

BUSINESS DEVELOPMENT INITIATIVES IN WINDSOR-ESSEX



Q2

HIGHLIGHTS OF 2022

This report highlights business development accomplishments by Invest WindsorEssex from April to June 2022 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 and Expansion

Automobility and 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 the Invest WindsorEssex (IWE) report for the second quarter of 2022. All IWE departments continue to deliver premium programming and customer service to our existing Windsor-Essex entrepreneurs and businesses as well as to those companies considering our region as a location for investment.

Investment Attraction is moving full speed ahead after the recent announcement of NextStar Energy Ltd. setting up operations in Windsor (Canada's largest investment in automotive history). The team is working with several companies to establish the needed electric vehicle (EV) supply chain and has succeeded in securing an additional \$90 million in investment through EV supplier, Dongshin Motech. DongShin Motech, a South Korean corporation, will directly supply aluminum battery casings for lithium-ion EV batteries to NextStar Energy's \$5-billion battery cell factory.

Building on this momentum, Marketing and Communications launched a targeted campaign across Michigan, Ohio, Illinois and Indiana attracting further investment from small to medium-sized technology companies in the automobility and EV space. The overall purpose of the campaign is to expand the rapidly growing automobility and technology cluster in the Windsor-Essex region and support the increased supply chain needs.

As investment and business development initiatives continue to ramp-up, IWE team members have resumed in-person attendance at conferences and trade shows as well as travel to promote Windsor-Essex as a prime location for foreign direct investment. Some of the upcoming events that we will be participating in include the North American International Auto Show (NAIAS) and the Battery Show North America, both of which will be held in September 2022. Team members are also planning to attend the Web Summit in Portugal. This is the largest IT summit in the world and will be held in November of this year.

Our Business Retention and Expansion (BRE) team is preparing to host the annual Emerging Technologies Conference and Trade Show at Caesars Windsor on Wednesday, Oct. 26, 2022. The event will be held in-person for the first time since the onset of the pandemic in 2019. For information and registration please visit emergingtechnologies.ca.

I am also pleased to report that our Small Business & Entrepreneurship Centre (SBEC) will be celebrating its 30th anniversary this year. The team is in the process of planning a commemorative event that will take place in the fall and details will be shared to all regional partners and stakeholders once finalized.

As always, we encourage entrepreneurs and businesses to contact our team for information or assistance with business start-up, expansion or relocation to our amazing region.

Warm regards,

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

C. Stephen MacKenzie
President and CEO,
Invest WindsorEssex

INVESTMENT ATTRACTION

Amazon delivery station comes to Windsor



The Investment Attraction team began working with Amazon on this investment project in the summer of 2021. In April 2022, the e-commerce giant Amazon announced setting up its last mile delivery station at Grand Central Business Park in the City of Windsor. The operation is expected to begin in 2024 and will be approximately 200,000 square feet. The facility will employ up to 300 full-time and part-time people, providing great job opportunities for logistics graduates from the University of Windsor and St. Clair College. This investment will help diversify the local economy and attract new businesses into the Windsor-Essex region.

Korean-based battery supply chain company Dongshin Motech chooses Windsor for its North American headquarters



▲ Stephen MacKenzie, Invest WindsorEssex president and chief executive officer accompanied by Na Qu and Joe Gonclaves, Invest WindsorEssex Investment Attraction team and Dongshin Motech executives at the site of the future facility.



