TDA activities in Africa can reach Mr. Ludman by phone at +27-0-11-778-4800 or by e-mail at [lludman@tda.gov](mailto:lludman@tda.gov). Ms. Bonnaffons can be reached by phone at +66-2-205-5600 or by e-mail at [sbonnaffons@tda.gov](mailto:sbonnaffons@tda.gov).

**Environmental Technologies Trade Advisory Committee (ETTAC).** This committee provides guidance to the U.S. government regarding the development and administration of programs to expand U.S. exports of environmental goods and services. ETTAC meetings and agendas are announced in the *Federal Register*, and meetings are open to the public. Meetings are scheduled for Feb. 21, May 16, and Sept. 19, 2003. For more information about the ETTAC, contact Corey Wright at (202) 482-2844 or [corey\\_wright@ita.doc.gov](mailto:corey_wright@ita.doc.gov).

## Global Trade & Technology Network

The Global Trade & Technology Network (GTN) assists the U.S. business community in gaining access to environmental and clean energy sectors in 37 developing and emerging market countries by providing trade leads and market information free of charge. GTN currently has a database with U.S. firms covering more than 600 different sectors within the environmental and energy industries. Since 1997, GTN has helped facilitate over 100 environmental deals with an

estimated value of more than

\$160 million. Through

partnerships with other

federal government

agencies, GTN can

help your firm access

trade finance opportu-

nities. Registration is

free for U.S. companies;

simply visit

[www.usgtn.net](http://www.usgtn.net) to register

now. For additional information,

contact Erin Webster at:

(202) 628-9750, ext. 19.



User Satisfaction Survey  
OMB No. 0625-0217  
Expires: 07/31/05

**DATABASE UPDATE/CUSTOMER SATISFACTION SURVEY**

Environmental Export News, Winter 2003  
U.S. Department of Commerce  
Office of Environmental Technologies Industries (ETI)  
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Washington, DC 20230

The office that provides you with this newsletter, and other information on global markets for environmental technologies, seeks reader feedback to help it provide U.S. companies with the best possible service. Please take a few minutes to update our records about your firm and answer the short customer satisfaction survey. Our goal is to reach anyone who has an interest in exporting environmental products and services. The more we know about your satisfaction with our services, the better we can get important exporting information to you.

This survey can also be found on our Web site ([www.environment.ita.doc.gov](http://www.environment.ita.doc.gov)). You may also return this survey by regular mail (see address above) or fax (202) 482-5665. As thanks for your assistance, we offer you a hard copy of one of the following export reports (each 80+ pages) of your choice:  China Market  Korea Market  Water and Wastewater Market

**About You and Your Company/Organization**

Name/Title:

Company:

Address:

Tel:

Fax:

E-mail:

**Describe Your Company/Organization** (check all that apply):

U.S. Manufacturer  U.S. Service Provider  Trade Association  Export Trading Company  
 Representative/Distributor/Broker  Finance  Engineering  Legal  Consulting

**Environmental Sector** (check all that apply):

Air  Incineration  Pollution Prevention  Solid Waste Equip.  Energy  
 Instrumentation/Monitoring  Recycling  Solid Waste Services  Medical Waste  
 Remediation  Water/Wastewater Equip.  Hazardous Waste  Oil Cleanup  Water Services

Number of employees/members if an org.:  1-10  10-50  50-500  500-1,000+

Approximate annual sales: \$\_\_\_\_,\_\_\_\_,\_\_\_\_,000  Not applicable

Approximate annual value of exports: \$\_\_\_\_,\_\_\_\_,\_\_\_\_,000  Not applicable

Countries to which your company exports: \_\_\_\_\_

Turn page, please

Survey continued

**CUSTOMER SATISFACTION**

**Information Products and Services, Trade Events, Government Advocacy, Counseling**

Please evaluate the following service(s) you have used on a scale of:

5 (excellent); 4 (very good); 3 (satisfactory); 2 (fair); 1 (unsatisfactory).

