

# CDEM AND ECONOMIC IMMIGRATION TO MANITOBA

Presented by:

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#### **PLAN**

- CDEM and our Employability Services
- CDEM and the Manitoba Provincial Nominee Program (MPNP)
- Initiatives:
  - Destination Manitoba
  - Destination Canada
  - Work in Manitoba Platform
  - Job Fairs (virtual and in person)
- Next Steps



#### **ABOUT CDEM**

The Economic Development Council for Manitoba Bilingual Municipalities (CDEM) is a Francophone non-profit organization that has been the driving force behind economic development in 15 bilingual communities of Manitoba.

CDEM works in different sectors such as Employability Immigration, Tourism and Youth, Entrepreneurship and Economic Development.



#### **CDEM EMPLOYABILITY SERVICES**

The CDEM Employability service aims to help French-speaking people (Canadian citizens and newcomers) seeking employment access and maintain work that matches their experience. Our different programs are customized and based on the needs of the clients.

- Services Pré-Départ
- Emploi Pour Tous (clients aged 30 and over)
- Passeport Emploi (clients aged between 15 and over)
- Intégration Emploi (clients with challenges and disabilities)
- Destination Emploi (clients aged between 15 to 30)
- Mentorat Proaction (highly-skilled workers)
- Espace Emploi (our Job Fair)



#### **CDEM AND MPNP**

- Since 2017, CDEM has been in partnership with the MPNP and has a mandate to work with qualified French-speaking candidates.
- CDEM promotes the Invitation to Manitoba component of the MPNP
- Invitation to Manitoba, is a Francophone and economic strategy which the
  objective is to select qualified individuals with the training, work experience
  and language skills required to work in Manitoba and contribute to the
  growth of the province's economy.



#### **SUPPORTING EMPLOYERS**

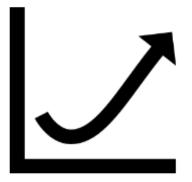
#### **Labour shortages**

- Many sectors are affected: education, health, administration, finance, etc.
- 2022-2026: More than 114,000 positions will need to be filled

#### **Growth of Manitoba's economy**

- New jobs will be created
- 2022-2026: Nearly 107,000 workers needed







#### **DESTINATION MANITOBA**

- A Targeted Francophone economic immigration pilot project that more effectively meets the needs of the Francophone stream of the Manitoba Nominee Program.
- Articulated around the real needs of Manitoba's labour market, the project takes into
  account trends in the sectors where newcomers to Manitoba are hired. Also interested in
  the adaptability of candidates, which is a fundamental factor in the retention of new
  residents in the Province.
- Includes promotion of two Francophone economic immigration missions in Francophone African countries that share similar or complementary characteristics to Manitoba.
- The two countries in 2023 were Côte d'Ivoire (Abidjan) and Cameroon (Douala) in Africa.
   These two countries were chosen because they attract a significant number of people from other neighbouring countries.



#### **OBJECTIVES**

- Recruiting qualified candidates to fill Manitoba's Labour Market shortage
- Improve candidate retention rate
- Promote Manitoba as a destination for Francophone professionals wishing to immigrate to Canada





### THE IMPORTANCE OF FRANCOPHONE IMMIGRATION

- Diversification of the skilled workforce
- Responding to the shortage of bilingual Francophone skilled talent
- Responding to demographic challenges
- Stimulating the local economy
- Support for the development of Francophone communities
- Enrichment of cultural diversity



## +6,700 Registered

# +1,640 Confirmed



#### Mission in Côte d'Ivoire, Destination Manitoba

August 17-19, 2023



#### **IMPACT**

- Address Manitoba's bilingual labour shortage.
- Growth of the Francophone population to ensure the sustainability of the French language
- Contribution to Manitoba's society and economy
- Government support through the MPNP and integration services for Francophone newcomers
- Employability, Settlement, Entrepreneurship, Language Courses





Paris

November 18 and 19, 2023

Rabat

November 22 to 24, 2023





#### **WORK IN MANITOBA PORTAL**



- ☐ The CDEM is a recruiter on the French-language component of the portal.
- CDEM receives job offers from employers.
- □ The CDEM publishes the offers on the Frenchlanguage portal.
- □ The target is the bilingual workforce (French/English).
- https://workinmanitoba.ca/work-fr/



#### FRANCOPHONE MOBILITY

- Benefit from the LMIA exemption by hiring French-speaking professionals abroad
- Submit a job offer through the Employer Portal
- Have an employee with a closed work permit
- Benefit from a shorter turnaround time compared to IRCC programs
- Benefit from CDEM's support in administrative procedures



#### THE BENEFITS OF WORKING WITH CDEM

#### □ Qualified Talent Pool

CDEM has a pool of qualified talent in several areas of expertise. CDEM offers access to a wide range of talented, knowledgeable and enthusiastic candidates.

#### □ Experts ready to help

Employability specialists are at your disposal to quickly find you the talent you need. Our employment counsellors will be able to identify the best profiles for you.

#### ■ Subsidies

CDEM offers several employability programs with wage subsidies for employers that reduce hiring and training costs.

#### □ A free service

Thanks to our government partners, the services and programs offered by CDEM's employability sector are free of charge.

#### □ Espace Emploi and others

# THANK YOU!





## For more information, please contact us:

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