The immediate goal after landing the \$5-billion EV battery plant investment from NextStar Energy Inc. (LG Energy Stellantis JV) is to attract battery supply chain companies to the region to establish a complete battery manufacturing ecosystem. The Investment Attraction team identified various upstream suppliers and started working with the battery aluminum casing manufacturing company, Dongshin Motech, immediately. Dongshin Motech is a tier one supplier for NextStar Energy Inc. The production for the first order is expected to begin in the summer of 2024. The company first visited the region in March 2022 and was followed by a second visit in June to sign a Letter of Intent to lease the City of Windsor managed airport land and custom build its future plant. The total investment amount for this project is over \$80 million Cdn and will create 300 jobs. The Investment Attraction team will continue working with the company to assist with setting up the new facility.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

| Summer Company program welcomes new students for 2022

The Small Business & Entrepreneurship Centre admitted 10 students to its **Summer Company program**. The students will be launching a variety of summertime businesses including bakeries, greeting card publishing, swimming lessons, lawncare, wellness products, 3D virtual home tours, marketing, embroidery and screen printing and computer maintenance services. Offered in partnership with the Province of Ontario, Summer Company helps students start a summer business and gain valuable experience as entrepreneurs by providing training, mentorship, and grants of up to \$3,000. The students will receive free training and mentorship through July and August as they run their businesses.



**Be your own boss
this summer**

Get training, mentorship and
\$3,000 to start a new business.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE
A DIVISION OF INVEST WINDSOR ESSEX

Ontario 

Summer Company

| Foodpreneur Advantage Scale-Up sees 14 more participating businesses

foodpreneur
ADVANTAGE

The Small Business & Entrepreneurship Centre, in partnership with Small Business Enterprise Centres in London, St. Thomas, Chatham and Sarnia, wrapped up its six-week introductory seminar series as well as the fall 2021 cohort of the Scale-Up program. **Foodpreneur Scale-Up** relaunched in April with a new group of food and beverage manufacturers interested in growing their operations. There are 14 participants in the program from southwestern Ontario, including six from Windsor-Essex. The group is receiving 10 weeks of industry-led training, mentoring opportunities and an opportunity to receive a \$5,000 business grant. Foodpreneur Advantage is supported by Libro Credit Union and FedDev Ontario.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

SBEC approved for a fourth Digital Service Squad grant

DMS SQUAD

The Small Business & Entrepreneurship Centre (SBEC) has been awarded nearly \$170,000 to support its Digital Service Squad (DSS), a program of **Digital Main Street (DMS)**. This commitment from DMS secures a DSS in Windsor-Essex until March 2024. Since 2019, SBEC has offered a DSS to hundreds of Windsor-Essex small businesses. DSS provides one-on-one assistance to bricks-and-mortar small businesses to help them grow

their digital presence and adopt innovative technologies. A new DSS will be deployed to assist businesses beginning in July. In addition to offering hands-on advisory support, the DSS will also assist businesses with applying for a Digital Transformation Grant. Applications to Digital Main Street's popular Digital Transformation Grant reopened on June 21, so eligible bricks-and-mortar small businesses can again apply for a \$2,500 grant to support their digital transformation projects.

SBEC partners with Mexican Consul in Leamington to support Mexican women entrepreneurs



▲ Stephen MacKenzie, president and chief executive officer, Invest WindsorEssex, and Sabrina DeMarco, executive director, Small Business & Entrepreneurship Centre at Invest WindsorEssex, are joined by Vanessa Calva Ruiz, consul of Mexico, Consulate of Mexico Leamington, and Hilda MacDonald, mayor, Municipality of Leamington, during a letter of intent signing on April 25 to acknowledge SBEC's partnership with the Mexican Consul on a new Mexican women's entrepreneurship program.

In April, the Small Business & Entrepreneurship Centre (SBEC) formalized its partnership with the Mexican Consul in Leamington to provide resources and workshops to participants in a new pilot program supporting Mexican women entrepreneurs. A letter of intent was signed on April 25 in Leamington between SBEC and the Mexican Consul to further expand and support the program. The new program, which initially supported three women-led businesses, is offered online in collaboration with the Thunderbird School of Global Management at the University of Arizona and the Consulate of Mexico in Phoenix. Lee McGrath, Women Entrepreneurship Strategy program director at SBEC, is providing mentorship and one-on-one advisory support to women in the program.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