**Trade Statistics**

|                              |     |   |   |   |   |
|------------------------------|-----|---|---|---|---|
| Content/Scope of Coverage    | 5   | 4 | 3 | 2 | 1 |
| Accuracy                     | 5   | 4 | 3 | 2 | 1 |
| Timeliness                   | 5   | 4 | 3 | 2 | 1 |
| Ease of Usage                | 5   | 4 | 3 | 2 | 1 |
| Ease in Obtaining Statistics | 5   | 4 | 3 | 2 | 1 |
| Circle if not applicable     | N/A |   |   |   |   |

**Market Research/Industry Analysis/Industry Sector Reports**

|                               |     |   |   |   |   |
|-------------------------------|-----|---|---|---|---|
| Content/Scope of Coverage     | 5   | 4 | 3 | 2 | 1 |
| Quality of Analyses/Reports   | 5   | 4 | 3 | 2 | 1 |
| Timeliness of Information     | 5   | 4 | 3 | 2 | 1 |
| Relevance of Information      | 5   | 4 | 3 | 2 | 1 |
| Ease in Obtaining Information | 5   | 4 | 3 | 2 | 1 |
| Circle if not applicable      | N/A |   |   |   |   |

**Counseling (receipt of information by mail, telephone, e-mail, or personal visit)**

|                                    |     |   |   |   |   |
|------------------------------------|-----|---|---|---|---|
| Content/Scope of Coverage          | 5   | 4 | 3 | 2 | 1 |
| Quality of Information             | 5   | 4 | 3 | 2 | 1 |
| Timeliness of Information          | 5   | 4 | 3 | 2 | 1 |
| Staff Responsiveness to Your Needs | 5   | 4 | 3 | 2 | 1 |
| Ease in Obtaining Information      | 5   | 4 | 3 | 2 | 1 |
| Circle if not applicable           | N/A |   |   |   |   |

**Interaction with Trade Specialists at ETI Exhibits at Trade Events**

|  |     |   |   |   |   |
|--|-----|---|---|---|---|
| Specific Foreign Market Guidance               | 5   | 4 | 3 | 2 | 1 |
| Foreign Trade Leads                            | 5   | 4 | 3 | 2 | 1 |
| Facilitating Meetings with Potential Customers | 5   | 4 | 3 | 2 | 1 |
| Quality of Overall Information Provided        | 5   | 4 | 3 | 2 | 1 |
| Circle if not applicable                       | N/A |   |   |   |   |

**Export Seminars/Conferences**

|                           |     |   |   |   |   |
|---------------------------|-----|---|---|---|---|
| Content/Scope of Coverage | 5   | 4 | 3 | 2 | 1 |
| Quality of Speakers       | 5   | 4 | 3 | 2 | 1 |
| Organization of Event     | 5   | 4 | 3 | 2 | 1 |
| Circle if not applicable  | N/A |   |   |   |   |

**Thank You for Participating in this Survey**

**Fax to ETI: (202) 482-5665**

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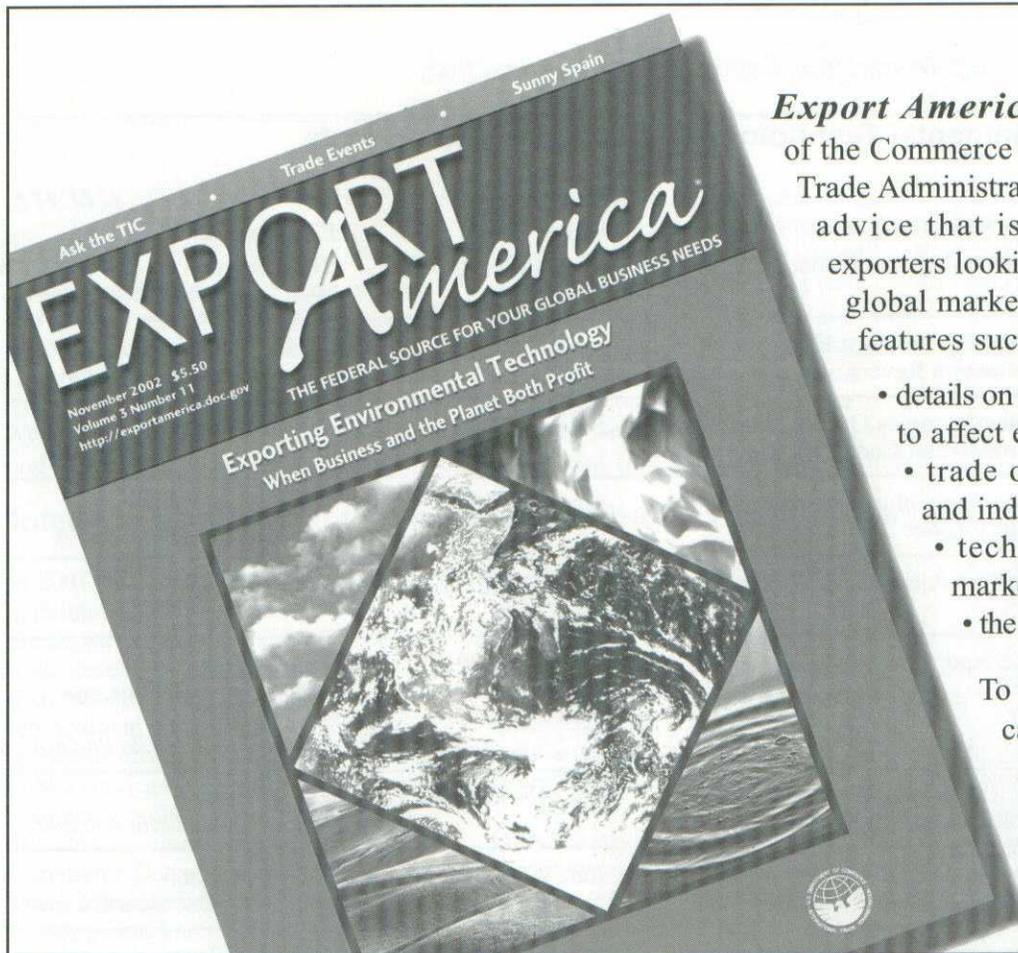
**Environmental Technologies Industries Trade Events**

