

# Supporting employees from **THE PHILIPPINES**



## OVERVIEW

Located in Southeast Asia, the Philippines is made up of more than 7,000 islands and is home to more than 113 million people. The Filipino culture is rich and diverse – rooted in family, community spirit, faith and traditions. In Grande Prairie, the Filipino community represents one of the most prominent and active newcomer groups, contributing significantly to the cultural and social fabric of the city.

## CULTURAL NORMS & VALUES

In the Filipino culture, there is a strong belief in community cooperation, unity and togetherness. When you attend a Filipino gathering, expect to be welcomed with abundant food, lively conversations and a strong sense of community.

Education, work ethic and respect for authority are highly valued in the Filipino culture. Whether in classrooms or workplaces, this perseverance and commitment to success often show up as a strong willingness to learn, a high level of dedication to tasks and a deep sense of responsibility.

Colonialism in the Philippines has had profound and enduring effects on Filipino culture. This history shows up today as a deep-rooted Catholic faith due to Spanish colonization, strong English language skills from American rule, and a strong spirit of national pride shaped by the experience of Japanese occupation.



## CELEBRATION & HOLIDAYS

Christmas is the most celebrated holiday in the Philippines, with festivities starting as early as September. It is tradition to attend church on Christmas Eve and have a midnight feast called Noche Buena.



## COMMON GREETINGS

Thank you – Salamat (SA-LA-MAT)

How are you? – Kumusta? (KU-MOOS-TA)

Nice/Alright! – Ayos! (AH-USE)



## LANGUAGE & COMMUNICATION

Tagalog and English are the two official languages of the Philippines. Many Filipinos are also fluent in regional dialects.

In getting to know Filipinos, you might notice that many use small talk and humour to build rapport.



## RELIGIOUS BELIEFS

Predominantly Roman Catholic, with significant Protestant and Muslim minorities.

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# Supporting employees from **NIGERIA**



## OVERVIEW

Located in West Africa, Nigeria is a diverse country with more than 300 ethnic groups and 500+ Indigenous languages. Canada and Nigeria established diplomatic relations in 1960, opening the way for Nigerians to migrate to Canada. In Grande Prairie, the Nigerian community is a growing and vibrant part of the newcomer population, contributing to the city's diversity and cultural richness.

## CULTURAL NORMS & VALUES

Family is one of the most important social units in the Nigerian culture. Family events often involve large gatherings and important life decisions tend to be made through collective decision-making. Multi-generational households are also common.

You may notice that trust is built more slowly in Nigerian culture. Hospitality and acts of kindness like sharing meals and offering help go a long way in building trust with Nigerian friends and colleagues.

Nigeria's history of powerful kingdoms has infused a strong sense of leadership and artistic excellence in the culture. Today, the Nigerian culture is known for its strong connection to culture and community and is celebrated through vibrant festivals, music and dance.



## RELIGIOUS BELIEFS

The two dominant religions in Nigerian culture are Islam and Christianity. A significant portion of the population also practices traditional African religions and spirituality.



## COMMON GREETINGS

Ways to say "hello":

- In Hausa – Sannu (SAN-OO)
- In Yoruba – Pele o (PEH-LEH-OH)
- In Igbo – Ndewo (NDAY-WOH)



## LANGUAGE & COMMUNICATION

While English is the official language, Hausa, Yoruba and Igbo are the three major languages spoken in Nigeria. Unofficially, everyone in Nigeria speaks pidgin English – a mix of English with local dialects.

In conversation, small talk, humor, and storytelling are often preferred over directness, serving as a way to ask questions or share deeper meaning.



## CELEBRATION & HOLIDAYS

New Yam in August is one of Nigeria's most celebrated festivals. Traditionally, it marks the end of the harvest season and the start of a new cycle. It is celebrated with feasting and dancing.

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# Supporting employees from INDIA



## OVERVIEW

India is the second most populous country with more than 1.4 billion people and is the world's largest democracy (by population). It is a culturally diverse country with a rich tapestry of languages, religions and traditions. The country has 22 official languages and hundreds of dialects. In Grande Prairie, the Indian community is one of the fastest-growing newcomer groups, playing an increasingly vibrant role in the city's cultural landscape.

## CULTURAL NORMS & VALUES

In the Indian culture, respect for hierarchy and seniority are important. In the workplace, this might look like a preference for structure, clear expectations and formal titles. While respect for elders and authority remains a strong cultural value, it is evolving to accommodate changing family structures, workplace dynamics and generational shifts.

Hospitality is a cultural hallmark of the Indian culture. This might look like offering refreshments to visitors, offering small gifts at social gatherings, or sharing homemade food. Joining in meals and celebrations is seen as an important way to build relationships.

India's historical legacy continues to shape its vibrant and diverse culture. For example, the development of Hinduism, Buddhism and later Sikhism in ancient India has had a long-lasting impact on cultural values, such as family-centeredness, respect for tradition and spiritual practices.



