



Canada's Best  
Diversity  
Employers **2008**

PRESENTED BY  **BMO**  **Financial Group**

## Export Development Canada

### Employer Description

Export Development Canada (EDC) is a federal Crown corporation that provides trade finance and risk management services to Canadian exporters in markets around the world. Founded in 1944, EDC provides a range of financial services to assist Canadian exporters in overseas markets. These services include credit insurance, bonding and guarantees, political risk insurance and buyer loans. The Crown-owned corporation is a profit-making business, operated on a commercial basis.

**Established:** 1944 **Full-Time Employees:** 1056 **Employees who are women:** 52% **Of managers:** 36% **Employees who are visible minorities:** 11% **Of managers:** 6%

### **Export Development Canada was selected as one of Canada's Best Diversity Employers (2008) for:**

- ▶ operating an annual training program for managers called "Leading a Diverse Workforce"
- ▶ enabling applicants to self-identify when they apply for positions online through EDC's recruitment system
- ▶ more than half of their employees are women and over one-third of the company's managers are also women

### Recruiting Visible Minorities

To recruit visible minority employees, Export Development Canada (EDC) sponsors and attends specialized career fairs aimed at jobseekers who are visible minorities and new immigrants. It also places recruitment ads in "Employers Want You", a career development and job search magazine published by the Diversity Canada Foundation (an organization dedicated to helping members of equity groups find meaningful employment). EDC also actively promotes their international studies scholarship program to visible minority students with the goal of recruiting potential full-time employees from this pool. In addition, EDC recently revised their online recruitment system to enable jobseekers to self-identify as a visible minority or member of an equity group.

Hiring managers are trained to recognize and eliminate cultural and other barriers to employment during the recruitment process. In the workplace, EDC is committed to inclusion for all employees, and requires new managers to complete mandatory training on managing a diverse workforce. As part of their performance review process, management employees are also evaluated on their efforts to create and support an inclusive workplace for their employees.

**"As the search for qualified candidates intensifies, being able to offer a diverse and inclusive workplace makes it easier to attract and retain a workforce with a broad range of skills and talents."**

**- Alexandra Chunga, Associate Recruitment Advisor,  
Recruitment Services, Export Development Canada**