**U.S. EVENTS**

| <b>Location</b>                       | <b>Trade Show/Activities</b>   | <b>Date</b>       | <b>ETI Contact</b>   |
|---------------------------------------|--|-------------------|--|
| Las Vegas, Nev.                       | Water Quality Association Exhibition                                   | March 18–22, 2003 | Ellen Zeytoun<br><i>ellen_zeytoun@ita.doc.gov</i>  |
| Washington, D.C.;<br>other cities TBD | Guangdong Province EPB<br>Desalination Reverse Trade Mission           | Spring 2003       | Susan Simon<br><i>susan_simon@ita.doc.gov</i>  |
| Colorado Springs, Colo.               | Beijing Olympics Opportunities for<br>Environmental Companies Seminar  | April 2003        | Susan Simon  |
| Boston, Mass.                         | Enviro Expo, plus Environmental<br>Export Finance Seminar              | May 6–8, 2003     | Corey Wright<br><i>corey_wright@ita.doc.gov</i>  |
| Atlanta, Ga.                          | Third East Africa Trade Summit   | May 12–14, 2003   | Sandra Collazo   |
| New Orleans, La.                      | WasteExpo  | June 3–5, 2003    | Anne Novak<br><i>anne_novak@ita.doc.gov</i><br>Sandra Collazo<br><i>sandra_collazo@ita.doc.gov</i> |
| Anaheim, Calif.                       | American Water Works Association<br>Conference and Exhibition          | June 15–19, 2003  | George Litman<br><i>george_litman@ita.doc.gov</i>  |
| San Diego, Calif.                     | Air & Waste Management Association<br>Annual Conference and Exhibition | June 22–26, 2003  | Marc Lemmond<br><i>marc_lemmond@ita.doc.gov</i>  |
| Washington, D.C.                      | Corporate Council on Africa<br>U.S.-Africa Business Summit             | June 23–27, 2003  | Sandra Collazo   |
| Boulder, Colo.                        | American Membrane Technology<br>Association Annual Symposium           | Aug. 4–5, 2003    | Corey Wright   |

**INTERNATIONAL EVENTS**

|  |  |                          |                |
|--|--|--------------------------|----------------|
| Hong Kong, Beijing,<br>Shanghai, Chengdu,<br>Gaungzhou | Trade mission; P2E2 seminars;<br>Water Treatment Pump, Valve, and<br>Pipe Expo | March 1–14, 2003         | Susan Simon    |
| Milan, Italy   | Tau Expo and matchmaking   | March 5–8, 2003          | Anne Novak     |
| Sharjah, United Arab<br>Emirates                       | Future Global Developments in<br>Desalination and Water Conference             | March 17–19, 2003        | Corey Wright   |
| Montreal, Canada                                       | Americana Trade Show<br>Intersol Ground Water and Soil                         | March 18–22, 2003        | Corey Wright   |
| Paris, France  | Remediation Conference and<br>Exhibition                                       | April 1–3, 2003          | Anne Novak     |
| Toronto, Canada  | ECCO-Globe 2003  | May 2003                 | Corey Wright   |
| Istanbul, Turkey                                       | Matchmaking at ADB Annual Meeting  | May 17–23, 2003          | Susan Simon    |
| Beijing and Shenyang                                   | Colorado Trade Mission to China  | June 3–17, 2003          | Susan Simon    |
| Johannesburg, South<br>Africa                          | Afriwater 2003   | Aug. 13–15, 2003         | Sandra Collazo |
| Paradise Island,<br>Bahamas                            | IDA World Congress on Desalination<br>and Water Reuse                          | Sept. 28–Oct. 3,<br>2003 | Corey Wright   |



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