

S.U.C.C.E.S.S. makes the dream of “being your own boss” become a reality for this Canadian resident



Giselle moved to Canada from China in 2008 and worked as a cashier in a local store near Vancouver. Working day to day as a cashier was not satisfying for Giselle and she dreamt that one day she would own a successful business of her own. When she arrived in Canada approximately two years ago Giselle was provided booklets and brochures from the C.A.N.N. at YVR Airport with information on employment resources and programs available to new immigrants. Giselle was keen to learn more about her career options and so decided to get involved in S.U.C.C.E.S.S. Business Services which aims to assist prospective entrepreneurs establish new businesses in Canada; develop business and management skills; facilitate the settlement and integration of business immigrants into the economy; and connect Canadian manufacturers and exporters with the Asian markets.

Giselle, with three years of university experience in International Business, had a business idea but unfortunately did not have the business connections she needed to get started. With success in her sights, Giselle enrolled in the Gateway To Asia program which is designed to benefit B.C.'s Asian community, leveraging personal and business connections to increase exports to Asia, while directing greater investments to western Canadian communities which is funded by Western Economic Diversification Canada. Western Economic Diversification Canada works with the provinces, industry associations and communities to promote the development and diversification of the western economy, coordinates federal economic activities in the West and represents the interests of western Canadians in national decision making.

Giselle talks about how the business counseling part of the program was most beneficial for her because of the experienced staff that was able to answer her questions. She says “they helped me to decide how to position my product, how to open up the market, and what kind of sales promotion my company needed to have.” The most important part of the program for Giselle was being introduced to people in the same industry. S.U.C.C.E.S.S. encouraged her to attend business networking functions to promote her business and create awareness for her product.

When asked what her favourite moment was while in the program Giselle replied “the S.U.C.C.E.S.S. program staff invited me to an event held by Hong Kong Canada



Business Association in July 2009. It was my first business event where I was introduced to many people including; bankers, lawyers, and business people from different industries. I really enjoyed meeting new people and sharing business experiences with them.”

Giselle is now part owner and creator of CNB Mechanical Ltd., a company majoring in importing fire protection, industrial filtration, and drinking water piping systems as well as the exporting of scrap metal. Giselle’s future goals are to increase her products’ market share and be a top importer of piping systems for fire, filtration and water. Without the help of S.U.C.C.E.S.S. Giselle would not have been able to fulfill her dream of being her

own boss of a successful company after only one year of being in Canada. Business Service Programs provided by S.U.C.C.E.S.S. not only help to create jobs for new immigrants and to those seeking a better future, but help to strengthen our economy and create multicultural harmony in culturally diverse communities.

For more information visit www.success.bc.ca or contact Eileen Lao at eileen.lao@success.bc.ca