



WindsorEssex

ECONOMIC DEVELOPMENT

HIGHLIGHTS OF 2020

Q3

- ▶ This report highlights business development accomplishments by the WindsorEssex Economic Development Corporation (WE EDC) from July to September 2020 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

Institute for Border Logistics and Security

Marketing and Communications



Quarterly reports are provided to funders, stakeholders and the general public and are posted on the Corporation's website www.choosewindsorwessex.com



| From the President and CEO's Desk

Wow! It is hard to believe that we have already wrapped up the third quarter for fiscal year 2020. The WE EDC team and I hope that you find this update of our strategies, projects and activities interesting and informative.

I would like to take this opportunity to tell you about some recent personnel changes here at the corporation. Our colleague Susan Anzolin has recently returned to work for the Federal Economic Development Agency for Southern Ontario (FedDev) as the Director General for Innovation and Business Development.

The good news is that Susan will be based here in Windsor-Essex and will continue to be a great partner for our organization, and our regional economic development ecosystem.



Mathew Johnson has been promoted to the position of Executive Director for the Institute for Border Logistics and Security (IBLS) and replacing Susan Anzolin. In his former role as Director, Investment Attraction and Marketing, Matt worked closely with the IBLS team on developing the automobility strategy and CASE projects. Matt is working from our Wheelton Drive office and has made a smooth transition to the new role.



Joe Goncalves has returned to WE EDC as our Director - Investment Attraction and Marketing. His familiarity with our organization, strategy and ecosystem partners combined with an extensive network of contacts developed in the automotive and automobility industry will serve WE EDC well. Joe is working from our Chatham Street office.

As we enter into the final quarter of the year, all departments continue to implement their work plans and offer our full range of support and services.

One of our upcoming events that I would like to tell you about is the Emerging Technologies Speaker Series Recover & Thrive: A virtual journey of entrepreneurship, skills for success, technology and community. We invite women-led SME's and entrepreneurs to join us beginning October 15th 2020 to January 2021 to take part in this series of webinars designed to inspire, drive positive change and connect an ecosystem of leaders across the country. Visit emergingtechnologies.ca to learn more and to register.

We encourage you to stay safe, and do not hesitate to contact us if we can be of assistance.

Sincerely,

A handwritten signature in black ink that reads "C. Stephen MacKenzie".

C. Stephen MacKenzie
President and CEO,
WindsorEssex Economic Development Corporation

Windsor-Essex Amongst Canada's 2020 'Best Locations' to Invest



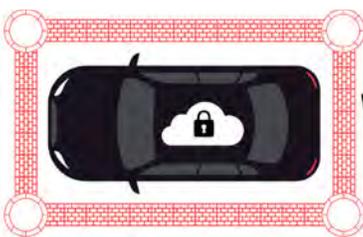
2020 CANADA'S
BEST LOCATIONS

Site Selection Magazine, an international publication that is recognized as the leading publication in corporate real estate, facility planning, location analysis and foreign direct investment has awarded Windsor-Essex one of twenty 'Best Locations to Invest' in 2020. The Province of Ontario was recognized as the top province in Canada to invest and Canada was awarded the

second-best Country to invest (behind the United States). Published by Conway Data Inc. Site Selection magazine delivers expansion planning information to 47,000 executives of fast-growing firms. The rankings were released as part of the Global Groundwork Index. The Index is based on proprietary data from Conway Analytics' Conway Projects Database and an equally robust database from global infrastructure advisory and events firm CG/LA. This is the third time in the past six years, Windsor-Essex has been recognized as Best to Invest. [Media Release](#).

"Site Selection Magazine is the gold-standard in global foreign direct investment, and economic development publications. To be recognized as a one of Canada's Best Locations is quite a strong endorsement of the Windsor-Essex region. This recognition will go a long way to building the global profile of our region as a destination to live, work and play. We should all be proud to call this region home." - Stephen MacKenzie, President and CEO, WindsorEssex Economic Development Corporation.

Automotive Cybersecurity Company – Vehiqilla Inc. Chooses Windsor-Essex



VEHIQILLA

Vehiqilla Inc., founded in Burlington, Ontario announced its decision to move its headquarters to Windsor-Essex, Ontario. The rationale behind their decision was based on many factors including the vibrant automotive and logistics sector in the region, the access to untapped tech talent from the University of Windsor and St. Clair College and the strong ecosystem that exists in the

Windsor-Essex region. Another essential decision factor for selecting Windsor-Essex is the free access to Canada's largest, publicly accessible, Virtual Reality CAVE. This access will enable Vehiqilla Inc. to continue to advance its competitive strengths in automotive cybersecurity.

