

Q2

QUARTERLY REPORT



INVEST
WINDSOR
ESSEX

BUSINESS DEVELOPMENT INITIATIVES IN WINDSOR-ESSEX

This report highlights business development accomplishments by Invest WindsorEssex from April to June 2025 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

HIGHLIGHTING

2025



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@investwindsorsex



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

Message from the Chief Executive Officer



It is my sincere pleasure to address you for the first time as the new Chief Executive Officer (CEO) of Invest WindsorEssex (IWE). Having proudly served our region as the CEO of Tourism Windsor Essex Pelee Island since 2011, I look forward to taking on this dual role and leading this dynamic organization at such a pivotal moment in our community's growth and transformation.

Our Q2 2025 report is a testament to the passion, innovation and collaborative spirit that drives everything we do at Invest WindsorEssex. Each department has delivered exceptional work that continues to elevate the Windsor-Essex region as a global leader for attracting investment, talent and advancing economic growth.

This quarter, our **Small Business & Entrepreneurship Centre (SBEC)** empowered newcomers through the launch of the *New Start Ventures* program, engaged local businesses with in-person services across Windsor-Essex, and delivered another impactful season of *Summer Company*, supporting 16 student-led businesses. Providing resources and support to hundreds of businesses this past quarter, SBEC continues to be a cornerstone for local business and entrepreneurship development.

The **Marketing and Communications** team executed strategic campaigns across digital platforms to amplify IWE's regional impact and partner initiatives. From promoting the Emerging Technologies Conference to developing outreach for tools like the Windsor-Essex Data Centre, their efforts led to strong web and social media performance with nearly 58,000 combined website visits and over 379,000 social media impressions.

Our **Business Retention & Expansion (BRE)** team strengthened industry relationships by attending key events like the Ontario Automotive Mayors meeting, hosting expert-led webinars and workshops and participating in site visits to support business expansion efforts. These activities enhance our region's competitiveness through driving industry sector growth and market expansion.

The **Automobility and Innovation Centre (AIC)** once again led nationally with the **Battery Boost Technical Training Program**, which trained nearly 100 individuals with a 99 per cent job placement rate. The team will have hosted Battery Boost Job Days in every municipality across Windsor-Essex by August of this year, providing job seekers throughout the region access to exciting opportunities in battery manufacturing. Furthermore, the introduction of Virtual Reality safety training and presentations at forums like Learning Sandbox LIVE further underscores AIC's leadership in future-ready workforce development.

In **Investment Attraction**, Q2 was marked by major global wins. Minth Group announced a \$297-million investment in a new Windsor-based facility, creating over 1,000 jobs, while South Korea-based Luxolis selected Windsor-Essex for its North American headquarters. Participation at CANSEC and Greentech expanded our international reach and opened doors to future opportunities in defence and greenhouse innovation sectors.

I want to express my gratitude to the incredible team at Invest WindsorEssex. Your hard work, expertise and relentless dedication have made this a truly impactful quarter.

As we look to the remainder of 2025 and beyond, I am confident that together we will continue to build momentum, create new opportunities and position our region for economic growth and prosperity.

Thank you for your continued support and commitment to our shared vision.

Gordon Orr
Chief Executive Officer
Invest WindsorEssex

INVESTMENT ATTRACTION

World's top battery enclosure company chooses Windsor for its Canadian HQ



- ▲ Investment Attraction supported the site selection for Minth Group since September 2023.



- ▲ Minth Group's public announcement of the new manufacturing facility in Windsor.

Minth Group began working with the Investment Attraction (IA) team in September 2023 while evaluating North American locations for its battery tray manufacturing expansion. After considering sites in Michigan and the Windsor-Essex region, the company selected industrial land at Windsor Airport following two executive site visits and extensive collaboration with the IA team, focused on land, workforce and utility infrastructure.

Construction started in November 2024 and is ahead of schedule, with ongoing support by the City of Windsor and construction expertise led by the Rosati Group. The \$297 million Cdn investment will create 1,099 high-quality engineering and technical jobs.

Minth Group's commitment to performance, superior quality and continuous innovation will make a significant contribution to the region's electric vehicle battery and next-generation automotive ecosystem.

South Korea-based AI company selected Windsor-Essex for their North American headquarters



- ▲ Luxolis specializes in advanced 3D vision solutions.

