



PRESS RELEASE



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Canada Launched Super E® House Building Technology in China Today

OTTAWA, Ontario, June 6, 2005 — The innovative Canadian Super E® initiative was officially launched in China today at the opening of the Shanghai Gubei She Shan International Villa.

The project is the result of a partnership between Natural Resources Canada (NRCan) and Canada Mortgage and Housing Corporation (CMHC) and their partners in China, China Enterprise, Shanghai Gubei Group, and Shanghai Dreamhouse.

"The introduction of the Super E® program is a positive Canadian contribution to the significant environmental challenges facing China where 28% of energy is consumed by buildings," said the Honourable Joe Fontana, Minister of Labour and Housing.

Super E® is based on 50 years of housing research and experience in Canada's extreme climates and has already been successfully adapted elsewhere in Asia and Europe. The system emphasizes high energy-efficiency through increased insulation levels, and reduced air leakage, and provides healthy indoor environments. Each Super E® home is quality tested, recognized and certified by the Government of Canada.

"Canadian Super E® Healthy Housing fits well with the Chinese government effort in building healthier and more energy efficient homes," said Mr. Teng Guo Wei, Deputy General Manager of China Enterprise, a Shanghai developer. "This is why China Enterprise has cooperated with CMHC to introduce the housing system to China."

Super E® was developed for international markets by Natural Resources Canada and is being delivered in partnership with CMHC. China Enterprise is the first Chinese developer to build Super E® houses in China. Insightful Healthy Homes from Canada provided the technical coordination and several Canadian manufacturers supplied materials and components.

"I would like to offer my congratulations to China Enterprise for having the foresight and courage to undertake this magnificent project," said Jeff Serveau, Manager of the Canada Wood Export Program of Natural Resources Canada. "I trust that the experience of building the first four Super E® buildings has been positive, and strengthen the market for wood frame construction in China."

"The Council of Forest Industries of Canada (COFI) and its Canada Wood partners support the introduction of innovative construction systems like Super E®, which helps to establish high standards and demonstrates how wood frame construction can improve living conditions and meet environmental targets in Shanghai," added John Allan, COFI President.

CMHC International offers expertise and advice on a commercial basis, often in association with other Canadian partners, to emerging economies and countries in transition to develop their own housing finance systems and housing policies.

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Backgrounder

Super E® was developed for international markets by natural resources Canada, and is being delivered in partnership with Canada Mortgage and Housing Corporation (CMHC). These Government agencies worked closely with the industry to accelerate the research and development of world-leading, energy efficient and healthy housing technologies.

The Super E® Program is being expanded to China, building on the successes in the United Kingdom and Japan. The project responds to China's need for energy-efficient housing and to the Chinese consumer's interest in healthy housing.

The Government of Canada was able to complete this project, thanks to its partnership with China Enterprise, one of the largest developers in Shanghai, and its subsidiaries, Shanghai Gubei Group and Shanghai Dreamhouse. A total of four Super E® units have been constructed, as part of 11 wood-frame units in Zhao Xiang, Qingpu. China Enterprise's subsidiary Dreamhouse built wood frame constructions before: Cedar Villa in Shanghai, First Forest in Beijing, and other projects in Nanjing and Wuhan.

Participating Canadian companies included: Insightful Healthy Homes Inc., who provided the technical coordination, Richard Kadulski Architect, Kaycan Ltd., Garaga Inc., DuRock Alfacing International Ltd., Weyerhaeuser Company Ltd., Canada Forest Products Ltd., Tembec Forest, International Eco-House Inc., Venmar, Husky, and Jager Building Systems Inc.

Super E® is specifically focused on adapting 50 years of Canadian construction experience for a large variety of climates, ranging from Canada's frozen arctic to maritime climates of the east and west coasts to the requirements of foreign markets.

Super E® was launched by the Canadian Government in 1999, and has since been embraced by more than 30 Japanese house construction companies. Super E® has been launched in the United Kingdom, where approximately 1600 units have been built or are being contracted.

While this is the first Super E® demonstration in China, the Council of Forest Industries (COFI) of Canada and the Chinese Academy of Forestry recently completed a demo house near Beijing. It was built to Super E® standards and is being monitored. There are three more projects with other Chinese developers that are now underway or are in development.

Key Benefits of a Super E® Home

- **Energy efficiency** — Super E® homes are extremely efficient buildings because they feature increased insulation levels.
- **Indoor air quality** — the choice of healthy building materials creates a healthier indoor environment. In addition, ventilation and climate control systems provide the best indoor air quality.
- **Durability** — advanced research and construction practices combined with the best materials and systems means that the wood frame construction is protected from any moisture deterioration.

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- **Quality** — the homes use the best designs, products and systems. All meet strict performance standards thus ensuring a high quality, tested, and registered house. The performance of the house is certified by the Government of Canada.
- **Comfort** — the houses are well insulated and draft free, allowing easy control of indoor temperature, humidity and ventilation for the easy breathing and maximum comfort of residents.
- **Partnership** — This program builds long-term partnerships between Canadian suppliers and Chinese developers.
- **Cost effectiveness** — lower operating costs reduce the monthly cost of home ownership.

Canada Mortgage and Housing Corporation (CMHC) is Canada's national housing agency. For over half a century, CMHC has been contributing to improving the living conditions and the well-being of Canadians through four areas of housing activities—housing finance, assisted housing, research and information transfer, and export promotion. CMHC is committed to helping Canadians access a wide choice of quality, affordable homes, and making vibrant and sustainable communities a reality across the country.

Natural Resources Canada (NRCan) is a Government of Canada Department specialising in the sustainable development and use of natural resources such as energy, minerals, metals and forests. NRCan helps build a strong society and communities through knowledge-transfer, innovation, science and technology and international cooperation. Through initiatives such as the Super E® Program and the Canada Wood Export Program, NRCan contributes to increasing Canadian Industry capacity to export high quality value added building products and systems for international markets. For more information, visit www.nrcan.gc.ca