

Media Advisory

Use it or Lose it? Are we in danger of losing our immigrant workforce?

New Study: Over 70 per cent of educated immigrants feel they cannot achieve their professional goals in Canada

TORONTO, January 26 – Canada welcomes thousands of internationally educated professionals each year, but are businesses making the most of their skills? According to a new study to be released this Friday, January 29th, 70 per cent of newcomers would say no.

The results of the study, *The Power of Different: The Race to Bridge the Skills Gap in the Toronto Region*, will be announced in front of 1,000 immigrants and employers at the Institute's 7th annual Internationally Educated Professionals Conference hosted by the Progress and Career Planning Institute (PCPI) in downtown Toronto.

The conference will bring together policymakers, employers and foreign-trained professionals committed to taking action and helping Canada's skilled immigrants find meaningful employment.

According to the Conference Board of Canada, Canada loses anywhere from \$4 to 6 billion annually by not hiring the thousands of internationally trained professionals who come to Canada.

WHEN: Friday, February 20, 2009 from 8:30 a.m. to 4:00 p.m.

8:30 a.m. Opening address by Silma Roddau, President of PCPI

12:15 p.m. Presentation of Study: *The Power of Different: The Race to Bridge the Skills Gap in the Toronto Region*

3:45 p.m. Closing address by the Lois Brown, MP Newmarket Aurora

WHERE: Metro Toronto Convention Centre
John Bassett Theatre
225 Front Street West
Toronto, Ontario

Please note: Media registration desk opens at 8:00 a.m. and will be located on Level 100 of the Metro Toronto Convention Centre just to the right of the escalators.

For more information, please contact: Amanda Galbraith at Office: (416) 690-5777 ext.162, Cell: 416-710-3211 or amanda@playbookcommunications.com.

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