I Spring seminars equip business owners with new skills



The Small Business & Entrepreneurship Centre (SBEC) had a robust events calendar in the second quarter, offering entrepreneurs a variety of free seminars on topics such as taxes, sales strategies, building resilience and marketing. In April, SBEC hosted Tax Relief Measures for Your Small Business in partnership with the Canada Revenue Agency. Attendees learned about government tax and wage subsidies that can support their businesses. Common Pitfalls Facing Start-Ups was a seminar presented by sales coach John Dobrowolsky of Sandler Windsor. He discussed sales strategies, understanding target markets, breaking even and making money as a small business. In May, Matt Dunlop from Mainstreet Marketing presented SEO Strategies to Move Your Business Up in Ranks, and Jess Critchlow, owner of Light Up Work, led a seminar called Resilience & Grit, which equipped attendees with practical tools to build resilience and grit muscle following challenges and failures in their businesses.



BUSINESS RETENTION AND EXPANSION

Emerging Technologies Speaker Series: Opportunities in Aerospace and Defence



▲ Heather Pilot of Pilot Hill provided an overview of the defence industry in Canada.

On June 13, the Emerging Technologies Speaker Series returned in-person with Opportunities in Aerospace and Defence. Guest speakers included Heather Pilot of Pilot Hill and the Best Defence Conference, Gleb Mierson of the Fraunhofer Innovation Platform at Western University, Alex Tsoulis of Mitsubishi Heavy Industries Canada Aerospace and Alain Gauthier of Black Ridge Defence. Heather provided an overview of the defence industry in Canada, including the government entities and prime contractors involved and advised attendees what they need to do to be considered as a new supplier. Gleb discussed opportunities to collaborate on research projects with the Fraunhofer Innovation Platform for Composites Research, particularly in the areas of new lightweight materials and advanced manufacturing processes. From Alex, attendees heard about the pipeline projects at MHI Canada Aerospace and how the company engages with new suppliers. Finally, Alain spoke about various current Canadian defence projects, their budgets, and the potential bidders for each one. Attendees were from a broad range of industries, from tech to manufacturing, and were looking to diversify their customer base.

Economic Development Week

A promotional banner for Economic Development Week in Windsor-Essex. The banner is blue and white. It features the text 'ECONOMIC DEVELOPMENT WEEK' in large white letters, with 'MAY 10-14, 2022' below it. Underneath, it says 'IN WINDSOR-ESSEX'. A call to action reads 'TAKE THE SURVEY AND ENTER TO WIN' with the URL 'SURVEYMONKEY.COM/R/ECDEVSURVEY2022'. The banner includes icons for a hand holding a coin, a bar chart, and a lightbulb with a gear. Logos for Workforce WindsorEssex, St. Clair College, and Invest Windsor Essex are at the bottom.

The Business Retention and Expansion (BRE) team partnered with Workforce WindsorEssex and St. Clair College again this year to roll out the annual Economic Development Week Survey. The survey's purpose is to gauge how local businesses are faring and to determine the challenges they are facing. The results also inform economic development strategies for the coming year. Of the 117 survey respondents, the majority were from the manufacturing and other services sectors. More than half of the businesses indicated they plan to expand in the next year and over 80 per cent feel that the Windsor-Essex region is an excellent or good community to conduct business. Availability of fiber optic networks and electricity were the most cited positive attributes.

New for this year, the BRE team worked with the Marketing and Communications team to develop a series of social media videos to highlight the **services provided to the local business community**. Each day one team member focused on a particular service, including advocacy with various levels of government, economic data, business visitations and the new **Source WindsorEssex** key sector database.

BUSINESS RETENTION AND EXPANSION

Forward Thinking Series: Building Organizational Structure to Support Future Goals



The final workshop in the Forward Thinking Series was held on May 12 and focused on **Building organizational structure to support future goals**. Attendees from across multiple sectors learned the importance of management structures, strategies, and methods for developing a robust knowledge transfer infrastructure and recognizing its benefits. Specific topics included: agile approaches to knowledge management, the value of building a central repository of in-house knowledge, practices that are easily accessible, and acquiring buy-in from all employees to share their knowledge. Participants were challenged to consider their own in-house structures and strategies for managing performance-critical knowledge. As an added feature, the

group heard from a professional human resources manager from A.V. Gauge & Fixture Inc., a local manufacturer, who shared her experience and expertise in the field in addition to best practices within her company.

