



INVEST
WINDSOR
ESSEX

HIGHLIGHTING

20
23



BUSINESS DEVELOPMENT INITIATIVES IN WINDSOR-ESSEX

This report highlights business development accomplishments by Invest WindsorEssex from April to June 2023 and provides an overview of regional economic development interactions that include, but are not limited to, outreach, consultation, trade shows, performance metrics, entrepreneurship, marketing and international outreach by the business development team.



Quarterly reports are provided to funders, stakeholders and the general public and are posted on the corporation's website, investwindsoressex.com

Through these and other activities, the team focuses on five key areas:

- Investment Attraction
- Small Business & Entrepreneurship Centre
- Business Retention and Expansion
- Automobility and Innovation
- Marketing and Communications

From the president and CEO's desk



Welcome to our report for the second quarter of 2023; it is hard to believe that the fiscal year is half completed! As you will see in the following pages, all Invest WindsorEssex departments continue to deliver premium programming and customer service to our existing Windsor-Essex entrepreneurs and businesses as well as to those companies that are considering our region as a location for investment.

Our Small Business & Entrepreneurship Centre (SBEC) is well underway with the launch of their Summer Company program which has admitted 13 students this year. The program helps students start their own summer business and gain valuable experience as entrepreneurs by providing training, mentorship and grants of up to \$3,000. The students will also receive on-going training and coaching throughout the summer months as they run their businesses.

The SBEC team is also busy planning the **Windsor-Essex Shop Local Show**. The Show is the premier event for consumers to explore what Windsor-Essex has to offer. The free public event features 50 diverse, independent small businesses products and services such as food and

drink, housewares, artisan and wellness products and local services. The event will also include live demonstrations, door prizes and networking opportunities and will be held on Thursday, Oct. 26th from 4 p.m. to 8 p.m. at Fogolar Furlan Club.

The Business Retention and Expansion (BRE) team is actively preparing to host our annual **Emerging Technologies in Automation Conference and Trade Show** at Caesars Windsor on Thursday, Nov. 2. This event brings together international leaders in automation and technology, experts in artificial intelligence, robotics, Industry 4.0, cybersecurity and more as well as supply chain purchasers.

As Windsor-Essex continues to grow with steady investment, specifically for EV supply chain development, sufficient labour force has become an important focus for the region. Invest WindsorEssex, together with ecosystem partners, is leading the process of building out a regional talent retention and attraction strategy to ensure a strong workforce for both existing and new companies investing in Windsor-Essex.

As part of this strategy, Invest WindsorEssex is currently recruiting a Talent Attraction Specialist. The position will engage with key stakeholders both locally and beyond to establish strong connections and actively promote the Windsor-Essex region as an attractive employment destination. As always, we encourage entrepreneurs and businesses to contact one of our team members if we can provide information or assistance for business start-up, expansion or relocation to our amazing region.

Warm regards,

A handwritten signature in black ink that reads "C. Stephen MacKenzie". The signature is stylized and fluid, with the first letters of the first and last names being prominent.

C. Stephen MacKenzie
President and CEO,
Invest WindsorEssex

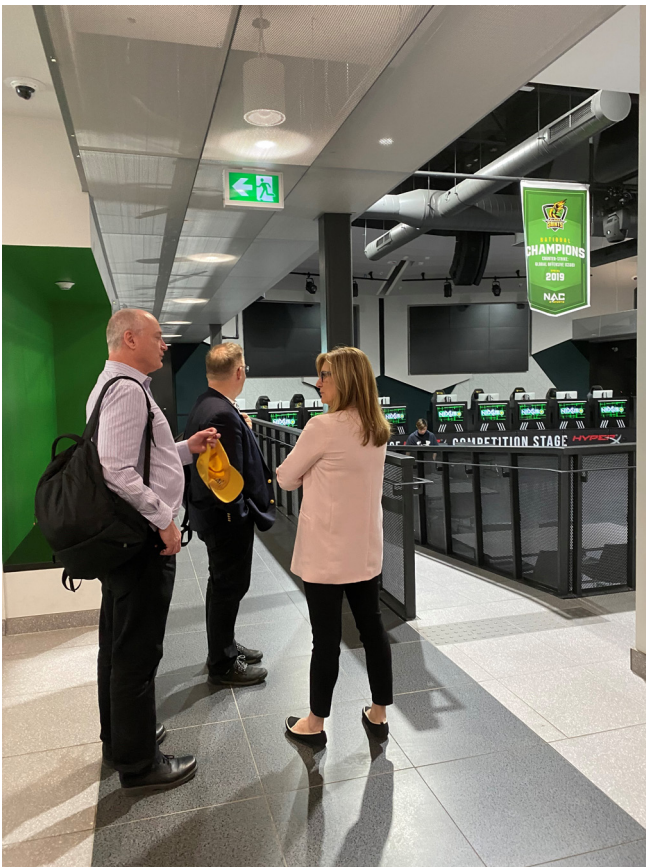
INVESTMENT ATTRACTION

Japanese commercial outdoor equipment company, OREC, sets up a sales office in Tecumseh



OREC, a Japan-based outdoor power equipment manufacturing company set up its Canadian entity and opened its first southwestern Ontario sales office in Tecumseh's Oldcastle area. The company specializes in innovative commercial power equipment such as heavy-duty lawn mowers and snowplows with smart features designed for easy handling under tough outdoor environments. Invest WindsorEssex's Investment Attraction (IA) team assisted OREC Canada by conducting labour cost analysis and making connections with local service providers. The company is looking to hire up to 15 people including business development, sales and after-sales service.

