

BUSINESS DEVELOPMENT INITIATIVES IN WINDSOR-ESSEX



Q4

HIGHLIGHTS OF 2021

This report highlights business development accomplishments by Invest WindsorEssex from September to December 2021 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.

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

Investment Attraction

Small Business & Entrepreneurship Centre

Business Retention & Expansion

Automobility & Innovation

Marketing and Communications



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



From the president and CEO's desk



Welcome to our final quarter report for the 2021 fiscal year. We were all hoping the end of the year would bring with it the end of COVID-19's negative impact on our health and economy, but that is clearly not the case. However, the Windsor-Essex businesses and entrepreneurs are resilient and our economic development ecosystem partners remain committed to supporting them, and each other.

Despite the challenges, Invest WindsorEssex has had a very successful year. I will be providing specific performance metrics in our next Quarterly report (Q1 2022), but in the interim I would like to highlight a few.

First, our organization underwent a corporate name change and re-brand. This included the launch of a new corporate websites (investwindsoressex.com and webusinesscentre.com) with new online data tools and platforms to effectively communicate information to our clients and partners. The website also allow for easier access to data and information relevant to site selectors and local businesses for the purpose of investment, expansion and talent attraction.

Our Small Business & Entrepreneurship Centre helped the Federal Economic Development Agency for Southern Ontario (FedDev) design and successfully implement the RE3: Rebuild, Reopen, Revive program, delivering nearly \$1.8 million in funding to 379 women-led small- and medium-sized businesses in southern Ontario. These contributions assisted businesses in maintaining 2,428 jobs and creating an additional 479 jobs.

In May, Irek Kusmierczyk, Member of Parliament for Windsor–Tecumseh, on behalf of the Honourable Mélanie Joly, Minister of Economic Development and Official Languages and Minister responsible for FedDev Ontario, announced a non-repayable contribution of \$7.5 million for Invest WindsorEssex to establish Canada's first world-class automobility accelerator and bring together key stakeholders in the Windsor-Essex region to support the development of secure, zero emissions vehicle technologies.

In November, Invest WindsorEssex announced the launch of Canada's first Automobility Hub; an important milestone contributing to the necessary economic evolution of our region. The Automobility Hub is the first of its kind in Canada offering a suite of resources and services, including a state-of-the-art ramp-up factory, to enable and support a network of innovative entrepreneurs and businesses interested in advancing the market for electric, zero-emission, as well as connected and automated vehicle technology and infrastructure.

In closing, I would like to take this opportunity to thank our funders, board of directors, partners and of course the Invest WindsorEssex professional staff for your dedication and support for me personally, our organization and the Windsor-Essex business and entrepreneurship community.

A handwritten signature in black ink that reads "C. Stephen MacKenzie". The signature is stylized and fluid.

C. Stephen MacKenzie
President and CEO,
Invest WindsorEssex

INVESTMENT ATTRACTION

| Web Summit 2021 in Lisbon, Portugal



The Investment Attraction (IA) department attended the Web Summit 2021 in Lisbon, Portugal. Web Summit is Europe's biggest annual tech conference and brings together some of the sector's leading figures, startups and policymakers to discuss the future of tech and more. The IA department networked with several participating companies and has gained promising leads for future investment in Windsor-Essex. Continued discussions and plans are underway.

| Vitux Group chooses Windsor-Essex for its North America expansion



Norway-based pharmaceutical company, Vitux Group, selected the Windsor-Essex region for their North American headquarters. The main motivators for Vitux Group's investment in Windsor-Essex are the proximity to the United States and Canadian border offering convenient bi-national market access and the expertise in the pharmaceutical and advanced manufacturing industries. Furthermore, collaboration with the University of Windsor for research and development will provide a sustainable talent pipeline for their company to continue its growth. The Investment Attraction team supported the company with site selection and securing government funding.

| Germany company PEM Motion plants flag in Windsor-Essex



▲ Christoph Lienemann, managing director of PEM Motion North America, is interviewed by media at the launch of Canada's first Automobility Hub at St. Clair College on Nov. 24, 2021.

As a result of the Investment Attraction team's trade mission to Germany in 2019, PEM Motion has officially announced their investment in Windsor-Essex.

