



2023 International Recruitment Mission Employer Orientation Session

In partnership with



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada



WINNIPEG
MADE FROM WHAT'S REAL

Talent landscape overview

Manitoba labour shortage predicted in the coming five years¹

- 6,825 trades, transport and equipment operators and related occupations
 - Truck drivers
 - Heavy equipment operators

Canada labour shortage²

- 82% of manufacturers report labour and skills shortages
 - Negative impact: \$13B in lost sales, delivery delays, increased costs and mental health effects among existing workforce
- Transportation and warehousing sector: job vacancy rate of 5.9% in 2022

Global labour shortage

We make it easy!

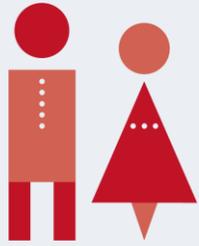
The YES! Winnipeg Talent & Workforce Development team is:

- laser-focused on addressing labour challenges by attracting, connecting, mobilizing and recruiting candidates
- collaborating with our community and leveraging proprietary Talent and Occupation Dashboards to identify local competency and skill gaps and determine global markets with available talent pools
- enabling Winnipeg businesses to bolster their workforce, boost productivity and expand operations through advisory services, tools and resources
- selling Winnipeg in key markets around the world at tradeshow, events, and recruitment missions
- optimizing streamlined immigration pathways and partnering with government

International recruitment - Concierge services



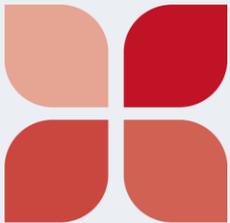
**Find &
attract talent**



**Match talent
with jobs**



**Immigration
pathways**



**Settlement
& integration**

Snapshot of the European talent pool we're targeting

Skills



95.7%

Students learning English



85%

Secondary or higher education



32,166,000

Manufacturing employment annually



10,194,400

Transport and storage



6,897,800

ICT services

Targeted European countries

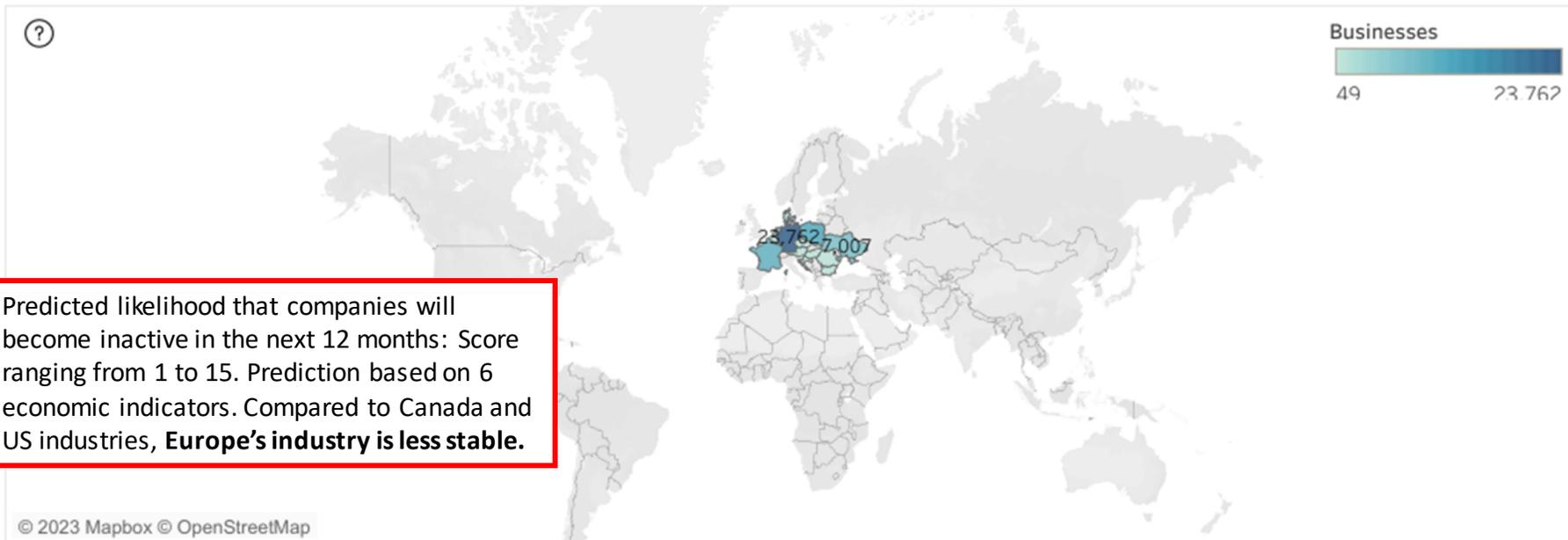
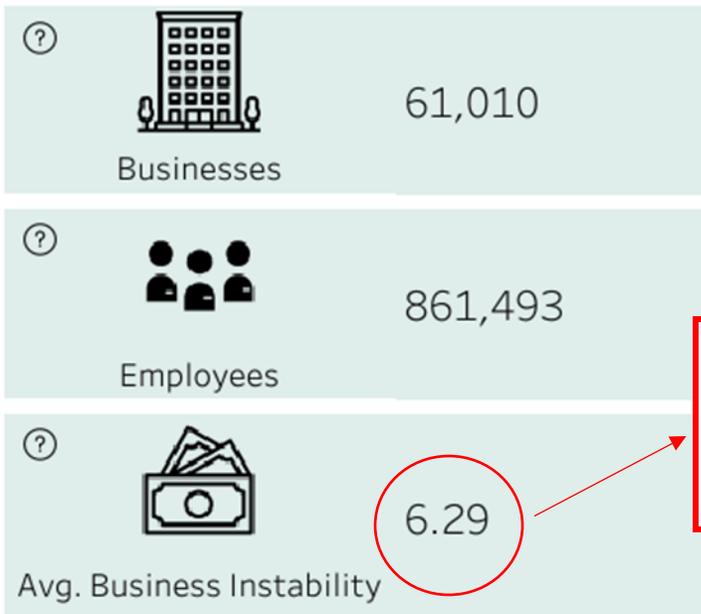