Hungary-based greenhouse LED company toured Windsor-Essex to explore business opportunities



Hungary-based LED manufacturing company for the greenhouse industry visited the Windsor-Essex region as part of the southern Ontario FAM tour lead by the Ministry of Agriculture, Food and Rural Affairs (OMAFRA). Invest WindsorEssex's Investment Attraction and Business Retention and Expansion teams jointly hosted the local portion of the tour to facilitate meetings with manufacturing companies and service providers for potential business collaboration opportunities. The company also toured the Ford Center for Excellence in Manufacturing at St. Clair College and the University of Windsor's greenhouse. The company provided positive feedback regarding the technical expertise both at St. Clair College and University of Windsor and the programs they offer. The company is in the process of finalizing the overall project scope and business plan.

◀ Hungary-based LED manufacturing company was impressed with St. Clair College and the University of Windsor's technical expertise.

INVESTMENT ATTRACTION

Investment Attraction hosted major EV battery supply chain and hydrogen tank companies for site selection

The Investment Attraction (IA) team hosted several major players in the EV battery supply chain and hydrogen tank manufacturing industries for site selection visits during the second quarter of 2023. The IA team presented the Windsor-Essex value proposition with an emphasis on the region's key advantages including its strategic cross border location, highly educated and skilled workforce, flexible immigration policy and attractive municipal incentives. The companies provided positive comments on the coordination of the site tours and appreciated the detailed information prepared by IWE. Discussions are set to continue as development advances.

Italy-based automotive water pump manufacturer explores region for future R&D centre

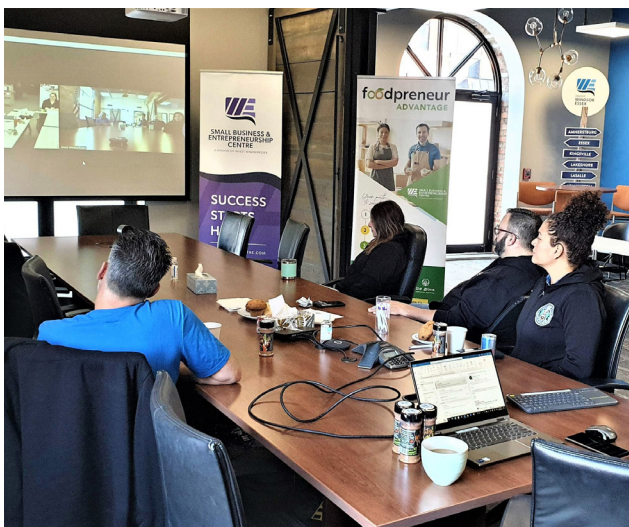


An Italy-based automotive water pump manufacturing company visited the region as a potential location for their future North American R&D facility. The IA team joined the company for a tour of St. Clair College and the University of Windsor. The company had a comprehensive understanding of the expertise in automotive and advanced manufacturing that both post-secondary institutions offer and had a productive conversation with several university professors on potential synergies with research projects. The region's automotive ecosystem, close proximity to the Canada-United States border, access to talent and close partnership with educational institutions are the leading advantages for Windsor-Essex during the company's site selection process. The IA team will continue to assist the company to move the project forward.

◀ A company representative from an Italy-based water pump manufacturing company visits the CHARGE Lab at University of Windsor.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

Another 13 food manufacturing businesses scale-up with Foodpreneur Advantage



The Small Business & Entrepreneurship Centre, in partnership with Small Business Enterprise Centre's in London, St. Thomas, Chatham and Sarnia relaunched Foodpreneur Scale-up in April with a new cohort of food and beverage manufacturers eager to scale their operations. There are 13 entrepreneurs in the program from southwestern Ontario, including four from Windsor-Essex who are receiving eight intensive weeks of industry-led training, mentorship and an opportunity to receive a \$5,000 business grant.

Another round of the Foodpreneur Advantage webinars was also launched in April, providing training opportunities to support entrepreneurs looking to get started in the food and beverage industry. Foodpreneur Advantage is supported by FedDev Ontario and Libro Credit Union.

◀ In-person Foodpreneur Scale-up roundtable.