Vehiqilla Inc. will launch a phased approach to hiring, beginning with a business development specialist, six researchers, five security analysts and assorted senior technical staff. [Media Release](#).

As the Windsor-Essex region shifts from the Automotive Capital to Automobility Capital, the identification of, and solutions to, cybersecurity challenges associated with Connected and Autonomous Vehicles (CAVs) has become imperative.

Companies and organizations must be able to provide expertise to the transportation sector to mitigate cybersecurity threats to the integrity and safety of goods and people that are being transported during logistics activities. Vehiqilla is an ideal company to position Windsor-Essex as a leader in automotive cyber-security.

University of Windsor MBA Students Present Automobility Sales Strategy



The WE EDC APEX (Advanced Program for Experiential Consulting) team - MBA students from the Odette School of Business - presented their final deliverables to WE EDC's Senior Management and Investment Attraction staff in early August.

The final presentation and report represent the culmination of work completed by the team of Grace Read, Raabiya Singh, Sunny Pabla, Nirav Patel and

Cynthia Xen. Throughout the academic year, the team completed three main deliverables to the WE EDC team. First, the team was tasked with conducting a strategic audit of the organization. This project provided the MBA team with a strong understanding of the entire WE EDC organization. Second, the team was tasked with locating 40 global, automobility companies, that may be suited for international expansion. Finally, the team created an "In-Bound Sales Strategy" document and presentation used for attracting automobility companies.

Senior WE EDC staff and the Investment Attraction team were extremely impressed with the final product produced by the MBA students. "Having no formal background in economic development, or a traditional engineering background in connected, autonomous and cyber-secure vehicles, the team did an outstanding job of understanding the ask from us as the client, then delivering above and beyond the scope," said Matthew Johnson, Director of Investment Attraction.

One of the students, Raabiya Singh, has elected to stay with WE EDC to complete individual consulting projects as a final capstone of the MBA program at the University of Windsor. WE EDC is looking forward to once again being an external partner of the MBA program in 2020-2021.

"Not long ago, I was in their shoes as a student. It has come full-circle as I now have the opportunity to mentor, and lead the MBA APEX Team. I am extremely proud of how the students performed and the work they produced. I am also proud to be a graduate of the program and love seeing the quality of students who are going to become leaders in our community." Ryan Donally, Manager, Corporate Marketing and Investment, WE EDC. Odette MBA Alumnus, 2015

The WindsorEssex Small Business & Entrepreneurship Centre (SBEC) experienced a busy third quarter providing new business supports to local companies affected by the COVID-19 pandemic. As the Windsor-Essex economy moved to Stage 3 of the provincial government's reopening plan the SBEC team remained committed to helping sustain and grow businesses through new funding opportunities and individualized supports. The team worked with regional, provincial and federal government partners to roll out new programs such as the Digital Growth Grant and RE3: Rebuild, Reopen, Revive. SBEC looks ahead in the fourth quarter to providing even more funding options to its clients and recognizing business achievements and stories of resiliency during Small Business Month in October.

Digital Growth Grant Provides Aid to Essex Small Businesses



The SBEC partnered with the Town of Essex to help deliver its Digital Growth Grant program. The program was aimed at main street businesses that have traditionally relied on foot traffic to generate sales and attract new customers as they have been negatively impacted by the COVID-19 pandemic. The Digital Growth Grant program provided \$1,000 grants to support 20 businesses in the Town of Essex (Essex Centre, Harrow, Colchester and McGregor). Businesses used the funding to implement digital tools or online advertising to help strengthen their business in response to COVID-19.

