



Cities of Migration



Economy. Immigration. Communities.

IMMIGRANT FUTURES

A new lens for local economic development

www.citiesofmigration.ca

**HALIFAX
PARTNERSHIP**
CONNECT. COLLABORATE. PROSPER.


M O N C T O N

**HAMILTON
ECONOMIC
DEVELOPMENT**



Hire Immigrants

**Ryerson
University**



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada



**GLOBAL
DIVERSITY
EXCHANGE**

Webinar agenda

Inroads to Entrepreneurship: Local strategies to support immigrant business and local prosperity



1. Presentation by **Janet Moser**, Managing Director, Immigration Services, Ignite Fredericton



2. Presentation by **Reem Ali**, Community Development Worker, New Canadians Centre Peterborough

3. Presentation by Q&A moderated by **Kim Turner**, Cities of Migration, Ryerson University (Toronto, Canada)

Webinar recording will be available on the website: www.citiesofmigration.ca

Immigrant Futures

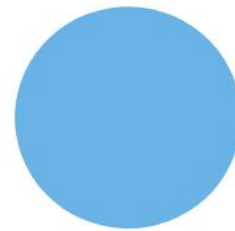
Cities of Migration

Presented by

Janet Moser

Managing Director Immigration Services

Fredericton, New Brunswick
January 23rd, 2020



IMMIGRATION
FREDERICTON



FREDERICTON, NB

An aerial photograph of Fredericton, New Brunswick, Canada. The city is situated on the east bank of the Saint John River. A long bridge spans the river in the background. The foreground shows a mix of urban buildings, green spaces, and a golf course. The sky is overcast.

- Fredericton is the capital city of the Province of New Brunswick located on the east coast of Canada we are one of the four provinces that make up Atlantic Canada
- The population of Fredericton is just over 58,000 residents
- Fredericton is home to the University of New Brunswick - the oldest English speaking University in Canada.
- New Brunswick has the oldest population of any Province in Canada
- In 2017 New Brunswick was the first Province to register more deaths than births
- We are in a critical population decline and immigration is our best solution to re-populating our urban centres and rural areas.
- We need immigrants more than they need us!

Business Immigrant Mentorship Program (BIMP)

Supporting Immigrant Entrepreneurs since 2009



IMMIGRATION
FREDERICTON



Business Immigrant Mentorship Pilot



”WHEN I FIRST ARRIVED
IN FREDERICTON, I FELT
LIKE I WAS ON A SMALL
BOAT FLOATING ON
BOUNDLESS OCEAN.
BIMP, THE HIVE AND
THE MENTORS WERE MY
LIGHTHOUSE”

