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Media Advisory

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Resilience and Global Skills: How Immigrant Professionals Can Succeed

Conference encourages leveraging life experience and global expertise

Toronto – On February 26th, local media are invited to attend the 13th Annual IEP Conference. Moderated by CBC's Anne-Marie Mediwake, the conference provides resources and insight for skilled immigrants looking to succeed in the Canadian job market.

With well over 1000 Syrian immigrants being welcomed into the Greater Toronto Area, questions arise about how to ensure their integration and success in Canada. Whether it is Syrian refugees or skilled immigrants who have already started to build a life in Canada, there is a common thread for the immigrant experience: resilience.

Keynote speaker Dr. Kwame McKenzie, CEO of the Wellesley Institute, will speak on how tapping into the resilience that immigrants develop in their journey toward a new life in Canada is a valuable asset not to be ignored.

Internationally Educated Professionals (IEPs) are encouraged to use their resilience, persistence, and global skills to achieve their employment goals in Canada. Leveraging IEPs' skills – such as multiple languages and unique international/cultural perspectives - is a great way to position Canada as an innovative leader on the global economic map.

Conference attendees will have great opportunities to explore resources in various sectors, including Engineering; Finance and Accounting; Healthcare; Sales, Marketing and Communications; and Information Technology.

Opportunities include:

- Networking with other professionals and employers to forge lasting links
- Hearing inspiring stories and gaining practical information from panel experts and successful IEPs
- Attending a skill building session hosted by LinkedIn

Come join us to cover the 13th successful year of this unique event with over 1300 attendees. See event details below.

WHEN: Friday, February 26th, 2015 from 7:30 a.m. to 4:00 p.m.

8:30 a.m. Welcome Remarks and Opening Ceremony

8:45 a.m. Keynote Speech from Kwame McKenzie, CEO, The Wellesley Institute

9:15 a.m. IEP Success Stories followed by Industry Sector Hub Discussions

WHERE: Lower level, North Building, Metro Toronto Convention Centre
225 Front Street West
Toronto, Ontario

Please note: Media registration desk opens at 8:00 a.m.

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About The Conference: The IEP Conference is a unique Canadian initiative for Internationally Educated Professionals (IEPs) that brings together stakeholders in a forum to discuss, share experiences and strategies to address skills gap in the Greater Toronto Area (GTA) to ensure the city's economic competitiveness.

About Progress Career Planning Institute (PCPI): PCPI is a business-focused, not-for-profit organization that offers career development services for people to realize their full potential. The Annual Internationally Educated Professionals Conference is a key component of its work.

For more information, please contact:

Silma H. Roddau, President, Progress Career Planning Institute (PCPI), 416-439-8448

To learn more about the IEP Conference visit <http://www.iep.ca>



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