



Newfoundland and Labrador
Environmental Industry
Association

Building the Business of the Environment

FOR IMMEDIATE RELEASE

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NEIA Announces Business Development Mission to Western Labrador

St. John's, NL, Canada – May 16, 2006 – The Newfoundland and Labrador Environmental Industry Association (NEIA) is pleased to announce it is partnering with the HYRON Regional Economic Development Corporation of Labrador on a Business Development Mission to Western Labrador.

On May 25-26, 2006, NEIA will lead a delegation of approximately 10 companies to Labrador City. This mission will provide NEIA members with the opportunity to meet business counterparts and industry leaders in Western Labrador and explore opportunities in a region that has a growing and vibrant economy. Many of the province's environment businesses have grown by providing products and services to natural resource companies operating in Labrador. Through this venture, NEIA delegates will have the opportunity to participate in one-on-one sessions with such regional players as the Iron Ore Company of Canada (IOC), Wabush Mines, and the Towns of Labrador City and Wabush.

In addition to its business development objectives, this two-day event will act as a forum for discussion on the challenges of waste management and air emissions in Western Labrador. Interactive workshops will bring together a broad group of stakeholders – policy makers, industry representatives and environmental firms – to address environmental sustainability within the context of business-focused public policy that fosters, rather than hinders, economic development in the region.

At a breakfast sponsored by the Labrador West Chamber of Commerce, the Honourable Clyde Jackman, Minister of Environment and Conservation, will address the delegation and present the IOC with the Great Blue Heron Award, which recognizes significant, long-term contributions to waterfowl and migratory bird populations of North America.

“NEIA is delighted to be leading this mission to Western Labrador,” says Bill Butler, President of NEIA's Board of Directors. “In committing to this, both NEIA and HYRON recognize the potential for local and provincial environment companies to work together to gain a greater share of environment related opportunities planned for the region. With the waste management and air emissions sessions, our goal is to start a dialogue between private industry, all levels of government and environmental solutions providers about how to best manage the challenges of resource development in Labrador.”

“NEIA also feels the timing of this mission is right, given the Government's affirmation of its commitment to Labrador in the recent budget speech,” adds Butler.

“The environment industry in Newfoundland and Labrador has seen tremendous growth over the last decade and is recognized as a sector with long-term growth potential,” remarks Bonnie Andrews, Executive Director of

NEIA. “Through initiatives like this Labrador Business Development Mission, NEIA is looking forward to partnering with private business, government agencies, and economic development boards to position NEIA members as world-class providers of environmental solutions, both internationally and in their own backyard.”

About NEIA – With more than 120 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, 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.

About HYRON – HYRON’s mandate is to develop and facilitate, in consultation with stakeholders, sound economic development strategies that ensure the long-term economic development and viability of the HYRON region. Core functions in the region include taking a leadership role in the development and implementation of the strategic economic plan, coordinating business development support, supporting organizations and communities, coordinating all social and economic initiatives relating to regional economic development, and promoting public participation and community education.

- 30 -

For more information contact:
Amy Warren
Business Development, NEIA
Tel: 709.772.8625

Bill Butler
President, NEIA Board of Directors
Tel: 709.486.4838

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