Digital Transformation Grants continue to roll out in Windsor-Essex



As the current Digital Main Street installment rolls into its second year, the SBEC continues to offer business support through its Digital Service Squad (DSS). SBEC's DSS provides one-on-one assistance to brick-and-mortar small businesses to help them grow their digital presence and adopt innovative technologies. SBEC is also pleased to announce DSS services have been extended to the Leamington area and now cover the entire Windsor-Essex region.

In addition to offering hands-on advisory support, the DSS also assists businesses with the application process for the Digital Transformation Grant

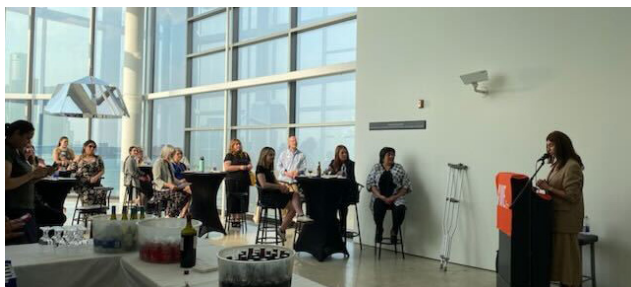
(DTG), which provides eligible bricks-and-mortar small businesses a \$2,500 grant to support their digital transformation projects. 43 DTG's were disbursed, totaling \$107,500 in funds distributed to Windsor-Essex businesses in Q2.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

Growing Creative Careers wraps up its fourth and final cohort



▲ In-person workshop held in Invest WindsorEssex's boardroom.



▲ During the GCC Program's wrap-up event, Sabrina DeMarco, SBEC executive director, had an opportunity to address the participants.

The SBEC continued its partnership with WorkInCulture and Arts Council Windsor & Region to deliver the fourth and final cohort of the Growing Creative Careers (GCC): Windsor & Region Program in Q2. This cohort wrapped up in June and focused on a series of topics essential for any artist or creative professional looking to build capacity in the arts and culture sector.

The training series was delivered to four different cohorts in the Windsor-Essex region over the course of 2021 to 2023, on such topics as skills development for emerging and early career artists, board governance, project management and building better career capacities. This program directly supported more than 80 Windsor-Essex-based artists, creative professionals and arts and culture workers in moving their careers, businesses and organizations forward. A wrap-up event was held on June 9 to celebrate the success of the program, the substantial impact it had on the creative community in Windsor-Essex and what the future could hold for the initiative.

GCC is led by WorkInCulture in partnership with the SBEC and Arts Council Windsor & Region and funded by the Ontario Trillium Foundation.

SBEC brings back their signature networking event: Banter, Business & Beers



SBEC was thrilled to host their signature networking event Banter, Business & Beers at Sandwich Brewing Co. in April. This event brought together the Windsor-Essex business community for a fun evening of networking with local entrepreneurs. With over 50 entrepreneurs and ecosystem partners in attendance the event provided a platform to facilitate connections, foster new business relationships and mingle with like-minded individuals.

This networking event was hosted through the Sandwich Business Development Program. Funding for the Sandwich Business Development Program has been provided by the Gordie Howe International Bridge Community Benefits Plan.

- ▲ Over 50 entrepreneurs and ecosystem partners attend SBEC's Banter, Business & Beers event.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

Students spring forward with new businesses through the Summer Company program

Be your own boss this summer
Get training, mentorship and \$3,000 to start a new business.
[APPLY NOW](#)

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE
A DIVISION OF INVEST WINDSOR ESSEX

Ontario

Summer Company

The Small Business & Entrepreneurship Centre (SBEC) admitted 13 students to the Summer Company program for 2023. The students launched a variety of summertime businesses including a home-based bakery, retail pet portrait memorabilia, website development services, lawncare, beauty product manufacturing, henna art, vendor food services, fashion design, retail crochet products, window cleaning, car detailing services and label design. Offered in partnership with the Ontario Ministry of Economic Development, Job Creation and Trade, Summer Company helps students start their own summer business and gain valuable experience as entrepreneurs by providing training, mentorship and grants of up to \$3,000. The students will receive on-going training and coaching throughout the summer months as they run their businesses.



Natures Complexion
Ashley Easton



Cool Street Treats
Eric McFarlane



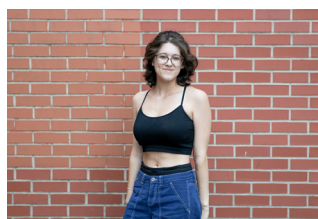
Hannah's Pawfect Portraits
Hannah Simons



Henna Hand and Body Art
Kamryn Couvillon



Jasniewicz Consulting
Karol Jasniewicz



Calico Bakery
Mackenzie Atanasio



Glimmer and Shine Car Detailing
Micah Moore



Miss Magpie Atelier
Natalie Dallaire



Crafty Crochet
Scarlett Ambedian



Struced Lawn Care
Tanveer Singh



Usamah's Shiny Windows
Usamah Bhutta

*Missing: Arcane Landscaping, Michael Hayo and Luxe Labels, Aisha Bhutta

BUSINESS RETENTION AND EXPANSION

BRE team leads celebration of Economic Development Week in Windsor-Essex



▲ (L-R) Francisco Contreras, data administrator and analyst at IWE and Adriano Oppio, vice president at Classic Tool & Die.