Overview: Aerospace industry in Europe

FDI Dashboard ?

Industry (6 Digit NAICS) Multiple values

Country Multiple values



Predicted likelihood that companies will become inactive in the next 12 months: Score ranging from 1 to 15. Prediction based on 6 economic indicators. Compared to Canada and US industries, **Europe's industry is less stable.**

Top 5 Summary

■ Stable
■ Unstable

	Businesses	Employees	Avg. Business Instability
CHINA	119,691	2,237,805	4.37
USA	89,511	989,288	4.11
INDIA	39,517	425,434	8.08
CHILE	35,119	273,616	3.92
GERMANY	23,762	439,165	4.94

Canada

Businesses	Employees	Avg. Business Instability
9,443	120,636	3.49

Manitoba

Businesses	Employees	Avg. Business Instability
356	4,177	3.22

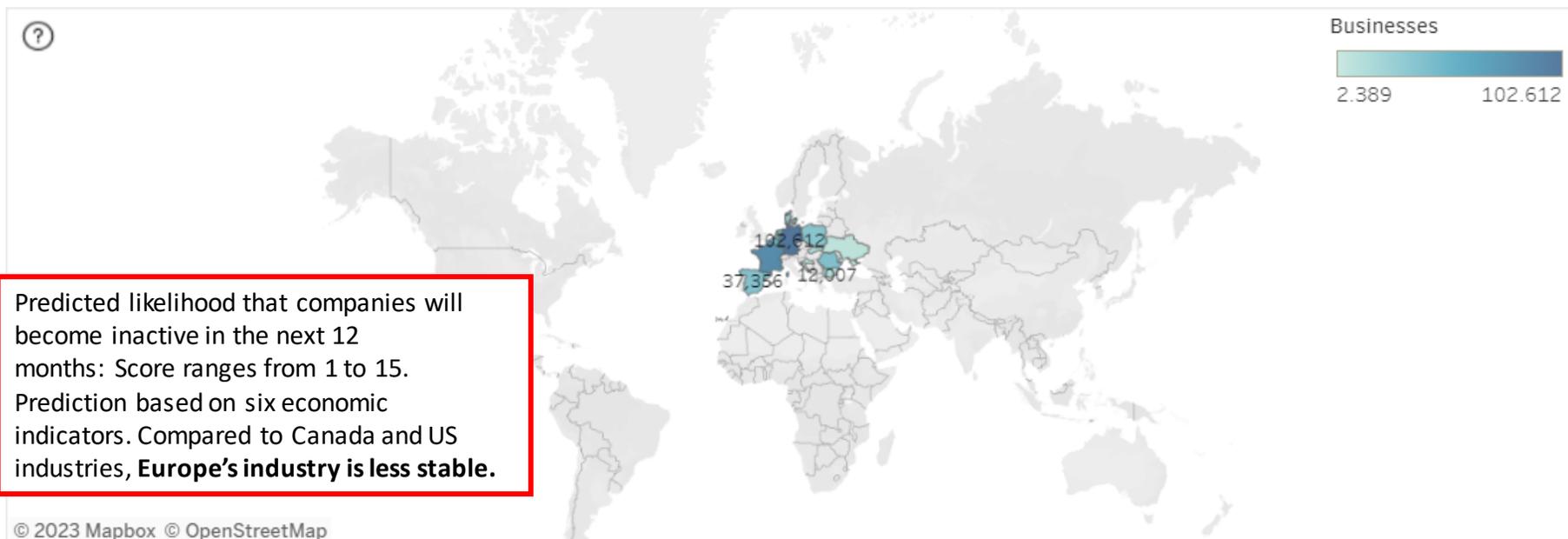
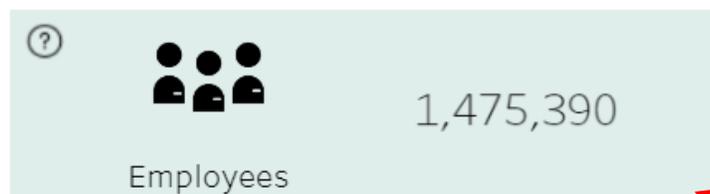
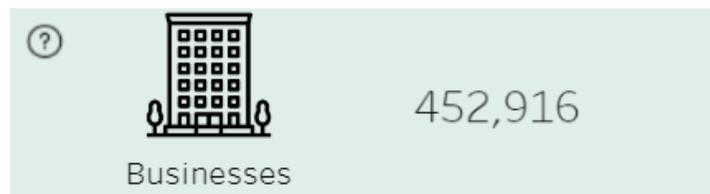
Winnipeg