Digital Main Street Program Extended for Windsor-Essex Businesses



▲ Digital Service Squad member Lindsay Renaud (right) visits the Beacon Ale House in Amherstburg to provide a digital assessment of the business

The [Digital Main Street program](#), delivered locally by the SBEC, wrapped up its first year of providing area businesses with services and funding to grow their digital presence. During this quarter, members of the Digital Service Squad assisted 300 main street businesses to provide access to digital tools, online learning modules and assisted 42 businesses to each obtain \$2,500 Digital Transformation Grants. The squad also reached out to 180 businesses with information about the program and provided 55 complimentary one-on-one consultations and digital assessments. SBEC is currently onboarding new squad members as the department was awarded a second contract to continue providing Digital Main Street to Windsor-Essex businesses through next year. To date, five local businesses have received Digital Transformation Grants through this second round of funding.

Small Business Centre Delivers \$2M COVID-19 Relief Program for Women-Led SMEs



RE3: Rebuild, Reopen, Revive is a government funded program that provides non-repayable performance based contributions of up to \$5,000 to assist women-led SMEs to rebuild, reopen and revive their businesses. With the support of FedDev Ontario and the Government of Canada's Regional Relief and Recovery Fund (RRRF), WE EDC and Northumberland CFDC are working collaboratively within its regional entrepreneurial ecosystems to advance women-led SMEs across Ontario, effectively positioning for rapid and positive post-pandemic economic recovery. The SBEC division has been tasked with delivering the \$2M funding program for women-led businesses in Southern Ontario, from Windsor to Toronto. Over 500 businesses have applied to receive RE3 contributions to support activities that will enable them to rebuild, reopen and revive their businesses within a challenging pandemic environment. Funding is used by businesses for the acquisition of required/mandated Personal Protection Equipment (PPE), workspace reconfiguration to accommodate physical distancing and hardware/software upgrades to enhance online capacity, client servicing and accessibility. To date, 239 businesses have been approved to receive RE3 contributions of between \$3,000 and \$5,000.

Students Rise to the Entrepreneurial Challenge this Summer

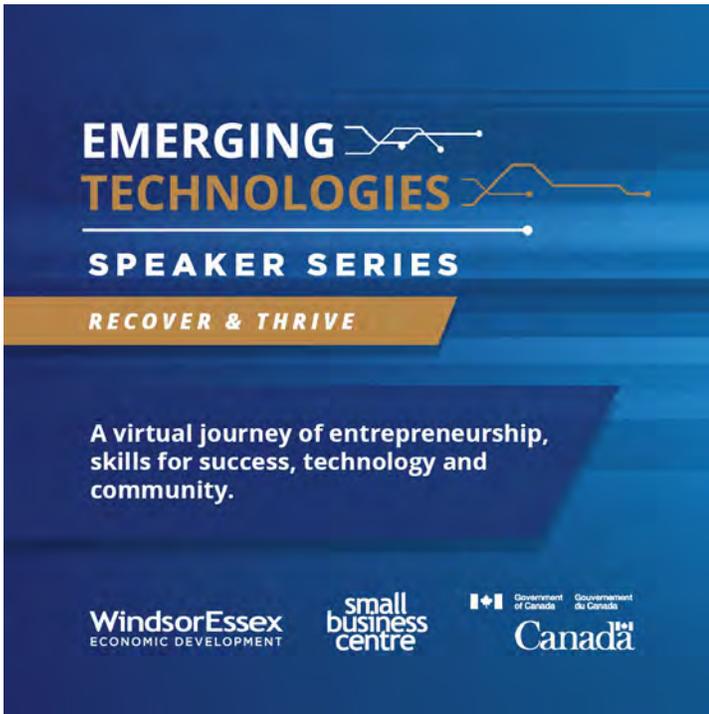


◀ The 2020 Summer Company students outside of the Small Business Centre with Youth and Entrepreneurship Advisor Myrtle Donnipad (centre)

Despite entering an uncertain economy, six Windsor-Essex students plunged ahead as first-time entrepreneurs in the annual Summer Company program. Summer Company is an Ontario government program which provides young people with the resources and training to start a new summer business. Full-time students, aged 15-29, receive hands-on business training, advice and mentorship from local business leaders and up to a \$3,000 grant. This year presented a new challenge for these young entrepreneurs as they were tasked with creating a business plan for success during the COVID-19 pandemic.

The 2020 cohort included businesses such as a grocery delivery service, hair products and accessories, landscaping and lawn care and mobile vehicle detailing. Summer Company students also had the opportunity of promoting their products and services as vendors at the Downtown Windsor Farmers' Market.