▲ (L-R) Sue Rice, economic development and tourism officer, Town of Kingsville; Karen Edgerton, owner of The Olive Branch on Main and Marion Fantetti, business ombudsman at IWE.



▲ (L-R) Wendy Stark, director, business retention & expansion at IWE; Nelson Silveira, manager economic development, Town of Essex; Rob Haynes, president at Upper Canada Growers.

From May 8 to 12, the Business Retention and Expansion (BRE) team, along with the support from the IWE Marketing, led the celebration of International Economic Development Week in Windsor-Essex in collaboration with our economic development colleagues in municipalities across the region. Economic Development Week was created by the International Economic Development Council (IEDC) in 2016 as a way to showcase how economic development professionals support their communities. This year, the BRE team coordinated a series of visits to companies in each of the Windsor-Essex municipalities including Pelee Island, along with the person responsible for economic development in that community. The IWE Marketing and Communications team supported the campaign by producing a video of a visit in each municipality and shared the videos and photos in an extensive, organic social media campaign. These videos served to highlight not only the economic development professionals, but also the company that was visited, and encouraged companies across the region to reach out with any expansion or retention challenges. Featured businesses were across all sectors (manufacturing, agri-business, services, retail, etc.) and including a broad range of company sizes.

In conjunction with the Economic Development Week visits, the BRE team worked again with Workforce WindsorEssex and St. Clair College to promote a business conditions survey. This survey was distributed to local businesses to gather information on their challenges, growth prospects, workforce issues, in-demand occupations, wage rates etc. The survey remained open for approximately seven weeks. Results are currently being tabulated.



▲ (L-R) Ray Sauve, director, product development at Dimachem and Yashawini Pagadala, economic development officer at IWE.

BUSINESS RETENTION AND EXPANSION

Delegation from Nuevo Leon, Mexico



Supporting the Consulate of Mexico in Leamington, the BRE team hosted a delegation from Nuevo Leon, Mexico on June 6. The delegation was visiting Canada and the United States to gather and share information on workforce issues in each country. The Windsor-Essex visit was the only Canadian stop on their tour. The delegation included representatives from government, manufacturing companies, unions and legal firms.

The BRE team coordinated a roundtable discussion which included local representatives from the Windsor-Essex

Regional Chamber of Commerce, Workforce WindsorEssex, the Windsor-Essex Local Immigration Partnership and Insight Advantage as well as representatives from local manufacturing companies, unions and legal firms. Participants found the discussion interesting and informative, with many challenges such as workforce retention and supporting diverse employees being shared by both groups.

Safe rigging practices for construction and manufacturing



After a pause due to the COVID-19 pandemic, Spartan Sling Manufacturing celebrated its 36 year anniversary in June with a return to hosting a series of half-day seminars on rigging inspection and safe rigging practices for the construction and manufacturing industries. Attendees heard directly from rigging component manufacturers about the proper use of their equipment. The BRE team was pleased to support these seminars which promoted safety procedures for companies in two of our largest industries. A total of approximately 250 people attended one of the six seminars held over three days.

◀ (L-R) Marion Fantetti, IWE and Gary Fontaine, Spartan Sling.

BUSINESS RETENTION AND EXPANSION

Emerging Technologies Speaker Series 2023: Automating & Innovating Agriculture



The Emerging Technologies Speaker Series resumed on May 4, 2023, as the BRE team partnered with the National Research Council-Industrial Research Assistance Program (NRC-IRAP) and the Ontario Greenhouse Vegetable Growers (OGVG), and support from Automate Canada, to deliver a virtual session entitled “Automating & Innovating Agriculture”. This event showcased the innovated projects of local automation companies, as more than 50 attendees heard from the following presentations: “AI in Agriculture” (Splice Digital), “Innomation Tech’s AUTO-STRINGER” (Innomation Technologies), and a Robotic Rover & Application Platform for High-Wire Greenhouse Automation (Konnexio).

Windsor-Essex is home to the largest concentration of vegetable greenhouses in North America where automation and agriculture intersect, and this installment of the Emerging Technologies Speaker Series was an opportunity for attending companies across various sectors, to learn how technologies developed by the region’s automation cluster can make the agriculture industry more efficient, productive and profitable.

The annual Emerging Technologies in Automation Conference and Trade Show will take place on Nov. 2, 2023, at Caesars Windsor.

Visit: www.emergingtechnologies.ca

Helping Windsor-Essex businesses navigate procurement processes



On June 27, 2023, the BRE team, along with their federal and municipal government partners, hosted a “Doing Business with Government” information session for the Windsor-Essex business community.

