

Belong & Grow

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**Building  
our future  
together**





# Immigrant Women's Entrepreneurship: First Voice Perspectives and Program Innovation

## Immigrant Women Entrepreneurship Network (IWEN)

November 24, 2025





## **Land Acknowledgment**

ISANS acknowledges that we are in Mi'kma'ki, the ancestral and unceded past and present territory of the Mi'kmaq people. We are all treaty people.

At ISANS, as we help settle newcomers to Nova Scotia, we also teach them about the history and rights of Indigenous Peoples in Mi'kma'ki. We honour the enduring presence and contributions of the Mi'kmaq people, and we are dedicated to fostering meaningful relationships between Indigenous and non-Indigenous communities.

## **African Nova Scotian Affirmation**

We also acknowledge that people of African descent have been in Nova Scotia for over 400 years, and we honour and offer gratitude to those ancestors of African descent who came before us to this land.



17,540

Immigrants received  
ISANS services



186

Countries of origin  
among ISANS clients



1,769

ISANS clients received  
business development  
services



36

Clients started a  
business

**ISANS** is Atlantic Canada's leading immigrant settlement agency, empowering immigrants and refugees to build their futures in Nova Scotia.

With over 45 years of experience, ISANS supports newcomers through services in **language learning**, **settlement**, **employment**, **business development**, and **community integration** — delivered both in person and online.

# A trajectory we created together: IWEN



# The Immigrant Women Entrepreneurship Network (IWEN)

**IWEN** is reshaping Nova Scotia's entrepreneurial ecosystem by empowering newcomer and refugee women through:

**Strengthening  
women's  
knowledge and  
skills and  
supporting access  
to market**

**Promoting  
women's access to  
financial resources**

**Advocacy in Action  
creating  
Non-Traditional  
partnerships -**

**Building and  
expanding  
Networking  
Opportunities**

IWEN promotes  
**gender equality, economic empowerment, and inclusive  
entrepreneurship.**



# Growth & Confidence



Stage of Growth	The 10-week transformation	Result
1. Understanding the Landscape	Introduction to Entrepreneurship & Business Culture in Canada	Builds awareness of business norms, rights, regulations
	Legal Issues	
2. Developing a Business Foundation	Market Research	Shapes idea clarity, customer understanding, and viability
	Business Planning	
3. Building Market Presence	Transformational Marketing; Brand creation	Strengthens visibility, storytelling, customer engagement
	Online & social media presence	
	Networking & Sales	
4. Financial Confidence & Control	Pricing, Costing, Sales Forecasting	Converts learning into financial agency and sustainability
	Cashflow, Bookkeeping, Financial Statements, Funding	
5. Market Readiness & Voice	Getting Market Ready & Business Plan Pitch Presentation	Practice, pitching, real-world readiness



# IWEN Voices





Your Voice Matters:  
For IWEN, For Helping Immigrant Women Entrepreneurs







- 1. What's one thing you think funders or policymakers often overlook when designing supports for immigrant women?**





**2. Are you aware of any women related organization in your province? Could you share practices which could be useful to our program?**





**3. In long term, 5 years or more, how do you track the women businesses you have supported?**

*“I always thought I had to do it alone.  
**IWEN** showed me that I had a community and a future.”*

Thank You!!



Connect with us [business@isans.ca](mailto:business@isans.ca)