

With one notable exception, the private sector was less responsive to approaches in connection with this study. Reduced to its simplest terms, the general attitude seemed to be that all that Canada could contribute was funding and that Canadian housing technology had little relevance in this market.

All monetary figures quoted have been converted to Canadian dollars at the official exchange rate of C\$1:PESOS 15.512 prevailing on July 21, 1987.

B. EXECUTIVE SUMMARY:

There appear to be four possible means of entry into the Philippine mass housing market for interested parties in the Canadian private sector.

1. By obtaining Canadian Government funding. The one theme common to all opinions expressed was that the surest way for Canadian companies to gain a foothold in this market was if Canada offered concessionary funding for Philippine housing and tied it to participation by the Canadian private sector.
2. By taking over the NHC building component complex at Novaliches. The head of HUDCC has stated that, "Whoever will take on the NHC complex can write their own ticket in public housing." For details of this prospect, see ANNEXES 4 and 5 and photographs 1 to 28.
3. By developing a house that meets the essential needs of low-income Filipinos and can be mass-produced at a price they can afford. This should be done in a joint-venture with a Philippine partner who has the capability to market it successfully.
4. By participating as a straight investor in a minority position with an established Philippine home builder. (See comments under Heading F, "Private Sector".)