This final workshop built on the three previous ones in the series and offered a final takeaway – access to information is key to the decision-making process and the ability of employees to perform their work efficiently and optimally. What will differentiate companies in the future is not only their products and services but also how they manage what they know.

The Evolving Threat of Cybersecurity in Automotive

The BRE team in partnership with the Ministry of Economic Development, Job Creation and Trade, co-hosted a one-hour webinar on April 28, addressing the evolving threat of cybersecurity in automotive. This webinar focused on Ontario's automotive manufacturing sector and related supply chain organizations to help learn more about the importance of cybersecurity. A keynote presentation from the **University of Windsor's SHIELD Automotive Cybersecurity Centre of Excellence** addressed the stark cybersecurity realities in automotive manufacturing with supporting data and relevant examples including costs, frequency, misconceptions and the loss of customer trust after a breach. Attendees were reminded that local academic groups are here to help and not to ignore that cyber threat exists.

A panel of leading Ontario-based experts in automotive cybersecurity from four robust and innovative cybersecurity firms included: the Automotive Security Research Group, BlackBerry, Magnet Forensics and Vehiqilla. Each of these companies, specializing in helping to protect the automotive industry, discussed why cybersecurity matters more than ever before, strategies to avoid malicious cyber-attacks, the critical steps in an organization becoming cybersecure ready and creating a workplace culture focused on cyber awareness and security with employees.

This topic has become more relevant and appropriate to our businesses in Windsor-Essex as cybersecurity is one of the four pillars of our region's Automobility Strategy.

The audience was provided resourceful insights, tips, and tactics to assist any business with their cybersecurity journey and implementation plan.

AUTOMOBILITY AND INNOVATION

Canada's first international border crossing digital twin



▲ IWE's Akash Charuvila, engineering lead - vr and optics with the Hon. Helena Jaczek, minister responsible for Federal Economic Development Agency for Southern Ontario (FedDev).

Testing automated vehicles in a real-world environment poses many challenges. Using a digital twin and virtual environment allows companies to simulate how their sensors, vision systems and onboard cameras will operate to keep vehicles and their occupants safe.

On April 21, Invest WindsorEssex's (IWE) Automobility and Innovation team launched Canada's first virtual international border crossing for connected and automated vehicle (CAV) testing. Together with FedDev Ontario, the City of Windsor and Windsor Detroit Borderlink Limited, IWE unveiled one of the region's newest test tracks for cross-border CAV technology and infrastructure simulation.

Through IWE's leadership with support from FedDev Ontario, a digital twin (3D version) of the Windsor Detroit Tunnel using light detection and ranging (LIDAR) technology was created. The LIDAR scan was completed by CMF Group and Site Management System and the digital twin was deployed in the IWE Virtual Reality (VR) CAVE, Canada's largest publicly accessible VR CAVE. Creating a virtual design of the

Windsor Detroit Tunnel allows the IWE team to work with companies to simulate how an automated vehicle crosses the border. This is one step along the journey which will eventually result in automated vehicles being able to pass safely through the heavily-travelled international border crossing. **Interested companies can sign up to join** the Windsor-Essex Regional Technology Development Site (RTDS) and use the test track free of charge.

Invest WindsorEssex participates in AutoTech Detroit



The IWE Automobility and Innovation team participated in their first in-person cross-border tech show since 2019! In June, IWE attended AutoTech Detroit (formerly TU- Automotive) in Novi, Michigan. The event featured tech talks and an expo where the Invest WindsorEssex VR CAVE and OVIN program were highlighted at the Ontario booth, hosted by the Ontario Consulate from New York. The booth also featured some of the leading automotive tech start-ups in the province. The two-day event featured keynotes from Vishnu Sundaram, senior VP at Stellantis and Arvin Baalu, director at Amazon Smart Vehicles.

