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Department of Foreign Affairs  
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Ministère des Affaires étrangères  
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Canada



Creative thinking goes a long way

## Doing business in the U.S. housing market

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Canada Mortgage and Housing Corporation (CMHC) is constantly fielding questions from housing industry professionals who are anxious about the state of trade relations between Canada and the United States. The key question seems to be: Do Canadian companies in the housing industry have what it takes to compete internationally?

One answer to this can be found in the success of British Columbia-based **Lange Construction** (Lange-Con), whose experiences over the past five years demonstrate the potential that exists for other Canadian companies.



Lange-Con was founded in 1983 as a construction firm concerned with framing and on-site construction. In recent years, the focus changed to incorporate the entire home, with the idea that a house should operate as a  
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## Trade mission to Central America and EXPOCOMER

**GUATEMALA, EL SALVADOR, COSTA RICA AND PANAMA** — March 1-7, 2004 — Is your company looking to export in sectors such as agri-food and beverages, construction and building products, or environmental services and technologies? If so, join **Central America Circuit 2004**—a Canadian business trade mission to four Central American markets—and to **EXPOCOMER** in Panama ([www.expocomer.com](http://www.expocomer.com)), Central America's largest regional trade show attracting over 40,000 visitors and 500 exhibitors from 30 countries in Asia, Europe and the Americas.

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Season's Greetings!  
Next issue will be January 15, 2004