Emerging Technologies Speaker Series



The Emerging Technologies Speaker Series is proud to present a virtual journey of entrepreneurship, skills for success, technology and community. This program has received the support of the Government of Canada through the Federal Economic Development Agency for Southern Ontario and is in partnership with the Small Business Centre, RISE Windsor-Essex and WETech Alliance.

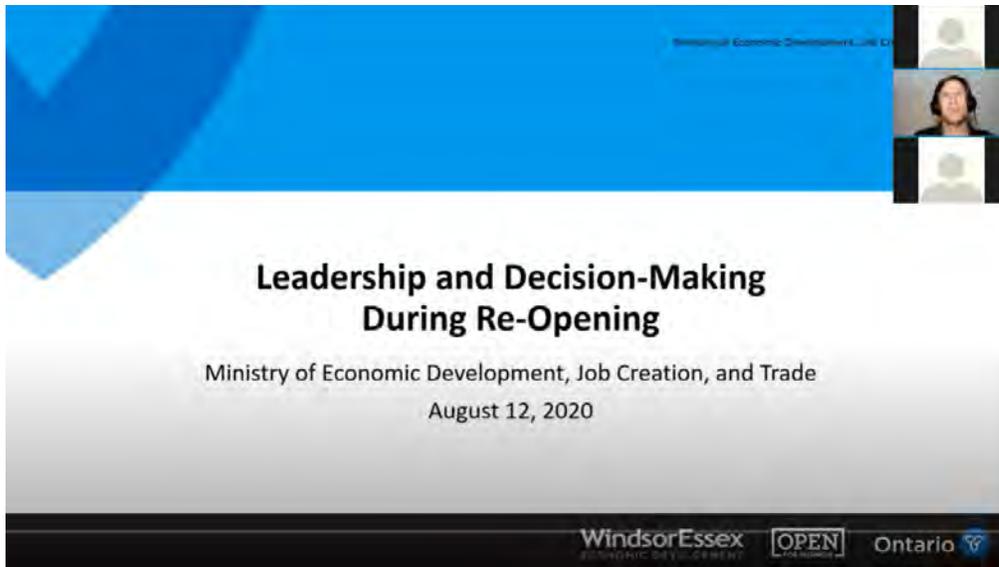
The program is targeted towards women led companies and will include a series of eight workshops. The speaker series will deliver training, outcome driven goals, presentations and how to use emerging technologies to grow your business. Learn more at: emergingtechnologies.ca

CUSMA Opportunities Webinar



The BR&E team partnered with the Consulate of Mexico in Leamington to host a webinar titled CUSMA – A Bridge in North America held on July 24. Moderated by Alberto Bernal, Consul of Mexico in Leamington, and with welcoming remarks from WE EDC’s President & CEO Stephen MacKenzie, the webinar featured a detailed presentation by Luz Maria de la Mora, Vice Minister of Foreign Trade in Mexico’s Ministry of Economy. Held just prior to the Canada-US-Mexico Free Trade Agreement’s entry into force date, the webinar focused on the strong trade relationship between Canada and Mexico, the foreign direct investment in both directions, and the opportunities that CUSMA will provide for companies in both countries to grow, particularly in the automotive industry. Following the presentation, the 180 people from both Canada and Mexico who participated live were allowed time to address specific questions to the Vice Minister.

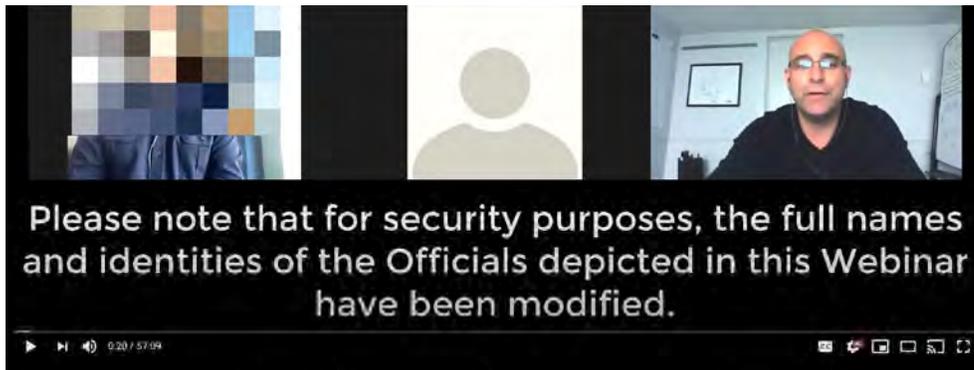
Business Decision-Making During Re-Opening – Additional Webinar Resource for Windsor-Essex Businesses