◀ IWE team join the Ontario Consulate at AutoTech Detroit.

AUTOMOBILITY AND INNOVATION

Engaging and collaborative opportunities with regional and international ecosystems



The second quarter of 2022 has been rich with collaborative opportunities with regional and international ecosystems. The IWE Automobility and Innovation team hosted several in-person demonstrations and events with the community, including:

- St. Joseph High School students saw the virtual adaptation of the Habitat for Humanity home demo in the Invest WindsorEssex Virtual Reality (VR) CAVE before continuing to Leamington to visit the building site.
- The Automobility and Innovation Centre (AIC) sponsored Massey Hacks and provided judges for the event.
- The Master of Applied Computing students from the University of Windsor visited the Invest WindsorEssex VR CAVE to include the technology in their course projects.
- AIC hosted Minister Jaczek for a roundtable on economic development and tech in Windsor-Essex.
- A delegation traveling from Mannheim, Germany, visited the Invest WindsorEssex VR CAVE and learn about the region's transformation from the Automotive Capital of Canada to the Automobility Capital of Canada.
- The senior team at AIC participated in OCI/MDOT cross-border strategy workshops and the Quebec Windsor EV Corridor Panel.

The Automobility and Innovation team participates in the Collision 2022 tech conference in Toronto



The IWE Automobility and Innovation team was highly engaged at Toronto's Collision tech conference from June 20 to 23. Our organization partnered with [Invest in Canada](#) to promote Canada's Automobility Capital. This was the first in-person Collision conference since before the pandemic began. This sold-out conference had over 30,000 participants including tech start-ups at various levels of scale, companies and government partners. Our team's main objective was to engage with start-ups in the Autotech sector and connect them with the new OVIN programs that our [Windsor-Essex Regional Technology Development Site](#) offers. The team was successful in making many strong connections and has scheduled follow-up meetings to identify the support that can be provided and highlight the Windsor-Essex region to up-and-coming automobility companies. The IWE Automobility and Innovation team will carry this momentum moving forward as a catalyst to support many participants through the newly announced OVIN program.

- ◀ IWE Automobility and Innovation team: Mackenzie Habash, program manager, Ed Dawson, senior manager, Automobility and Innovation and Kassem Nizam, program manager.

CORPORATE MARKETING AND COMMUNICATIONS

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

Strategic programs and activities include the following:

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

Website Analytics

investwindsoressex.com

Users – 11,122
Page views – 26,120
New visitors – 81%
Returning visitors – 19%

webusinesscentre.com

Users – 5,753
Page views – 18,602
New visitors – 65%
Returning visitors – 35%

Top Site Visitors



Canada



USA



India



China



United Kingdom



Invest WindsorEssex was the recipient of a 2022 AVA gold digital award for its newly launched website. The website promotes the Windsor-Essex region as a competitive location for both foreign and local investment and enables easier access to data and information relevant to site selectors and local businesses for the purpose of investment, expansion and talent attraction. This international competition recognizes excellence by creative professionals responsible for the planning, concept, direction, design and production of digital communications.

