



INVEST
WINDSOR
ESSEX

HIGHLIGHTING

20
23



BUSINESS DEVELOPMENT INITIATIVES IN WINDSOR-ESSEX

This report highlights business development accomplishments by Invest WindsorEssex from July to September 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



As we complete another exciting quarter at Invest WindsorEssex, it's with great enthusiasm that I introduce Jessica McCarthy, our new Talent Attraction Specialist. This role, a pioneering addition to our team, underscores our commitment to strategic workforce development and talent strategy for the Windsor-Essex region.

Jessica comes to us with an impressive background in human resource recruitment and a deep-rooted passion for Windsor-Essex. Her expertise will be instrumental in strengthening our



Jessica McCarthy
Talent Attraction Specialist

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community partnerships and laying the groundwork for an innovative workforce

and talent strategy. Jessica's primary office will be at the Automobility and Innovation Centre, symbolizing our dedication to merging cutting-edge innovation with talent development.

In her role as Talent Attraction Specialist, Jessica will be pivotal in promoting Windsor-Essex as a premier destination for employment. She will collaborate with post-secondary institutions, student and industry associations and immigration lawyers across Ontario. Her efforts will be crucial in showcasing the diverse opportunities and vibrant community that our region offers, further positioning us as a hub for skilled and diverse talent.

A significant initiative under Jessica's leadership will be the development and promotion of our online worker registry: EVCareers.ca. This important tool is designed to connect talent with opportunities in the rapidly growing electric vehicle sector. We are excited to launch this new tool in Q4 and we wish to extend our heartfelt thanks to the Federal Economic Development Agency for Southern Ontario (FedDevOntario), The Honourable Filomena Tassi, Minister responsible for FedDev Ontario and our local community partners for their invaluable support in this endeavor. This collaboration is a testament to our shared vision of fostering a skilled workforce that is equipped to meet the demands of the future economy.

As we welcome Jessica to the Invest WindsorEssex family, we are invigorated by the fresh perspectives and innovative approaches she brings. Her appointment is not just a step forward for our organization but a leap forward for the entire Windsor-Essex region.

We look forward to the positive impact Jessica will have in her new role and the exciting developments she will bring to our community. Together, we continue our journey towards making Windsor-Essex a dynamic and prosperous region for businesses and individuals alike.

Warmest regards,

C. Stephen MacKenzie
President and CEO,
Invest WindsorEssex

INVESTMENT ATTRACTION

South Korean B2B company SERVEONE establishes operations in Tecumseh



SERVEONE is a global, one-stop specialist purchasing company that operates in the industrial material market. The company offers integrated purchasing solutions to clients, covering a wide range of products from industrial parts to promotional materials. Their primary goal is to help clients maximize cost reduction and improve the efficiency of their purchasing management processes.

To enhance their service capabilities, SERVEONE has established its operation at 5815 Outer Dr. in Tecumseh. This strategic location allows them to better serve the NextStar Energy battery plant and supply chain, ensuring timely and efficient procurement of essential materials.

As part of their growth plan, SERVEONE is set to have a soft opening in the late fall of 2023, during which they plan to hire five employees. By 2025, they anticipate being in full operation and plan to increase their workforce significantly, with a target of hiring up to 25 employees.

Michigan-based biological lab established its first Canadian operation in Windsor



The establishment of Biological Research Solutions, Inc. (BRS) lab's first Canadian facility at 4510 Rhodes Dr. in Windsor marks an exciting development for both the company and the local community. BRS provides cutting-edge microbial testing services across various sectors, including the food and beverage industry, environmental sector (air, water, soil) and life sciences.

The establishment of BRS's lab contributes to the economic diversification of the local economy. By introducing a specialized laboratory facility, it adds a new dimension to the region's economic landscape beyond traditional industries.

The company's initial workforce of 10 employees will contribute to job creation in the area. As the lab reaches full capacity, they plan to hire up to 25 employees.