Procurement Assistance Canada (PAC) – Ontario Region, the City of Windsor, and the County of Essex, provided details to help our businesses to better understand and navigate various procurement processes to get “bid ready”, diversify their customer base and increase supplier diversity. They learned how each level of government does its purchasing, and how small and medium-sized businesses across many sectors, can include these groups as their customers. More than 40 Windsor-Essex business

representatives learned the fundamentals of the procurement process including tendering processes, supply arrangements, standing offers, bidding on opportunities, to various resources that support businesses selling goods and services to government.

The timing of this event was most appropriate for our businesses as they emerge from the unstable times of the pandemic. They acquired insights into the importance of building a relationship with a known stable entity like government and make them your customer while understanding the rules and procurement processes to help grow a business.

AUTOMOBILITY AND INNOVATION

AIC launches virtual reality cross-collaboration platform with partner Virtualware



▲ IWE's [Automobility and Innovation team](#) and [Virtualware team](#) during announcement of a new collaboration and partnership.

Invest WindsorEssex (IWE), through support from the Ontario Vehicle Innovation Network (OVIN), has proudly partnered with Virtualware to create a cross-collaboration platform for the Invest Windsor-Essex Virtual Reality (VR) CAVE that will allow this important asset to be utilized when supporting mobility-focused SMEs. The Virtualware VIROO platform is set to play a pivotal role in supporting these companies by offering a comprehensive suite of virtual reality (VR) tools specifically designed for mobility-related applications. Start-ups can leverage VIROO's advanced VR capabilities to create immersive experiences that showcase their innovative mobility solutions. Whether it is simulating autonomous vehicle systems or demonstrating smart city infrastructure, the platform empowers entrepreneurs to visually communicate the value and functionality of their products to potential investors, partners and customers.

Virtualware created a custom VR CAVE player to allow the VIROO platform to fully function as part of a collaborative ecosystem that allows real-time engagement between multiple parties using a variety of interactive devices. Through virtual meeting spaces and interactive VR environments, entrepreneurs can connect with industry experts, mentors and fellow innovators. This fosters an environment of collaboration, where start-ups can exchange ideas, seek advice and build strategic partnerships. The platform's ability to facilitate remote collaboration and eliminate geographical barriers is particularly advantageous for mobility start-ups in Windsor-Essex, enabling them to tap into a global network of resources and expertise. This recent addition to the Windsor-Essex Regional Technology Development Site (WE RTDS) will allow participants to accelerate their growth, expand their networks and make informed strategic choices, positioning companies for success in the rapidly evolving mobility sector.

Invest WindsorEssex OVIN RTDS driving innovation at the Electric Autonomy Conference



▲ The IWE team (left) join ecosystem partners to exhibit at Electric Autonomy's EV & Charging Expo in Toronto. On the right, Dr. Mitra Mirhassani, co-founder/co-director, SHIELD - Automotive Cybersecurity Centre of Excellence, University of Windsor; Frank Abbruzzese, president and CEO, AlphaKOR and Aj Khan CEO, Vehiqilla Inc.

The Electric Autonomy Conference in Toronto brought together industry leaders, innovators and enthusiasts to explore the latest advancements in electric vehicles (EVs), autonomous driving and renewable energy. At the forefront of this event was the Windsor-Essex Regional Technology Development Site (WE RTDS), showcasing its commitment to cutting-edge technology and sustainable transportation solutions.

The WE RTDS presented a diverse range of initiatives, highlighting OVIN activities, industry partnerships and ecosystem-building initiatives that shape the future of automobility. Additionally, the team hosted a notable panel discussion on Automotive Cybersecurity, featuring experts including Dr. Mitra Mirhassani, co-director of the SHIELD Institute for Automotive Cybersecurity, Aj Khan, CEO of Vehiqilla and Frank Abbruzzese, CEO of Alphakor. The panel was moderated by Colin Dhillon, CTO of the Automotive Parts Manufacturers' Association (APMA). This well-attended panel explored the challenges and available resources for automotive cybersecurity, providing valuable insights and strategies to mitigate risks. The WE RTDS actively engaged with conference attendees, seeking collaborations and partnerships with organizations and individuals passionate about advancing the electric mobility agenda.

Participating in the Electric Autonomy Conference allowed the WE RTDS to gain valuable market insights, refine strategies and identify market gaps to stay ahead in the rapidly evolving industry. The conference also provided excellent networking opportunities, enabling the WE RTDS team to connect with potential clients, investors and partners.

AUTOMOBILITY AND INNOVATION

IWE at Collision Conference connecting with autotech startups and promoting OVIN



▲ (L-R) Kassem Nizam, project manager, IWE; Picsume's Jordon Goure, president and CEO/co-founder; Candice Dennis, director of marketing; Joshua Goure, marketing & design officer/co-founder; and IWE's Mackenzie Habash, project manager



▲ (L-R) Kassem Nizam and Mackenzie Habash IWE automobility and innovation program managers at the 2023 Collision Conference held in Toronto.