Social Media Analytics

Invest WindsorEssex

@investwindsoressex
 @_investwe

SBEC

@webusinesscentre
 @wesmallbusiness

Total fans – 22,223
Total impressions – 480,061
Total engagement – 13,919

MARKETING AND COMMUNICATIONS

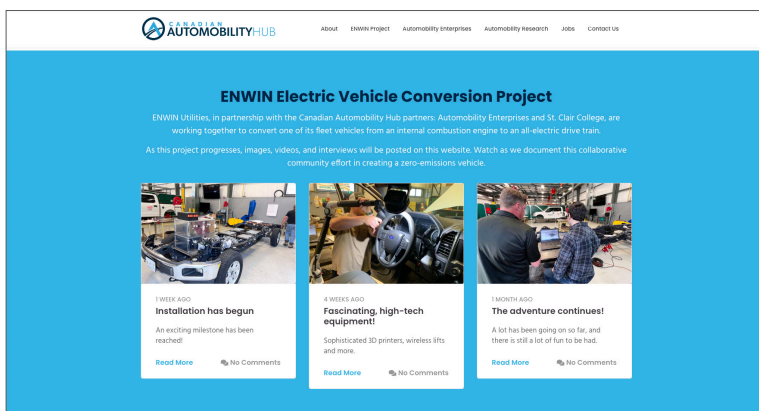
Advertising

FDI campaign: Windsor-Essex: A Bridge to Your Future



Invest WindsorEssex’s (IWE) Marketing and Communications department launched a marketing campaign mid-June: Windsor-Essex: A Bridge to Your Future. The campaign was launched across the states of Michigan, Ohio, Illinois, and Indiana targeting small to medium-sized technology companies to expand their operations and cross into Canada’s innovation hub and into Canada’s rapidly growing automobility capital. The campaign includes videos, social media, billboards, display ads and search engine marketing tactics designed to drive audiences to a landing page (TheFuturesWe.ca) profiling the Windsor-Essex region’s value proposition and next steps to future expansion.

ENWIN electric vehicle conversion project



Invest WindsorEssex is supporting ENWIN Utilities, in partnership with the Canadian Automobility Hub partners: Automobility Enterprises and St. Clair College. The partners are working together to convert one of ENWIN’s fleet vehicles from an internal combustion engine to an all-electric drive train.

As this project progresses, the IWE Marketing and Communications team has partnered with the group to promote project milestones through regular blogs that include images, videos and project updates on the [Canadian Automobility Hub](http://CanadianAutomobilityHub) website and across IWE social channels.

MARKETING AND COMMUNICATIONS

Advertising

The Marketing and Communications department developed advertisements for the following:

A one-stop source for starting and growing your business in Windsor-Essex.

Book a **FREE** consultation with a virtual business advisor, or visit our new website for further resources:
webusinesscentre.com





SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

A DIVISION OF INVEST WINDSOR ESSEX

WINDSOR | LASALLE | TECHWASH | LAKESHORE | AMHERSTBURG | ESSEX | KINGVILLE | LEAMINGTON | PELLE ISLAND



WELCOMES

STELLANTIS + LG Energy Solution

TO WINDSOR, ONTARIO

Future home of Canada's largest EV battery manufacturing plant

LOCATION

Business U.S.-Canada border at the heart of the richest consumer market in the world

TALENT

Highly educated, skilled & diversified workforce

CONNECTED

Seamless connections to U.S. supply chains through air, rail, highway & water

AFFORDABLE

Attractive land, development & housing costs

THE FUTURE IS WINDSOR-ESSEX

CROSS INTO CANADA'S AUTOMOBILITY CAPITAL

519-255-9200 | info@investwindsor-essex.com
investwindsor-essex.com










INVEST WINDSOR ESSEX

OUR LOCATION. YOUR ADVANTAGE.

INVESTWINDSOR-ESSEX.COM

CANADA

Built on manufacturing, driven by innovation.

Windsor-Essex is the Automobility Capital of Canada.


Did you know that Windsor-Essex, Ontario, situated at the heart of the richest consumer market in the world, has emerged as an international hub for automation and mobility? Now is the perfect time to be part of the Automobility Capital of Canada!

Join us for the ride!




MARKETING AND COMMUNICATIONS

The Marketing and Communications department promoted and developed assets for the following:



BUSINESS RETENTION & EXPANSION
A DIVISION OF INVEST WINDSOR ESSEX

- Information & Connections
- Professional Advice
- Assistance

ECONOMIC DEVELOPMENT WEEK MAY 10-14, 2022
IN WINDSOR-ESSEX




 **WEST WINDSOR Small Business Relief Fund**

Up to \$10,000 in funding for eligible businesses.

