



# Greece: Environmental Engineering Services Briefing

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## Summary

(Millions of U.S. dollars)	2005	2006	2007
Total Market Size	684.5	765	846
Total Local Production	325	337	365
Total Exports	85	86	107.5
Total Imports	444.5	514	588.5
Imports from the U.S	65	78	103

The above statistics are unofficial estimates and apply only for environmental equipment and machinery.

The environment is one of most important issues of this decade in Greece. The Greek market for environmental equipment and services is expected to far outstrip local capacity during the next years. Although, according to European Union (EU) statistics, Greece has one of the poorest records on tackling environmental problems in the EU, the Greek Government's efforts to improve environmental quality are impressive.

According to the Greek Ministry of Environment, the Greek environmental market is estimated at approximately \$2.2 billion, 1.5% of GDP. Investments in environmental infrastructure through EU and national programs have been the centerpieces of the environmental progress in Greece. These investments have been used for the construction of numerous wastewater and solid waste treatment facilities as well as the building of new recycling plants, composting facilities and treatment plants for industrial and hazardous waste materials.

The implementation of EU environmental legislation in national laws has also created the appropriate institutional basis for successfully facing the environmental protection challenges. In early January 2007, the Minister of Environment announced that the Ministry's investment plan for the upgrading, modernization and protection of environmental projects, such as waste management, recycling, water treatment, purification systems, and desalination, for the period 2007 – 2013 would be \$6.3 billion, and it will be implemented through the operational program "Environment and Sustainable Development." The Ministry has also completed the legislative framework and infrastructure for the handling of hazardous waste, as well as incentives for reduced CO2 emissions.

As these efforts continue, the Greek market for environmental equipment and services will have excellent growth potential over the next several years.

Municipalities or other government entities control over 98% of Greek waste collection, waste and water management, recycling and treatment facilities. Consequently, providing environmental engineering services in the Greek market means contracting with Greek government authorities at various levels. In order to do so successfully, foreign firms usually align themselves with Greek engineering companies in partnerships and consortia. These partnerships make U.S. business interests eligible for EU funding.

## Best Prospects

The areas that hold the greatest potential for U.S. firms in the Greek environmental market are:

- Innovative technologies for the development and operation of waste management and recycling facilities
- Innovative technologies for treatment and disposal of hazardous and medical waste

- New technologies to create valuable end-products from any form of waste
- Composting equipment
- Water and waste water treatment technologies, aeration and purification systems
- Air and sea pollution products
- Technologies that convert energy from olive waste (Greece is one of the major olive producers in the world).

## Market Entry

U.S. engineering and consulting firms which specialize in environmental projects enjoy a very good reputation for superior project planning and delivery. An unofficial estimate of the U.S. share of this market is around 10%, not including equipment supplied by European subsidiaries of U.S. firms. European companies are mainly favored because of the proximity and knowledge of the Greek market versus U.S. companies that may find it expensive and time consuming to enter this new market. The U.S. share may increase over the next few years, as many decision-makers in search of environmental solutions visit the U.S. and various sites in Europe where American companies operate landfills and recycling sites utilizing modern technology.

Despite the strong competition from European companies, U.S. companies have the potential to capture a good share of this lucrative market.

## For More Information

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