

# ***Tapping into the Immigrant Talent Pool***

*Addressing Underemployment and  
Credential Devaluation of Skilled  
Immigrants*

**PATHWAYS TO PROSPERITY NATIONAL CONFERENCE 2019**

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# Agenda

- > Immigrants in the Canadian Labour Market
- > Diversity Institute
- > Immigrant Entrepreneurship as Self-Sufficiency
- > Innovative Training Model
- > Inclusive Innovation Ecosystem

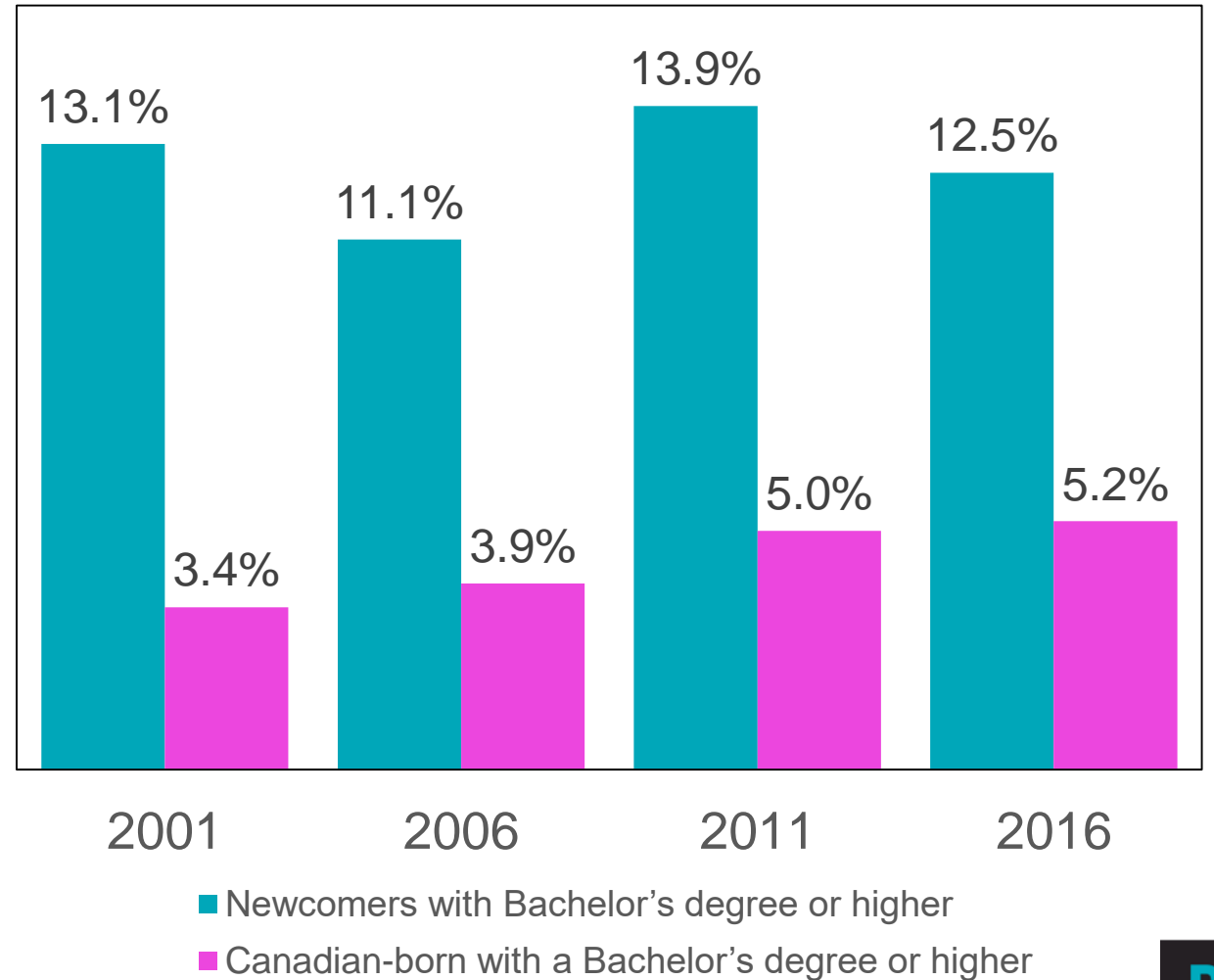


