

Construction and Building Products



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PROGRAM

The construction and building products industry is one of Canada's largest and strongest industries, with an annual output of \$90 billion. Access to a rich and abundant supply of indigenous materials, combined with a highly skilled, efficient labour force and an ample manufacturing capacity, have fuelled an increase in exports by Canadian-based construction companies of 300 per cent in the last three years.

The competitiveness of Canada's construction and building products in the international marketplace is further enhanced by the willingness of Canadian companies to work with international partners to establish mutually accepted standards and building practices. Canada's building codes are constantly upgraded, and construction and building products must meet the exacting standards of the Canadian Standards Association. Canada's construction and building technologies also reflect the high priority placed on quality and energy conservation, while making efficient use of sustainable resources.

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Since export growth is anticipated to continue, these conditions offer outstanding investment opportunities. Furthermore, the North American Free Trade Agreement provides investors with tariff-free access to a construction and building products market of more than \$US600 billion.

HOUSING

According to the Organization for Economic Co-operation and Development (OECD), Canadians are among the best housed people in the world. Weather conditions varying from harsh dry winters to hot humid summers have forced Canadian scientists to take the lead in developing technologies in air control, heat and moisture flow, durability, and fire safety.

Canadian housing products incorporate world-class building technology, exemplified by the Canadian-developed R 2000 standard, which ensures that products provide maximal energy conservation and optimal internal air quality and comfort.



Canadian expertise ranges from complete turnkey projects, for which Canada is renowned in places such as Germany and China, to manufactured components. Canada has become a recognized world leader in manufactured or pre-fabricated housing, with exports in this area more than tripling in the last three years.

Canada's pre-fabricated wood-frame housing system is world renowned for its high quality and price competitiveness. Available as a complete system, it is easily transportable and can be constructed in a very short time. Similar building systems in light steel are very successful internationally. Both systems are highly earthquake resistant. Panelized housing is equally suitable for export markets because it is transportable and can be constructed quickly.

Canadians have been equally at the forefront of developing world-class high-rise construction technologies such as concrete composite systems. The leading flying form techniques for effective construction of medium- and high-rise apartment blocks have been pioneered by Canada.

