



INVEST
WINDSOR
ESSEX

HIGHLIGHTING

20
23



BUSINESS DEVELOPMENT INITIATIVES IN WINDSOR-ESSEX

This report highlights business development accomplishments by Invest WindsorEssex from October to December 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, investwindsor.essex.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



It is with mixed emotions that I sit down to write this letter as this will be my last as President and Chief Executive Officer for Invest WindsorEssex (IWE). I have been seconded to the University of Windsor beginning on Monday, Feb. 19.

As I reflect on the final quarter of 2023, I am very proud to report another banner year for the organization and the Windsor-Essex region. The total new investment facilitated by IWE was \$127 million, resulting in the creation of 563 jobs!

It has been my honour to lead the amazing team at Invest WindsorEssex over the past seven plus years and contribute to the economic revitalization of the Windsor-Essex region. With combined investment facilitated by IWE during this period exceeding \$8.6 billion and resulting in 13,539 direct jobs, IWE is among the top performing economic development organizations in North America.



The organization has also been successful in obtaining \$18 million in grant funding which has been instrumental in supporting the region's economic growth, especially related to driving the transition of Windsor-Essex from the automotive capital of Canada to the automobility capital and a leader in next-generation vehicle production.

I look forward to working with many of you in my new role as we continue to grow the Windsor-Essex economy and provide the region's citizens with the highest quality of life that they so richly deserve.

C. Stephen MacKenzie
President and CEO,
Invest WindsorEssex

INVESTMENT ATTRACTION

South Korean EV battery supply chain company selects Windsor as its Canadian headquarters



▲ Bobaek America Inc. manufacturing plant on Wheelton Dr., Windsor.



▲ Jae-Hwa Moon (centre) from Bobaek America Inc. with the IWE Investment Attraction team.

NextStar's EV battery supplier Bobaek America Inc. has selected Windsor for their Canadian manufacturing plant location. The project will be completed in two phases with a total investment of \$60 million Cdn. on CAPEX and the creation of 250 full-time jobs. Phase one is currently under construction and is expected to be completed in 2024. Phase two construction will start in the second quarter of 2025. Bobaek will supply cell insulation materials for NextStar Energy Inc. and other customers in the United States. Their products are designed to prevent electric leakage and battery explosions, considered potential risks in electric vehicles. Customers will have access to a wide range of products, including insulating materials to protect between battery cells and the entire outer periphery of the battery.

The IWE Investment Attraction team provided support in identifying suitable sites, labour cost analysis and government funding programs that are applicable to the company. The key reason for selecting Windsor is its strategic location that allows the company stay close to its customer base and have access to both United States and Canadian markets. The company received provincial funding support of \$1.5 million Cdn.

INVESTMENT ATTRACTION

Chinese Consulate General in Toronto embarks on FAM tour across Windsor-Essex



▲ Economic and Commercial Consul delegation met with City of Windsor Mayor Dilkens and Invest WindsorEssex, President & CEO, Stephen MacKenzie.



▲ Delegation toured local greenhouse grower Under Sun Acre in Leamington.

The Economic and Commercial Consul delegation from the Chinese Consulate General in Toronto visited the Windsor-Essex region on Oct. 18 and 19 for a familiarization tour aimed at gaining insights into the region's strengths in EV battery and supply chain ecosystems, as well as its flourishing greenhouse cluster. During their visit, the delegation toured key organizations, including NextStar Energy Inc., Stratus Plastics, Ontario Greenhouse Vegetable Growers, Under Sun Acre and St. Clair College. The delegation provided exceedingly positive feedback, expressing satisfaction with their exposure to the region's expertise in EV battery manufacturing, supply chain infrastructure, the thriving greenhouse industry and the college's advanced manufacturing capabilities.

South Korean delegation visits Windsor-Essex



▲ South Korean government and industry officials met with Invest WindsorEssex.

