



#### MAJOR PARTNERS



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Association québécoise de la quincaillerie et des matériaux de construction

Ottawa, January 31, 2022

The Right Honorable Justin Trudeau  
Prime Minister of Canada  
Langevin Building  
Ottawa, Ontario  
K1A 0A2

Prime Minister,

It is with an attentive eye that I read the mandate letters of a fair dozen members of your new cabinet to note the importance that your government intends to give to strengthening and securing supply chains and to fight against climate change.

Our federally chartered non-profit organization was created shortly before the pandemic by the leaders of the housing industry in this country who share the same ambition as what you are asking Ms. Ng, Ms. St-Onge and Ms. Tassi as well as Mr. Champagne, Mr. LeBlanc and Mr. Guilbeault: "Support major unifying projects that will benefit people from various regions."

We are already counting on the support of several major hardware store banners, on more than 600 manufacturing facilities operating in seven provinces as well as on local organizations representing businesses, installers, and consumers. These organizations, which employ over 100,000 Canadians, have one thing in common: manufacturing quality products domestically for the residential sector.

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Self-financed by the participating companies, our organization does not require a subsidy to ensure its operation.

However, we are seeking the support of the government to provide us with the means to generate awareness among citizens as to the advantages of buying hardware items and building materials that are made here. These communication initiatives would notably target the following objectives:

- add value to properties using materials that are both sustainable and Canadian,
- encourage manufacturing activity which generates wealth and jobs, in urban and rural areas alike,
- reduce greenhouse gas emissions by promoting the purchase of non-imported products that meet all standards and construction codes,
- enhance the country's brand image through the quality of what is manufactured here.

I would appreciate having the privilege of a meeting with you to explore a partnership, which would lend itself to asserting this pride in encouraging the purchase of quality domestically made housing products with outcomes leading to raising a sense of national pride, supporting good jobs and helping meet our commitments in the fight against climate change.

Please accept our best regards.

Sincerely,

Richard Darveau, President