

FULL RESULTS OF THIS STUDY ARE AVAILABLE AT

www.CompetitiveAlternatives.com

FOR MORE INFORMATION PLEASE CONTACT THE FOLLOWING INDIVIDUALS:

KPMG CONTACTS

AUSTRIA, VIENNA
Walter Knirsch
43 (0) 131 33 22 43
walter.knirsch@kpmg.co.at

CANADA, TORONTO
Darren Byers
1 416 775 6501
dbyers@kpmg.ca

FRANCE, PARIS
Kelly Beurain
33 (0) 1 55 68 68 68
kbeurain@kpmg.com

GERMANY, LEIPZIG
Gunther Liermann
49 341 556 0729
gliermann@kpmg.com

ITALY, MILAN
Stefano Tamiazzo
39 02 67 64 36 78
stamiazzo@kpmg.it

STUDY LEADERS:

GLENN MAIR
1 604 484 4622
gmair@mmkconsulting.com

STUART MACKAY
1 604 484 4621
smackay@mmkconsulting.com

MAJOR STUDY CONTRIBUTORS:

 Colliers International www.colliers.com	 William M. Mercer www.imercer.com
 Economic Research Institute www.eri.com	 MMK Consulting www.mmkconsulting.com

NATIONAL SPONSORS

AUSTRIAN BUSINESS AGENCY
www.aba.gv.at

INVESTMENT PARTNERSHIPS CANADA
www.investincanada.gc.ca

REGIONAL SPONSORS

ACCESS MANITOBA
www.accessmanitoba.ca

ADVANTAGE WEST MIDLANDS
www.advantagewm.co.uk

ALBERTA ECONOMIC DEVELOPMENT
www.alberta-canada.com/index.html

MANITOBA TRADE & INVESTMENT CORP.
www.gov.mb.ca/itm/trade/index.html

LOCAL SPONSORS

BRITISH COLUMBIA TRADE AND INVESTMENT OFFICE
www.cse.gov.bc.ca/DoingBusiness/BCGovernmentLinks/bctio.htm

CAN DO, INC.
www.hazletoncando.com

CANADA'S TECHNOLOGY TRIANGLE
www.techtriangle.com

CAPE GIRARDEAU AREA INDUSTRIAL RECRUITMENT ASSOCIATION
www.capeareaeconomicdevelopment.com