During this quarter, the WindsorEssex Economic Development Corporation and Small Business & Entrepreneurship Centre, partnered with the Ministry of Economic Development, Job Creation and Trade to host another informative webinar “Business Decision-Making During Re-Opening”. This presentation was a follow-up to the [“Navigating Through Turbulent Times”](#) webinar and focused on guiding businesses with resuming operations as the economy started to re-open amidst the COVID-19 pandemic. In this session, our returning advisor, Steven Karpenko, a Senior Business Manager with the Ministry provided additional resources to 25 businesses in presenting a playbook with guidance on navigating the ‘new normal’, tools to help businesses emerge from the pandemic stronger and with greater flexibility, and identifying opportunities that will help them lead through this and any crisis. He cited that this was key to preparing for the challenges of today and the uncertainties of tomorrow, while emerging resilient and viable.

Our Windsor-Essex businesses, of all sizes, seized this additional coaching and professional insight from Steven, to help them with their business decision-making, and prepare their operations for the economic road ahead. [Watch the recording of the webinar.](#)

Crossing the Border During COVID-19



▲ Mike Bilton, Chair of Canadian Association of Moldmakers introduces CBSA Officials

The [Windsor-Essex COVID-19 Economic Task Force](#) - through two of its committees (Manufacturing and Logistics, Transportation and Cross-Border Issues), deliberated on how best to support the movement of business travelers who are critically important to the Region's integrated supply chain. Led by the Canadian Association of Moldmakers, Automate Canada and the Canadian Tooling and Machining Association and worked along with the WindsorEssex Economic Development Corporation and Consulate General of Canada in Detroit to develop a suite of tools and actions to support business travelers crossing the border to maintain the manufacturing supply chain in North America. One of these tools is a secure health passport being developed in partnership with blockchain firm [OneLedger](#), with WindsorEssex serving as a testing ground. More information on this project can be found in this [Windsor Star article](#).

Other key actions that were taken included: the development of a comprehensive guidebook for crossing the border entitled: "[Cross-Border Tips for Manufacturing Sector Employees During COVID-19](#)", an evergreen document to ensure that manufacturing employees can cross the border with ease and remain safe when working in a cross-border environment. As well as a webinar, held on July 29th with officials from Canada Border Services Agency to help inform and raise awareness within the Windsor-Essex manufacturing sector and the Detroit/Southeastern Michigan Region on what is needed to safely cross the border to conduct essential business during COVID-19. Both of these initiatives were well received by the manufacturing sector. [Watch the recording of the webinar](#).

WE EDC Joins Future Borders Coalition



Given the importance of the border and its impact on the Windsor-Essex region, WE EDC has been tracking the local impact to identify solutions to facilitate the cross-border movement of goods and people safely and efficiently, with an emphasis on health security due to COVID-19. As a result, WE EDC became a member of the Future Borders Coalition (FBC), a not-for-profit organization, led by proponents in Vancouver and Washington State, that brings together

over 75 organizations from across Canada and the USA to advocate for a smart and phased approach to re-open the borders between the two countries. FBC is organized along four task forces: Air Border Task Force, Land Border Travel Task Force, Supply Chain / Goods Movement Task Force, and Maritime Task Force. As a result of our active involvement in leading several cross-border initiatives, the FBC approached WE EDC to serve as the secretariat for the "Land Border Travel Task Force". Matt Johnson (Executive Director, Institute for Border Logistics and Security at WE EDC) has agreed to serve as the Secretariat.

WE EDC Receives Regional Endorsement of its Automotive Cybersecurity Plan



Global cybercrime is estimated to cost \$6 Trillion USD annually by 2021 and all types of businesses and organizations are vulnerable. But this is also an area of great economic potential with investments in cybersecurity, including automotive cybersecurity. WE EDC has been leading local efforts to establish a focus on automotive cybersecurity since its designation that cybersecurity is an area of specialization under its responsibilities as an Autonomous Vehicle Innovation Network's Regional Technology Development Site in 2018. Since then, WE EDC has sponsored several cybersecurity events, including

being part of an Ontario trade mission to CyberTech Israel. WE EDC also worked with the University of Windsor to feature cybersecurity as part of its WE Diversify proposal. These steps allowed WE EDC to lead local efforts to further build local excellence in the automotive cybersecurity space.