INVESTMENT ATTRACTION

German-based company set up its Canadian operation in Tecumseh



German-based international provider of automation technology for series production, Tunkers Canada, has chosen Tecumseh as the location for its Canadian stocking and assembly facility. The company decided to locate in the Oldcastle area, which is known for being home to the largest mold-making, tool and die and automation cluster in North America.

Initially, Tunkers Canada plans to start with a team of five employees with potential for future growth as the facility becomes more established and serves a broader customer base.

Investment Attraction team attended KEVAP 2023



▲ KEVAP (Korean EV Autoparts Plaza) organized by KOTRA

On Sept. 15, the IWE Investment Attraction team participated in the KEVAP 2023 conference, an annual event organized by the Korean Trade-Investment Promotion Agency (KOTRA) in Toronto. This conference focused on the electric vehicle (EV) and autoparts sectors, providing valuable insights from industry experts regarding the latest advancements in these fields.

The event drew the participation of 27 Korean companies along with various government agencies. During the conference, the Investment Attraction team had the opportunity to engage in networking activities with potential EV battery companies. They also had the chance to present the region's value proposition, highlighting its advantages and benefits and explore potential avenues for collaboration with the attending Korean organizations.



▲ Investment Attraction had B2B meetings with South Korean companies.

Participating in conferences like KEVAP 2023 is an important way for regions to attract investment and build relationships with key players in emerging industries like electric vehicles, fostering economic development and innovation.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

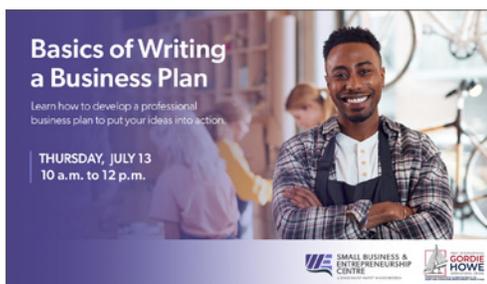
Summer Company grants awarded to student-led businesses

The annual **Summer Company program** successfully concluded in August. This year's 12 student entrepreneurs started businesses such as a home-based bakery, retail pet portrait memorabilia, website development services, lawncare, beauty product manufacturing, henna art, 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 high school and post-secondary students start their own summer business and gain valuable experience as entrepreneurs by providing training, mentorship and grants of up to \$3,000. Summer Company has been delivered in Windsor-Essex by the Small Business & Entrepreneurship Centre (SBEC) since 2000. The program wrapped up with a graduation event on Aug. 28 where



SBEC program facilitators, mentors, parents and local media gathered to celebrate the students' achievements this summer. Students received a certificate of program completion, showcased their products and services and shared their experiences with Summer Company.

Sandwich Business Development program supports west Windsor businesses



The Small Business & Entrepreneurship Centre (SBEC) continues to provide targeted services and programs to Sandwich Town and the surrounding west end community through funding provided by the Gordie Howe International Bridge Community Benefits Plan.

Through this initiative SBEC offers monthly in-person office hours in Sandwich Town to provide guidance and complimentary professional advice through one-on-one consultation to west Windsor entrepreneurs. During Q3, 22 consultations were conducted with area businesses. In July, SBEC also hosted two seminars in Sandwich, Basics of Starting a Small Business and Basics of Writing a Business Plan, which saw 45 attendees.

Digital Transformation Grants a popular boost for Windsor-Essex businesses

The Small Business & Entrepreneurship Centre (SBEC) continues to offer **Digital Main Street** support to area businesses through its Digital Service Squad (DSS). The DSS provides one-on-one assistance to brick-and-mortar small businesses to help them grow their digital presence and adopt innovative technologies. In addition to offering hands-on advisory support, the DSS also assists businesses apply for Digital Transformation Grants (DTG), which provides eligible bricks-and-mortar small businesses with a \$2,500 grant to support their digital transformation projects. During Q3, 47 DTG's were awarded, totaling \$117,500 in funds distributed to Windsor-Essex businesses. Local businesses that began their applications for a DTG by Sept. 30 have until March 2024 to finalize their applications or until grant funds are exhausted.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

Foodpreneur Advantage expands support in Southern Ontario



▲ Foodpreneur 2023 What's Poppin Popcorn; Foodpreneur 2023 Grape Leaves Food; Foodpreneur 2023 Riso.