# Immigrant Labour Participation

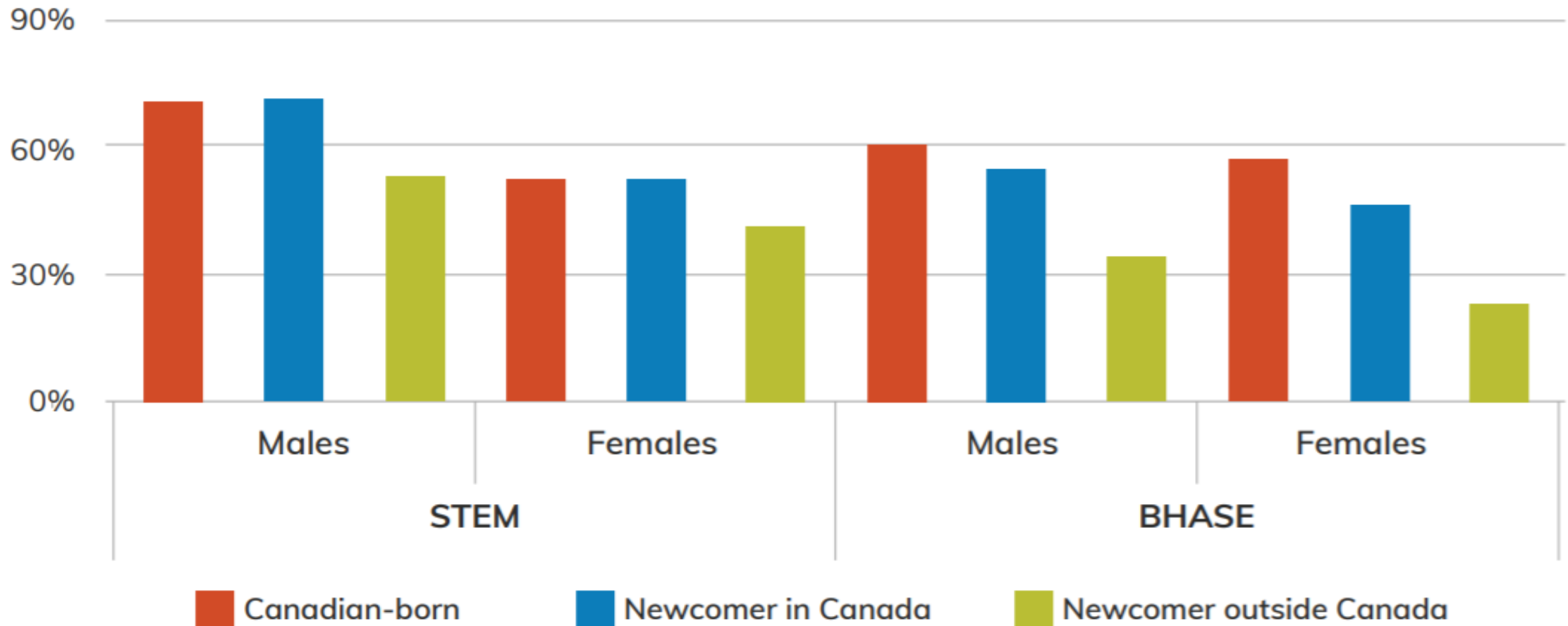
- Immigrants will occupy a larger share of Canada's population; 24.5% to 30.0% in 2036 vs 20.7% in 2011 (StatCan)
- As the Canadian population ages, immigrant contribution to Canadian society and economy will increase
- As other societies face an aging population, Canada will face more competition for skilled immigrants
- How is immigrant integration into Canadian workforce?

