



No. 110

May 23, 1990.

## STUDY OF U.S. MARKET POINTS TO OPPORTUNITIES FOR CANADIAN CONTRACTORS

International Trade Minister John C. Crosbie announced today the release of a study of the U.S. Construction Market jointly sponsored by the Canadian Construction Association (CCA) and External Affairs and International Trade Canada (EAITC). The study, entitled "Penetrating the United States Construction Market," was undertaken with a view to alerting the Canadian industry to the commercial opportunities available in the U.S. market.

The study examines the economic and demographic characteristics of the American construction market as well as labour issues and tax considerations.

Mr. Crosbie noted that, "this market study is part of a major thrust within our Department to assist the Canadian services sector to export to the United States. We know that there are significant opportunities for Canadians in the U.S. and our aggressive trade promotion program includes initiatives such as this to help our exporters."

Mr. Crosbie's comments were echoed by John Halliwell, President of the CCA. "It is an ideal primer for Canadian construction firms interested in capitalizing on the opportunities south of the border," he said. "We hope Canadian contractors will take advantage of the report."

The study suggests that the U.S. construction market remains a lucrative, and largely untapped, reservoir with a total annual turnover of \$400 billion U.S. The report cites a number of impressive facts about the potential commercial opportunities awaiting outward-looking Canadian firms.