The **Foodpreneur Advantage program** continued through Q3 offering startup webinars and scale-up support to businesses. Foodpreneur Advantage — a collaboration between small business enterprise centres in Windsor-Essex, London, St. Thomas, Chatham and Sarnia — recently partnered with business centres in Brampton, Guelph/Wellington and St. Catharines to extend programming to businesses in those communities as well. The Foodpreneur Advantage Scale-Up program returned in April 2023 with a new cohort of 13 food and beverage manufacturers eager to scale their operations. Among them are four businesses from Windsor-Essex who are receiving eight intensive weeks of industry-led training, mentorship and an opportunity to receive a \$5,000 business grant. The local businesses include JP Smitty Sauce, Grape Leaves Food, What's Poppin Popcorn Factory and Smashed Apple Trade Co. The startup webinar series began again in September and applications opened in August for the fall round of the Scale-Up program. Foodpreneur Advantage is supported by FedDev Ontario and Libro Credit Union.

Local entrepreneurs engaged during Back to Business walks



▲ SBEC's Aparna Krishnamoorthy, Wayne Sankarlal and Mahshar Nasrolahi Fard, Morriss & Daughters (centre).



▲ SBEC's Lindsay Renaud and Allison Mistakidis, WhiskeyJack Boutique (behind counter).

The Small Business & Entrepreneurship Centre (SBEC) took to the streets of Windsor-Essex to connect with business owners. From August to September, the team, along with its Digital Service Squad, visited all Windsor-Essex business improvement areas as well as business districts in Amherstburg and LaSalle. The team provided information about SBEC's programs and services and offered follow-up assistance to 186 businesses. Business owners were also surveyed on the status of their business, challenges and benefits of operating in their respective communities.

BUSINESS RETENTION AND EXPANSION

Webinar highlights electric vehicle manufacturing value chain program

EVMP Program Objectives

Billions of dollars of anchor investments are being made in Canada's EV industry.

NGen is looking to co-invest up to \$95 million, together with industry, in collaborative, transformative, business-led projects, through the EV Manufacturing Value Chain Program (EVMP), to build out and Canada's emerging EV value chains.

EVMP targets the scale-up, and commercialization of transformative made-in-Canada manufacturing technologies and capabilities across EV value chains.

Projects must target the manufacturing scale-up of road-based EVs, specifically for:

- Battery Electric Vehicles (BEV) and
- Fuel Cell Electric Vehicles (FCEV).

NGen Next Generation



The Business Retention and Expansion (BRE) team was pleased to host a webinar on Wednesday, July 26 to make Windsor-Essex companies aware of the new **Electric Vehicle Manufacturing Value Chain Program (EVMP)** available through Next Generation Manufacturing Canada (NGen). Arthur Kong, director of project development for NGen, shared details of the program and how it supports EV supply chain companies to advance their innovative projects. Through the EVMP, NGen is looking to co-invest up to \$95 million, together with industry, in collaborative, transformative, business-led projects. EVMP targets the scale-up and commercialization of transformative made-in-Canada manufacturing technologies and capabilities across EV value chains. To be eligible for this program, projects must target the manufacturing scale-up of road-based EVs, specifically for Battery Electric Vehicles (BEV) and Fuel-Cell Electric Vehicles (FCEV). Interest in the program among local companies was very high, with 70 people joining the webinar.

Emerging Technologies Speaker Series: Reducing Energy Waste and Costs

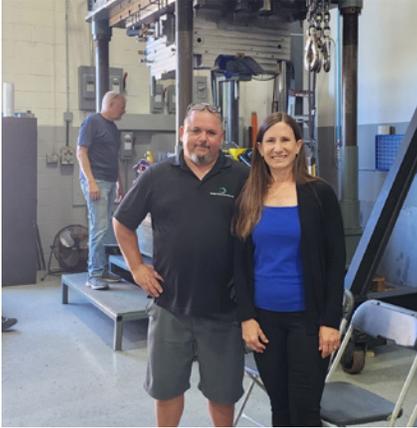


- ▲ Plamen Notov from E2F Systems led conversations for reducing energy waste and costs.