# Unemployment – Canadian-born vs immigrants

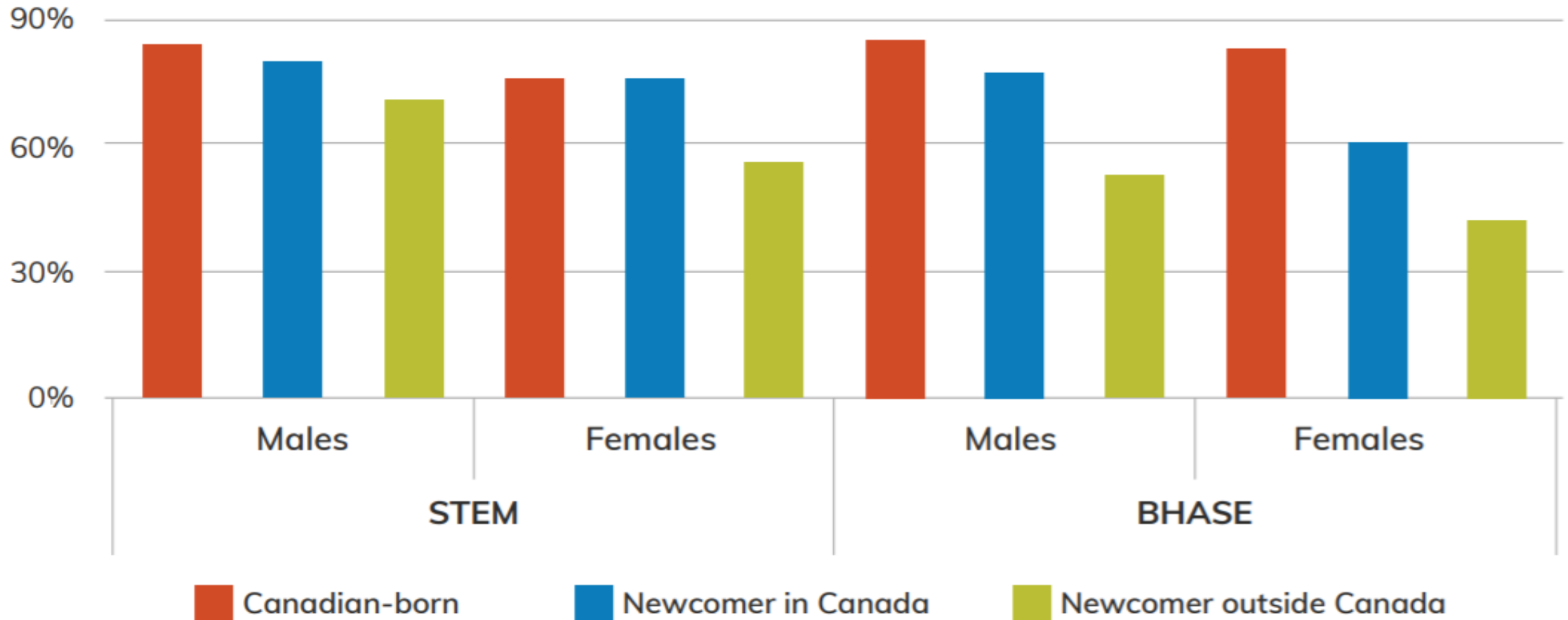
- While unemployment numbers are narrowing, there is still a gap in employment between Canadian-born individuals and immigrants (TRIEC)
- What are the types of jobs that immigrants are finding?