In Q2 IWE participated in the Collision Conference, showcasing its commitment to fostering autotech innovation. Building on their success in 2022, this year's event provided a platform for IWE to reconnect with autotech startups and promote their flagship program, the Ontario Vehicle Innovation Network (OVIN). The conference allowed them to engage with autotech entrepreneurs, forge valuable connections and highlight their services and programs.

During the conference, IWE emphasized the advantages of the OVIN program, particularly the Ansys Start-Up Bundles, which offer cutting-edge simulation capabilities for product development. They also highlighted the importance of automotive cybersecurity in today's interconnected world. By spotlighting these services, IWE positioned themselves as a valuable resource for autotech entrepreneurs seeking expertise and innovation opportunities. Participating in the conference led to fruitful outcomes for IWE, as they generated strong leads that translated into valuable projects at their Regional Technology Development site (RTDS). By actively engaging with autotech startups, the team identified collaboration opportunities and initiated innovative projects. Through these efforts, IWE demonstrated their ability to connect with partners and drive the success of autotech ventures.

IWE also showcased the Windsor-Essex region as a thriving hub for automotive innovation. The team highlighted the region's collaborative spirit and extensive network of experts, leaders and research institutions. This solidified their reputation as a trusted partner, offering guidance and mentorship to autotech startups looking to leverage the region's vibrant automotive ecosystem. The team successfully reconnected with entrepreneurs, forged partnerships and initiated promising projects. Their involvement strengthened the reputation of the Windsor-Essex region as an automotive innovation hub.

AUTOMOBILITY AND INNOVATION

Inspiring, supporting and collaborating within the automobility ecosystem



IWE's Kaseem Nizam, program manager and Bryan Holmes, software developer, Simulation Team, attend the University of Windsor Engineering open house.



Automotive Parts Manufacturers' Association (APMA) unveils Project Arrow at the Invest WindsorEssex VR CAVE.



Students from Black Boys Code attend a Celebrating Excellence event at IWE's Automobility and Innovation Centre.

The team at the Invest WindsorEssex Automobility and Innovation Centre (AIC) actively participated in numerous events, which not only showcased their expertise but also fostered connections and inspired innovation. At the University of Windsor Engineering Job Fair, the team engaged with aspiring engineers and shared insights into AIC's cutting-edge projects. By discussing the Centre's focus on automobility and innovation, they sparked interest among talented individuals, inspiring them to explore opportunities in this exciting field. The team also participated in the Future E Car conference at the University to network, connect and seek new opportunities to support projects.

The AIC team also participated in other local events such as the St. Clair College Ford Innovation Showcase, hosting a Mathworks software information session and showcasing the APMA Project Arrow vehicle in Windsor-Essex, which is where the concept vehicle began its journey as a virtual prototype. These events provided a platform to promote the Centre's research and development capabilities, inspiring industry professionals and stakeholders with their forward-thinking approach.

The AIC team proudly hosted the Black Boys Code Celebrating Excellence community event, where students showcased their programming knowledge and highlighted a game that was deployed in the VR CAVE. This engagement will help to create a more diverse talent pipeline and foster a sense of empowerment and inspiration among participants. Additionally, the AIC team participated in the ITS Canada annual conference in Windsor by hosting a technical tour to demonstrate the digital twin of the Windsor Detroit Tunnel and how it can be used for testing different mobility technologies.

Finally, the AIC team attended AutoTech Novi, a premier automotive technology conference, where they engaged with experts and explored emerging trends in connected and autonomous vehicles. This participation facilitated knowledge exchange, enabling the team to stay at the forefront of industry developments and leverage this information to inspire further innovation within the Centre.

CORPORATE MARKETING AND COMMUNICATIONS

The Marketing and Communications department focuses on creating strategies that support business development initiatives within the areas of business retention and expansion, investment attraction, automobility and innovation and entrepreneurship. Advertising strategies are aimed at enhancing business development and promoting the Windsor-Essex region.

Strategic programs and activities include the following:

Integrated marketing and advertising campaigns, event management, sponsorships, media and public relations, collateral materials, and communication through social media channels including video and corporate websites. Marketing and Communications maintains corporate brand standards and brand image across all media.

Website Analytics

investwindsoressex.com

Users – 10,444
Page views – 21,863
New visitors – 87%
Returning visitors – 13%

webusinesscentre.com

Users – 4,800
Page views – 18,000
New visitors – 94%
Returning visitors – 6%

Top Site Visitors



Canada



USA



China



India



Ireland

Social Media Analytics

Invest WindsorEssex

@investwindsoressex
 @_investwe

Total fans – 25,574
Total impressions – 579,612
Total engagement – 20,337

SBEC

@webusinesscentre
 @wesmallbusiness

MARKETING AND COMMUNICATIONS

Advertising

Economic Development Week

ECONOMIC DEVELOPMENT WEEK MAY 8-12, 2023
IN WINDSOR-ESSEX

TAKE THE SURVEY TODAY!
INVESTWINDSOR ESSEX.COM/EDWSURVEY2023

INVEST WINDSOR ESSEX logo and workforce WindsorEssex logo.