In August 2020, WE EDC released its draft strategy for an Automotive Cybersecurity plan. Efforts are under way to begin implementation of the plan, and include four activities needed to make Windsor-Essex an automotive cybersecurity hub:

- supporting a skilled labour force through tailored education and training;
- raising awareness of the importance of automotive cybersecurity and supporting local companies to adopt automotive cybersecurity practices;
- creating an entrepreneurial culture to start and grow automotive cybersecurity companies;
- encouraging academic research in automotive cybersecurity and spurring increased commercialization.

US Embassy supports WE EDC's BorderHacks (a cross-border hackathon) and Women in Mobility Speaker Series



On September 25-27, WE EDC, in coordination with the U.S. Embassy and Major League Hacking and others, hosted a bi-national, cross-border mobility hackathon. The 36-hour, online event inspired over 600 students from the University of Windsor, St. Clair College, and Wayne State University, among others, to create their greatest innovation. Areas of focus included cross-border mobility issues such as smart infrastructure, healthcare,

cybersecurity, entrepreneurship, and more. Industry experts from local and global organizations on both sides of the border were on hand to offer mentorship and workshops to help hone and adopt new skills that will give participants a taste of both entrepreneurship and a feel for the work environment that they will soon find themselves. Solutions were adjudicated by a qualified panel of judges from both industry and academia.

In addition, the first-ever cross-border Women in Mobility Speaker Series through RISE WindsorEssex was launched at the hackathon. Through this Women in Mobility Speaker Series, RISE WindsorEssex partnered with various organizations, including Women in Mobility Detroit, WEtech Alliance, University of Windsor, the WindsorEssex Regional Chamber of Commerce, and more, to deliver one event per month. Each event will include a virtual expert speaker from the U.S., followed by a virtual networking session for women in attendance.

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, and Entrepreneurship as well as, provides client support. 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

Choosewindsor.essex.com

Users - 10,128

Pageviews - 17,745

New Visitors - 87.6%

Returning Visitors - 12.4%

Top Site Visitors



Canada



USA



China



India



United Kingdom

Social Media Analytics

WE EDC



Facebook: @WindsorEssex



LinkedIn: /windsor.essex



Twitter: @weecdev



IG: @weecdev

SBC:

Facebook: @SBCWindsorEssex

LinkedIn: /sbcwindsor.essex

Twitter: @sbcwindsor.essex

IG: @sbcwindsor.essex

Total Fans - 17,548

Total Impressions - 268,100

Total Engagement - 2,646

Advertising

WindsorEssex
ECONOMIC DEVELOPMENT
Our Location. Your Advantage.

EMERGING TECHNOLOGIES

SPEAKER SERIES

Presents a virtual journey of entrepreneurship, skills for success, technology, and community.

The WindsorEssex Economic Development Corporation invites Women-led SME's and Entrepreneurs to join us from September 2020 to January 2021 to take part in a virtual journey of entrepreneurship. Participants will experience world-class speakers such as Paul Zikopoulos and inspiring women leaders.

Paul Zikopoulos
BigData Cognitive Systems, IBM

Paul Zikopoulos is an award-winning professional writer/speaker who has been consulting on the topic of BigData for 23 years and has written 19 books as well as 360+ articles. Most recently, Paul was named on Analytics Insights' "2019 Top Global AI & BigData Influencers" list and has appeared on over a dozen other global "Experts to Follow" and "Influencers" lists. Paul has taken a very active role around Women in Technology (incl. a seated board member for Women 2.0), LGBT+ workplace inclusivity, and Coding for Veterans.

Paul has always kept with his grass roots ... a newbie with no computer courses before coming to IBM. He knows on his dumbest days he's never as dumb as he feels, and on his smartest days, he's never as smart as he feels either. Ultimately, Paul is trying to figure out the world according to Chloé - his daughter, whom he notes didn't come with a handbook and is more complex than the topic of BigData, but more fun too.