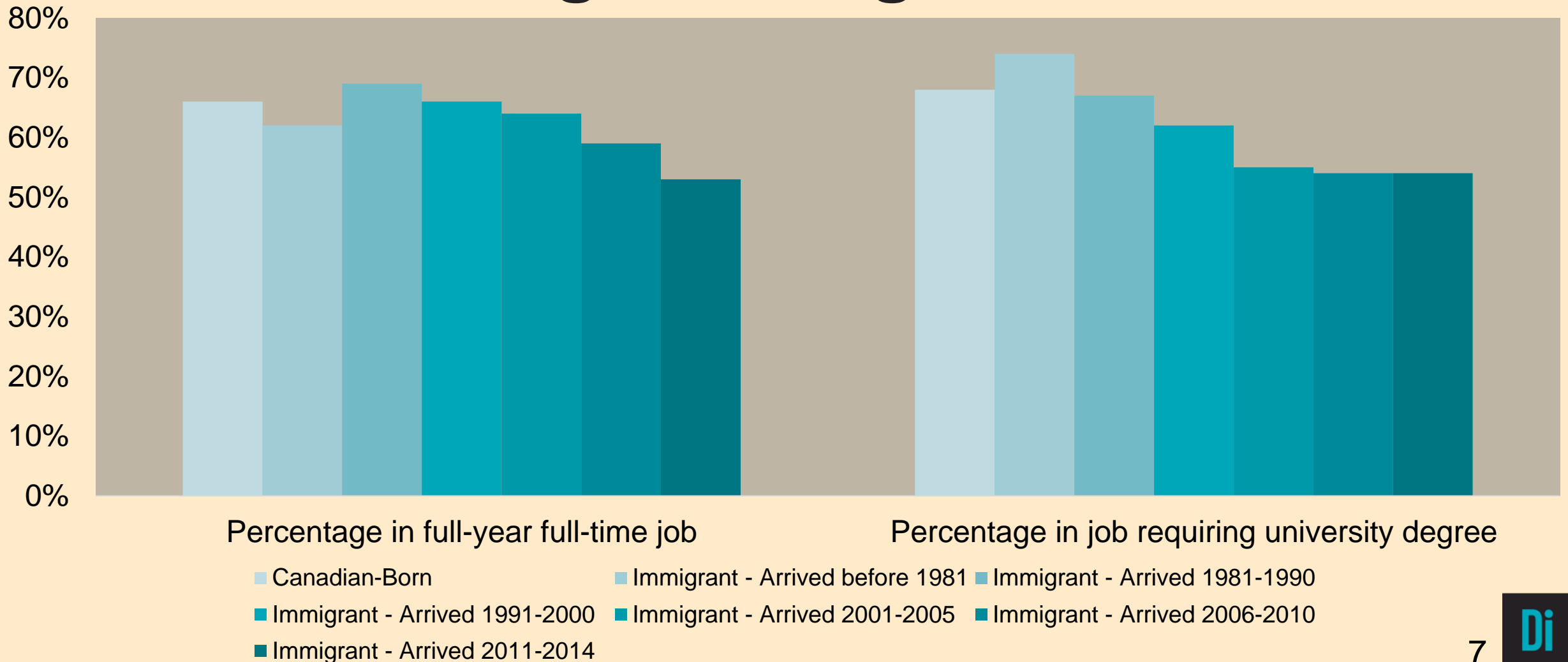
# Underemployment – Canadian-born vs immigrants (with a Bachelor's degree)



