

**About Ipsos****Advertising Research**

IPSOS ASI

**Loyalty Research**

IPSOS REID

**Marketing Research**

IPSOS REID

**Public Affairs Research**

IPSOS REID PUBLIC AFFAIRS

**Research Solutions**Behavioural Tracking &  
Consumption Studies

Branding

B2B

Concept Testing & New Product  
DevelopmentCustomer & Stakeholder  
Satisfaction

Interactive Custom Panels

Ethnic and New Canadians  
Research

Forecasting &amp; Modelling

Omnibus Studies

Online Capabilities

Social Marketing & Policy  
Development

Syndicated Studies

Trend Reports

Usage &amp; Attitudes

## Ethnic and New Canadians Research Pays Dividends!

Join Ipsos and network with your peers for a breakfast seminar on market research featuring insights on the fastest growing Ethnic and New Canadians markets from South Asia (India, Pakistan, Bangladesh, etc.) and China (including Hong Kong).

**When:** Wednesday, October 22, 2008  
Registration & Breakfast: 8:00 – 8:30am  
Presentations and Panel Discussion:  
8:30 – 11:30 am

**Where:** The Suites at 1 King West  
King Gallery  
1 King Street West (South West Corner  
King/Yonge)  
Toronto, ON

[Click here for directions](#)

By attending this informative session, you will hear current trends and findings from some of Ipsos' syndicated work, as well as a lively discussion amongst our panel speakers. Panel speakers confirmed include:

- Rob Persiko, Director Strategy Development for Unilever Canada
- Mark Whitmell, Director Cultural Markets, RBC Royal Bank
- Saluja Ghelani, Multicultural Marketing Manager, TELUS
- Bobby Sahni, Manager of Multicultural Marketing, Rogers Cable Communications Inc.

Topics we'll be covering include:

- **What is the size and nature of the opportunity for your company?**  
Ipsos' Ethnic and New Canadians research has identified that one size doesn't fit all, though the market size opportunity is irrefutable, the nature of the opportunity can



## RESOURCES

### DID YOU KNOW?

- » As of 2006, 18% of the Canadian population was born outside the country, that's almost 1 in 5 Canadians
- » Between 2001 and 2006, more than 1 million immigrants came to Canada, a rate of growth of 13.6% more than four times that of the Canadian-born population (3.3%)
- » 69% of newcomers who arrived in Canada during the past 5 years have settled in either Toronto, Montreal or Vancouver
- » 43% of the population of Toronto – GTA is visible minority, with Markham and Brampton more than 50%+ visible minority
- » [Learn more about this area of expertise](#)

be different for depending on the offering.

- **How can companies action / monetize / build a business case for the opportunity?**

Ipsos' Ethnic and New Canadians research has found that it doesn't have to be complicated. Companies can both leverage their mainstream offerings and/or provide targeted offerings to monetize the opportunity;

- **What does success look like?**

Ipsos' Ethnic and New Canadians research have been leveraged for success in different industries. Companies will share their learnings on what a successful Ethnic and New Canadians strategy must contain.

Immigration in the past 20 years has changed our cities, our cultures and our customers. It has presented unprecedented opportunities and challenges for companies and organizations across Canada. Reaching out to these Ethnic and New Canadian groups requires a sustained effort and an understanding of how these groups differ from main stream Canadians, behaviourally and attitudinally, as well as any commonalities.

We hope to see you there, so register today as space is limited. We'll be serving a breakfast of dimsum, South Asian delicacies (crepes, roti, khichiri, etc.), and fruit. As well, all attendees will receive the first edition of Ipsos' **Ethnic and New Canadians Digest**.

### Waiting List Registration Form.

**This event is by invitation only.** Please complete the form to be added to the reservation list. We will contact you should space become available.

Full Name:

Company Name:

Email:

Position:

Address:

City:

Province:

Postal Code:

Phone:

Industry:

Are there questions that you would like answered at the seminar? Enter them here and

we will do our best to cover them during this presentation:

Submit

By submitting this request, you may be contacted by Ipsos Canada regarding this or similar advertising, marketing, or public opinion research offerings. To read our Privacy Policy, please click [here](#). Thank you for your interest.



[Ipsos ASI](#) | [Ipsos Descarie](#) | [Ipsos Insight](#) | [Ipsos Loyalty](#) | [Ipsos Public Affairs](#) | [Ipsos Reid](#) | [Ipsos Novaction & Vantis](#)

© Copyright 2008 Ipsos Canada, part of the [Ipsos](#) Group. [Privacy Policy](#) | [Terms Of Use](#)