
Preface

The United States represents a significant market opportunity for Canadian architects. Given its size and relative accessibility, the U.S. market offers enormous professional and financial potential for Canadian architects seeking to increase their volume of work or diversify their practices.

However, the competition from local U.S. firms is fierce. Canadian architects must be **precise** in identifying markets where their expertise is required. They must **plan** their market entry carefully, and then **persevere** in their marketing efforts. In other words, before committing precious resources of money and time, they need to prepare properly.

This handbook is meant to assist Canadian architects in achieving this end. The publication, which is the result of a collaborative effort between the RAIC and the Department of External Affairs (DEA), identifies major export opportunities for Canadian architects and provides guidance to firms wishing to access the U.S. market.

Given the dynamic nature of the U.S. market environment, the handbook is intended as a snapshot of current opportunities, not a document cast in stone. It will require updating on a regular basis and, with this in mind, we invite comments from Canadian firms regarding any omissions or new opportunities. This publication is intended as a **first step** toward encouraging increased export of architectural services to the U.S. It will be supplemented by other collaborative promotional programs between the Institute and DEA to be developed over the coming months.

This handbook is divided into four chapters. Chapter 1 explores U.S. development trends affecting construction demand. Chapter 2 identifies and analyses eight market niches perceived as having the best potential for Canadian firms. Chapter 3 provides concise information on key U.S. organizations operating in each of these market niches. Many of these organizations are excellent sources of information on market trends; they also sponsor conferences, seminars and publications through which Canadian firms can promote their services and build up networks. Chapter 4 investigates methods of market