



Ottawa, February 2, 2025

The Right Honourable Justin Trudeau, Prime Minister of Canada

The Honourable François-Philippe Champagne, Minister of Innovation, Science and Industry of Canada

The Honourable Jean-Yves Duclos, Minister of Public Services and Procurement

The Honourable Nathaniel Erskine-Smith, Minister of Housing, Infrastructure and Communities

The Honourable Steven Guilbeault, Minister of Environment and Climate Change

The Honourable Mélanie Joly, Minister of Foreign Affairs

The Honourable Dominique LeBlanc, Minister of Intergovernmental Affairs and Minister of Finance

The Honourable Mary Ng, Minister of Export Promotion, International Trade and Economic Development

The Honourable Rechie Valdez, Minister of Small Business

SUBJECT: Canada can and must support now its construction materials industry

Dear Prime minister, dear Ministers,

The time has never been better to launch a major initiative focused on residential construction and renovation using Canadian-made materials with added value in terms of energy efficiency.

- ⇒ Due to the trade dispute, our manufacturers will have more difficulty selling their usual production in the United States, while our DIY enthusiasts and professionals will likely have to pay more to acquire American products.
- ⇒ Hundreds of thousands of housing units are urgently needed across the country, and many existing apartments require major renovations.
- ⇒ Canadian companies are fully capable of building homes from basement to attic without relying on foreign products or techniques*.

- ⇒ Over 13,000 products are accredited under the " Well Made Here/Bien fait ici " program.
- ⇒ Our Not-For-Profit organization can implement a campaign within weeks, targeting more than 3,500 hardware stores and renovation centers across all provinces, supported by major banners (RONA, Home Hardware, etc.) and supplied by nearly 200 factories operating in various regions.
- ⇒ Promoting the purchase of Canadian products on the domestic market does not violate any free trade agreements.
- ⇒ Purchasing closer to the place of manufacture helps combat climate change.
- ⇒ Buying Canadian generates three times more benefits for the local economy and public finances.
- ⇒ Supporting Canadian products contributes to the social fabric of communities and strengthens solidarity towards SMEs and governments that promote such actions.
- ⇒ Encouraging the purchase of Canadian products is positively perceived and does not provoke our powerful neighbor as boycott can do.

** Power tools are the only product line not manufactured in Canada*

Proposal:

Promotion campaign for hardware and construction materials made in Canada and complying with all codes and standards for six months (from April 15 to October 15, 2025), with a 25% discount on all accredited products.

Means:

- Design, production, and distribution of promotional materials for points of sale
- Enhancement of the ici-here.ca platform
- Launch press conference in five cities (Vancouver, Calgary, Toronto, Montreal, Moncton) with local retailers and manufacturers
- Advertising via television, magazines, newspapers, and social media
- Personalized support for manufacturers and banners participating in the program

Objectives:

- Offset losses from the Canada-U.S. trade war through domestic sales

- Attract homeowners, new home developers, and construction and renovation contractors to Canadian-made products
- Instill in hardware stores and renovation centers the habit of highlighting product origin and related features (quality, warranty, etc.)

Provisional Budget:

Promotional materials for more than 3,000 stores	\$500,000
Website	\$50,000
Press relations	\$50,000
Advertising	\$1,000,000
Business support	\$175,000
Travel and accommodation expenses	\$25,000
Subtotal	\$1,800,000
Non-profit organization management fees (10%):	\$180,000
Total	\$2,980,000

Note: Our federally chartered organization undergoes regular audits. Given the scope of this operation, a specific audit mandate would be established to ensure optimal accountability.

Conclusion:

The health of our businesses and the purchasing power of consumers can be protected while stimulating public finances through the reinforcement of our domestic economy. Adequate housing remains a fundamental aspiration for all citizens.

Our economic stakeholders are prepared to forego 25% of their sales through this discount, representing an estimated \$1 billion in lost revenue.

However, we reasonably expect this initiative to drive purchases worth approximately \$4 billion, offering an excellent return on investment for the government partner.

In the long term, we believe this campaign can be a "game changer" in procurement practices among buying groups and their affiliated merchants. As clients demonstrate increased interest in "Made in Canada" products, this preference could become a factor in future procurement decisions.

Perspective:

Besides, the Government of Canada could consider establishing minimum Canadian content requirements for the construction or renovation of publicly owned buildings or projects receiving government grants.

At a later stage, we hope to rely on the government's collaboration to organize one or two international trade missions to reduce the dependency of our manufacturers on the U.S. market.

Please accept, Honourable Ministers, the assurance of my highest esteem and consideration.

Richard Darveau
President CEO
Richard @ici-here.ca

Well Made Here / Bien fait ici is a non-profit organization under a federal charter, collectively co-founded in October 2018 by several banners and professional associations that form its board of directors. Altogether, the manufacturers and their retail networks represent more than 2,500 companies, employ over 155,000 people, occupy more than 75 million square feet, and generate over 52 billion dollars in revenue.

Our purpose:

To encourage the purchase of high-quality construction materials and hardware items made in Canada, designed for the residential market, and compliant with building codes and all laws regarding environmental protection, user health, and worker safety.

Our vision:

To strengthen the value chain between manufacturers, banners, and their networks of hardware stores and renovation centers to better serve consumers and construction contractors.

Address: TCC Building: 150 Elgin Street, 10th Floor, Ottawa, ON, K2P 1L4, Canada

Website: www.ici-here.ca