The latest in the Emerging Technologies Speaker Series was an in-person seminar held jointly with Automate Canada and the Canadian Association of Moldmakers on Thursday, Sept. 7. The seminar was designed to help attendees reduce both their energy waste and costs related to energy consumption. Plamen Notov of E2F Systems led the conversation which also included presentations by Arcadian Projects, Nerva Energy and Filter Specialties Inc. Attendees learned from Nerva Energy how they can reduce waste and greenhouse gas emissions specifically through their rooftop units. Molding company owners learned from Filter Specialties' presentation how servo hydraulic pump system retrofits for injection molding machines can have a wide range of benefits including a decrease in energy use and noise, downtime improvements and carbon footprint reduction. Arcadian Projects' presentation demonstrated that companies can still realize significant benefits through the installation of solar energy systems.

BUSINESS RETENTION AND EXPANSION

Celebrating Windsor-Essex companies' successes



▲ Dynamic Mould's Kris De Caluwe, operations manager & CEO with Invest WindsorEssex's Wendy Stark, director of business retention and expansion.



▲ Brave Control's Jordon Shelton, Invest WindsorEssex's Marion Fantetti, business ombudsman, Brave Controls Tracy Taylor and Invest WindsorEssex's, Wendy Stark, director of business retention and expansion.

The BRE team is always happy to help support and promote clients' successes. Recently, they joined Dynamic Mould and Manufacturing during an open house and customer appreciation barbecue. The company is a sister company to Dynamic Tooling Solutions and is located at 4325 County Road 42 in Windsor. The event was an opportunity to showcase their latest equipment and let customers see how the next expansion will further improve the company's capabilities.

Brave Control Solutions also held an open house to showcase their recently renovated historical building at 1758 Walker Road in Windsor. The building is substantially larger than their previous location and allows them to effectively collaborate on their innovative and industry-changing automation projects.

Supply Ontario Roundtable hears from Windsor-Essex businesses on new procurement process



The BRE team hosted a roundtable on Friday, Aug. 11, with various key stakeholders, including Minister Prabmeet Singh Sarkaria, president of the treasury board secretariat, Jamie Wallace, CEO of Supply Ontario and local members of provincial parliament.

The purpose of this roundtable was to discuss the transition of the province's procurement process from Supply Chain Ontario to the new Supply Ontario. This transition aims to modernize the supply chain management and procurement practices in Ontario, streamline processes, reduce red tape and ultimately create a more efficient and connected public supply chain to improve public services.

The participation of local manufacturing businesses from Windsor-Essex in this discussion was important. Their input and insights are essential in guiding the province's efforts to transform public procurement into a more resilient, reliable, inclusive and innovative supply chain system. This collaboration between government officials, business leaders and local representatives demonstrates a commitment to positive change and improvement in Ontario's public procurement processes.

AUTOMOBILITY AND INNOVATION

Government of Canada supports electric vehicle sector in Windsor-Essex

On July 19, the Hon. Filomena Tassi, Minister responsible for the Federal Economic Development Agency for Southern Ontario (FedDev Ontario), along with Irek Kusmierczyk, Member of Parliament for Windsor-Tecumseh, announced a \$200,000 investment for Invest WindsorEssex's Automobility and Innovation Centre.

With this investment, IWE will help prepare 120 southern Ontario businesses to participate in the growing EV market. They will do this by identifying and preparing for new supply chain opportunities and building their workforces. IWE will develop and deliver at least eight new training workshops over the next two years. This support will help to ensure that Canadian companies have the talent they need to build their workforces and have the opportunity to contribute to this growing and important sector. This investment is about building an end-to-end Canadian supply chain that helps Canadian workers, businesses and manufacturers remain competitive and successful in the automotive industry.

