



Building Bridges: Immigrant Entrepreneurship through Storytelling and Collaboration

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Managing Director,
New Horizons Media Inc.

New Horizons Media Inc. (NHM) is a multicultural social enterprise for content creation & newcomer marketing, founded in 2012.

NHM works with a diverse team - internationally trained media professionals, Canadian born young graduates, and people with disabilities - to help Canadian non-profits & small businesses get their

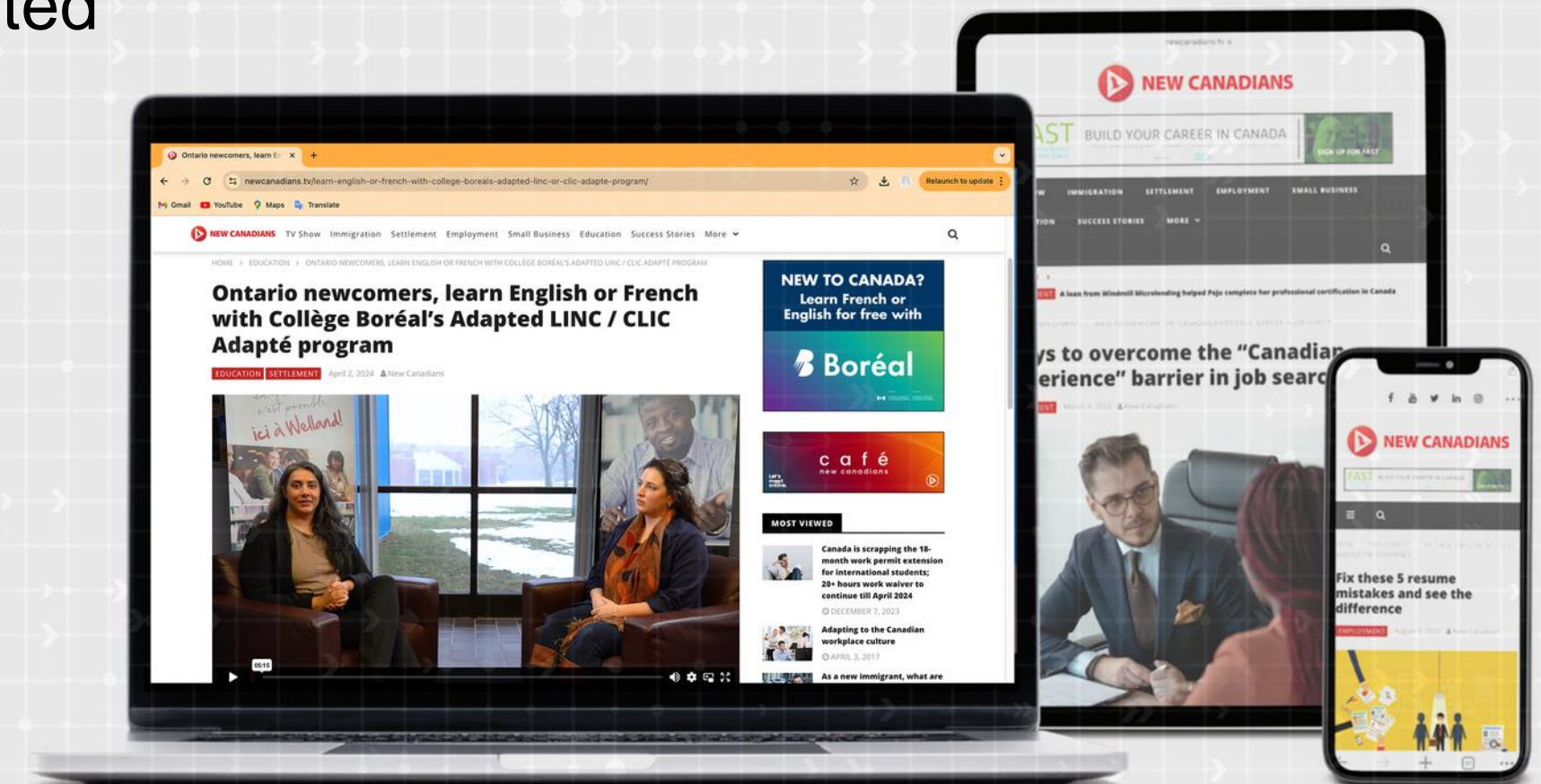
message out through storytelling & events.