-MICHAEL SHIN
OWNER OF GENINK



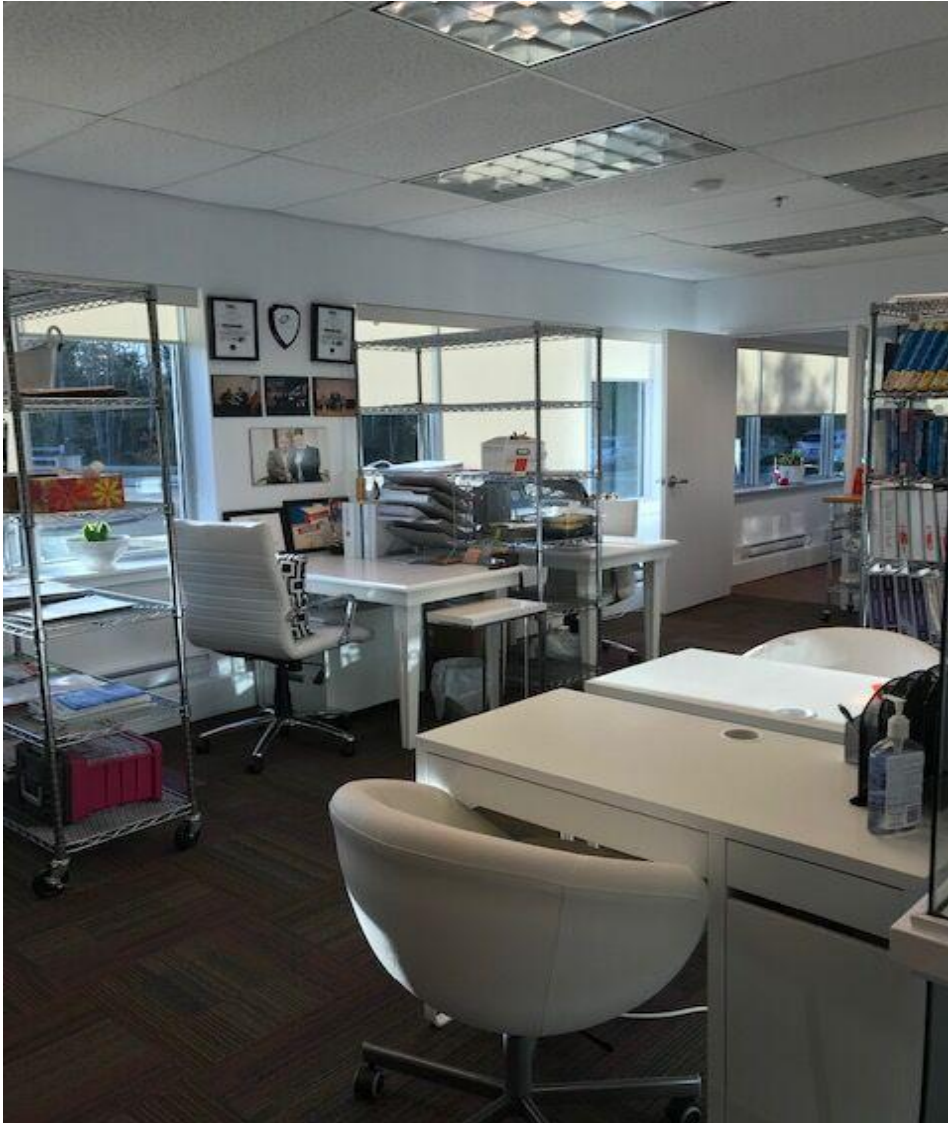
Tool Kit

- Doing Business in New Brunswick Curriculum
- Mentor Matching Program
- Designed specifically for immigrant entrepreneurs
- A first to launch in Canada in 2009 Piloted at Fredericton Chamber of Commerce
- Have completed over 20 cohorts

Mentees Received

- Canadian Business Standards Training Program “Doing Business in New Brunswick for Newcomers”
- Canadian Business Standards
- Business cards designed for each mentee
- Free membership to Fredericton Chamber of Commerce
- Inclusion of all major Chamber events and networking events.
- Won Startup Canada’s National Award for outstanding Mentoring Program.

Hive Incubator / la Ruche



the
Hive  la
Ruche

HIVE INCUBATOR

- Operational in Fredericton since 2014
- Dedicated space for entrepreneurial start-up for newcomers.
- 24/7 key holder access
- Administrative Support | Wifi | Printer Usage | Chamber of Commerce Membership | Daily one on one support.
- BIMP membership included
- Business address and mailbox
- Required signature on Terms of Agreement
- Rental Space in premier rental location
- Free attendance to major business events & conferences
- Monthly check-ins with program director
- 8 spaces available - cost of \$275.00 all inclusive per month.
- High Retention Numbers
- Funded by Gov. NB
- Revenue generator