CITY OF GRONINGEN
www.groningen.nl

CITY OF TILBURG
www.tilburg.nl

CITY OF TORONTO
www.city.toronto.on.ca

ECONOMIC DEVELOPMENT EDMONTON
www.ede.org

ECONOMIC DEVELOPMENT WINNIPEG
www.winnipegedw.com

GREATER MONCTON ECONOMIC COMMISSION
www.gmec.nb.ca

GREATER QUEBEC ECONOMIC DEVELOPMENT CORPORATION
www.speqm.qc.ca

GREATER TORONTO MARKETING ALLIANCE
www.greater.toronto.on.ca

GREATER WILKES-BARRE CHAMBER OF BUSINESS AND INDUSTRY
www.wilkes-barre.org

INNOVATIONZ - STEIERMÄRKISCHE FORSCHUNGS- UND ENTWICKLUNGSFÖRDERUNGSGES. M.B.H.
www.sfg.co.at

INVESTISSEMENT QUEBEC
www.investquebec.com

SVILUPPO ITALIA - ITALIAN NATIONAL DEVELOPMENT AGENCY
www.sviluppoitalia.it

NOVA SCOTIA BUSINESS INC.
www.novascotiabusiness.com

SASKATCHEWAN ECONOMIC AND CO-OPERATIVE DEVELOPMENT
www.gov.sk.ca/econdev

SCOTTISH DEVELOPMENT INTERNATIONAL
www.lis.org.uk

INVESTMENT & DEVELOPMENT AGENCY FOR THE NORTHERN NETHERLANDS
www.inom.nl

LIMBURG DEVELOPMENT Co LIOF
www.liof.com

MONTREAL INTERNATIONAL
www.montrealinternational.com

OTTAWA ECONOMIC DEVELOPMENT CORPORATION
www.oeci.ca

PLYMOUTH CITY COUNCIL
www.plymouth.gov.uk

PROMOTING CALGARY INC.
www.calgary-promote.com

REGIONAL DISTRICT OF CENTRAL OKANAGAN
www.edccord.com

SASKATOON REGIONAL ECONOMIC DEVELOPMENT AUTHORITY
www.sreda.com

SCOTTISH ENTERPRISE EDINBURGH AND LOTHIAN
www.scottish-enterprise.com/edinburghandlothian

SCOTTISH ENTERPRISE GLASGOW
www.scottish-enterprise.com/glasgow

SYRACUSE, NEW YORK
www.syracusecentral.com

THE SCRANTON PLAN
www.scrantonchamber.com

UPPER AUSTRIAN TECHNOLOGY AND MARKETING LTD.
www.img.at

VIENNA BUSINESS AGENCY
www.wvff.gv.at

WEST-HOLLAND FOREIGN INVESTMENT AGENCY
www.fia.nl

ZWOLLE REGION
www.zwolle.nl



THE CANADIAN TRADE COMMISSIONER SERVICE

Doing business abroad?

You've researched and selected your target market. Now you need a list of qualified contacts, such as potential buyers, distributors and consultants. That's a *Key Contacts Search*. And we can provide it.

We are 500 trade professionals in more than 130 cities around the world, and we can provide you with a list of qualified contacts.

We're the next logical step. We're the Canadian Trade Commissioner Service. We serve Canadian business abroad. Visit us at www.infoexport.gc.ca

Department of Foreign Affairs and International Trade / Ministère des Affaires étrangères et du Commerce international



THE EUROPEAN ADVANTAGE

Romanian economy. Only 28,000 units were built in 1992. In response to legal measures introduced after 1990 encouraging private home ownership, almost two thirds of state-owned dwellings were privatized. By the end of 2000, 94% of total dwellings were privately owned, 56% of which were

Nevertheless, a number of small Canadian companies are already exploring the pent-up consumer demand that exists in Romania.

Market access

Although no Canadian financial institutions have expressed an interest in

Construction sector profile

The housing crisis in Romania

single houses and the balance condominium units.

Privatization was accompanied by a surge in new home construction and in renovation activities as owners upgraded former state-owned houses. Reinvigorated by the private sector, residential construction activity surged again after 1994, and an average of 36,000 units were built every year until 1997. Alas, another downward trend in the industry took hold in 2000.

Both comfort and quality are becoming apparent in dwellings built in the past few years. They exhibit superior construction and typically have three rooms, with an average of 48 square metres of living space per person.

Opportunities

The national housing strategy seeks to achieve minimum dwelling standards for all Romanians (defined as one room per person and a minimum of 15 square metres of living space), meaning that 65 million square metres of new living space must be built. This translates into approximately one million three-room dwellings, to be built at a rate of 60,000 units per year. This is an unattainable goal at the moment, given Romania's low income levels, the unavailability of mortgage assistance, and the traditional building methods in use.

this market yet, "Canadian built" is widely regarded as the housing standard. Canadian construction methods are efficient from every angle, including energy, material, speed and cost. A sensible way to introduce Canadian homes into the Romanian market is by exporting entire housing structures while concurrently building a local manufacturing industry. This would lay an excellent foundation for future transfers of Canadian construction technology to Romania.

Visit www.infoexport.gc.ca for detailed market reports about this sector.

For more information, contact Octavian Bonea, Commercial Officer, Canadian Embassy, Bucharest, tel.: (011-401) 307-5025, fax: (011-401) 307-5015, e-mail: octavian.bonea@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/ro



Team Canada Inc. • Équipe Canada inc
1-888-811-1119
exportsource.gc.ca