Through its **New Canadians** TV Network & **Immigrant Business Expo** events series, NHM works directly with various communities & immigrant-serving organizations across Canada, featuring or offering services, resources & tools that help newcomers settle & integrate successfully.



New Canadians is a TV network that delivers trusted multimedia content on the themes of Canadian immigration, settlement, education, employment and entrepreneurship in Canada through its:

- National TV Show
- Website
- Virtual Conferences
- Virtual Talk Shows
- eBooks
- Webinars
- In-Person Events
- Social Media Community





New Canadians is the only TV show in Canada for newcomers, broadcasting nationally every week, coast to coast, on the leading multicultural channel, OMNI Television (Rogers Media), with an average weekly viewership of 85,000.



33%
new businesses in
Canada
start by immigrants

1 in 5
immigrants responsible
for businesses in
Canada



Challenges for small communities

- Limited Access to Capital
- Lack of Business Support Networks
- Limited Market Size
- Integration and Settlement Issues
- Limited Availability of Skilled Labour
- Brand Recognition and Market Visibility
- Immigration Policies and Programs
- Inadequate Infrastructure and Services
- Perception and Awareness Issues



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Solutions

- **Expand local networks** by creating more business support centres, incubators, accelerators & networking events tailored to immigrant entrepreneurs
- **Promote the benefits of small/medium communities** by sharing experiences, and highlighting lower costs of living, a quieter lifestyle & business incentives to attract immigrant entrepreneurs





IMMIGRANT BUSINESS EXPO



Model

- Tradeshow
- Workshops
- Panel Discussions
- Keynote Speaker
- Small Business Clinic
- Networking

**IMMIGRANT
BUSINESS
EXPO**



Model

- Working with:
 - Municipal governments
 - LIPs
 - Immigrant-serving Organizations
 - Public Libraries
 - Small Business Centres
 - Entrepreneurship Organizations

**IMMIGRANT
BUSINESS
EXPO**





**IMMIGRANT
BUSINESS
EXPO**

Toronto, ON

Hamilton, ON

Waterloo
Region, ON

Calgary, AB

and...



**IMMIGRANT
BUSINESS
EXPO** Southern 2024
Manitoba

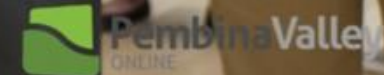
September 20, 2024
10:00 a.m. - 4:00 p.m.
📍 Access Event Centre
111-D Gilmour St, Morden



All the information you need to start, grow
and manage your own small business in Canada



