

## Ethnic Business

Traditional products  
Cultural symbols  
Typical language  
Ethnic workforce

## Recent Immigrant

No local experience  
No local education  
Coping with odd jobs

### One Research Question

If Carlos from Colombia wants to work in an authentic Chinese restaurant, will he expect to be prejudiced against because he is not Chinese



## Unattainable Odd Jobs?



Newly arrived immigrants in Montreal see **lower job opportunities** in small businesses of a different ethnicity than theirs. Even for odd/unskilled jobs as cashiers, waiters or dishwashers, they feel they would be **discriminated against** for not being from the same culture of the business.

## The Research Survey

177 new immigrants from all continents in Montreal



“We might be living in a multicultural city, yet with ethnically segmented small business workplaces”.

## Reducing expectations of prejudice? There's hope!

Job Seekers

❖ Objective employer evaluation

Ethnic Businesses

- ❖ Awareness of diversity advantages
- ❖ Ads: diversity and other languages
- ❖ Job Posting: neutral image (no national)

Canada

- ❖ Education on Bona Fide Occupational Requirements
- ❖ Development of a new identity: “We are all Immigrants”
- ❖ “Ethnically Diverse Business Festival”
- ❖ Community centers: Job search courses
- ❖ New web job portal

“Imagine there's no countries. It isn't hard to do...”

Imagine - John Lennon (1971)



“They won't hire me because I am not of their ethnicity”



“A job there? I'm not from that country”



“They may only look for their “own” people”