

## RBC earns international recognition for diversity

STAFF REPORTER

Toronto

RBC'S focused and disciplined approach over these past years has yielded positive results and recognition in diversity and multicultural circles, and now includes the prestigious and internationally renowned Catalyst Award. RBC president and CEO Gordon M. Nixon and Chief Human Resources Officer Zabeen Hirji accepted the award in New York City on March 24. "RBC recognizes that diversity must be part of the structural and cultural framework of our organization to ensure our longevity and to continue earning our clients' business and loyalty," said Nixon, who has been the company's most visible diversity advocate. The global RBC Diversity Leadership Council, which Nixon established in 2001 and still chairs, and a growing team of diversity champions are part of his vision to ensure that diversity is anchored in all parts of the company.

Hirji is RBC's lead diversity strategist, with a focus on leadership development and talent management across the organization. "If Canada is to become the destination of choice for skilled and knowledge-based workers, professionals and entrepreneurs, we must all do a better job of leveraging the diversity of our current and future workforce," said Hirji. "While this may not always be the easiest road to travel, it requires diligence and commitment and it is our chosen path at RBC."

Bank praised for approach to women's markets, multicultural communities and new immigrants



Nixon with the Catalyst Award

The Catalyst Award recognizes RBC for successfully integrating diversity into its marketplace, workforce and community strategies. The bank's diversity strategies can be as broad as matching employees of different backgrounds and at different levels within the organization so that they can learn about diversity from each other, to selecting employees for one of its newest branches that together speak 10 languages to reflect the communities they serve. "When clients and employees look at us, we want them to see themselves," Ms. Hirji added.

RBC has implemented other successful strategies that attracted the attention of the Catalyst organization, such as a team of dedicated, accomplished women account managers who intentionally align themselves with women in their communities to enable their

success as business owners, culturally trained recruitment officers who understand internationally recognized profes-

sional credentials and help newcomers to Canada launch their careers in their chosen field, a multicultural marketplace strategy that continues to expand with advice for newcomers wanting to start or grow a business, a dedicated web site on becoming financially established in Canada, a Welcome to Canada Banking Package designed for newcomers, fact sheets available in 14 languages that provide an overview of key consumer needs and advice on financial products, and basic banking telephone service engaging translators who speak over 150 languages.

## ICCC Open House boosts Commonwealth Games

SWATI TRIPATHI

Mississauga

THE Indo-Canada Chamber of Commerce's (ICCC) Open House held to support the Commonwealth Games Canada drew an enthusiastic response from the Indo-Canadian community of the Peel region at Sapphire Banquet Hall, Mississauga, on March 24. ICCC president Asha Luthra said, "Our Chamber is the bronze sponsor of Commonwealth Games Canada because it recognizes the importance of the Commonwealth Games to both Canada and India." She said the alliance between the two organizations is aimed at creating

awareness among Indo-Canadians about the Delhi 2010 Games which are scheduled to begin in October.

Commonwealth Games Canada Director Jocelyne Cote-O'Hara, Commonwealth Games Foundation Canada's India Strategic Advisor Murry Jans and Jennifer Pelletier, Canadian Junior Squash Under 19 Champion and a candidate for Team Canada's Delhi 2010 contingent also spoke on the occasion. Representatives of supporting organizations of Commonwealth Games Canada such as State Bank of India (Canada)'s Arun Nagarajan and M. P. Singh from the Consulate General of India in Toronto were also present at the event.

Bashir Nasir



ICCC will continue to undertake publicity and fundraising campaigns for the event to create a buzz around the event. The Chamber and its six councils across Canada will hold a series of programs to coincide with the Queen's Baton Relay (QBC) in April 2010.

The QBC is a global event that will see the baton travel more than 190,000 km. The international celebration showcases the cultural spirit of India to the world, traveling 240 days across 70 Commonwealth nations before reaching India.

ICCC's Open House, the third in a series, focused on inducting new members from the Peel region. ICCC Director (Membership) Imtiaz Seyid observed that the Chamber's Open House concept is becoming immensely popular with the Indo-Canadian business community.

## Rama Navami celebrated



TORONTO: The nine-day Navratra festival concluded in Toronto city with religious fervor and gaiety. Almost all Hindu temples celebrated Rama Navami with religious fervor during the weekend. The Hindu Mandir located on Professional Court, Mississauga, celebrated Ram Navami on March 27. Devotees paid obeisance to get the blessings of the god Rama for the welfare and prosperity of their families. The devotees started crowding the Hindu Mandir from 10 am itself to pay their obeisance to Lord Rama. A spiritual aarti was performed at noon to mark the birth of Lord Rama. Many children and youth participated in an entertainment program organized by the Mandir in the evening.

— Swati Tripathi

## TiEQuest announces 6 finalists

RENU MEHTA

Toronto

THE two diverse organizations share a common objective. Pari Beauty offers a unique prestige anti-aging cosmetics and advanced skincare line of products, based on extensive scientific and R&D background, while Verold Inc. is a Canadian startup with an R&D lab at one of the top German Computer Vision universities in the process of commercializing a set of software tools and processes that reduce the time to create ready-to-animate 3D content for media consumption such as games, web-content, Augmented and Virtual Reality worlds and film, by up to 80 per cent. Both organizations share the same goal — to win the TiEQuest annual business competition. The business venture competition, organized by The Indus Entrepreneurs (TiE) Toronto has announced six different ventures going to its finals after presentations by entrepreneurs to a panel of judges comprising venture capitalists, angel investors and fund managers.

"Our 2010 finalists represent top teams in diversified industries. They were chosen from among 200 entrepreneurs who participated in the competition and sequentially submitted project profile, elevator pitch, written business plan and presentation. The

finalist will go through another round of grilling by our very demanding judges," said TiE Toronto President Suresh Madan.

The other finalists include Attodyne Inc., a clean tech company that is commercializing industrial class lasers for use in micromachining, solar panel processing and flat panel display manufacturing applications; LifeLike BioTissue which creates life-like skin, veins/aortas, urethras, bowels tissues for use in surgical training and suturing; Profound Medical that is commercializing a unique, minimally-invasive approach for the treatment of prostate cancer; and Shiny Ads, an advertising technology company focused on helping online publishers maximize revenue through a self-serve advertising platform.

Offering over \$150,000 in prizes to the winners, the business venture competition is held in Toronto to encourage entrepreneurship, engage entrepreneurial talent and foster the entrepreneurial ecosystem. The top teams also have an opportunity to win up to \$1,000,000 investment from sponsors. In addition, TiEQuest is offering prizes for Best Intellectual Property, Best Clean Tech Venture Prize, Best Medical Assisted Technology Venture and New Entrepreneur Prize to the best student team.

The contestants include existing and emerging entrepreneurs, patent holders and/or applicants, university students.