Follow Paul on Twitter: @BigData_paulz

FOR MORE INFORMATION VISIT:
EMERGINGTECHNOLOGIES.CA

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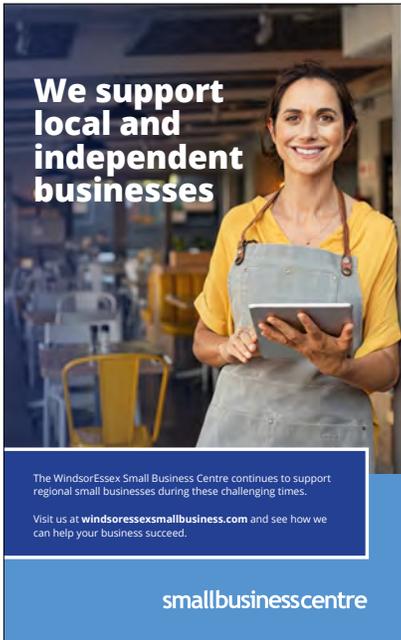
Canada

An ad to promote the Emerging Technologies Speaker Series was placed in the Fall edition of the CTMA View Magazine – a reliable source of information at the forefront of the tooling and machining industry. The magazine is distributed to CTMA members, industry partners and stakeholders, government agencies, and affiliated associations and organizations. The publication is also available CTMA's website and at several CTMA and industry events throughout the year including CTMA's AGM on October 8, 2020.



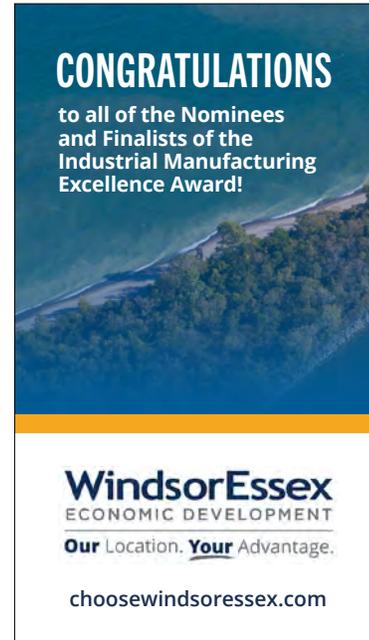
Windsor-Essex County 360-degree Video Series

The Marketing and Communications team developed a unique YouTube series that includes eight 360-degree videos. The video series was created to highlight important assets of the Windsor-Essex region and allow non-locals to experience the region - remotely. During playback users get can pan around the video by clicking and dragging from their desktop computer or a smartphone. [View series.](#)



◀ The Small Business Centre promoted their service offerings and programs in the Essex Free Press for the entire month of September.

▶ WE EDC sponsored the Industrial Manufacturing Excellence Award for the Leamington Chamber of Commerce virtual ceremony.



Social Media

Throughout the year, the Marketing and Communications department develops social media content and campaigns to highlight the activities of each of WE EDC's departments. In Q3, a paid social media campaign was developed to promote SBC's RE3 program, ads were targeted to over 122,000 English and French speaking women-led SMEs in a 50 KM radius of the cities of Brantford, Chatham, London, Hamilton, Niagara Falls, Kitchener, Halton Hills, Toronto, Guelph, Sarnia, Barrie, Owen Sound, Woodstock, and Markham.



Social media graphics were produced for the following webinars:



Media Relations

The following media releases were prepared by the Marketing and Communications department to communicate corporate initiatives.