# Underemployment – Canadian-born vs immigrants (with Masters or higher)

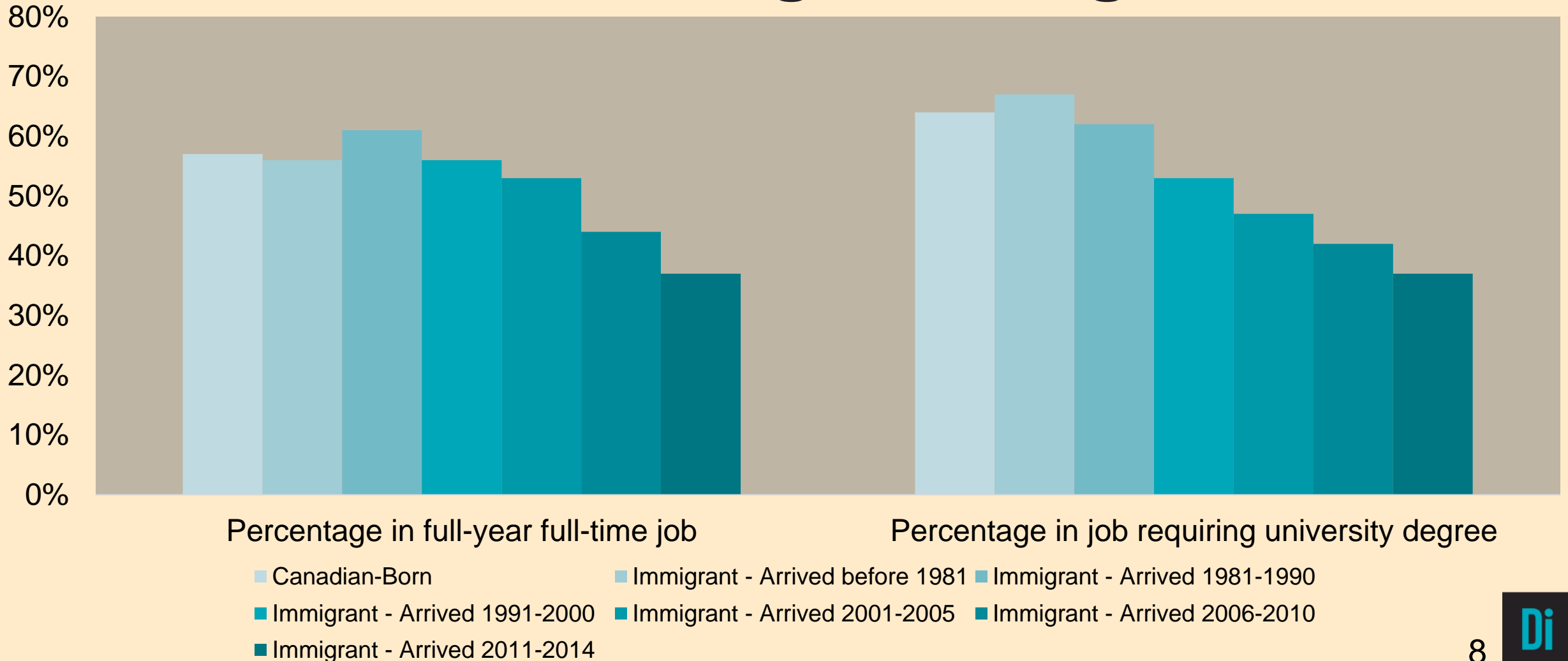


# Underemployment over time – Men with a Bachelor’s degree or higher





# Underemployment over time – Women with a Bachelor’s degree or higher



# Racialized immigrants

- Racialized immigrants may face additional barriers:
  - 2012 UofT and Ryerson joint study found that applicants with “Asian” names were 45 to 60% less likely to be called to an interview than those with Anglicized names