PEM Motion is an engineering service provider with consulting and development solutions focusing on batteries, fuel cells and electric motors as well as the industrialization of mobility products. The company was founded in 2014 and has grown to over 100 employees working in eight offices across three continents. PEM Motion, together with Windsor Mold Group and Integris, has formed Automobility Enterprises (AE) which is the private branch of the newly announced **Canadian Automobility Hub**. AE will operate a ramp-up factory for entrepreneurs, startups and industry that combines the required infrastructure for the industrialization of components and full mobility solutions. The facility will contain all the machinery necessary to manufacture mobility prototypes.

The Windsor-Essex region's market access and strong history and experience in advanced manufacturing is what drew PEM Motion to this opportunity.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

Small Business & Entrepreneurship Centre programs provide training, mentorship and funding to 27 entrepreneurs

The Small Business & Entrepreneurship Centre (SBEC) wrapped up its **Summer Company**, **Starter Company PLUS** and **Foodpreneur Advantage Scale-Up** programs this past quarter. The three programs provided a total of \$109,000 to startup and scaling businesses in Windsor-Essex. Summer Company supported 13 area high school and post-secondary students. Summer Company is an Ontario government program that provides high school and post-secondary students with the resources and training to start a new summer business. The students received hands-on business education, advice and mentorship from local business leaders and a grant of \$3,000.

The Starter Company PLUS program ran from September to November and provided training and mentorship to 15 startup businesses. Twelve participants successfully pitched their business concept to a team of judges from the local business and entrepreneurship community and were each awarded a \$5,000 grant. Starter Company PLUS supported businesses from a variety of industries, including retail, food and beverage manufacturing, funeral services, healthcare, technology, construction and education. The program will return in fall 2022.

The SBEC continued delivering the Foodpreneur Advantage program in Q4 along with its partners at small business enterprise centres in London, St. Thomas and Woodstock. The Foodpreneur Advantage Scale-Up program was launched in October and supported 12 southwestern Ontario businesses, including three from Windsor-Essex. The 10-week program provided training, mentorship and an opportunity to receive a \$5,000 grant to businesses that produce consumer packaged goods and have demonstrated high potential to scale operations. There will be two program cohorts of Foodpreneur Advantage Scale-Up in 2022. The Foodpreneur Advantage program also features a series of six introductory seminars and training opportunities to support entrepreneurs looking to get a start in the food and beverage manufacturing industry. These seminars drew 116 attendees from Windsor-Essex in 2021 and will run again four times in 2022 beginning in January.

Summer
Company

Starter
Company
PLUS

foodpreneur
ADVANTAGE

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

| Digital Service Squad expands its reach in Windsor-Essex



The SBEC Digital Service Squad (DSS) actively supported local businesses with their digital transformation goals during the fourth quarter. The DSS provides one-on-one assistance to bricks-and-mortar small businesses to help them grow their digital presence and adopt new technologies. Their services, part of the **Digital Main Street (DMS) program**, include helping individual businesses apply for a \$2,500

Digital Transformation Grant from DMS. The grants are used by small, storefront businesses to leverage modern technologies and tools. During Q4, 46 Windsor-Essex small businesses in SBEC's service area were awarded a Digital Transformation Grant, totaling \$115,000 in support for local companies. SBEC's Windsor-Essex DSS has provided advisory services and hands-on technology support to hundreds of local businesses since 2019.

| Reinvent This Space returns to Leamington



In December, the Municipality of Leamington, in partnership with the SBEC, launched the **Reinvent This Space** competition. Reinvent This Space was first offered by the municipality in 2020 to support local small businesses, spur economic development and revitalize Leamington's uptown. Participants in the Reinvent This Space program receive business development training, mentorship and a chance to pitch for a \$15,000 grant. The grant assists an entrepreneur with rent for 12 months for a vacant storefront in uptown Leamington. SBEC is supporting the competition by managing program intake and providing participants with training and individual business advisory services. The program will run from January to April 2022.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

Growing Creative Careers welcomes applications for its 2022 program



The SBEC continues its partnership with WorkInCulture and Arts Council Windsor & Region to deliver the second cohort of the **Growing Creative Careers: Windsor & Region program**. Growing Creative Careers is an intensive professional development experience for artists, creatives and cultural workers living in Windsor-Essex. The program is funded by the Ontario Trillium Foundation. Applications opened in December 2022 for Cohort 2: Building Better Boards, which is aimed at supporting, growing and sustaining healthy boards of directors in our local arts organizations. Arts organization staff, existing

and aspiring board members of arts organizations, and those interested in forming board-governed arts organizations are invited to apply to this free program. Growing Creative Careers offers participants a training series that includes workshops, access to online resources and local experts and facilitated peer mentoring circles. The program is delivered four times between 2021-2023.