Officials from Jeollanamdo province, the Green Energy Institute and executives from energy companies from South Korea visited the region on Nov. 28 to explore collaborative relationship between Windsor and Jeollanamdo province. The Investment Attraction team provided an overview of the region's strategic advantage and value proposition. The team also facilitated meetings with post-secondary institutions and arranged tours to local manufacturing companies Reko International and CenterLine (Windsor) to explore business opportunities. The visit to the region symbolized an earnest effort to create synergies and cultivate a robust partnership through mutually beneficial collaborations and innovation.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

| Starter Company PLUS welcomes 13 new entrepreneurs



The annual **Starter Company PLUS** program returned in October with 13 new entrepreneurs participating. Starter Company PLUS is supported by the Ministry of Economic Development, Job Creation and Trade and provides individuals starting, expanding or purchasing a small business with training, mentorship and a grant of up to \$5,000. This year's program drew interest from 131 individuals with 66 of them going on to apply to Starter Company PLUS. The businesses accepted to the program deliver a range of products and services. They include a bakery, counselling services, social enterprise café, retail fitness product, waste disposal, cancer patient treatment, charcuterie store, mobile salon, gift-giving service, Jamaican restaurant, muralist and mobile veterinary ultrasounds. The participants completed a week of business training led by BizLaunch, followed by group mentorship sessions and one-on-one business coaching. They also successfully pitched their business plans to program facilitators and members of the business and professional community. This year, the program was supported by mentors and business pitch judges from Miller Canfield, Mainstream Marketing, Timber + Plumb, Shibley Righton LLP, Light Up Works, Blab Media, Shred Shop and Edward Jones.

| Foodpreneur Advantage engages more southwestern Ontario F&B manufacturers



▲ (L-R): Phil Singeris, London Small Business Centre; Dan Gemus and Nicole Gemus, Richmond Popcorn Co.; Monica Timothy, Pak'd Pancakes; Sabrina DeMarco, Aparna Krishnamoorthy and Natasha Marar, Small Business & Entrepreneurship Centre.

Foodpreneur Advantage programming returned this quarter. The Foodpreneur Advantage Scale-Up program started in October with a new cohort of eight food and beverage manufacturers eager to scale their operations. Among them are two businesses from Windsor-Essex who received 10 intensive weeks of industry-led training, mentorship and an opportunity to receive a \$5,000 business grant. The local businesses are Richmond Popcorn Co. from Amherstburg and Pak'd Protein Pancakes from Windsor. On Dec. 5, members of the Small Business & Entrepreneurship Centre team and its Scale-Up program clients joined other program participants and partners in London, Ont. for a roundtable presentation and tours of The Grove food incubator and Booch kombucha manufacturing facility. The Foodpreneur Advantage startup webinar series also began again in November offering six seminars for startup food businesses. Foodpreneur Advantage is a regional program offered in collaboration with small business enterprise centres in southwestern Ontario and is supported by FedDev Ontario and Libro Credit Union.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

Storefront businesses supported through Digital Main Street program

The Small Business & Entrepreneurship Centre's Digital Service Squad (DSS) supported 53 Windsor-Essex businesses this quarter. The DSS delivers **Digital Main Street** program support including providing 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 and technical support, the DSS also assists businesses to apply for Digital Transformation Grants (DTG), which provides eligible brick-and-mortar small businesses with a \$2,500 grant to support their digital transformation projects. During Q4, 48 DTGs were awarded, totaling \$120,000 in funds distributed to Windsor-Essex businesses. Over \$1.1 million in DTGs have been awarded to 447 Windsor-Essex businesses since 2019. DTG applications will open again in 2024, however, local businesses can continue to request support from the DSS until next March.

W.E. Shop Local Show returns for Small Business Month



The W.E. Shop Local Show, a signature event hosted by the Small Business & Entrepreneurship Centre (SBEC) was held Oct. 26 at the Fogolar Furlan Club in Windsor. The event was an overwhelming success with hundreds of shoppers who came out to support 50 diverse small business vendors from across Windsor-Essex. This was the sixth time SBEC has hosted the public showcase of small businesses in celebration of Small Business Month in Canada.