## CELEBRATION & HOLIDAYS

Diwali (Oct. to Nov.) is widely celebrated to symbolize the victory of light over darkness.

Many also mark the arrival of spring by celebrating Holi, also known as the Festival of Colours.



## LANGUAGE & COMMUNICATION

Hindi and English are widely spoken, with various regional languages (e.g., Bengali, Tamil, Telugu, Marathi).

In the Indian culture, people tend to prefer indirect communication and rely on body language. Get to know non-verbal cues.



## COMMON GREETINGS

A respectful greeting that could mean "hello" or "goodbye" – Namaste (NA-MA-STAY)

Good morning! – Suprabhat (SOO-PRA-BHAT)

Thank you – Dhanyavaad (DHAN-YE-VAD)



## RELIGIOUS BELIEFS

Predominantly Hindu, with significant Muslim, Christian, Sikh, Jain and Buddhist minorities.

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# Supporting employees from UKRAINE



## OVERVIEW

Did you know? Canada is home to the second-largest Ukrainian community in the world. First arriving in the late 19th century, Ukrainian immigrants brought with them rich cultural traditions and established vibrant communities. Canada also welcomed many Ukrainian refugees who are affected by the Russia-Ukraine war. In Grande Prairie, the Ukrainian community is a visible and growing part of the newcomer population, enriching the city with their culture, resilience and traditions.

## CULTURAL NORMS & VALUES

A feeling of connectedness and community is an important cultural value for Ukrainians. This community-oriented mindset creates a strong sense of belonging, contributing to strong cultural pride and an emphasis on the continuity of their rich heritage.

Ukrainian culture highly values hierarchy and protocol. You may notice an emphasis on maintaining professionalism and formal communication at first. However, once a strong relationship has been established, communication usually becomes more informal and social in nature.

Ukraine's long history of imperial control has fostered a strong sense of nationalism and resilience. Despite foreign influences, Ukraine has maintained a rich folk culture. Today, Ukrainian culture is a dynamic mix of modern global influence and traditional music, dance and art.



## RELIGIOUS BELIEFS

Predominantly Eastern Orthodox Christianity, with significant Greek and Roman Catholic communities. Ukraine also has a significant Protestant community, as well as Muslim Crimean Tatars.



## LANGUAGE & COMMUNICATION

Ukrainian is the official language. Russian and English are also widely spoken. In the Ukrainian culture, direct but polite communication is appreciated. Small talk tends to be less common.



## CELEBRATION & HOLIDAYS

Easter and Christmas are widely celebrated in Ukraine. Some celebrate Christmas on Dec. 25 while others celebrate it on Jan. 7 according to the Julian calendar. Day of the Defenders of Ukraine on Oct. 14 honours those who have fought for, and continue to defend, freedom and independence for Ukraine.



## COMMON GREETINGS

Hello – Pryvit (PRI-VEET)

How are you? – Yak spravy? (YAK-SPRA-VEH)

Well done! – Molodets (MUL-AH-DYETS)

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# Supporting employees from **MEXICO**



## OVERVIEW

Mexico is a country of great cultural, geographical and linguistic diversity, with a population of more than 130 million people. Canada and Mexico share diplomatic and economic ties, which has helped encourage migration and trade between the two countries. In Grande Prairie, the Mexican community is an important part of the newcomer population, contributing to the city's cultural richness and diversity.

## CULTURAL NORMS & VALUES

In Mexican culture, social life often revolves around family and community events. Large gatherings and lively parties are very common, with food being a central element. Many Mexican immigrants rely on community support and tight-knit social circles to navigate life in a new country.

Education, resilience and work ethic are highly valued, which can show up as strong respect for authority and a need for clear distinction in workplace roles. Job and financial security are also of utmost importance as it provides long-term stability for their families – both locally and in their home country.

Mexicans have a strong sense of national identity rooted in their history, culture and heritage. Revolutionary movements in the country's history have contributed to a culture of activism and the desire to strive for better opportunities.



## CELEBRATION & HOLIDAYS

In Mexico, the Christmas season is referred to as Maraton de Guadalupe-Reyes. It starts on Dec. 12 with the Day of the Virgin of Guadalupe and ends on Jan. 6 on Día de Los Reyes (Three Kings' Day). Día de los Muertos, also known as Day of the Dead, is observed in early November to honour ancestors.



## LANGUAGE & COMMUNICATION

Though Spanish is the most widely spoken language, there are more than 60 other languages in Mexican culture that can be divided into 11 language families. Warm, expressive and polite communication are highly valued. Direct language may be interpreted as rudeness if there is not a strong personal relationship.



## COMMON GREETINGS

How are you? –  
Cómo estás?  
(KO-MO-ES-TAS)

What's up? – Qué onda  
(KE-ON-DA)

Very cool! – Qué padre!  
(KE-PAH-DREH)



## RELIGIOUS BELIEFS

Predominantly Catholic, with some Protestant and Indigenous communities.

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