

## **INTRODUCTION**

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*The Europe Environmental Resource Guide* follows the tradition of the Environmental Technologies Europe Binder series that the Showcase Europe Environmental Technologies (SCE ET) team first introduced back in 2006. The Guide provides U.S. companies with basic information on the environmental markets in Europe, gives general information on European Union regulations in environmental area, introduces important European trade fairs and brings together useful information for U.S. environmental technologies manufacturers, service providers and exporters.

*The Europe Environmental Resource Guide* was developed by the SCE ET Team, a vital part of the International Trade Administration's U.S. Commercial Service. The Team is dedicated to serving the U.S. environmental technologies industry which it can assist through the network of Commercial Specialists seated at the U.S. Embassies and Consulates in Europe.

### **Exporting U.S. Environmental Technologies to Europe – Why Now?**

Europe accounts for approximately one-third of the world's estimated \$729 billion market for Environmental Technologies (ET), and the market is growing steadily. While the United States is a leading producer of ET, it exports less than 20 percent of its ET output. Europe is the largest export market for U.S. environmental technologies. European Union directives and steady economic development in Central and Eastern Europe are creating greater opportunities for U.S. environmental companies. There is good potential for expanding U.S. exports in Europe, despite strong competition from Germany, Japan, the United Kingdom and France.

### **The Purpose of this Guide**

The purpose of this report is to give U.S. companies an overview of environmental sector opportunities in European countries. This binder offers:

- Country-by-country market analysis.
- Key trade shows and exhibitions information.
- Links to further sources of information.

The primary sub-sectors of environmental technologies covered in this resource guide include water & waste water, waste & recycling, soil remediation, indoor & outdoor air pollution and environmental services.

### **Let the U.S. Commercial Service Help You Enter European Markets**

The Environmental technologies sector contains sub-sectors that are generally slow-to-market. Generally speaking, since many projects and sales opportunities are public policy and public tender driven, it takes significant lead time for firms to achieve export successes. The U.S. Commercial Service Showcase Europe team staff is ready to assist U.S. companies to succeed in the European markets.

We look forward to working with you on discovering new opportunities for your company.

Sincerely,

Greg O'Connor, SCE ET Team Leader & Commercial Counselor, Prague/Czech Republic

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