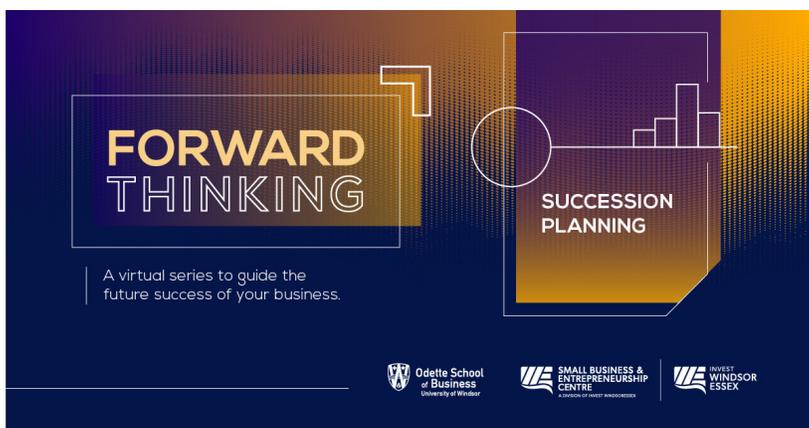
Information and connections focus of government to business event

Invest WindsorEssex partnered with Public Services and Procurement Canada's (PSPC), Procurement Assistance Canada (PAC) Ontario Region and other government and non-government stakeholders to host the 18th Government to Business (G2B) Information Fair and Workshops event Nov. 25-26.

Over 270 people attended the two-day event and received updates on Windsor-Essex programming and support for businesses. During day one, the SBEC held a drop-in virtual café where attendees received business information and direction on SBEC services. The second day of events focused on the current government and small business support services for women. Opening remarks were provided by Sabrina DeMarco, executive director of SBEC. Kicking off the day was a panel discussion of women leaders from the following government agencies: FedDev Ontario, Business Development Canada, Global Affairs Canada-Trade commissioners Service, Export Development Canada, National Research Council Industrial Research Assistance Program and SBEC, with contributor Lee McGrath, program director for the Women Entrepreneurship Strategy in Windsor-Essex.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

Forward Thinking workshop helps businesses with succession planning



Succession Planning was the second topic in the Forward Thinking series of events designed to help businesses develop long-term strategies that involve the transition of passing on leadership roles. These transitions may include the change of ownership of a company and passing control of business assets like equipment, inventory and property. Sometimes missing in succession planning is the task of transferring knowledge assets, for example best practices, codified explicit knowledge and intellectual property.

These knowledge assets have value and are often the resource that gives a company a competitive edge. An exclusive group of eight businesses participated in the Nov. 17 workshop, where they learned how to map performance critical knowledge assets in preparation to include these assets in their succession plans. The Forward Thinking workshops will return in 2022.

SBEC and City of Windsor highlight financial support for area businesses



▲ At the podium, Nina Tangri, Associate Minister of Small Business and Red Tape Reduction with City of Windsor Mayor Drew Dilkens and Sabrina DeMarco, executive director of SBEC.

On Nov. 8, the SBEC and City of Windsor issued a joint statement on financial supports its delivered to local businesses. SBEC awarded over \$632,000 in program funding to Windsor-Essex job creators from January 2020 to October 2021. In 2021, the City of Windsor awarded about \$3.97 million to small and medium-sized businesses through a variety of Community Improvement Plan (CIP) funds. The announcement, which also highlighted small businesses in Windsor-Essex who have persevered and innovated during the COVID-19 pandemic, was made during a visit to Windsor by Nina Tangri, Ontario's Associate Minister of Small Business and Red Tape Reduction. The visit also included a walking tour of the Ford City neighborhood and a business roundtable. Sabrina DeMarco, executive director of SBEC, participated in the roundtable discussion alongside Minister Tangri, Windsor Mayor Drew Dilkens and various Ford City business owners and community organizations such as the Ford City Businesses Improvement Association, Tourism Windsor Essex Pelee Island and Windsor-Essex Regional Chamber of Commerce.