Consumers had the opportunity to shop for local fashion, beauty, artisanal, homeware and wellness products and services as well as indulge in food and beverages from local restaurants, caterers, bakeries, wineries and breweries.

This year's event sponsors included VistaPrint, Tourism Windsor Essex Pelee Island, Federal Economic Development Agency for Southern Ontario and Community Futures Essex County.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

Businesses benefit from fall seminar series



The Small Business & Entrepreneurship Centre, in addition to its regular information sessions and Foodpreneur Advantage seminars, hosted several business development events on a variety of topics this quarter. In partnership with Scotiabank, SBEC hosted Managing Your Business Debt, which covered strategies for efficient debt management, navigating a high-interest rate environment and understanding businesses CEBA repayment options. Two sessions titled Small Business Tax, were held to target both sole proprietors and corporation businesses. Presented in collaboration with the Canada Revenue Agency (CRA), attendees learned about avoiding common tax errors, CRA services, bookkeeping best practices, HST and using financial benchmarks for their businesses. In December, advisors from the Digital Service Squad delivered a seminar titled How to Use Social Media for Customer Acquisition. Business owners learned about organic social media growth, appealing to new customers online and how the Digital Main Street program can help them grow their business.

SBEC hosts inaugural Merry Holiday Mingle



The Small Business & Entrepreneurship Centre (SBEC) celebrated a successful year with clients, partners and entrepreneurs from the Windsor-Essex business community. On Nov. 30, SBEC held its first Merry Business Mingle networking event at River Room Restaurant in Windsor. Over 100 people attended the evening event which featured networking, food and drink, raffle prizes from local businesses and free professional headshot photos for attendees. The Merry Business Mingle was a great success with \$2,000 from ticket sales donated to Sparky's Toy Drive.

BUSINESS RETENTION AND EXPANSION

Emerging Technologies in Automation Conference and Trade Show



On Nov. 2, the **Emerging Technologies in Automation Conference and Trade Show** returned to Caesars Windsor for the sixth time and welcomed the largest attendance in its history. This year's theme, Automate with Intelligence, gave a nod to artificial intelligence and its impact on the modern business world. The Business Retention and Expansion (BRE) team is the principal organizer of the event with continuing support from **Automate Canada**, the **Canadian Association of Moldmakers**, the Ontario government, other IWE departments and founding partner the **National Research Council of Canada's Industrial Research Assistance Program**.

Over 350 people attended the event which featured an opening presentation from Irina Im of **RSM Canada**, a keynote presentation from John Weigelt, national technology officer at **Microsoft Canada** and the final plenary session featuring a panel discussion with Sungwoo Park of **NextStar Energy**, Joris Myny of **Siemens Canada**, Dr. Bill Van Heyst of the **University of Windsor** and Dr. Peter Wawrow of **St. Clair College**. Moderated by IWE's President and CEO Stephen Mackenzie, the panel discussed a variety of labour force issues related to the EV battery plant's establishment in Windsor-Essex. Interspersed with networking sessions featuring over 40 **exhibitors** were **breakout sessions** focusing on topics such as AI, IoT, robotics and cybersecurity as well as technology demonstrations across various industries including automotive, agri-tech and healthcare. The team was pleased to welcome back St. Clair College as the platinum **sponsor**. Gold sponsors were the University of Windsor, FedDev Ontario and Siemens Canada and the silver sponsor was OSS Consultants. Bronze sponsors this year were SMI Automation Inc., Tractive, Ontario Greenhouse Vegetable Growers and Grant Thornton. WEtech Alliance sponsored the Start-up and Talent Zone, and new for this year, Trillium Network for Advanced Manufacturing sponsored a closing reception. A post-event survey provided excellent feedback on the conference including favourable reviews of the venue, the presentations and the exhibits and the valuable connections made.