[APPLY NOW](#)

Funded by: Federal Economic Development Agency for Southern Ontario / Financé par: Agence fédérale de développement économique pour le Sud de l'Ontario





Be your own boss this summer

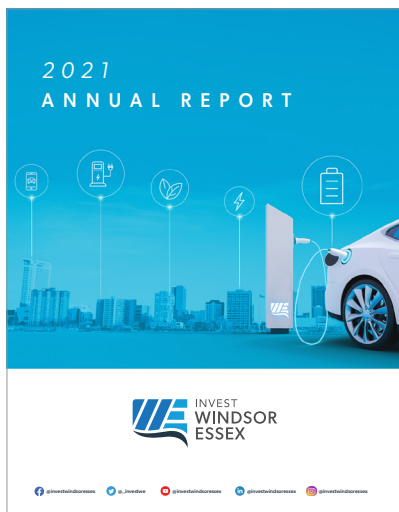
Get training, mentorship and \$3,000 to start a new business.



MARKETING AND COMMUNICATIONS

Event Marketing

2021 Annual General Meeting



The Marketing and Communications department was responsible for the development and coordination of the 2021 Invest WindsorEssex **annual report** and annual general meeting. The event was held in-person at Caesars Windsor for the first time since the onset of the pandemic and welcomed over 100 community partners, business clients and stakeholders.

The event also included a presentation from keynote speaker Flavio Volpe, President of the Automotive Parts Manufacturers' Association (APMA), who provided an overview of the automotive industry and the future of Windsor-Essex, Ontario and Canada as global leaders in next generation automotive production.

IWE hosts Minister Jaczek to unveil Canada's first virtual international border crossing for CAV tech testing



The Marketing and Communications department coordinated and promoted a media event and tour hosting the Honourable Helena Jaczek, Minister responsible for the Federal Economic Development Agency for Southern Ontario (FedDev Ontario) and Irek Kusmierczyk, Member of Parliament for Windsor-Tecumseh, to experience Canada's first virtual international border crossing for connected and automated vehicle (CAV) testing.

◀ The Hon. Helena Jaczek gets behind the wheel at the Invest WindsorEssex VR CAVE.

Event Marketing

The Marketing and Communications department developed assets and supported the following events:

FORWARD THINKING

BUILDING ORGANIZATIONAL STRUCTURE TO SUPPORT FUTURE GOALS

Thursday, May 12, 2022
12 p.m. to 1:30 p.m. EDT

A series of workshops to guide the future success of your business.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE | Odette School of Business | UNIVERSITY OF WINDSOR

ECONOMIC DEVELOPMENT WEEK IN WINDSOR-ESSEX MAY 9-13, 2022

INVEST WINDSOR ESSEX



EMERGING TECHNOLOGIES

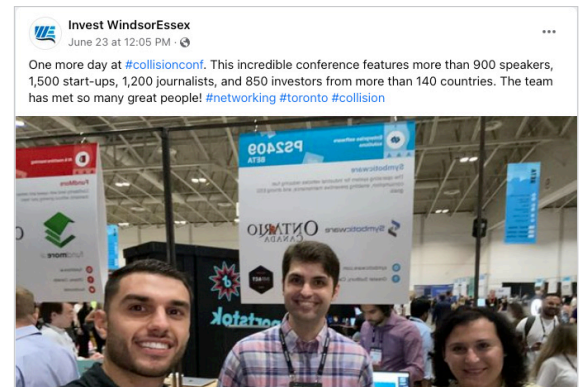
SPEAKER SERIES

OPPORTUNITIES IN AEROSPACE & DEFENCE

MONDAY, JUNE 13 • 12PM - 1:30PM EDT

AUTOMOBILITY AND INNOVATION CENTRE,
3475 WHEELTON DR., WINDSOR ON

INVEST WINDSOR ESSEX



MARKETING AND COMMUNICATIONS

Media Releases

Government of Canada invests over \$2.5 million to support Windsor businesses impacted by blockade

Invest WindsorEssex welcomes Minister Jaczek to tour cross border automobility project

IWE hosts Minister Jaczek to unveil Canada's first virtual int'l border crossing for CAV tech testing