**Southern
Manitoba
(Morden, MB)**







café
new Canadians

Talk show

The immigrant business edge in Canada's small and rural communities

Rupali Sharma
Lili Krushel
Hitesh Jagad

Pembroke, ON | Morden, MB | Guelph, ON



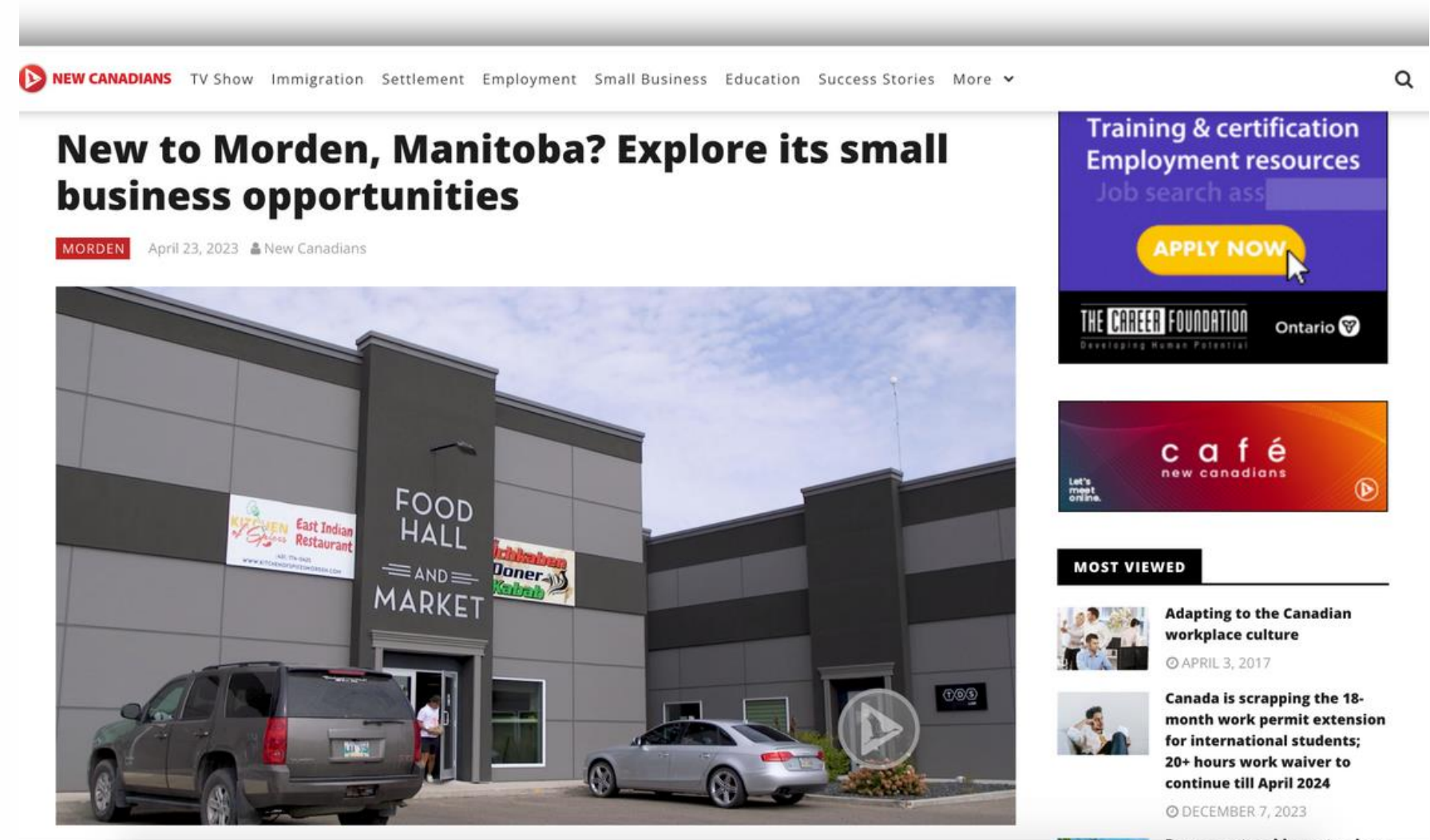


Open Singh
Owner, Alice General Store
Originally from India

Renfrew County,
ON



Logan McLennon
Co-Owner, Mackie's Golden Meals
Originally from Jamaica



Morden,
MB



Temiskaming Shores,
ON

Saint John,
NB



- Highlight the journey of immigrant entrepreneurs & business owners
- Celebrate the economic & social impact
- Showcase the diversity of immigrant entrepreneurs
- Use success stories to inspire others
- Challenge stereotypes & combat bias



- Use media & digital/social platforms
- Foster local partnerships & collaboration
- Incorporate storytelling into entrepreneurial programs
- Leverage testimonials from customers & employees
- Use storytelling to address policy gaps & encourage support





NEW
HORIZONS
MEDIA



NEW CANADIANS

THANK YOU!

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