IMMIGRATION
FREDERICTON

Succession Connect



IMMIGRATION
FREDERICTON



SUCCESSION CONNECT

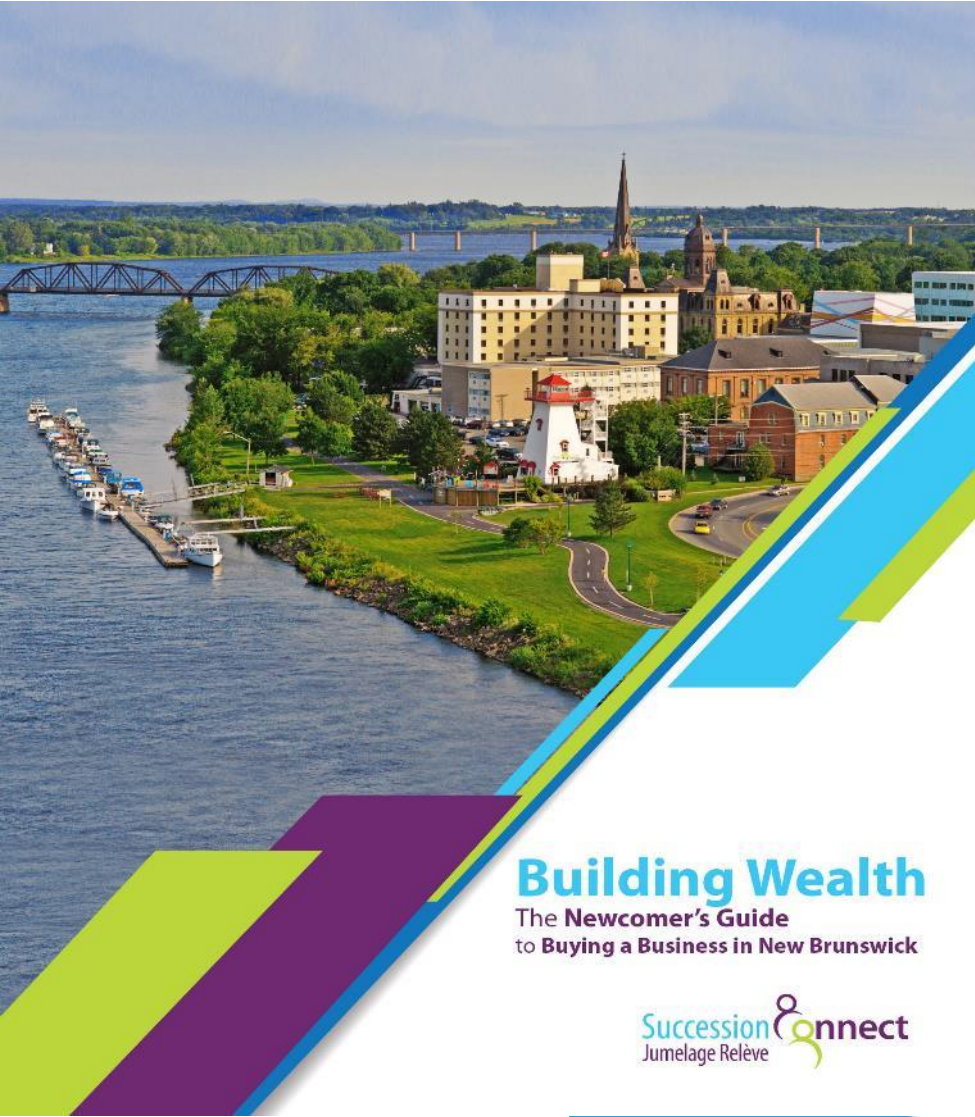
- Succession Connect launched fall of 2016
- Three-year pilot project
- Funded by the Federal Government of Canada (ACOA), Government of New Brunswick & City of Fredericton
- Corporate three-year exclusive sponsorships were offered to one chartered bank, one internationally renowned Chartered Accounting firm and one Atlantic Provinces based Law Firm

OBJECTIVES

- Preparing newcomer entrepreneurs in how to successfully purchase a turn-key business in our region.
- Develop an extensive “took-kit” to hand off to other Cities and Provinces.
- Support the aging business population in sourcing potential newcomer investors.

