



Newfoundland and Labrador
Environmental Industry
Association

Building the Business of the Environment

FOR IMMEDIATE RELEASE

October 18, 2007

**NEIA to Promote Province's Environmental Industry in Iceland:
Will Explore Business Opportunities for Member Organizations**

St. John's, NL, Canada – October 18, 2007 – NEIA President, Chris Palmer, and Executive Director, Bonnie Andrews, will represent NEIA as associate delegates during the Newfoundland and Labrador Trade Show in Iceland, taking place in Reykjavik from November 23-25, 2007.

Although NEIA will not participate directly in the Trade Show, it will capitalize on the province's presence in the country during that week, using it as an opportunity to secure meetings with key industry, government and institutional contacts. In going to Iceland, NEIA aims to promote the province's expertise in various environmental fields and assess whether there are potential business opportunities in Iceland for its members.

"NEIA will be exploring a number of avenues in terms of trade with Iceland," notes Chris Palmer, President of NEIA's Board of Directors. "In addition to developing linkages for the direct export of environmental goods and services, we are keenly interested in exploring partnerships with Icelandic interests to do international work – perhaps by using Iceland as a stepping stone to Europe for NEIA members, and Newfoundland and Labrador as a gateway to Canada and the United States for Icelandic companies. There is a lot of room here to build mutually-beneficial alliances," adds Palmer.

NEIA members seeking market information and competitive intelligence are encouraged to contact the Association before October 31.

Iceland is becoming an increasingly important market for Newfoundland and Labrador exporters. The province enjoys a high profile amongst Icelanders, many of whom travel to St. John's to shop during the Christmas season. The Newfoundland and Labrador Trade Show marks the fourth time a delegation from the province has descended on Iceland. This particular initiative is a collaborative effort between the Department of Innovation, Trade and Rural Development (INTRD), Canadian Manufacturers and Exporters (CME), the Newfoundland and Labrador Organization of Women Entrepreneurs (NLOWE), the Atlantic Canada Opportunities Agency (ACOA) and the Department of Foreign Affairs and International Trade (DFAIT).

NEIA's involvement in the delegation is just one way it is facilitating international business opportunities on behalf of its members. Through its Export Development Program, launched in 2003, NEIA helps environmental firms and agencies become export ready and internationally competitive in such markets as the southern United States, the Caribbean and Europe.

For more information, visit www.neia.org/Export.

About NEIA – With more than 150 members, the Newfoundland and Labrador Environmental Industry Association (NEIA) is a high-energy organization whose mandate is to promote the growth and development of the province's environment sector through strong leadership, advocacy, educational and training opportunities, research and business development initiatives. In its interactions with government bodies, research and educational institutions, and private enterprise, NEIA acts as a common voice for member companies and organizations. Visit www.neia.org for more information.

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