The Marketing and Communications team supported the BRE team by developing a comprehensive promotional campaign that included a video series and social media to showcase the Windsor-Essex economic development ecosystem and the services available to the business community.

Emerging Technologies in Automation Conference and Trade Show

EMERGING TECHNOLOGIES IN AUTOMATION
CONFERENCE & TRADE SHOW

Automate with Intelligence

EMERGING TECHNOLOGIES IN AUTOMATION
CONFERENCE & TRADE SHOW

SAVE THE DATE
Thursday, Nov. 2, 2023
Caesars Windsor

INVEST WINDSOR ESSEX logo.

ATTEND **EMERGING TECHNOLOGIES IN AUTOMATION**
CONFERENCE & TRADE SHOW

Automate with Intelligence

NOV. 2, 2023 • WINDSOR, ONT. CANADA

Where inspiration, idea-generation and innovation come together and shape future industry.

REGISTER NOW

INVEST WINDSOR ESSEX logo.

The campaign to promote the Emerging Technologies in Automation Conference and Trade Show was launched in the second quarter and targets exhibitors and attendees. For more information, visit: emergingtechnologies.ca

EXHIBIT **EMERGING TECHNOLOGIES IN AUTOMATION**
CONFERENCE & TRADE SHOW

NOV. 2, 2023 • WINDSOR, ONT. CANADA

Showcase your innovative technologies to over 300 delegates and network with experts in automation.

REGISTER NOW

INVEST WINDSOR ESSEX logo.

MARKETING AND COMMUNICATIONS

W.E. Shop Local Show



The campaign to promote the W.E. Shop Local Show was launched in the second quarter and targets local vendors and attendees. For more information, visit: weshoplocalshow.com

Promoting the WE RTDS and the IWE VR CAVE

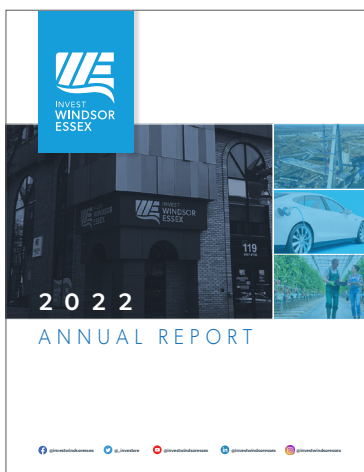


A robust social media campaign continued in Q2 and included targeted videos and content to increase lead generation for the IWE VR CAVE use cases and IWE's Windsor-Essex Regional Technology Development Site (WE RTDS).

MARKETING AND COMMUNICATIONS

| Event Marketing

Annual General Meeting



The Marketing and Communications team was responsible for the development and coordination of the **2022 Invest WindsorEssex annual report** and annual general meeting. The event was held in-person at Mastronardi Winery in the Town of Kingsville. IWE welcomed over 150 community partners, business clients and stakeholders. The event also included a presentation from keynote speaker Michael Burt, Vice President, The Conference Board of Canada who spoke about the positive economic forecast for the Windsor-Essex region.

Virtualware media announcement



The Marketing and Communications team supported the AIC team to coordinate a media conference and the promotion of a new partnership with Virtualware showcasing the added value to companies in the RTDS network. The event was well attended by the local media and ecosystem partners. [Read the media release.](#)

- ◀ Michael Rosas, director and vice president North America, Virtualware speaks in front of IWE's VR CAVE.

Project Arrow visit



The Marketing and Communications team coordinated and promoted the Windsor-Essex APMA Member Event where Project Arrow (Canada's first zero-emission concept vehicle) was unveiled locally together with the IWE VR CAVE virtual model. The event was well attended by all local media outlets, ecosystem partners and companies.

- ◀ Stephen MacKenzie, president and CEO at Invest WindsorEssex with Project Arrow at the IWE Automobility and Innovation Centre.

