



Newfoundland and Labrador
Environmental Industry
Association

Building the Business of the Environment

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**NEIA Announces Trade Mission to Trinidad and Tobago:
Recruitment Campaign Underway for Atlantic Canadian Environmental Firms**

St. John's, NL, Canada – July 19, 2006 – The Newfoundland and Labrador Environmental Industry Association (NEIA) is delighted to announce a Team Atlantic Environment (TAE) trade mission to Trinidad and Tobago.

TAE will participate in the 15th Annual Caribbean Water and Wastewater Association (CWWA) Conference and Exhibition (www.CWWA-2006.com), being held October 2-6, 2006 in Trinidad and Tobago. This trade initiative will mark the first venture to the Caribbean for Team Atlantic Environment, a pan-Atlantic team committed to promoting Atlantic Canadian environmental expertise in export markets. TAE encompasses the region's environmental industry associations, as well as key federal and provincial government departments (see backgrounder for more about Team Atlantic Environment).

Companies with operations in the environment sector are being recruited from New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island. Trinidad and Tobago represents a prime opportunity for Atlantic Canada's environmental firms. The country's bright economic prospects and burgeoning offshore and tourist industries – combined with badly needed infrastructure upgrades – have made it a highly attractive export market for the environment sector. Moreover, it recently allocated \$1.2 billion to overhaul its water and wastewater systems. Both government and private sector clients require design, construction and supply services, in addition to environmental consultancy – all of which represent opportunities for Atlantic Canadian companies with expertise in these areas.

As the only major event in the region, the CWWA Conference and Exhibition is an excellent venue for firms to position themselves for potential contracts. Atlantic Canadian companies will have the opportunity to meet face-to-face with key decision makers from more than 20 Caribbean nations, in addition to the United States, Europe and Japan. By participating in this trade mission, firms can take advantage of pre-mission training focused specifically on how to do business in Trinidad and Tobago. They will also have access to an in-market trade professional, who will arrange meetings with pre-qualified business leads.

Going Beyond Traditional Export Development Activities

NEIA is project managing the CWWA initiative. Bonnie Andrews, NEIA's Executive Director and TAE spokesperson, is optimistic and enthusiastic about this TAE project:

"Mission activity will begin long before October," says Ms. Andrews. "We want our companies to be well-prepared before going to market, and we will mentor them through the entire process. This is about creating sustainable business development opportunities; it's not about showing up for a few receptions and then going

home, thinking the job is done. By emphasizing targeted, value-added activities – like training and face-to-face meetings – this project goes beyond the purview of many traditional export development initiatives.”

“Moreover, because this is a pan-Atlantic mission, it opens up doors for inter-provincial partnering, which provides a basis for future cooperation and collaboration,” adds Ms. Andrews.

Nova Scotia, a TAE partner, has been participating in the CWWA Conference and Exhibition since 2001. The Show has played a strategic role in creating new business opportunities for Nova Scotia firms, and in allowing them to nurture and maintain existing relationships. Rick Joseph, Executive Director of the Nova Scotia Environmental Industry Association (NSEIA), has been instrumental in the Province’s success at CWWA:

“Nova Scotia’s business program for the CWWA event always emphasized face-to-face contact with key decision makers – and much of that contact took place outside the Conference program,” says Mr. Joseph. “We had a vision of a well-focused, high-profile strategy that would give our companies direct access to those who impact business and economic development in the region. In collaboration with the Province, NSEIA followed through on that vision, and now Nova Scotia has positioned itself as a world-class player in the Caribbean. The goal for TAE is to do likewise for Atlantic Canada by building on Nova Scotia’s success and by bringing an even greater critical mass of Atlantic environmental capabilities to this market,” adds Mr. Joseph.

Team Atlantic Environment will recruit no more than 15 companies from across Atlantic Canada for this mission.

“It’s deliberately being kept small to maximize the opportunities for each participating firm, and to allow the trade consultant to work closely with each company,” notes Ms. Andrews. “We want this to be a joint market access strategy that is at once value-added, complementary, and strategically useful for all members of the TAE team.”

The deadline for companies to register for this mission is July 28, 2006.

For more information or to take advantage of this opportunity, contact your designated TAE representative:

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This trade mission has been made possible by the Canada/Atlantic Provinces Cooperation Agreement on International Business Development (IBDA). The IBDA provides a pan-Atlantic forum for the exchange of knowledge and coordination of international business development among the federal and provincial partners, namely the four provincial governments in Atlantic Canada and three federal government departments (Atlantic Canada Opportunities Agency, International Trade Canada and Industry Canada).

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, 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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A backgrounder, profiling Team Atlantic Environment, is attached.

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BACKGROUNDER

Team Atlantic Environment (TAE) is a pan-Atlantic team committed to promoting the growth and development of Atlantic Canadian environmental expertise. Established in December 2000, TAE formalized the environmental sector working group that had been meeting since 1997. Its founding was based on common priorities identified by the four Atlantic Provinces – one such priority being the need for a coordinated, pan-Atlantic export development strategy.

TAE is comprised of the region's environmental industry associations, as well as key federal and provincial government departments. More specifically, participants include:

- Newfoundland and Labrador Environmental Industry Association (NEIA)
- Nova Scotia Environmental Industry Association (NSEIA)
- New Brunswick Environment Industry Association (NBEIA)
- Prince Edward Island's Environment Network
- Newfoundland and Labrador Department of Innovation, Trade and Rural Development
- Nova Scotia Department of Environment and Labour
- Business New Brunswick
- Prince Edward Island Business Development
- Atlantic Canada Opportunities Agency
- Industry Canada
- International Trade Canada

In 2005, TAE commissioned a report entitled *Focused for Growth: Market Access Strategy & Action Plan*. This report was completed by AEGIS Management Consulting Group (2004) Inc., in association with Lorne Ferguson Consulting (NS), Connections Research (NL) and Trade & Investment Solutions (Trinidad).

Focused for Growth identified three priority geographic markets for Atlantic Canadian environmental firms: South Central United States (Texas, Arkansas, Louisiana, New Mexico and Oklahoma), the Gulf of Mexico and Texas/Mexico border region, and the Eastern Caribbean states (Trinidad and Tobago and the OECS group). The report recommended a focused market access plan for each of these target markets, emphasizing preparation (e.g., training, workshops), market activity (e.g., trade shows and conferences, reverse missions, partnering events), and follow-up in the form of post-market support for companies. It was against this background that Team Atlantic Environment made the decision to formulate a market access strategy for the Eastern Caribbean in general and Trinidad and Tobago in particular. Atlantic Canada's reputation for cost effective, field proven and innovative environmental technologies aligns well with the country's need to improve basic services and treat groundwater pollution that has resulted from inadequate sewerage treatment.