

### January 2020

#### **Multicultural Marketing for Financial Services - Canada**

“It is becoming increasingly important to initiate relationships with immigrants in their home countries prior to their landing in Canada to gain a first mover advantage.”

– **Sanjay Sharma, Senior Financial Services Analyst**

### Upcoming Reports

**Attitudes Towards Insurance - Canada - December 2020**

**Attitudes Towards Debt - Canada - October 2020**

**Economic Outlook: Defining Financial Success - Canada - July 2020**

**Investment Trends - Canada - May 2020**

**Life Insurance - Canada - March 2020**

**Marketing Financial Services to New Canadians - Canada - November 2020**

**Credit Cards - Canada - September 2020**

**Buying Insurance - Canada - June 2020**

**High Net Worth Investing - Canada - April 2020**

**Innovations in Banking - Canada - February 2020**