BUSINESS RETENTION & EXPANSION

Emerging Technologies in Automation virtual conference: How automation shapes the post-pandemic world



On Oct. 26, the Business Retention & Expansion (BRE) team hosted the Emerging Technologies in Automation Virtual Conference, in partnership with the National Research Council Industrial Research Assistance Program (NRC-IRAP), Automate Canada, the Canadian Association of Moldmakers (CAMP) and Ontario Centre of Innovation. This half-day event was attended by 230 people, including many from outside the region and even outside Canada. Corporate sponsors were the University of Windsor, St. Clair College, Laval International and The Eltromex Corporation. Main stage speakers Christy Michalak of NGen and Joris Myny of Siemens Canada focused on Canada's history in automation and how

companies are developing technologies to deal with today's challenges. Keynote speaker Jim Beretta of The Robot Industry Podcast had a lens on the future in his presentation. Breakout sessions were well-attended and included such topics as artificial intelligence, robotics, cybersecurity and augmented reality/virtual reality. The event also featured industry-specific technology demonstrations, primarily by Windsor-Essex companies, in agri-tech, construction, automotive, aerospace and mould making.

Planning has begun for the 2022 in-person event which will take place at Caesars Windsor on Oct. 26. Session recordings from the 2021 event are available on emergingtechnologies.ca.

Virtual industry stakeholder roundtable with Hydro One



In partnership with Hydro One, Invest WindsorEssex hosted a virtual roundtable discussion for key industry stakeholders in the Windsor-Essex region, on Oct. 19, 2021.

Jason Fitzsimmons, chief corporate affairs and customer affairs officer, spoke to Hydro One's recently announced five-year investment plan and highlighted key investments the company is making to build a grid for the future that will attract new businesses, create jobs and support innovation

in the heart of southwestern Ontario. The forum of 25 attendees represented a cross-section of our key sectors and their industry associations, and local electricity distribution companies. This event provided them an opportunity to ask questions, share concerns, make connections with the Hydro One team and share their outlook and perspectives on the supports needed. The timing was ideal for this discussion as the Windsor-Essex community prepares for significant investment and transformative innovation that will drive the economic prosperity of the region.

BUSINESS RETENTION & EXPANSION

Government to business (G2B) information fair & workshops

**Windsor-Essex
Government to Business
(G2B) Virtual Information
Fair and Workshops**

Learn about government procurement opportunities and small business support services.

A FREE VIRTUAL EVENT

INVEST WINDSOR ESSEX SMALL BUSINESS & ENTREPRENEURSHIP CENTRE A DIVISION OF INVEST WINDSOR ESSEX Canada

Invest WindsorEssex and the BRE team were delighted to co-host the annual Government to Business (G2B) Information Fair and Workshop virtual event in partnership with Procurement Assistance Canada (formerly Office of Small and Medium Enterprises – OSME). This was the first of two half-day sessions which together welcomed 270 attendees.

Local community partners and many federal, regional and municipal government representatives collaborated to deliver a procurement-themed session, Doing Business with Government. The event included presentations from local representatives with the City of Windsor and the County of Essex, who delivered up-to-date insights into their procurement processes and opportunities for businesses of all sizes to grow and diversify their customer base. Various government service providers guided everyone through this one-stop shop for business support, assistance and guidance with a suite of resources to help businesses of every size develop, grow and find opportunities to access a billion-dollar marketplace with a secure entity like the government. An added feature to the day included drop-in virtual cafés where attendees would visit breakout rooms to meet one-on-one with various organizations and agencies, including members of the BRE team.

Ontario Society of Professional Engineers 2021 engineering conference

The Ontario Society of Professional Engineers held their annual conference on Oct. 6 and 7, and the BRE team was pleased to represent Invest WindsorEssex as a virtual tradeshow booth partner for the event. Titled The Future of Engineering, the conference focused on the engineering workforce, artificial intelligence, the future of the engineering profession, diversity and inclusion. Invest WindsorEssex has supported many OSPE events over the years since engineering is such an important occupation to many of the region's employers. The City of Windsor and County of Essex were also virtual trade show booth partners, where they spoke to attendees about engineering opportunities within their corporations.