Small Business & Entrepreneurship Centre partners with Consulate of Mexico in Leamington to provide programming for women entrepreneurs

Invest WindsorEssex hosts annual general meeting and highlights 2021 regional accomplishments

Windsor expands electric vehicle supply chain footprint

Windsor-Essex, Ontario launches targeted campaign to attract U.S. tech companies to Canada

Media Coverage

April 2022 – June 2022

Highlights:

Blog: Federal funding to support hundreds of west Windsor small businesses

Blog: The Windsor-Essex Virtual Reality CAVE

Blog: BRE Economic Development Week 2022

Blog: Investment Attraction

Ontario supporting economic growth in Southwest Ontario

700 additional jobs required at Stellantis-LG Windsor EV battery plant

Stephen Mackenzie, CEO, Invest WindsorEssex, joins The Morning Drive's Lisa and guest host Jon Lidtke to talk about the 700 new jobs added at the Stellantis-LG Windsor EV battery plant

The inside story on how the City of Windsor landed a \$5 billion EV battery plant

Canada's first virtual cross-border test track unveiled in Windsor

3D Windsor Detroit Tunnel unveiled to test automated vehicle cross-border travel

Virtual border simulator for autonomous cars running in Windsor

Amazon to build fulfillment centre in Windsor

There's now a playbook to court EV investment

Windsor Detroit Tunnel driving simulator

Mexican consulate, Windsor small business centre expand women's entrepreneurship program

Invest WindsorEssex president optimistic about new Amazon jobs

New program aims to jump start business ventures for Mexican women in Windsor-Essex

Invest WE head says Stellantis announcements will secure regional economy for a generation

Hydro One investing in critical infrastructure to energize the southwest Ontario economy

Planning begins to meet surging demand for labour with arrival of battery plant

New Stellantis-LG battery plant in Windsor Ont can tap into existing suppliers

New battery plant talent recruitment to begin by end of 2022 or early 2023

Demand to fill skilled construction jobs draws workers to Windsor

Windsor secures new EV feeder plant set to add 300 jobs in the region

Windsor lands \$60M electric vehicle supply chain investment

South Korean company announces \$90M facility to support battery plant

DongShin Motech locating \$60-million supply plant near Windsor Airport

South Korea's Dongshin building \$60M battery casings plant in Ontario

Live with Coffee with Crainer: Stephen MacKenzie, President & CEO, Invest WindsorEssex



PERFORMANCE METRICS 2022

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

\$2,795,000,000 (IA/BRE)
\$1,737,334 (SBEC)
\$2,500,000 (AI)

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

48 Expansions Facilitated
(IA/BRE) 2 | (SBEC) 46

1068 New Jobs Facilitated
(IA/BRE) 950 | (SBEC) 118

6 Priority Files

18 Business Startups

1 Funding Applications and Joint Papers Developed

Business Support Sessions

45 Sessions
544 Attendees

Top Economic Priorities as reported by Windsor-Essex Businesses

- 1 ArriveCAN app – a cross-section of industry associations requested an end to the ArriveCAN app; citing that it adds another layer of red tape for cross-border business travel and discourages tourism travel.
- 2 Supply chain disruption – reduced supply/availability of necessary materials; increased cost of materials (especially steel), impacting critical manufacturing and production deadlines.
- 3 Labour force challenges – continued shortfalls in labour/ talent pools across all sectors.
- 4 Inflation – cost of inventory, forecasting special projects and expansions, market outlook, deeply impacting SMEs.
- 5 Small business - inflation impacting their ability to forecast/ schedule repayment of pandemic recovery loans.

Regional Economic Indicators †



Population
366,200



Labour Force
216,000



Employment
205,500



Unemployment
10,500



Unemployment Rate
4.9%



Participation Rate
59%



Employment Rate
56.1%



† Notes: The above figures reflect all of Windsor and Essex County, Q1 2022 to Q2 2022.

Source: Statistics Canada, Labour Force Survey custom tabulation.