Businesses	Employees	Avg. Business Instability
199	3,189	3.05

Overview: Information technology industry in Europe

FDI Dashboard ?

Industry (6 Digit NAICS) (Multiple values) Country (Multiple values)



Predicted likelihood that companies will become inactive in the next 12 months: Score ranges from 1 to 15. Prediction based on six economic indicators. Compared to Canada and US industries, **Europe's industry is less stable.**

Top 5 Summary

■ Stable
■ Unstable

	Businesses	Employees	Avg. Business Instability
CHINA	634,580	9,999,685	5.57
ENGLAND	259,276	1,604,639	7.52
USA	257,088	2,247,051	4.67
INDIA	191,939	3,309,390	6.69
GERMANY	102,612	509,086	6.60

Canada

Businesses	Employees	Avg. Business Instability
23,514	412,567	4.54

Manitoba

Businesses	Employees	Avg. Business Instability
363	1,862	4.54

Winnipeg

Businesses	Employees	Avg. Business Instability
310	1,665	4.40

Overview: Manufacturing industry in Europe

FDI Dashboard ?

Industry (6 Digit NAICS) (Multiple values) Country (Multiple values)

?  1,615,643
Businesses

?  13,494,467
Employees

?  6.11
Avg. Business Instability



Top 5 Summary

■ Stable
■ Unstable

	Businesses	Employees	Avg. Business Instability
CHINA	3,645,337	157,753,564	5.05
BRAZIL	1,678,134	19,251,044	12.03
INDIA	1,625,826	25,567,636	6.94
USA	806,912	17,644,426	3.97
ITALY	621,681	1,511,758	4.74

Canada

Businesses	Employees	Avg. Business Instability
97,828	1,656,415	3.21

Manitoba

Businesses	Employees	Avg. Business Instability
2,657	58,559	3.07

Winnipeg

Businesses	Employees	Avg. Business Instability
1,645	37,573	3.00

Overview: Transportation & storage industry in Europe

FDI Dashboard ?

Industry (6 Digit NAICS) Multiple values

Country Multiple values



Predicted likelihood that companies will become inactive in the next 12 months. Score ranging from 1 to 15. Prediction based on six economic indicators. Compared to Canada and US industries, **Europe's industry is less stable.**

Top 5 Summary

■ Stable
■ Unstable

	Businesses	Employees	Avg. Business Instability
BRAZIL	481,941	3,792,319	11.88
USA	289,357	1,605,933	4.31
POLAND	160,666	292,514	5.81
CHINA	145,835	3,825,254	4.63
SPAIN	106,491	207,034	9.79

