

WHY CANADA?

In recent years there has been an increasing focus on the environment in Canada. The water sector has become a national priority, and the need for new and effective solutions makes Canada a very important potential market for the Danish Water industry and Danish green technology.

The renewed focus within the water sector is illustrated through tighter legislation and more available and targeted funds in public budgets. The Federation of Canadian Municipalities (FCM) estimates that a CAD 31 billion investment is needed in the water sector. FCM has accounted for 367 shovel ready Water and Wastewater projects to be implemented by contribution of funds (see attached list).

On an annual basis, the market for services and products within the water sector consists of approximately 300 projects, but this market increases with 4 % annually. Especially, there is a great demand for international technologies within water resource planning, loss prevention, water treatment, energy optimisation, refurbishment of sewerage systems, waste water treatment.

Canada has one of the highest water consumption per capita in the world. Three quarters of the municipalities in Canada have experience drought and water shortage, and in the city of Montreal, almost 40% of the water from the waterworks never reaches the end-user. In addition, several billion litres of untreated waste water are directed into lakes and rivers across Canada every year, and the original infrastructure has not been geared for the climate changes.

Most water and wastewater infrastructure assets are owned and maintained by municipal governments, were built between the 1950s and 1970s, and are due for replacement. Statistics Canada also reported that the average age of wastewater treatment plants in Canada was 18 years. Additionally, in 2007, these assets exceeded 63 per cent of their useful life. The outdated and worn out systems for waste water and overflow pipes leads to unacceptable amount of pollution of the Canadian water supply.

The Canadians are undergoing a change of attitude regarding the management and administration of water. There is renewed focus on efficiency improvement of the water systems, water treatment, and water distribution. Individual reading of water consumption has previously not been in place but is now being implemented, and to a larger extent there is now focus on finding solutions to control the demand for water and conserve water. Also the energy that is being used in connection with the management of the water resources has been given new light after it notified that over 1/3 of the electricity consumption in the municipalities is directly connected to the distribution of water.



FOR FURTHER INFORMATION

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Canadian water issues have been given great political and professional attention, just as federal as well as provincial levels of government have allocated substantial funds to improvement – also with the objective to boost the economy.

As an example, the federal and the provincial governments have increased the budgets for infrastructure in 2009 – among these Water and Waste Water – in total over CAD10 billion in public investments:

- CAD 4 billion "Infrastructure Stimulus Fund" over the next two years. This fund is established by the federal government. The funds points at short-term projects, among other things to stimulate the economy.
CAD 4 billion from the local municipalities in connection with the above mentioned ain scheme
- CAD 1 billion from the federal government allocated to projects in First Nation and Remote Communities
- CAD 2 billion /year allocated from the federal government to local municipalities for long-term planning-projects
- CAD 96 million to clean and restore polluted rivers and lakes – given by Environment Canada

Additionally, the Ministry of Environment has developed a transnational strategy for municipal waste water treatment. In order to implement the strategy, it is expected that the necessary investments will amount to CAD 10-13 billion of which half of the amount is expected to be invested within the next 10 years. These amounts are in addition to the already budgeted daily expenditure connected to water treatment.

Denmark and Danish companies have a great potential to make their products and services visible and available to the Canadian market.

The combination of targeted seminars addressing specific project opportunities and enabling b-t-b meeting together with active participation at the World Water Congress in Canada is an evident opportunity for Danish companies to showcase their products, expertise and services and their applicability in Canada.



Canada in Brief

Government: Federal Parliamentary democracy and constitutional monarchy

Prime minister: Stephen Harper

Capital: Ottawa, Ontario

Largest City: Toronto, Ontario

Provinces/Territories: 10 provinces, 3 territories

Currency: CAD – Canadian Dollars

BNP: 1,499 million USD (2008)

BNP per capita: 45.085 USD (2008)



According to the Economist Intelligence Units Canada ranks 4th as the most desired and recommendable country to do business in over the next five years – the highest rank out of all the G8 countries. And according to the World Bank Index – Ease of Doing Business – Canada ranks no. 8. For Danish companies it is important to know that Canada is very European minded due to the connection to and history with UK and France. Also, we have seen a growing interest in green solutions and technology, which has been further strengthen during the recent focus on Denmark and COP 15.

Denmark exports significantly more to Canada than Denmark imports. Canada purchases approximately 1 per cent of Denmark's total export, thus it becomes the 18th biggest export market. Crude oil to Eastern Canada, pharmaceutical products as well as machinery industry products, such as wind turbines and parts for that have in the recent years promoted Danish export to Canada.

Canada has a population of almost 34 million. Canada is a federation composed of ten provinces and three territories. In turn, these may be grouped into regions: Western Canada, Central Canada, Atlantic Canada, and Northern Canada (the latter made up of the three territories Yukon, Northwest Territories, and Nunavut). Eastern Canada refers to Central Canada and Atlantic Canada together.

Canada is a bilingual nation with both English and French as official languages. English is the majority language, but in the province of Québec as well as parts of New Brunswick, Ontario, and Manitoba the main language is French.

Canada has the longest coastline in the world, which extends from the Atlantic Ocean in the east to the Pacific Ocean in the west and northward into the Arctic Ocean. It is the world's second largest country by total area. Canada expands 7000km from east to the west and 4600km from north to south. The border country is USA in the south and northwest (Alaska). Almost 92% of the population lives less than 300km from the US border.

Canada is member of OECD, NATO, UN, APEC, G8 and other international organisations.