BUSINESS RETENTION AND EXPANSION

MFG DAY in Windsor-Essex



▲ Students from Vincent Massey Secondary School toured AV Gauge & Fixture in Tecumseh, Ont.

One of the key projects for the BRE team every year, Manufacturing Day (MFG DAY) is an international effort to show students the opportunities offered by a career in the modern manufacturing industry. This year marked the ninth annual MFG DAY in Windsor-Essex. **Workforce WindsorEssex**, **Automate Canada** and the **Canadian Association of Moldmakers** worked together with IWE's BRE team to coordinate a program of site visits for over 1,000 students to 21 individual manufacturing locations. With a significant portion of the skilled trades and manufacturing workforce approaching retirement, it is becoming increasingly important for manufacturers to recruit new talent. MFG DAY is a way to demonstrate to students that a career in manufacturing, particularly in the skilled trades, will offer them a secure, well-paying job and expose them to the latest in technology and automation.

ElringKlinger hosts open house to celebrate expansion



The BRE team was pleased to attend an open house at one of ElringKlinger's two Leamington automotive parts production facilities in October to celebrate the completion of a significant warehouse area expansion. The expansion will allow the company to free up more space on the manufacturing floor and take on more contracts, particularly in the EV industry. Elected officials from the Municipality of Leamington and the Province of Ontario attended the celebration as well as ElringKlinger's CEO and COO from the company's headquarters in Germany.

◀ (L-R): Larry Verbeke, deputy mayor of Leamington; Marco Bohlen, general manager, ElringKlinger Leamington; Thomas Jessulat, CEO, ElringKlinger AG; Andrew Dowie, MPP, parliamentary assistant to the minister of economic development, job creation and trade; Trevor Jones, mpp, Chatham-Kent-Leamington; Wendy Stark, director of business retention & expansion, Invest WindsorEssex.

BUSINESS RETENTION AND EXPANSION

Economic Developers Council of Ontario – southwest regional event



Invest WindsorEssex and the Windsor-Essex community were selected by the Economic Developers Council of Canada (EDCO) to host a southwest regional event on Tuesday, Nov. 14. Invest WindsorEssex seized this opportunity to showcase our region's key assets and present best practices and insights from our regional perspective.

This full-day event in partnership with EDCO, was attended by 45 participants including economic development professionals, municipal representatives from Windsor-Essex and the entire southwest region. Local community partners such as Workforce WindsorEssex, Windsor Essex Local Immigration

Partnership, Tourism Windsor Essex Pelee Island, the Ontario Greenhouse Vegetable Growers and IWE's Automobility & Innovation Centre were part of the agenda. Representatives from the Ontario Ministry of Food, Agriculture and Rural Affairs, Ontario Federation of Agriculture, Invest Ontario, an HR professional from a local manufacturer AV Gauge & Fixture and the Southwest Ontario Tourism Corporation also were in attendance.

Presenters covered topics such as: Supporting the Agri-business Value Chain, Building Thriving Economic Clusters - A Roadmap for Communities (including a tour of our Virtual Reality Cave), Workforce Development: Best Practices in Welcoming Newcomers to our Communities and Tourism Investment ROI: The value of data-driven approaches for economic growth.

The regional event program allows EDCO members to learn and share information on current issues and programs that affect the profession.

Windsor-Essex Small Business Forum connects business to government partners and services



The Small Business Forum is designed to provide strategic information, resources and tools from government services, to support and help small businesses grow. This event had a slightly different twist from the former Doing Business with Government information sessions as it included workshops, presentations, panel discussions and an interactive tradeshow with government and community partners in the small business ecosystem. More than 70 people attended the event and leveraged this opportunity to connect and engage one-on-one with a suite of government representatives and their respective support services and to explore key topics on procurement, small business services and innovation. Topics covered included but were not limited to: Doing Business with the Federal Government, the Province of Ontario, the City of Windsor and the County of Essex; the Privacy Commissioner of Canada, Competition Bureau and various Innovation Programs and Services.