Canada

Businesses	Employees	Avg. Business Instability
43,218	306,714	4.67

Manitoba

Businesses	Employees	Avg. Business Instability
1,369	14,130	4.45

Winnipeg

Businesses	Employees	Avg. Business Instability
691	8,327	4.34

Europe mission – June 2023



Find & Attract Talent



Match Talent with
Jobs



Immigration
Pathways



Settlement &
Integration

- Dedicated job portal for employers and job seekers.
- Identify candidates and promote opportunities to work in Winnipeg through:
 - Our international channels including Global Affairs Canada, Immigration Refugee and Citizenship Canada (IRCC).
 - Manitoba Provincial Nominee Program, Employer Direct Department.
 - Formal partnership with federal and provincial government validates the legitimacy of our work in foreign markets.
 - Paid social media campaign to attract qualified candidates.



Leveraging the Work in Manitoba job portal



Find &
Attract Talent



**Match Talent
with Jobs**



Immigration
Pathways



Settlement &
Integration

- The Work in Manitoba job portal (www.workinmanitoba.ca/hire/) is an easy to use, no cost, single window for employers to post vacancies and source qualified candidates.
- Guide for employers:
 - How to create an account
 - How to post jobs
- Leverage the portal to post your jobs and identify appropriate candidates.
- Talent team will coordinate logistics for hosted, curated meet & greet events to connect you with job seekers in Europe who are interested in creating a career and a life in Winnipeg.
- Conduct interviews (in person at the meet & greet or virtually, if required).



Referral service



Find &
Attract Talent



Match Talent
with Jobs



**Immigration
Pathways**



Settlement &
Integration

- Access one-on-one expert advice from immigration officers.
- Immigration pathway – Manitoba Provincial Nominee Program:
 - Cost of \$230 CDN
 - Job offer from employer
 - Average processing time is four months
 - Closed work permit



Supporting retention



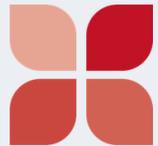
Find &
Attract Talent



Match Talent
with Jobs



Immigration
Pathways



**Settlement &
Integration**

- Free customizable Settlement Guide to support newcomers in acclimating to life in Winnipeg.
- Orientation session for job seekers on Winnipeg's quality of life, amenities, and cultural organizations.
- LiveinWinnipeg.com – quality of life website.



In person mission: Employer investment



YES! Winnipeg's Talent & Workforce Development team covers the cost of:

- Attracting candidates to the portal through promotion of the mission in identified markets
- Hosting webinars
- Booking facilities and technology required for meet & greet events
- Access to the Work in Manitoba job match platform

Employers are responsible for:

- Immigration fees or recruitment expenses
- Transportation to and from and accommodations in Europe
- Meals and any other local costs

Process overview: In-person mission



Process overview: Key dates



Locations & dates – Join us for one or both!

- Munich, Germany - June 17-18, 2023
- Vienna, Austria - June 20-21, 2023

Deadlines

- **Account creation:** Create your employer account on the Work in Manitoba job portal
- **Add your vacancies** to the “Work In Manitoba International Mission” online closed community
- **Registration** (in-person participation): by **Friday, April 21, 2023**
- **Job postings:** Add your position vacancies to the closed community by **Friday, May 5, 2023**
- **Candidate selection:** Email us the list of job seekers you'd like to interview by **Friday, May 12, 2023**

Virtual participation



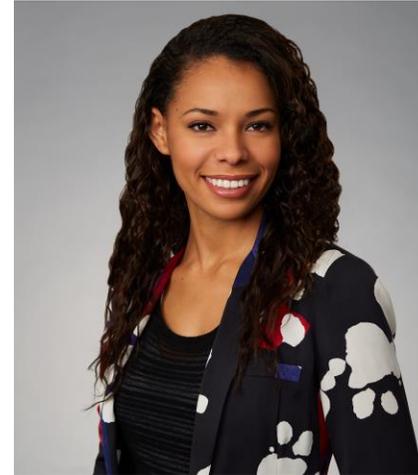
- Create your free employer account on the Work in Manitoba job portal (**www.workinmanitoba.ca**)
- Add your vacancies to the “Work In Manitoba International Mission” closed community on the job portal
- Schedule virtual interviews with job seekers at your convenience
- Immigration support: Contact us for guidance

Mission benefits



- Be matched with highly educated European nationals that have the skills you're seeking.
- Our team can connect you to government support to guide you with the immigration process.
- Save time and resources filling job vacancies.

Join Us!



Annie Henry

Senior Manager, Talent
& Workforce Development
YES! Winnipeg

P 204.869.3451

C 204.954.1990

annie@yeswinnipeg.com