AUTOMOBILITY & INNOVATION

Invest WindsorEssex unveils Canadian Automobility Hub



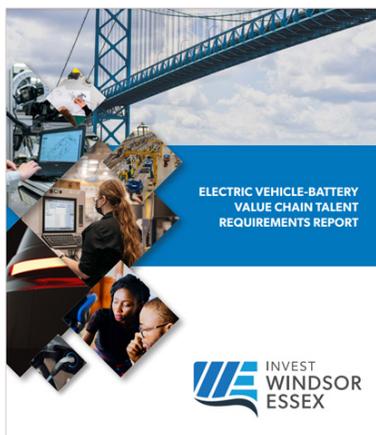
▲ Stephen MacKenzie, president & CEO at Invest WindsorEssex, with the Streetscooter electric vehicle at the launch of the Canadian Automobility Hub.

On Nov. 24, 2021, Invest WindsorEssex (IWE) announced the launch of Canada's first Automobility Hub. Together with local elected officials, global industry leaders, post-secondary education institutions and guests, IWE unveiled one of the region's new centres for automotive innovation and collaboration at St. Clair College, Windsor Campus. The **Canadian Automobility Hub** will serve as an innovation center for startups, SMEs, OEMs and research institutions to bring ideas and know-how to position the Windsor-Essex region and Canada as leaders in the development and production of zero-emission vehicles. With continued efforts to spur the adoption of automotive technologies and mobility innovations, this initiative will help transition Windsor-Essex from Canada's Automotive Capital to Canada's Automobility Capital.

Key partners include Invest WindsorEssex, PEM Motion, Windsor Mold Group, Integris, St. Clair College, University of Windsor and the City of Windsor.

By building the Canadian Automobility Hub, Windsor-Essex is attracting investment and creating long-term, high-paying, high-value tech jobs for the region for years to come. To date, over 30 partnerships, more than 300 new jobs and nearly \$50 million in foreign direct investment have been secured through automobility support funding from FedDev Ontario. For more information visit: automobilitycapital.ca

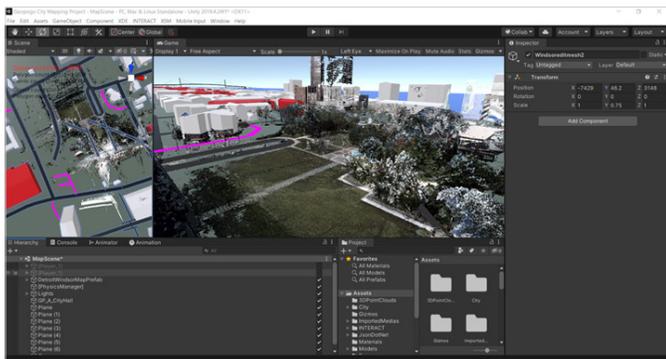
Electric Vehicle Supply Chain Talent Report



In partnership with Workforce WindsorEssex, IWE commissioned a **report** to support Windsor-Essex in securing investment from companies operating within the EV-battery production value chain. The report identified specific occupations required for the EV-battery production value chain, as well as provided an understanding of where these occupations are located domestically and internationally. The report also outlined the required post-secondary curriculum needed to train individuals for careers in this sector and where these programs currently exist domestically and internationally. Furthermore, the report provided an understanding of best practices globally and a jurisdictional scan for international programs and professors. Lastly, this report identified talent retention and recruitment strategies for individuals looking for careers in this space.

AUTOMOBILITY & INNOVATION

Digital twinning program continues to support unique projects



▲ GeoPogo digital twin project using Unity software.

The digital twinning program has enabled each of our ecosystem partners to collaborate with our **Invest WindsorEssex Virtual Reality CAVE** (VR CAVE) team to find creative solutions too difficult problems. Using digital twinning, IWE continues to support participants by helping to educate customers and consumers, train employees and provide group vitalization for complex scenarios. Participating companies like GeoPogo (augmented reality solutions for design and construction) provide a cohesive vision. Through collaboration with partners at St. Clair College, the team supports these visions through the direct implementation of shared resources. The particular project shown on the left, took a base open map of the Windsor-Detroit region and adjusted it for deployment in the Invest WindsorEssex VR CAVE. Further work was completed to show what is possible through lidar scanning of areas in Windsor and how this technology can depict current and future buildings and projects in an immersive environment.