- Windsor Star - [REOPENING CANADA: Border closure may forever alter the way we travel, do business](#)
- Windsor Star - [New NAFTA provisions applauded for removing some uncertainty in auto sector](#)
- CTV - [Eltromex Company to establish Canadian headquarters in Windsor-Essex](#)
- CKLW [Eltromex Company to Establish Canadian Headquarters in Windsor-Essex](#)
- Windsor Star - [Mexican engineering firm chooses Windsor for Canadian headquarters](#)
- CKLW - [Survey Shows Majority of Canadians Polled Want U.S. Border Closed Until End Of 2020](#)
- Windsor Star - [COVID-19 presents opportunity for region to attract remote workers](#)
- Media Release - [Minister Ng announces support for women entrepreneurs and visits Canadian personal protective equipment suppliers during tour of Markham, Cobourg and Peterborough](#)
- Windsor Star - [Federal government announces new program to support women in business](#)
- CKLW - [Western Ontario Wardens' Caucus Calling for Rural Internet Support](#)
- CTV - [Task force develops guidebook of cross-border tips for manufacturing employees](#)
- Newsletter - [Western Ontario Wardens' Caucus Newsletter feature the RE3 Program](#)
- CBC - [Uncharted territory: How Windsor-Essex businesses are surviving an unprecedented recession](#)
- Windsor Star - [Windsor selected for testing of international health passport](#)
- iPhoneinCanada.ca [Blockchain Firm OneLedger Picks Windsor as Test Site for International Health Passport](#)
- Windsor Star - [Windsor group lands \\$50K grant to develop low-cost ventilator](#)
- Blackburn - [Windsor-Essex is one of Canada's best for investment, says magazine](#)
- CTV - [Magazine lists Windsor-Essex as one of 'Canada's Best Locations' to invest for 2020](#)
- Canadian Metalworking.com - [Guidebook supports business travellers during cross-border work](#)
- Windsor Star - [Windsor listed as one of Top 20 places to invest in Canada](#)
- CKLW - [Site Selection Magazine Recognizes Windsor-Essex](#)
- Blackburn News - [Cybersecurity firm relocates to Windsor-Essex](#)
- CKLW/CTV: [Automotive Cybersecurity Company Moving Its Headquarters to Windsor-Essex](#)
- CBC - [Auto cybersecurity firm Vehiqilla Inc. relocating its headquarters to Windsor](#)
- Windsor Star - [Windsor region gaining traction in developing into auto cyber security hub](#)
- Windsor Star - [Local officials see positives in federal throne speech](#)
- CTV - [WindsorEssex Economic Development Corporation and U.S. Consulate General form cross-border partnership and host hackathon](#)
- CTV TV interview - [BorderHacks](#)

Media Releases

- [Engineering Consulting Company – Eltromex Corporation Chooses Windsor-Essex](#)
- [Cross-Border Manufacturing: An Essential Part of the Canadian and US Economies](#)
- [OneLedger Partners with the Institute for Border Logistics and Security \(IBLS\) to Launch the International Health Passport](#)
- [Windsor-Essex Named One of Canada's Best Locations to Invest](#)
- [Automotive Cybersecurity Company – Vehiqilla Inc. Chooses Windsor-Essex](#)
- [U.S Consulate General in Toronto and WindsorEssex Economic Development Corporation Partner to Foster Cross-Border Mobility and Collaboration](#)

What We Do

The WindsorEssex Economic Development Corporation 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 four key ways:

1. WE Inform and Promote

To be the leading source for economic information and promotion in the Windsor-Essex region.

2. WE Invest and Attract

To promote the Windsor-Essex region as a premier location for business attraction and expansion.

3. WE Innovate and Advance

To diversify the Windsor-Essex region and enable companies to be leaders in innovation and not victims of technology disruption.

4. WE Engage and Collaborate

To lead, inform, guide, connect and leverage the economic development ecosystem in the Windsor-Essex region.

choosewindsor.essex.com

New Investment Facilitated
\$450,500 (BA/BRE)
\$55,500 (SBC)
\$55,000 (IBLS)

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

12 Expansions Facilitated
(BA/BRE) 2 (SBC) 10

56 New Jobs Facilitated
(BA/BRE) 25 (SBC) 31

15 Priority Files

13 Business Startups

7 Funding Applications and Joint Papers Developed

Business Support Sessions

32 Sessions
1011 Attendees



Top Economic Priorities as reported by Windsor-Essex Businesses

- 1 Canada-U.S. Border Closure - Limited cross-border business travel - COVID protocols, restrictions, Mandatory Quarantine Orders
- 2 Uncertainty of Economic Climate - impacting business investment and project planning
- 3 Labour Challenges - unintended consequences of COVID supports to employees leading to labour shortages
- 4 Health & Safety protocols
- 5 U.S. tariffs on Canadian aluminum

Regional Economic Indicators†



Population 15+
356,200



Labour Force
201,800



Employment
180,100



Unemployment
21,600



Unemployment Rate
10.7%



Participation Rate
56.7%



Employment Rate
50.6%



Building Permits*
\$62,801,308

*Industrial, commercial and institutional permits only



† Note: The above figures reflect all of Windsor and Essex County, Q2 2020 to Q3 2020. Source: Statistics Canada, Labour Force Survey custom tabulation