



FROM CANADA MORTGAGE AND HOUSING CORPORATION

Mexico provides both a large market and growing potential in the area of housing, products and housing technology. However, success in Mexico requires an extensive knowledge of the forces and factors influencing this market. Interested exporters need relevant, up-to-date information on specific areas such as demographics, housing needs and market trends, export financing and shipping regulations.

This market profile on Housing Construction is designed to assist Canadian builders and exporters of housing products to open and expand markets in Mexico. Besides giving a detailed analysis on housing business opportunities in Mexico, this document will be of great help in preparing export strategies. In co-sponsoring this study, Canada Mortgage and Housing Corporation (CMHC) is reaffirming its commitment to Canada's housing exporters.

Canada's prosperity is directly linked to our success in the international market place. This publication is part of a larger strategy to increase Canada's international market development. CMHC, working with other federal partners, provincial governments and the private sector, is helping to create jobs and wealth at home by assisting Canadian firms to compete successfully abroad.

As Minister responsible for the Canada Mortgage and Housing Corporation, I hope that you will find *Opportunities in Mexico: Housing Construction* informative and that it will be helpful in your endeavours to expand into the Mexican market.



Diane Marleau
Minister Responsible for
Canada Mortgage and Housing Corporation