Prototype Pipeline boosts students with entrepreneurial aspirations



IWE's Prototype Pipeline program is helping students in the region to build new businesses. The program is aimed at individuals with great ideas who need support developing working prototypes. Prototype Pipeline has brought together six groups of highly motivated students and recent alumni. Groups will present their ideas in February 2022 in hopes of taking their prototypes to the next level.

The program has already produced valuable data about innovators in the Windsor-Essex region and may return in September of 2022 with a host of additional features and expanded capacity for groups. A renewed focus on projects aimed at innovation in automobility is planned in collaboration with local organizations and institutions like St. Clair College, the University of Windsor and WEtech Alliance.

Corporate Marketing & Communications

The marketing 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 maintains corporate brand standards and brand image across all media.

Website Analytics

investwindsor.essex.com

Users – 7,768

Page views – 17,099

New Visitors – 87.5%

Returning Visitors – 12.5%

webusinesscentre.com

Users – 6,319

Page views – 18,418

New Visitors – 77.2%

Returning Visitors – 22.8%

Top Site Visitors



Canada



USA



China



India



United Kingdom

Social Media Analytics

Invest WindsorEssex

@investwindsor.essex

@_investwe

Total Fans – 20,199

Total Impressions – 351,588

Total Engagement – 7,939

SBEC

@webusinesscentre

@wesmallbusiness

MARKETING & COMMUNICATIONS

Advertising



The Marketing and Communications team developed an advertisement for the Winter 2022 edition of CTMA View (trade magazine). The magazine is distributed to every CTMA member, as well as industry partners, government agencies, associations and organizations. The ad promotes a new Invest WindsorEssex tool – sourcewindsoressex.com. The new tool allows users to connect with other businesses to collaborate on innovative projects, find suppliers or explore regional capabilities. The database tool used by local businesses will highlight their capabilities and promote their products.

Automobility Capital of Canada

The Marketing and Communications team developed a communications strategy to promote the Windsor-Essex region as the Automobility Capital of Canada. This strategy includes a robust regional campaign centred around the promotion of several Windsor-Essex announcements in the automobility sector. Launched on Nov. 10, the campaign includes print, digital advertising and media events and will continue into 2022.

Campaign background: Windsor-Essex has a rich history as a North American industrial powerhouse in the development and production of the automobile. With global mobility trends changing at a rapid rate, the region is now looking toward future opportunities including the development and production of connected, autonomous and electric vehicles. Organizations across the Windsor-Essex region and beyond are collaborating to support high-tech development, research and innovation in the automobility space.

A variety of digital and print ads, including an **animated video** were placed in the Windsor Star and across social channels both paid and organic.

Messaging included an education piece on what ‘automobility’ means for Windsor-Essex and the resources available, as well as an invitation to the community to participate in the virtual live stream Canadian Automobility Hub announcement on Nov. 24.

The Marketing and Communications team developed a landing page, automobilitycapital.ca, highlighting the regional ecosystem as well as encouraging the public to sign up for news and information in the automobility space.



MARKETING & COMMUNICATIONS

Healthcare talent attraction campaign

Invest WindsorEssex has partnered with Douglas Marketing and the Windsor Regional Hospital on a **talent attraction campaign**. This Ontario initiative incentivizes recruitment and relocation to the area from other provinces and the United States market. The campaign encourages people to come to Windsor-Essex to build their careers and highlights opportunities for their families to live, work and grow in a vibrant community. The campaign will run from late December 2021 to March 2022 across several digital platforms.

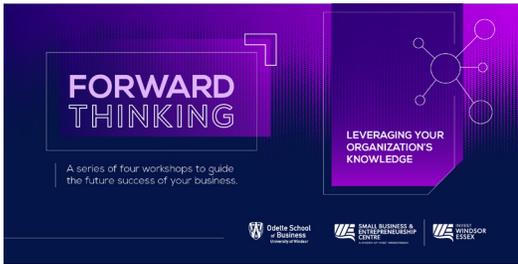
Campaign objectives:

- Raise awareness of the career opportunities at Windsor Regional Hospital and the corporate culture.
- Hire qualified healthcare professionals to meet the needs of the community and address the shortage.
- Create awareness of the region while offering families an understanding of the rich culture, proximity to international borders, diverse population and a variety of safe communities to live.
- Profile the advancements of the region and opportunities.