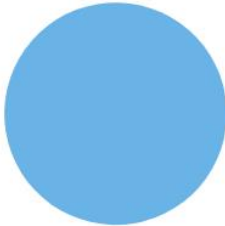


Toolkit and Product Development



Building Wealth
The **Newcomer's Guide**
to **Buying a Business in New Brunswick**

Succession **connect**
Jumelage Relève



IMMIGRATION
FREDERICTON

Challenges and Opportunities for Succession Connect

Challenges

- Business Challenges - Not wanting to publicly advertise business for sale
- Small business owners, particularly those with less than 10 employees do not have succession plans, most notably inaccurate assessments of the value of their holdings upon which potential immigrant buyers can base investment decisions.
- A skills and experience mismatch between immigrant investors and SME owners.
- Regulatory Challenges, PNP regulatory requirements inadvertently disincentivize local business from selling to immigrant investors.
- Cultural Challenge - Small town tightly-knit business networks don't always know how to Say Welcome.
- Liability agreement costs - educating that we were not a business brokerage or agency
- Identifying what we were and what we were not

Opportunities

- Problem solving hypothesis, best practices, identification of established investment trends for newcomer investors
- Recognition that Succession Planning is not an immigration issue - and should be handled from an economic development agency with services in one on one support of business succession planning services.
- Personalized immigrant entrepreneur/ investor attraction and retention - Supporting newcomers in purchasing a turn-key business should be considered a stand alone immigration related project.
- Business leadership knowledge transfer exchange
- Launch of classroom training content as developed by Succession Connect - Professional Educational Curriculum and presentation materials.
- Handing off Building Wealth - A Newcomers Guide to Doing Business to other service providers supporting immigrant entrepreneur attraction and settlement.

Immigration Strategic Goal Setting

New Innovative Approaches



Fredericton

- Fredericton launches a new five-year Immigration Strategy in 2019
- Streamlining service provision
- Cutting out overlap and redundancy
- Creation of a “One Stop Shop”
- Movement of entrepreneurial programs, BIMP, HIVE and Succession Connect to Ignite Fredericton - The City of Fredericton’s economic development arm.
- Fredericton Chamber of Commerce takes lead by launching an Immigration Advocacy Committee
- Settlement is directly to our local multicultural association.
- All immigration and population growth activities are directed under the umbrella of the Local Immigration Partnership - A federally funded national program.
- Janet’s role changes to Managing Director of Immigration Services - Overseeing the Immigration Strategy, Government relations and direction of the LIP.



Growth and Expansion of Entrepreneurial Business Programs

Mission

To help entrepreneurs & startups grow into **well-positioned, internationally competitive companies.**

Vision

Planet Hatch will be a leading acceleration centre for **globally competitive companies**

Offerings

We help our clients achieve growth and global competitiveness through **programming, funding, mentorship & coaching, facilities and events.**



PLANET HATCH

Advancing Objectives

Increase Client Success & Economic Impact:

- Continue mission delivery results: incubating a culture of innovation and entrepreneurship for newcomers in New Brunswick
- Increase client success KPIs and metrics

Reduce Duplication & Redundancy:

- One-stop economic development navigation services
- Increase program assets, support resources and services
- Alignment of programming
- Reduce time from ideation/ validation to growth stage

Develop a Robust Model for Success:

- Align to the national BAI-PMF metrics pilot program
- Develop a model and playbook for repeatable, predictable success
- Coordinate with provincial (and out-of-province) partners



PLANET HATCH



Increased Assets for Hive & BIMP Clients

Available Assets	Hive/ BIMP (Fredericton Chamber)	Hive/ BIMP (Planet Hatch)
Co-working Membership (wifi, kitchen, parking, lockers, printing, etc)	X	X
Admin Support	X	X
Chamber of Commerce Membership & benefits	X	X
Client Showcase & Profiling	X	X
Coffee Chat	X	X
Access to Mentor Network	X	X
Tailored Business Counselling		X
Subject Matter Experts Network		X
Atlantic Passport & Soft Landing Zones Program		X
Conference Rooms		X
Call Zone/ Meeting Rooms		X
Impact Loan		X
Seed Grant		X
Planet Hatch member networking events		X
Planet Hatch incubation programming		X
Planet Hatch acceleration programming		X
Special invitations and member benefits		X