Windsor-Essex and its surrounding communities are at the forefront of this exciting new chapter for southern Ontario's automotive sector. The shift towards EV and battery manufacturing is creating many new opportunities for existing suppliers in the region to meet the demand for parts and technologies that are essential for the production of EVs. It is also demonstrating to foreign businesses that southern Ontario, together with its strong workforce, is the best destination to support the expansion of the automotive industry.



▲ FedDev Ontario Minister, Filomena Tassi, during a media conference to announce \$200,000 for Invest WindsorEssex. To the right, Irek Kusmierczyk, MP for Windsor-Tecumseh and Invest WindsorEssex President and CEO Stephen MacKenzie.

The WE RTDS attends two major conferences in Toronto



▲ (L - R) Tom Schneckeburger, University of Windsor; Peter Wawrow, St. Clair College; Matt Johnson and Mackenzie Habash, Invest WindsorEssex; Nicole Roberge, University of Windsor and John Lopez, St. Clair College.

The Windsor-Essex Regional Technology Development Site (WE RTDS) recently partnered with the Automotive Parts Manufacturers' Association (APMA) for their Annual Conference in Toronto. At this prominent event, the WE RTDS set up an engaging booth to exhibit their cutting-edge extended reality work on Project Arrow, featuring immersive experiences through headsets and tablet activations.

The conference drew an impressive turnout, providing the WE RTDS with a valuable opportunity to connect with their existing clients, strengthen relationships with ecosystem partners and explore potential new client relationships. Moreover, during their stay in Toronto, the WE RTDS team also actively participated in Elevate, a leading start-up conference, with the primary objective of forging connections with prospective new clients. This dynamic approach underscores the WE RTDS's commitment to innovation and fostering fruitful collaborations within the technology and automotive sectors.

AUTOMOBILITY AND INNOVATION

AIC team heads to Ottawa to participate in the TCXpo and CAV Canada event

In late September, the AIC team travelled to Ottawa for TCXpo and CAV Canada events. Hosted by Area X.O, the R&D complex for next-gen smart mobility, autonomy and connectivity, in partnership with the Government of Canada through Transport Canada; Innovation, Science and Economic Development Canada (ISED), Federal Economic Development Agency for Southern Ontario (FedDev Ontario) and event sponsors. Accompanying the AIC team were seven esteemed clients from the Windsor-Essex Regional Technology Development Site (WE RTDS), which included four local companies from Windsor-Essex. These companies are actively involved in the RTDS Funnel Program, which aims to facilitate connections with industry partners, government officials and potential clients.

Companies that accompanied the WE RTDS:

- AWOS
- Fetherstill (Local Company)
- Optimotive (Local Company)
- Monerus (Local Company)
- Qryptic (Local Company)
- NavMobility
- Hover

During these events, the team seized the opportunity to connect with industry partners, such as Ansys and Simutech. Collaborating with Invest Ottawa Area X.O, the team focused on expanding their simulation capabilities. Discussions centered on mutual support and ensuring that auto-tech startups in Ontario receive top-notch simulation support from both sites.

During these events, participants also made significant strides in lead generation for the OVIN program and were inspired by the remarkable innovations in Canada's transportation and mobility sector.



▲ The Windsor-Essex RTDS team with companies that the team supports and other OVIN RTDS partners at the Area X.O TCXpo in Ottawa.

The WE RTDS launches a new collaborative program - the RTDS Participation Funnel



▲ The Optimotive team at Area X.O in Ottawa. (Photo credit: Scott Fairley, Optimotive)

The Windsor-Essex Regional Technology Development Site (WE RTDS) recently introduced an exciting initiative known as the RTDS Participant Funnel. This innovative program has been strategically designed to empower existing RTDS clients by facilitating their engagement with all seven RTDS, in addition to the broader automobility ecosystem.

The RTDS Participant Funnel is comprised of two key components. Firstly, a comprehensive marketing campaign showcases clients of the WE RTDS, highlighting their successful projects and achievements made possible through the invaluable support of the RTDS. Secondly, participants are offered a travel stipend, enabling them to actively participate in conferences, expos and other networking opportunities, fostering in-person connections within the ecosystem.

