



CDEM

CDEM AND ECONOMIC IMMIGRATION TO MANITOBA

Presented by:

Stevens Niamien

Manager of Immigration and Employability

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



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

DESTINATION Canada

MOBILITY FORUM MOBILITÉ

□ 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 French-language 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!**



CDEM

For more information,
please contact us:

CDEM

200 – 614 Des Meurons Street
Winnipeg (Manitoba) R2H 2P9
(204) 925-2320

www.cdem.com