



**New Canadians Press Incorporated - Les Editions Nouveaux Citoyens Inc.**

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### **For Immediate Release**

How Immigrants adapt - and don't. Problems and Solutions.

"Immigrants Adapt, Countries Adopt ... Or Not: Fitting Into the Cultural Mosaic" by Cherif Rifaat is the debut title of a new publishing company. New Canadians Press Inc. (Les Editions Nouveaux Citoyens, Inc.) has been recently established to deal with topics relating to immigration, integration and adaptation, ethnic issues and history, and the Cultural Mosaic.

In "Immigrants Adapt," Rifaat, a savvy immigrant who has lived and worked in seven countries, describes why North America is the best place to live and work. He believes Canada is the best country in the world for immigrants and their children, as well as for native-born Canadians.

What happens when immigrants try to adjust to Canada? Neither the immigrants themselves nor Canadian society understand the process well.

The book is in four parts. Through anecdotes and comparison to other countries "Immigrants Adapt" explores the human aspects, the thoughts and emotions of those who embark on the daunting venture of giving up one country for another. Originally, immigrants came mostly from imperial European states. Immigration has changed and the perspectives of newcomers from former colonies are different, as is their impact on politics and society.

Egyptian-born Cherif Rifaat was educated in a British school in Cairo and holds post-graduate degrees in electronics engineering (Zurich) and business management (McGill). He is fluent in four languages. Having personally experienced the transition between cultures - as a student, as an expatriate high ranking executive, as an immigrant, and as a naturalized citizen - he is well equipped to tackle questions of cross-cultural transition. Rifaat lives in Montreal with his wife and three children.

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