Thank you

Janet Moser

Managing Director Immigration
Services

Ignite Fredericton

Fredericton, New Brunswick

www.immigrationfredericton.com

www.ignitefredericton.com

www.planethatch.com

janet.moser@gofred.ca



[twitter: @janet_moser](https://twitter.com/janet_moser)



IMMIGRATION
FREDERICTON





Programming that Empowers

Reem Ali – Community Development Worker
New Canadians Centre Peterborough



Peterborough, Ontario

- ▶ Situated in Central Ontario within the Kawartha Lakes region
- ▶ 1.5 hour from Toronto; 3 hours from Ottawa
- ▶ City population just over 82,000:
 - ▶ 88% white; 6% Aboriginal; 6% visible minority
 - ▶ Median age is 47;
 - ▶ Growing population of young professionals
 - ▶ One of Canada's largest ratio of seniors
 - ▶ Large student population
- ▶ Some large employers; various sectors



New Canadians Centre

- Resettlement Assistance Program
- Immigration & Settlement Services
- SWIS - Youth Services
- Employment Support
- Community Connections
- Community Development

- Peterborough Immigration Partnership (PIP)
- Socio-Economic integration



Years of Inspiring & Encouraging Newcomers

#WeBelong

Newcomers Kitchen Peterborough

- Based on Newcomers Kitchen Toronto
- Business vs. Skills Training Program
- Partner with the *Nourish* Project
- Existing models of “ownership”

- Rules of communication
- Reasons for commitment
- What do you want to learn?
- What will you commit to?



Phase I – Technical Skills Development

- *Nourish* Training I – Basic Kitchen Skills
- *Nourish* Training II – Standardizing Recipes
- Numeracy Training – Measurements & Yields
- Nutrition Training – Understanding Your Customers
- Individual, group, and exit evaluations



Phase II – Business Skills Development

- Sourcing, pricing, packaging, & sales
- Customer service skills
- “Entering” the market
- Bookkeeping
- Catering



Partnerships & Support

- The *Nourish* Project
- Strong local entrepreneurs
- Peterborough Public Health
- Jewish Community Centre
- Peterborough Regional Farmers' Market
- The community at large



Challenges & Barriers

- Communication & Commitment
- Family & Community
- Language
- Market Schedule
- Available Resources

- Growth Limitations
- Working as a Collective






What We've Learned

- ▶ Similar models exist all over Canada
- ▶ Recognize and build on existing “assets” and skills
- ▶ Building confidence is the first step
- ▶ Flexible programming is key
- ▶ Start with skills training then business
- ▶ Belonging and community matter
- ▶ Women's issues are the same *everywhere*

- ▶ Walk beside “them” along their learning journey



*“If you have some power,
then your job is to empower
somebody else”*

Toni Morrison

Visit us at www.nccpeterborough.ca

Visit our NKP partner at www.nourishproject.ca

New Canadians Centre Peterborough

Sewing Collective

- Sewing Skills Training
- Business & Customer Service
- Production & Sales
- Events & Holidays
- Farmers Markets
- Local Artisan Stores & Cafes
- Custom Orders
- Safe Social Space





Focus on Building Skills

- Sewing for Beginners
- Alterations & Repairs
- Advanced Sewing

- Screen-Printing
- Local crafts shows
- One-time workshops
- Knitting & Crocheting
- Embroidery workshops
- “Create to Donate”

Acknowledgments

Inroads to Entrepreneurship:

Local strategies to support immigrant business and local prosperity (Jan 23, 2020)



Cities of Migration

- Reem Ali, Community Development Worker, New Canadians Centre Peterborough
- Janet Moser, Managing Director, Immigration Services, Ignite Fredericton
- Kim Turner, Cities of Migration, Ryerson University

www.citiesofmigration.org



| BertelsmannStiftung



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada



GLOBAL
DIVERSITY
EXCHANGE

RYERSON
UNIVERSITY