



Canada - CANECT 2009, Canadian Environmental Conference and Tradeshow

April 20 & 21, 2009 – Metro Toronto Convention Center

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In April of 2009, the [Canadian Environmental Conference and Tradeshow CANECT 2009](#) will take place in Toronto. This is an event designed to provide up to date information regarding Canadian environmental regulations and management issues, as well as to facilitate business development. Participants will be able to partake in seminars and workshops led by leading edge environmental managers, plant personnel, governmental policy makers, lawyers and consultants. The trade show will host a large number of exhibitors promoting their services and product lines. This is a great opportunity for U.S. companies interested in exporting to Canada to increase their knowledge of the Canadian marketplace and associated regulations and promote their products and services.

Market Information

The Canadian regulatory framework consists of three levels of government whose jurisdictions overlap – federal, provincial, and municipal. In this instance, both the federal and provincial governments have jurisdiction over environmental matters. As a result, their statutes often overlap. Historically, with two successive minority governments, the provincial government has been the most active level of government in this sector. In general, the provincial regulatory frameworks employ both a standards-based system (i.e. specified emission criteria) and an objects-based system (i.e. prevention of adverse effects).

In an attempt to harmonize environmental standards across the country, the Canadian Council of Ministers of the Environment (CCME) was established to construct a national standard for implementation by the appropriate jurisdiction. However, there is no obligation for provinces or municipalities to adopt the national standard.

Knowledge of the operating environment in which a company operates is important in facilitating a successful transition into any foreign market. Without an understanding of the regulatory environment, obstacles can easily impede operations or even impose additional costs to the bottom line.

On April 26, 2007, the Federal Government of Canada released: [Turning the Corner: An Action Plan To Reduce Greenhouse Gases and Air Pollution](#). Rather than relying solely on the voluntary measures used in the past, for the first time, the government is introducing mandatory and enforceable actions across a broad range of sectors to reduce greenhouse gases and air pollutants.

The [Turning the Corner](#) action plan has several components, including:

- a regulatory framework for industrial emissions of greenhouse gases and air pollutants;
- the development of a mandatory fuel-efficiency standard for automobiles, beginning with the 2011 model year, as well as action to reduce emissions from the rail, marine, and aviation sectors, and from on-road and off-road vehicles and engines;
- the implementation of new energy performance standards to strengthen existing energy-efficiency standards for a number of products that consume electricity, including light bulbs, in order to reduce emissions from the use of consumer and commercial products; and
- the development of measures to improve indoor air quality.

In Ontario, the [Ministry of the Environment](#) has an “approvals program” that has been designed to ensure that all undertakings requiring approval are carried out in accordance with provincial legislation including the [Ontario Water Resources Act](#), the [Environmental Protection Act](#), the [Pesticides Act](#), the [Environmental Assessment Act](#), the [Environmental Bill of Rights](#), the [Safe Drinking Water Act](#) and associated regulations.

Certificates of Approval are required for facilities that release emissions to the atmosphere, discharge contaminants to ground and surface water, provide potable water supplies, or store, transport, process or dispose of waste. Specific requirements and limits vary depending on various factors and are determined on a case-by-case basis.

The Canadian market size for this industry is of considerable magnitude. According to *Statistics Canada*, in 2006, total expenditures on environmental protection activities accumulated to over \$4.7 billion from various industries. Ontario had the biggest share of this market. The federal and provincial environmental programs and regulations continue to drive a steady growing demand.

Opportunities for U.S. Companies

The Canadian environmental products and technologies marketplace offers rewarding opportunities for U.S. companies interested in exporting their goods and/or services. The Canadian Environment Conference and Tradeshow is a great meeting place for those who are involved with and are interested in developing relations in the field of environmental protection. Past participants included both private and public organizations.

The [2008 CANECT Conference and Tradeshow](#) was held in conjunction with Health and Safety Canada 2008, an annual tradeshow of [Industrial Accident Prevention Association](#) (IAPA). The event attracted some 500 exhibitors and 8,000 tradeshow visitors. The same partnership will occur again for CANECT 2009.

Percentile analysis by Business Occupation of past CANECT attendees

Industrial companies generating, transporting and/or treating wastes	60.0%
Consulting engineers and consultants	13.3%
Municipal government personnel	11.6%
Provincial/federal government personnel	7.6%
Contractors	4.0%
Miscellaneous	3.5%

The 2009 edition will be held April 20 – 21 at the Metro Toronto Convention centre and is expected to attract a similar participation. This event represents the perfect opportunity to get informed about market trends, policies and regulations, to network with industry and government representatives, and to meet potential partners.

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