▲ IWE's BRE team co-hosted a Small Business Forum with [Procurement Assistance Canada \(PAC\) - Ontario region](#).

AUTOMOBILITY AND INNOVATION

| OVIN Partnering Forum 2023



The Automobility and Innovation team participated in the 2023 Ontario Vehicle Innovation Network (OVIN) Partnering Forum in Toronto. This dynamic event drew in more than 100 companies from across the province, creating a vibrant platform for collaboration and exploration. Distinguished guest speakers from renowned automotive giants such as Volkswagen, Mercedes and Nissan shared invaluable insights and expertise. The team seized the opportunity to engage with innovative startups dedicated to shaping the future of mobility. Networking with industry leaders further enriched the experience, fostering connections to drive local advancements in automotive innovation.

◀ (L-R): Kassem Nizam and Ed Dawson, Invest WindsorEssex; Raed Kadri, Ontario Centre of Innovation; Mackenzie Habash, Invest WindsorEssex; Sabrina Percher, AWOS Technologies.

| Women Driven Mobility YQG Breakfast



▲ Mona Eghanian, Ontario Centre of Innovation and Mackenzie Habash, Invest WindsorEssex participated in a fireside chat.

The Women Driven Mobility YQG Breakfast was supported by the Invest WindsorEssex Automobility & Innovation team and organized by WEtech Alliance. The event was attended by a diverse audience and included an engaging fireside chat between Mackenzie Habash, WE RTDS program manager and OVIN's Vice-President and Keynote Speaker, Mona Eghanian. Their insightful dialogue explored key facets driving innovation in mobility, offering valuable perspectives for the future.

Alisyn Malek, another distinguished keynote speaker, provided insights into the evolving mobility landscape. The collective wisdom shared during the sessions resonated deeply, leaving a lasting impact on the audience.

The Women in Mobility Peer Group, at the core of this event, serves as a leadership platform for women, non-binary and female-identifying individuals in Windsor-Essex. It provides an avenue for learning from

industry experts, sharing opportunities and fostering collaborations vital for growth and innovation. Embracing inclusivity and diversity, this group aims to shape a future of mobility that prioritizes sustainability, accessibility and efficiency.

This gathering showcased the power of collaboration and shared vision, indicating a promising trajectory for mobility in the Windsor-Essex region and beyond.

AUTOMOBILITY AND INNOVATION

AIC exhibits at Emerging Technologies Automation Conference and Trade Show



The AIC team recently participated and showcased their innovative technologies during Invest WindsorEssex's Emerging Technology in Automation Conference. Attendees had the opportunity to experience cutting-edge VR headsets and explore demos crafted by IWE's Software Developer, Bryan Holmes. The booth served as a hub for discovering the myriad services offered by our Regional Technology Development Site (RTDS), specifically tailored for small and medium-sized enterprises (SMEs) in Ontario. The entire AIC team actively networked and connected with other companies on the exhibit floor, fostering valuable collaborations within the tech community.

◀ [Bryan Holmes from Invest WindsorEssex showcased a digital twinning project to a conference participant.](#)

Future Mobility Challenge



The Windsor-Essex Regional Technology Development Site (WE RTDS) recently concluded a highly successful second annual Future Mobility Challenge, which catered to students across four educational levels: grade school, middle school, high school and post-secondary institutions. Students were tasked with envisioning the car of the future, incorporating cutting-edge technology into their designs. The post-secondary challenge asked participants to devise innovative solutions addressing Ontario's significant transportation issues.

The enthusiastic response to the challenge was remarkable, culminating in the selection of four outstanding winners

from various regions across the province. The event's success has paved the way for an exciting in-person learning event scheduled for the upcoming year, promising further engagement and collaboration among participants.