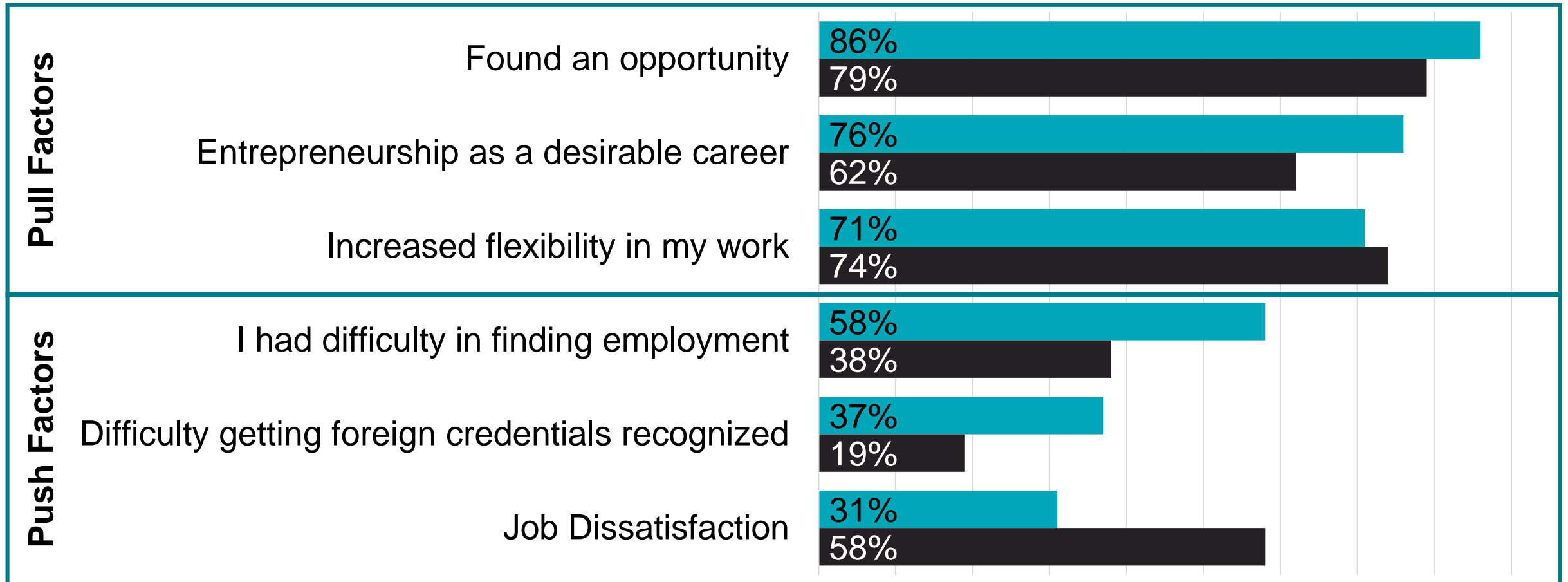


# Immigrant Entrepreneurship

# Benefits of Immigrant Entrepreneurs

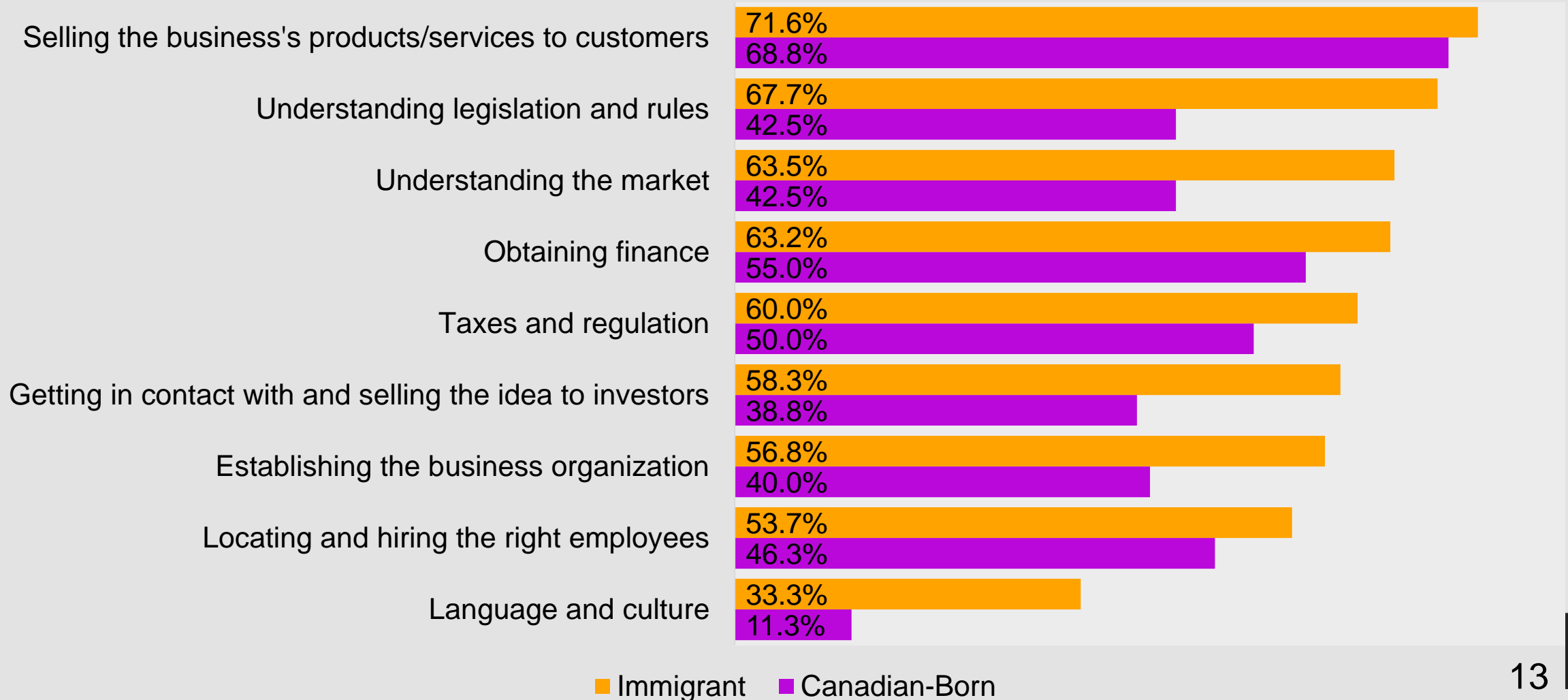
- International trade – immigrant entrepreneurs mobilize socio-cultural networks to commercialize innovations in world market (Lin & Tao, 2008; Sui & Morgan, 2014)
- Businesses established by immigrants are more likely to enter global markets and expertise, the hallmark of growth (Sui, Morgan & Baum, 2015).
- Almost two-thirds of immigrants who enter self-employment and remain self-employed even if offered a job with comparable income (Hou & Wang, 2011).

