



ATLANTIC IMMIGRATION PROGRAM

Unlocking employer access to hire internationally for hard-to-fill positions

What is the AIP?

The Atlantic Immigration Program (AIP) is an employer-driven program intended for New Brunswick employers to hire skilled foreign workers and international graduates from recognized post-secondary institutions in Atlantic Canada who want to work and live in New Brunswick.

Become a Designated Employer

Employers facing labour shortages must become designated to have their positions endorsed by the province and to hire candidates under the AIP. This can be completed through the **INB portal**. Here is how to become a designated employer:

1. Create an Immigration NB (INB) employer profile or log into your existing profile.
2. Submit an Expression of Interest (EOI), including information about your company and labour needs.
3. You will receive an Invitation to Apply if your EOI details align with the AIP criteria (sector, NOCs and salary).
4. Apply for designation and complete **required training** (Immigration, Refugees and Citizenship Canada onboarding and intercultural competency).

Requirements for Designation

- Business is operating in good standing.
- Information on labour needs provided.
- Full-time permanent and non-seasonal job offers available.
- Commitment to work with a service provider organization on settlement and retention.

Endorsing Candidates

Employers with an AIP designation are ready to endorse a candidate. Your candidate:

- will be eligible for an employer-specific work permit.
- must meet all program requirements for language, education, and work experience.

For more information on the AIP

The Immigration New Brunswick team is available to help employers throughout the immigration process.

Visit the **Immigration Programs** page on **WelcomeNB.ca**.