As part of the challenge, the WE RTDS engaged with students across Windsor-Essex conducting practical case studies on automobility. This interactive approach not only enriched students' understanding but also provided hands-on learning experiences, fostering a deeper appreciation for the complexities and possibilities within the mobility landscape.

The Future Mobility Challenge serves as a catalyst for nurturing young minds and encouraging innovative thinking within the realm of transportation.

AUTOMOBILITY AND INNOVATION

Canada Battery Manufacturing seminar



Invest WindsorEssex showcased the digital twinning for manufacturing and simulation capabilities at Automate Canada's Battery Cell Manufacturing seminar. The event attracted manufacturers from across the region eager to delve into the intricacies of battery cell manufacturing and explore ways to bolster the ecosystem. Kassem Nizam, program manager for the Windsor-Essex Regional Technology Development Site (WE RTDS), took the stage to offer invaluable insights. He explained how manufacturers in the region can take advantage of complimentary services and have access to specialized software licenses for technology development. As a testament to our commitment to fostering innovation, Invest WindsorEssex proudly sponsored this insightful event, further solidifying our dedication to advancing manufacturing excellence in the Windsor-Essex region.

◀ Kassem Nizam, Invest WindsorEssex made a presentation at the Battery Cell Manufacturing seminar.

Website launched to attract talent for the battery manufacturing sector



▲ (L-R): Justin Falconer, CEO, Workforce WindsorEssex; Stephen MacKenzie, president & CEO, Invest WindsorEssex; Minister Filomena Tassi, FedDev Ontario; Irek Kusmierczyk, member of parliament, Windsor-Tecumseh.

Invest WindsorEssex officially launched **EV Careers** at the Automobility and Innovation Center with Minister Filomena Tassi, Minister Responsible for the Federal Economic Development Agency for Southern Ontario. EV Careers is a one source for all electric vehicle-related (EV) careers available in the Windsor-Essex region. Users create a profile to unlock relevant job postings that match their skill set. Individuals who are looking for a new opportunity, students, or recent graduates can get started right away.

EV Careers is a not-for-profit partnership between community development organizations and academic institutions in Windsor-Essex, including Invest WindsorEssex, Workforce WindsorEssex, WEtech Alliance, the University of Windsor and St. Clair College. The mission is to support the region's growing EV sector by connecting job seekers with local employers and providing the resources and information they need to build successful careers in this exciting industry.

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 – 18,775
Page views – 56,392
New visitors – 98%
Returning visitors – 2%

webusinesscentre.com

Users – 7,900
Page views – 26,100
New visitors – 92%
Returning visitors – 8%

Top Site Visitors



Canada



India



USA



Indonesia



China

Social Media Analytics

Invest WindsorEssex

@investwindsoressex
 @_investwe

Total fans – 26,941
Total impressions – 718,179
Total engagement – 13,071

SBEC

@webusinesscentre
 @wesmallbusiness

MARKETING AND COMMUNICATIONS

Advertising

Source WindsorEssex



Invest WindsorEssex advertised in the Canadian Association of Moldmakers and Automate Canada Marketing Directory. The publication is distributed to association members, industry stakeholders and affiliates and will reach the desks of major decision-makers across Canada.

Sponsorship



YQGgreen Expo

In celebration of Canada's Waste Reduction Week, Invest WindsorEssex in partnership with the City of Windsor Economic Development Department co-sponsored the VIP Reception & Network Social for the YQGgreen Expo. The event also featured green business exhibits, an environmental expert panel discussion and a community recycling drop-off.

Windsor International Film Festival



Invest WindsorEssex supported the Windsor International Film Festival as a Title Sponsor for the Industry Program. These events included in-depth panel discussions, workshops and more, featuring industry professionals and nominated filmmakers. Invest WindsorEssex recognizes the potential for growth and success within our local film industry and understands the importance of continuing to support and build a vibrant arts community.