# Reasons for Becoming an Entrepreneur



■ Immigrants ■ Non-Immigrants

# Challenges Faced by Entrepreneurs (Immigrant and Canadian-Born)



# Service Provider Challenges

- Uneven awareness of the issues among Service providers
- Issues identified with:
  - Immigration policies – e.g. students cannot easily transition into entrepreneurship
  - Access to finance,
  - Networks and mentoring
  - Knowledge of processes
- Most settlement agencies and support organizations focus on language training and traditional employment pathways
- Organizations designed to support entrepreneurs had limited understanding of the challenges that newcomers face
- Some focused on the need for newcomers to learn language and culture, while others stressed the importance of service providers becoming more inclusive

# Innovative Training Model - Newcomer Entrepreneurship Hub

Free Training	Mentorship Matching	 <p>NEWCOMER ENTREPRENEURSHIP HUB</p> <p>Turn your <b>BUSINESS IDEA</b> <b>INTO REALITY</b> with our <b>HANDS-ON</b> testing &amp; training program for <b>NEWCOMERS</b>.</p> <p><b>9 Weeks of Training</b> Every Saturday from September 8th to November 17th, 2018</p> <p>Follow us on Facebook: @NEHbySCCC</p>
Product Testing	Childcare & Transportation	
Marketing Support	Settlement Services	

Info & Registration: 416-392-0335 x310  
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# Addressing gaps in current services

- One-stop service hub for newcomer entrepreneurs (settlement, language, entrepreneurship, childcare, testing opportunities)
- Entrepreneurship training for newcomers with low levels of English
- Collaborative model which coordinates service providers supporting newcomers and entrepreneurs
- Partnership between SCCC and the Ted Rogers School of Management's Diversity Institute

# Program overview


- In partnership with Scadding Court Community Centre, evaluating models for supporting women and newcomer entrepreneurs
  - 45+ hours of training led by industry professionals and TRSM faculty
  - Business mentorship matching
  - Low-risk market testing opportunities at Market 707, and other locations
  - Wrap-around supports such as free on-site childminding and TTC tokens
  - Subject-specific language training through weekly conversation circles (NEH)

# Vendor stories

- Thein Zaw Htun & his wife July have started Delightfully Delicious, a Myanmar & Asian food business at Market 707
- Mufit Aydin had a stall at the Halal Food Festival for his engraving business and has since opened a second shop location in Mississauga as of September 2018
- Two participants have secured internships in their perspective fields
- Rubina Shaheen opened a smoothie stall at Market 707
- Rahila Gul Mohammed has launched her online clothing business Raleen Clothing. She has been featured at two GTA Eid Bazaars in August

Camping Available



NO 

NO   
SMOKING

# Lessons learned

- Breadth of business types requires variety of testing opportunities (commercial kitchen, catering opportunities, co-working spaces, market pop-up spaces, and Market 707 shipping containers)
- Many participants are not ready to start running a business full-time or need an income while they gain start up capital
- High demand for NEH program, interpretation supports and popularity of conversation circles supports idea that newcomers want to learn English and start making money concurrently
- Newcomer entrepreneurship programs should support the economic success of newcomers who choose not to start a business as well – success is not just “# of businesses launched”

# Thank you!

**Get in touch:**

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