Launched in September 2023, this ground-breaking program has already witnessed enthusiastic participation from a substantial number of clients, including renowned Windsor-Essex-based companies such as Vehiqilla, Optimotive and Etractive.

AUTOMOBILITY AND INNOVATION

Mobility Week: AIC team at NewLab @ Michigan Central, Battery Show and the North American International Auto Show



▲ IWE's AIC team members Kassem Nizam and Ed Dawson at the North American International Auto Show with the built-in-Windsor Pacifica.

The Invest WindsorEssex AIC team had an incredibly productive and eventful week in Michigan, filled with valuable experiences in the mobility and electric vehicle (EV) battery technology sectors.

Day 1 - VDMA Battery Event: Attending the VDMA Battery Event at the NewLab @ Michigan Central provided a great opportunity to explore battery production and lightweight technologies. Engaging with automotive manufacturers and industry experts at this event offered valuable insights into the latest advancements in battery technology.

Day 2 - Mobility Showcase: The team's active participation in the Mobility Showcase at NewLab resulted in connections with three potential clients who had their start at the NewLab facility. Identifying and engaging with startups in the mobility sector is crucial for fostering collaborations and partnerships.

Battery Show in Novi: Attending the Battery Show in Novi, which had its largest turnout ever, allowed the team to explore cutting-edge battery technology developments, including Project Arrow showcased in the Canada booth. Engaging with battery technology companies from around the world provided insights into the global landscape of battery technology.

Day 3 - North American International Auto Show: Participating in the North American International Auto Show, especially in the Startup Zone with over 75 mobility startup companies, was an excellent opportunity for networking. The team's proactive approach in seeking potential leads resulted in several prospects for future projects, demonstrating the value of such events for business development.

Overall, this week proved to be exceptional for the AIC team in terms of networking, learning and expanding their knowledge in the EV and battery tech space. These experiences will contribute to the growth and success of their initiatives and collaborations in the automotive and mobility industries.

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 – 11,984
Page views – 30,733
New visitors – 98%
Returning visitors – 2%

webusinesscentre.com

Users – 8,200
Page views – 23,800
New visitors – 91%
Returning visitors – 9%

Top Site Visitors



Canada



USA



China



India



UK

Social Media Analytics

Invest WindsorEssex

@investwindsoressex
 @_investwe

Total fans – 26,297
Total impressions – 506,532
Total engagement – 16,579

SBEC

@webusinesscentre
 @wesmallbusiness

MARKETING AND COMMUNICATIONS

Awards



Site Selection Magazine, a top international publication in corporate real estate, facility planning, location analysis and foreign direct investment, recognized Windsor-Essex, Ont., Canada and Invest WindsorEssex as one of 21 “Canada’s Best Locations” and top Canadian economic development groups.

Advertising

Automate Canada Fall edition



Biz X Magazine, September edition



Sponsorship



YQG 95th Anniversary

Charlie Level: This sponsorship included recognition across promotional event assets as well as a 15-second ad on the indoor electronic billboard. The marketing team created a video welcoming travelers to Windsor-Essex, the Automobility Capital of Canada.

Leamington Business Excellence Awards

Invest WindsorEssex sponsored the Industrial/Manufacturing Excellence Award at this year’s Leamington District Chamber of Commerce Business Excellence Awards which included an advertisement in the event program.

APMA Conference Partnership

IWE’s Windsor-Essex Regional Technology Development Site participated as a partner in the Automotive Parts Manufacturers’ Association (APMA) Conference. The marketing team coordinated all promotional material and booth design as well as promoted the team’s participation in the event.