Automate Canada's Detailed Review of Battery Manufacturing Event

The Windsor-Essex Regional Technology Development Site was involved as a Premier Partner. The event included a training session, Q&A and networking about the latest in battery manufacturing.

Women Driven Mobility YQG Breakfast

IWE sponsored the Women Driven Mobility YQG Breakfast. The event explored how Ontario and Michigan are leading the charge in mobility innovation.

MARKETING AND COMMUNICATIONS

Event Marketing

EV Careers launch



The Marketing and Communications team coordinated the launch of EVCareers.ca: an online tool designed to connect job seekers with employment opportunities in the EV industry. This included the coordination of a formal announcement as well as the execution of a digital campaign and the development of promotional assets. The launch was highly successful, garnering over 1,000 new site users to date.

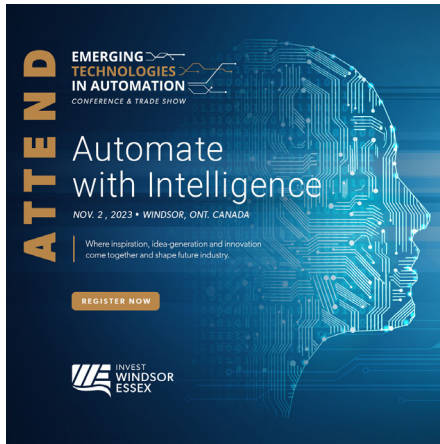
W.E. Shop Local Show



An extensive marketing campaign was developed for SBEC for their signature event held in October for Small Business Month. Creative assets were developed and used in a variety of ways to promote the event, including online advertising including ads on Windsorite dot ca, Post Media, CKLW AM800 and Blackburn Radio's website as well as paid social media ads. Additionally, a regional radio campaign with CKLW AM800, 93.9 Virgin Radio to promote the event as well as interviews with four SBEC clients. Commercials also played on Blackburn Radio.

MARKETING AND COMMUNICATIONS

Emerging Technologies in Automation Conference and Trade Show



The Marketing and Communications team supported the Business Retention and Expansion team with the development of a marketing strategy or the Emerging Technologies in Automation conference that included a robust digital paid and organic advertising campaign to promote the event. The conference [website](#) was continually updated to include up-to-the-minute agenda details, speaker profiles and sponsorships. The Marketing and Communications team also developed and maintained the event registration page and managed all media relations around the conference.

Bobaek America Inc. announcement



The Marketing and Communications team supported the Ministry of Economic Development, Job Creation and Trade and the City of Windsor with the coordination of an investment announcement for Bobaek America, a Korean electric vehicle parts manufacturer. The team assisted with media management, venue and event set-up and coordinated a site visit to the new facility under construction for the Minister's team.

◀ (L-R): Stephen MacKenzie, president & CEO, Invest WindsorEssex; Andrew Dowie, MPP Windsor-Tecumseh; Jae-Hwa Moon, president, Bobaek America; Victor Fedeli, Ontario minister of Economic Development, Job Creation and Trade; Anthony Leardi, MPP Essex; and Drew Dilkens, mayor, City of Windsor.

MARKETING AND COMMUNICATIONS

Future Mobility Challenge

The Marketing and Communications team supported the Windsor-Essex Regional Technology Development Site with the development of marketing assets for the Future Mobility Challenge – an innovative challenge for students of all levels to showcase their creativity and innovative ideas related to the future of mobility for a chance to win prizes.



Future of Transportation and Mobility Series Conference

The Marketing and Communications team produced a promotional video highlighting the programs and supports offered through the WE RTDS. The team also facilitated the recording of the event’s keynote by Danies Lee, CEO of NextStar Energy Inc. located in Windsor, Ont.

Small Business Forum - Government Services and Support



Invest WindsorEssex, president & CEO Stephen MacKenzie welcomed participants.



Participants had an opportunity to connect with government partners and officials during the tradeshow exhibition.

