

Newcomer and international student employment fairs – a vital tool to help immigrants join Greater Moncton's workforce

Immigrants accounted for 51 percent of Greater Moncton's net population growth between 2011 and 2016. If the region is to continue its role as an economic growth for New Brunswick, it will need to attract even more newcomers in the years ahead and ensure they are integrating into the regional workforce.

In order to help immigrants find employment, the City of Moncton have been organizing newcomer and international student-specific employment fairs since 2016. Over 170 people have found jobs as a result of these employment fairs in a broad range of industries including finance, insurance, information technology, health care, transportation and customer service. In terms of pay roll amount that is approximate \$6,800,000 into the area through employment.

Over the next few weeks there will be two employment fairs targeted to newcomers and international students. Thirty of the region's top employers including Medavie Blue Cross, Cooperators, Exxon Mobil, CGI, Casino NB and Horizon Health Network will be there promoting available jobs and career opportunities to newcomers.

The first will take place on **February 23rd** from 10 am to 12 pm. It is focused on the finance, insurance, information technology and back office support sectors. It will be held at Venn Innovation located at 735 Main Street, Suite 201. The second is focused on international students and part time employment during the school year, summer full time employment and after graduation. It will take place on **March 23rd** from 10 am to 12:30 pm at the Empress Theatre downtown. We expect hundreds of new immigrants and international students to attend these two employment fairs.

This is an exciting time for Moncton. We are attracting people from around the world to study in our universities and colleges and to settle here and start careers in Canada. It is important for those that want to live in our community find jobs commensurate with their skills and interests. The Greater Moncton Immigration Strategy highlights the needs for matching newcomers and international students to labour market needs. The employment fairs are one action that is currently helping to achieve this objective. Settlement agencies, employment services such as employment services and post-secondary institutions help prepare newcomers and international students ready for the events by providing workshops on resume development, job interviews techniques, etc.

The City of Moncton works very closely on these job fairs and the overall strategy with its municipal partners, the City of Dieppe and the Town of Riverview; as well as settlement agencies, business community, post-secondary education, ONB, and the provincial government.

An increasing number of companies and organizations in our region realize they will need to hire more immigrants to meet their workforce needs now and in the future. The City of Moncton is working with over 100 firms interested in hiring newcomers and international students. These jobs provide the valuable work experience newcomers will need to advance their careers in Canada.