



# Carrefour Nunavut

*Partners of choice for all your business projects*

**RDÉE**  
*Canada*

Le leader du développement économique  
des communautés francophones et acadienne

# Our organisation

Carrefour Nunavut is a francophone economic development agency. We are business partners of choice for any person or organization who wants to contribute to making Nunavut a better and more prosperous place.

## Our Mission

Carrefour Nunavut offers services to francophones and francophiles so they can better contribute to the economic development of the territory.

Our efforts are focussed in the fields of employment, tourism, entrepreneurship and social economy. In addition, our in-depth knowledge and familiarity with the local community and established businesses in the North makes us the ideal gateway for conducting business in French.

*Definition of francophile: anybody who is interested in working with the French speaking community.*

# Our Vision

To be a leader in the economic development of Nunavut, recognized for its strategic alliances and the quality of its services to the francophones and francophiles.

# Our funding sponsors:

Canada



# Where we come from

- We are a young organization, founded in 2010.
- We were created from the Association des francophones du Nunavut.
- We are now an independent organization, specializing in economic development.
- We are a non-profit organisation.

# Our team

**Danielle Samson**

*Executive Director*

**Amélie Morel**

*Employment and  
Entrepreneurship Manager*

**François Fortin**

*Communications and  
Members' Services Officer*

# Our Board

- President – Jonathan Poirier, Assistant Director of Frobuild
- Secretary-Treasurer – Éric Caouette, Executive Director of Arctic Circle Surveillance
- Administrator – Graham Dickson, Director and founder of Arctic Kingdom
- Administrator – Louis-Philip Poithier, Director and founder of Inukpak Outfitting



- We are part of the Réseau national de développement économique et employabilité (RDÉE Canada).
- There is a RDÉE component in each province, with the exception of Québec.
- We meet several times a year to exchange good practices and establish collaborative efforts on various subjects (tourism, communications, green economy, economic immigration).
- Our network is a force for advancing economic development in Nunavut.



# Field of actions

Our strength is built on our network of qualified professionals, future bilingual francophone employees, and proactive employers. Our valued partners are local, territorial, national and international.

## Our Activities:

- Business networking
- Career postings
- C.V. data bank for employers
- Training for employers and employees
- Investment and funding request support
- Business start-up support
- Community economic development projects
- Promoting Nunavut as a great place to live, work and invest

# A few accomplishments in the tourism sector:

- French translation of the Nunavut Tourism website;
- National advertising campaign - *Le nord canadien* (inter-territorial collaboration);
- Seven editions of the *Soirées Boréales* event held successfully;
- 10 ecotours** set up and marketed;
- 3 new tourism packages** designed and marketed;
- 1 familiarization trip** was organized with a journalist and a photographer;
- 7 trade missions conducted** in the communities of Pangnirtung, Kimmirut, Clyde River and Igloolik;
- A feasibility study was conducted for the establishment of a **water shuttle service** in Iqaluit;
- 4 Inuit artists** took part in the Poesia Voz Alta festival in Mexico City, thanks to Carrefour Nunavut;
- Thanks to Carrefour Nunavut, the publication of articles about Nunavut in *Le Devoir*, *Le Temps Libre* (Switzerland) and *La Gazette des femmes* helped to promote Nunavut among some 75,000 readers.
- 45** profitable partnerships established.

# A few accomplishments in the employment sector:

- Job offers accessible on the Carrefour Nunavut website;
- 205** job seekers were helped through individual meetings, telephone replies or by company email;
- 6** job fairs helped to promote opportunities in Nunavut to some **11,000** persons;
- 5** “Living and working in Nunavut” conferences were delivered to job seekers;
- 20** businesses were helped with start up, market development and recruitment;
- 5 training classes** in Web 2.0, social media and accounting were delivered to entrepreneurs from Iqaluit;
- 2 training classes** in website design/management and social media target strategies were delivered to **10** participants;
- 1** business start-up workshop (40 hours) was taught to 9 young women from 5 different communities;
- 45** profitable partnerships established.

# Advantages of working with the francophones

## -An important network to do business, and for employment:

- According to the latest census (2011), Francophones and Francophiles represent 12.8% of Iqaluit's population.
- Francophones and Francophiles in Canada represent a population base of 9.5 million persons, or 22% of the country's population (2006).
- Francophones around the world also represent a significant market: 75 million in Europe, and 110 million worldwide.

# Other opportunities not to be forgotten

- "Clients who were served in the language of their choice were prepared to pay more for a product"

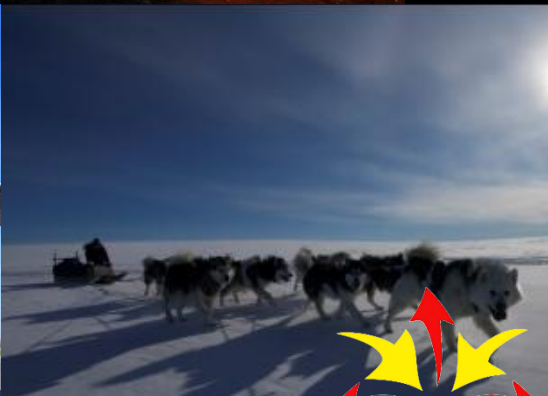
"Corporate messages are more likely to be received favorably if they are in the client's first language"

*Source: Office of the Commissioner of Official Languages*

- *Implement the Nunavut regulations on official languages*

-





*Partners of choice for  
all your business projects*

# Carrefour Nunavut