MARKETING AND COMMUNICATIONS

Media Coverage

Highlights:

Making it in Ontario Podcast, with Stephen MacKenzie, Invest WindsorEssex
Windsor-Essex Being Eyed for Billions in New Industrial Investment
The Miracle at Twin Oaks Drive – pg 26
New Technology will Allow Remote Access to VR CAVE in Windsor
VR CAVE Upgraded for Improved Collaboration Opportunities
Un Accord pour L'accès à la Réalité Virtuelle dans le Secteur Automobile du Sud-Ouest
Virtual Reality Goes Virtual: New Tech Allows Windsor's VR CAVE to be Accessed Remotely
Windsor's 'Virtual Reality CAVE' Now Accessible From Anywhere in the World
Windsor-Essex has Announced Recognition of Economic Development Week 2023
Promotion of Annual Business Survey Highlights International Economic Development Week
Despite Canada's Top Jobless Rate, Reason for Optimism in Windsor Area
NextStar Eyes Michigan for Part of Windsor E-battery Project – Sources
Invest WindsorEssex Close to Another \$1 Billion in Investments for the Region
City's Growth Strongly Linked to Battery Plant
Canada's Project Arrow Zero Emission Electric Vehicle Visits Windsor
Invest WindsorEssex Hosts Project Arrow
Arrow Makes its Debut in Windsor
Project Arrow Drives into Town
Hydro One Breaks Ground on Chatham to Lakeshore Transmission Line Unlocking Ontario's Clean Energy Future
Convoy Technology to Locate in Tecumseh's Oldcastle Industrial Area
Truck Safety Tech Company to Hire 50 People at New Manufacturing Facility in Oldcastle
Global Technology Firm Opens New Production Facility in Tecumseh
Convoy Technology Choses New Plant in Tecumseh
Demand is High – and Inventory is Limited – in Windsor's Booming Industrial Real Estate Market
Demand for Industrial Real Estate up in Windsor Despite Stellantis Pause

Media Releases:

Windsor Celebrates Magna Investment
IWE Partners with Virtualware to Accelerate VR CAVE Capabilities for Automobility Sector
Windsor-Essex Announces Recognition of Economic Development Week 2023
Invest WindsorEssex Hosts Annual General Meeting and Highlights 2022 Regional Accomplishments
Invest WindsorEssex to Host APMA Member Event Experience Project Arrow In-person
Global Technology Firm Opens New Production Facility in Windsor-Essex, Ont.



PERFORMANCE METRICS 2023

What We Do

Invest WindsorEssex advances economic development and prosperity in our region. We are the region’s lead economic development agency and a dedicated catalyst for business growth and expansion. We attract new businesses to our region, help strengthen existing businesses and support entrepreneurship in three key ways:

Informing

We provide the most current and relevant information and data on site selection, market research and available government funding.

Guiding

We provide answers and advice on general business practices, expansion planning, multi-national branch planning and exporting, as well as training and educational resources.

Connecting

We help organizations cut through red tape and we connect them directly with key decision makers, potential partners and funders.

New Investment Facilitated

\$52,564,500

(IA/BRE/SBEC/AI)

Total amount of new investment to the region, through both public and private investment streams.

- 37** Expansions Facilitated (IA/BRE/SBEC)
- 231** New Jobs Facilitated (IA/BRE/SBEC)
- 5** Priority Files (IA)
- 31** Business Startups (SBEC)
- 2** Funding Applications and Joint Papers Developed (AI)

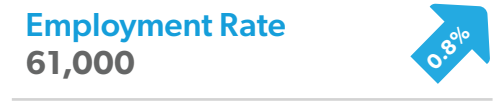
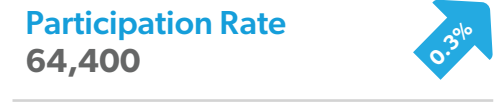
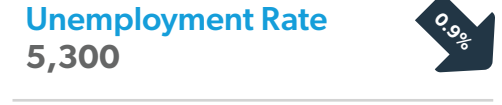
Business Support Sessions

76 Sessions (BRE/SBC/AI)
800 Attendees (BRE/SBC/AI)

Top Economic Priorities as reported by Windsor-Essex Businesses

- 1** Labour force challenges – continued shortfalls in labour/talent pools across all sectors; growing concern for labour resources as new infrastructure projects come on-line; companies are met with increased labour costs including competitive wages/incentives in the United States.
- 2** Housing & labour – a two-fold challenge where demand for housing is outweighing the skilled labour capacity; in-turn, talent attraction is stymied by lack of available and accessible housing.
- 3** Rising energy costs (electricity and natural gas) - impacting the bottom line across all sectors (especially agri-greenhouse and manufacturing) with very few programs/incentives to mitigate the impact.
- 4** Inflation – cost of inventory deeply impacting small & medium-size businesses by impeding growth and creating a barrier to forecasting special projects and expansions; increased cost of assorted materials (especially steel), impacting critical manufacturing production deadlines and financial well-being of companies; (especially smaller companies who cannot maintain consistent supplies due to cost overhead); uncertainty over inflation trends has seen some softening of the industry.
- 5** Small business struggling with COVID-19 loan re-payments - inflation impacting their ability to forecast/schedule repayment of pandemic recovery loans.

Regional Economic Indicators †



Note: The above figures reflect all of Windsor and Essex County, Q1 2023 to Q2 2023.
 Source: Statistics Canada, Labour Force Survey custom tabulation.