Event marketing

Forward Thinking series

The Marketing and Communications team created branded marketing assets for promotion across digital channels and managed the virtual registration.



Canadian Automobility Hub Announcement

The Marketing and Communications team organized a media event on Nov. 24 to announce the launch of Canada's first Automobility Hub. The event **garnered a lot of media attention** as both local and national media representatives covered the unveiling of the region's new centre for automotive innovation and collaboration at St. Clair College, Windsor campus. Over 75 people attended the in-person event and over 320 viewed the live stream.

[Watch the Facebook Live event.](#) [Read the media release.](#)



◀ Mayor Drew Dilken in the driver seat with Patti France, President of St. Clair College and Essex County Warden Gary MacNamara.



◀ Invest WindsorEssex President and CEO Stephen MacKenzie announces the launch of Canada's first Automobility Hub.

MARKETING & COMMUNICATIONS

Media releases

Invest WindsorEssex Welcomes Next Generation Economy with Launch of Canadian Automobility Hub

Leamington's Reinvest This Space competition returns

Supporting Windsor-Essex Small Businesses

Media coverage

Unifor officials remain confident of Ford's future in Windsor

Windsor-Essex, the Automobility Capital of Canada

Small business services to navigate path to entrepreneurship

Norwegian nutritional supplements firm to open plant in Windsor

Jarvis: There will be short-term pain, but there will also be long-term gain

The Holiday Village returns to Downtown Windsor

Canada's auto industry is training for a wave of jobs never seen before

Canada's first auto hub launches in Windsor-Essex

Canada's first Automobility Hub launches in Windsor-Essex

Ontario building 'Automobility Hub,' includes new manufacturing firm

Canada's first auto hub launches in Windsor-Essex

Leamington looking for new business ideas for uptown

As borders open, Windsor-Detroit connection becomes stronger than ever

Automobility Hub

AM 800 Experts on Call

How Biden's Bill Back Better Bill" effects the Canadian Automotive Sector

Windsor EV manufacturing gains micro plant with macro ambitions

College teams with Geopogo to create virtual reality model of city, equip students with new skills

fDi Diaries: Canada's first automobility hub



PERFORMANCE METRICS 2021

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

\$8,729,200 (IA/BRE)
\$297,500 (SBEC)
\$15,000 (AI)

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

- 35** Expansions Facilitated
(IA/BRE) 5 | (SBEC) 30
- 220** New Jobs Facilitated
(IA/BRE) 106 | (SBEC) 114
- 9** Priority Files
- 18** Business Startups
- 3** Funding Applications and Joint Papers Developed

Business Support Sessions

53 Sessions
843 Attendees

Top Economic Priorities as reported by Windsor-Essex Businesses

- 1** Canada-U.S. border: uncertainty of border rules; alignment of strategies for navigating the border during and post pandemic in preparation for the next "disruption"; key sectors must be included in every equation.
- 2** Uncertainty of economic climate: Buy American Act; pandemic recovery; supply chain disruption impacting production and increased cost of materials for industry impacting business investment and project planning.
- 3** Labour challenges: unintended consequences of COVID supports to employees; premise of raising minimum wage augmenting ongoing labour/talent retention & attraction issue.
- 4** Longevity of government resources and support programs: uncertainty of ongoing vaccination mandates and compliance measures.
- 5** Small business supports, recovery, sustainability.

Regional Economic Indicators †

- Population**
366,000

0.7% ↓

- Labour Force**
227,900

1.7% ↑

- Employment**
214,900

6.7% ↑

- Unemployment**
3,000

43.0% ↓

- Unemployment Rate**
5.7%

4.5% ↓

- Participation Rate**
62.3%

1.5% ↑

- Employment Rate**
58.7%

4.1% ↑

- Building Permits**
\$26,165,862

† Notes: The above figures reflect all of Windsor and Essex County, Q3 2021 to Q4 2021.

Source: Statistics Canada, Labour Force Survey custom tabulation.