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Association québécoise de la  
quincaillerie et des matériaux  
de construction

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Ottawa, August 12, 2025

**The Honourable Mélanie Joly**

Minister of Industry

**The Honourable Dominic LeBlanc**

President of the King's Privy Council for Canada  
and Minister of Canadian Economic Unity

**The Honourable Gregor Robertson**

Minister of Housing and Infrastructure

**Subject: A partnership for a truly Canadian national construction project**

Madam Minister, Ministers,

In the wake of the Prime Minister's announcements surrounding the keywords "*Maison Canada*", we wish to remind you that the entire Canadian business community, from sawmills to renovation centres, as well as manufacturers and buying groups, stands united and supportive of the pan-Canadian organization "*Well Made Here / Bien fait ici*".

Building Canadian, as you aspire to do, is an inspiring and mobilizing objective. However, it is essential to ensure that the materials are indeed produced domestically, that they comply with current building codes, and that the companies manufacturing them strictly observe workers' rights as well as environmental standards.

This is the common ground uniting the approximately 3,000 companies that support our organization. With openness and determination, we propose working together on the major social and economic undertaking represented by the construction of social and affordable housing.

We contend that the housing sector represents the last truly vertically integrated economic supply chain.

Indeed, it is no longer possible to drive a Made in Canada car, to build a wardrobe consisting solely of clothing and footwear made in the country, or to walk into a pharmacy with the aim of purchasing exclusively Canadian-made medications and personal care products. Even at the supermarket, despite the vitality of our farmers and the protection of supply management, the proportion of Canadian content in a grocery basket generally does not exceed 25 to 33%.

Conversely, it is entirely possible to build or renovate a home, from basement to attic, using only locally produced construction materials and hardware items accredited by "*Well Made Here / Bien fait ici*".

**Let's be Canadian, From Basement to Attic!**

All information about our organization can be found at:

**<https://www.ici-here.ca/about/>**

We remain at your full disposal to explore avenues for a fruitful collaboration.

Please accept, Madam Minister, Ministers, the assurances of my highest consideration.



**Richard Darveau**

President and CEO

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