MARKETING AND COMMUNICATIONS

Event Marketing



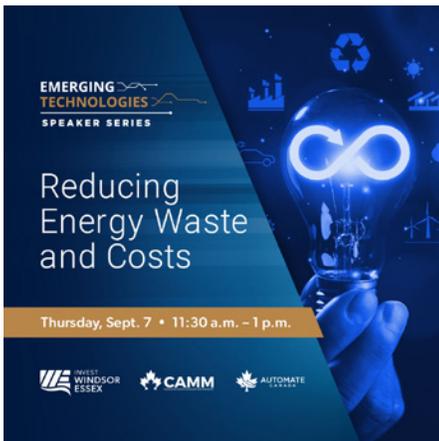
Promotion of the Emerging Technologies in Automation Conference & Trade Show and sponsorship recognition continued in Q3.



Promotion of the W.E. Shop Local Show and sponsorship recognition continued in Q3.



The Marketing and Communications team developed the promotional assets and Invest WindsorEssex partnered with Next Generation Manufacturing Canada (NGen) to host a webinar for existing companies and companies looking to invest in Windsor-Essex's automotive manufacturing and innovation ecosystem.



The Marketing and Communications team developed promotional assets for the latest Emerging Technology Speakers series, Reducing Energy Waste and Costs, held on Sept. 7.



The Marketing and Communications team coordinated and promoted a funding announcement held on July 19, with the Hon. Filomena Tassi, Minister Responsible for the Federal Economic Development Agency for Southern Ontario (FedDev). The marketing team also assisted with the coordination of an industry roundtable with regional ecosystem partners.



The Marketing and Communications team organized a media conference to celebrate the end of the Summer Company program. These types of events provide valuable recognition to the participating students and help highlight the program's success. Students were given the opportunity to share and reflect on what they learned and achieved, as well as inspire others who may be considering participating in the program in the future.

MARKETING AND COMMUNICATIONS

Media Coverage

Highlights:

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

More investment on track with battery plant secure

Head of Invest WindsorEssex ‘hopeful’ more investment for the region are close

Picsume leaves their mark at Toronto’s Collision Conference with its new industry changing platform

Ontario’s energy plan will ‘fuel our growth for decades to come’ says Windsor’s mayor

Invest WindsorEssex helping existing companies transition to EV battery sector

Invest WindsorEssex to receive \$200,000 investment to support EV supply chain

Invest WindsorEssex receives \$200K to support EV sector growth

Feds spend another \$200,000 trying to build EV battery supply chain in Ontario

Windsor lands another big EV auto supply chain company

This month in automobility: July 2023

Invest WindsorEssex increasing efforts to attract talent to the local labour market

Joe Goncalves, VP of Invest Windsor-Essex, speaks with CBC Windsor Morning’s Nav Nanwa about the potential for more investment in the region

Windsor inching closer to landing another major foreign investment

NextStar battery plant begins housing hunt for up to 1,500 set-up workers

Preparations underway for new Amazon delivery station in Windsor

Windsor’s Amazon delivery station expected to open in about 1 year and bring 300 jobs

Enlarged Amazon Fulfillment Centre expected to be operational in late 2024

Summer Company 2023 student entrepreneurs showcase their small businesses

Student entrepreneurs showcase their small businesses

Summer Company prepares another group to take business dreams to next level

Site Selection names global groundwork index leaders, Canada’s Best Locations and Top Utilities in Economic Development

This month in automobility: August 2023

Autonomous vehicle makes its rounds through Detroit

Innovation Alley new addition to Open Streets Windsor

Ontario incentives, university’s CHARGE Lab draw interest from companies at Detroit auto show

This month in automobility: September 2023

Media Releases:

Summer Company student entrepreneurs showcase their small business



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

\$19,648,000

(IA/BRE/SBEC/AI)

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

- 38** Expansions Facilitated (IA/BRE/SBEC)
- 245** New Jobs Facilitated (IA/BRE/SBEC)
- 11** Priority Files (IA)
- 33** Business Startups (SBEC)
- 2** Funding Applications and Joint Papers Developed (AI)

Business Support Sessions

49 Sessions (BRE/SBC/AI)
408 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 Q2 2023 to Q3 2023.

Source: Statistics Canada, Labour Force Survey custom tabulation.