The Investment Attraction (IA) team has been engaging with a South Korea-based artificial intelligence company, Luxolis, which specializes in advanced 3D vision solutions. Recognized by global leaders such as Intel and Google, the company develops both proprietary 3D scanning camera hardware and customized AI-driven software tailored to diverse industry applications.

The IA team has actively supported the company by facilitating introductions to local businesses, shared office space providers, and relevant industry organizations to explore potential partnerships and operational setups in the region.

The company has already initiated local talent engagement by hiring a co-op student from the University of Windsor and plans to expand by employing additional co-op students and full-time engineers/researchers. Their workforce expansion target includes hiring up to 30 employees in the next couple of years.

INVESTMENT ATTRACTION

Investment Attraction attended CANSEC & Greentech trade shows



▲ Canada's leading defence, security and emerging technology event in Ottawa attracted over 12,000 attendees and 280+ exhibitors from across the globe.

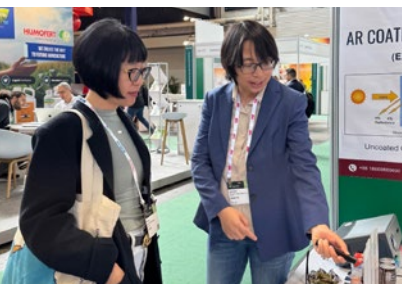


▲ Exhibitors showcase the cutting-edge technologies in land, naval, aerospace and joint force domains.

Hosted by the Canadian Association of Defence and Security Industries (CADSI), CANSEC is the largest defence trade show, showcasing cutting-edge technologies from around the world across land, naval, aerospace and joint force domains. With Canada's 2025-2026 federal budget including a significant \$9 billion Cdn increase in national defence spending to strengthen domestic defence production, there is growing potential for the Windsor-Essex region to attract new investment in the defence sector, leveraging its strong capabilities in advanced manufacturing.

The Investment Attraction team attended CANSEC and engaged with several companies in aerospace, drone manufacturing and new composite materials to promote our regional value proposition. Follow-up meetings have been scheduled to explore partnership and investment opportunities.

Greentech trade show in the Netherlands



▲ Investment Attraction's Na Qu exploring the trade show floor at Greentech.



▲ Investment Attraction engaged with various industry associations and government trade agencies on collaborating opportunities with the Windsor-Essex region.



▲ Greenhouse supply chain companies across the world showcasing innovative systems.

The Investment Attraction team participated in this year's premier global expo on horticultural technology in Amsterdam. The event featured over 560 exhibitors and drew more than 12,000 professionals from around the world, showcasing cutting-edge innovations in vertical farming, artificial intelligence, robotics, medicinal plants and renewable energy solutions for greenhouse environments.

As home to the largest greenhouse cluster in North America, the Windsor-Essex region serves as a strategic hub for companies looking to access the North American market and stay close to their customer base. During the event, the Investment Attraction team engaged with industry innovation associations, government agencies and companies to explore potential opportunities for collaboration. Follow-up discussions are underway, including plans to host incoming missions from several associations and companies interested in learning more about the region.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

| New Start Ventures boosts newcomer entrepreneurship



▲ Participants celebrated the conclusion of the first New Start Ventures program during a networking breakfast event on April 4.

The Small Business & Entrepreneurship Centre (SBEC), with support from Libro Credit Union, successfully launched the first cohort of the New Start Ventures program from March 31 to April 4. The program supported 17 newcomers to Canada, who completed an intensive week-long program. Participants gained practical knowledge and hands-on experience in business planning, financial literacy, marketing and the nuances of the Canadian business landscape.

The cohort was diverse — spanning multiple countries of origin, languages and lived experiences. The program facilitated integration into the local entrepreneurial ecosystem by providing participants with tools for business success and connecting them with small business mentors, advisors and peer networks. The program concluded with a networking breakfast, celebrating the achievements of the participants and strengthening community connections with program mentors and community partners.

Applications open in July for a fall cohort of **New Start Ventures**.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

Enhancing opportunities for West Windsor businesses



▲ Small business owners and members of the local entrepreneurial ecosystem connected during a networking event in West Windsor on June 26.