The Marketing and Communications team played a vital role in strengthening the BRE team’s partnership with Procurement Assistance Canada’s **Small Business Forum – Government Services and Support** in-person event. They contributed event management expertise, developed promotional graphics and crafted a social media communication plan to enhance the overall support for the event.

MARKETING AND COMMUNICATIONS

Media Coverage

Highlights:

Emerging Technologies in Automation & Trade Show

This month in automobility news: October 2023

Minister Tassi to reveal new tool to support the EV sector and its workers

Website devoted to EV careers in southwestern Ontario is live

New EV-centered website launched

Invest WindsorEssex unveils jobs portal aimed at e-vehicle sector

Minister Tassi visits Windsor-Essex and Hamilton regions

Job site focusing on EV jobs in WindsorEssex launched

New website aims to be 'one-stop' for all EV related jobs in Windsor-Essex

This month in automobility: November 2023

Ontario welcomes \$35 million manufacturing investment in Windsor

Korean EV supplier Bobaek to build \$35M plant to feed North American battery plants

Province announces new EV battery supply chain factory, 144 jobs for Windsor

\$35-million manufacturing investment announced in Windsor

Windsor lands another big battery supply chain investment

EV parts supplier building North American operation in Windsor

Bobaek America To Build \$35 Million Manufacturing Facility In Windsor

Local firm Picsume wins \$20,000 in ScaleUp Accelerator competition

Canada boosts job growth, business expansion in SW Ontario, Bruce Grey Simcoe

Media Releases:

Windsor-Essex's premier local shopping event returns in celebration of Small Business Month

Windsor-Essex supports small business at premier local shopping event

Automation conference attracts 100's of attendees to experience latest developments in Industry 4.0

Essex County entrepreneurs secure Dragons' Den deal

Windsor-Essex launches online talent attraction tool to support growing workforce needs in EV sector



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

\$127,045,000

(IA/BRE/SBEC/AI)

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

- 63** Expansions Facilitated (IA/BRE/SBEC)
- 561** New Jobs Facilitated (IA/BRE/SBEC)
- 43** Priority Files (IA)
- 40** Business Startups (SBEC)
- 3** Funding Applications and Joint Papers Developed (AI)

Business Support Sessions

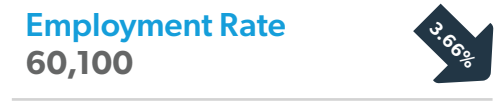
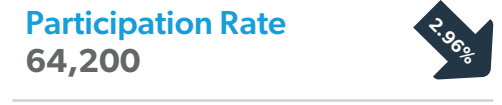
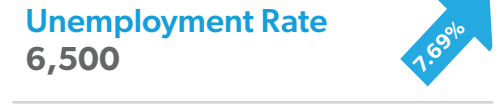
55 Sessions (BRE/SBC/AI)

1126 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; some sector businesses are exercising caution with hiring as economic uncertainty continues; 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 U.S.
- 2** Housing & labour – a two-fold challenge with an increased demand for housing outweighing the skilled labour capacity and in turn, talent attraction is stymied by lack of available and attainable housing inventory.
- 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. Uncertainty of reliable and timely supply and transmission of electricity and natural gas and related infrastructure projects continues to impede new investment.
- 4** Inflation – businesses across all sectors are cautious about new projects, expansions and capital expenditures, as they struggle to track economic indicators and day-to-day realities, making forecasting difficult. Uncertainty over inflation trends and interest rate continues to soften portions of the manufacturing industry.
- 5** Small business - struggling with COVID-19 loan re-payments and re-financing procedures. Inflation is impacting their ability to forecast/schedule repayment of pandemic recovery loans and interest rates are a serious concern.

Regional Economic Indicators †



Note: The above figures reflect all of Windsor and Essex County Q3 2023 to Q4 2023.

Source: Statistics Canada, Labour Force Survey custom tabulation.