The West Windsor Business Development Program successfully relaunched in April in a continued effort to stimulate economic development through comprehensive business supports, digital transformation opportunities and enhanced community engagement programming. The Small Business & Entrepreneurship Centre (SBEC) resumed its in-person business advisory services at the Windsor Public Library's John Muir Branch in April. SBEC complemented these advisory services with a targeted educational seminar series at Mackenzie Hall Cultural Centre, designed to address critical business development needs for both emerging and established small businesses. The spring programming included three strategic sessions: Starting a Small Business on April 1, Recruiting and Retaining Stellar Employees, delivered by Logic Executive Search & Workplace Solutions on April 15, and Writing a Business Plan on May 15.

The program's community engagement efforts included the revival of the popular Banter, Business & Beers networking event, which took place June 26 at Rock Bottom Bar & Grill in Sandwich Town. Nearly 70 people attended the event to create meaningful connections within West Windsor's business ecosystem. The **West Windsor Business Development Program** is supported by the Gordie Howe International Bridge Community Benefits Plan.

Local main streets target for small business supports



▲ (L-R) Candyce Mollard, Olde Riverside Town Centre BIA; Markie Tucket, owner of Timber + Plumb Kitchen and Cabinetry and Aparna Krishnamoorthy, Small Business & Entrepreneurship Centre during a business walk through in Olde Riverside Town Centre BIA.

The Small Business & Entrepreneurship Centre (SBEC) team launched its first round of business walks for 2025 this quarter, engaging with local business owners and community partners across Windsor-Essex. Collaborating with representatives from various business improvement associations (BIAs), municipal economic development offices and community partners, the team provided information on current SBEC services and available program opportunities designed to support main street businesses.

The initial business walks took place in May and June, covering commercial districts in Amherstburg, Essex, Downtown Windsor and Olde Riverside. SBEC staff and partners canvassed these areas, introducing themselves to new business owners and reconnecting with existing clients. During each visit, the SBEC team conducted a short survey with business owners and managers to assess the status of their operations, gather perspectives on the local business climate and identify areas where support is needed. Following these visits, SBEC followed up with requests to provide businesses with tailored advisory services based on their specific needs. Additional business walks are planned for fall 2025 in other Windsor-Essex BIAs and commercial districts as part of the centre's continued commitment to fostering local economic growth.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

Local main streets target for small business supports



▲ The Small Business & Entrepreneurship Centre welcomed 16 student entrepreneurs from across Windsor-Essex into the 2025 Summer Company program.

Following a successful outreach campaign this spring, the Small Business & Entrepreneurship Center (SBEC) accepted 16 new student entrepreneurs into this year's Summer Company program. The program had an earlier start this year in June, providing participants with more time to launch and nurture their startup enterprises. Summer Company provides full-time students, aged 15-29, with hands-on business training, advice and mentorship from local business leaders and a grant of up to \$3,000.

A diverse mix of high school and post-secondary students from Windsor and Essex County make up the cohort. Businesses in this year's program include a food truck, tutoring, lawncare, fashion design, maintenance, visual arts, photography, and more. The students participated in a weekend of in-person training where they learned about business fundamentals, developing a business plan, business registration and regulations, sales and marketing, and more. Summer Company is delivered locally by SBEC and supported by the Ontario Ministry of Economic Development, Job Creation and Trade.

Foodpreneur Advantage reaches new F&B businesses



▲ The business owners of Just Freeze It Sweets, Golden Oven Bakery, Iyal and All Season Caribbean Jerk Sauce & Rub participated in the Foodpreneur Advantage Scale-Up program.

The Foodpreneur Advantage webinar series for food and beverage businesses returned in May to provide startup information launching a food business, regulatory compliance, selling to consumers and retailers, costing and pricing, marketing and labelling and packaging.

Participants from the fall 2024 cohort of Foodpreneur Scale-Up also completed the program this spring. The Foodpreneur Scale-Up program provides growing food and beverage manufacturers with eight intensive weeks of industry-led training followed by mentorship and an opportunity to receive a \$5,000 business grant. Among the southwestern Ontario businesses finishing the program from Windsor-Essex were Iyal, Just Freeze It Sweets, All Season Caribbean Jerk Sauce & Rub and Golden Oven Bakery. Applications to Foodpreneur Scale-Up will reopen in August for a fall cohort that will begin in November 2025.

Foodpreneur Advantage is a collaboration between small business enterprise centres in Ontario. The Scale-Up program is delivered to entrepreneurs from small business enterprise centres in Windsor-Essex, London, St. Thomas, Chatham, Sarnia, Brampton, Guelph/Wellington and St. Catharines.

BUSINESS RETENTION AND EXPANSION

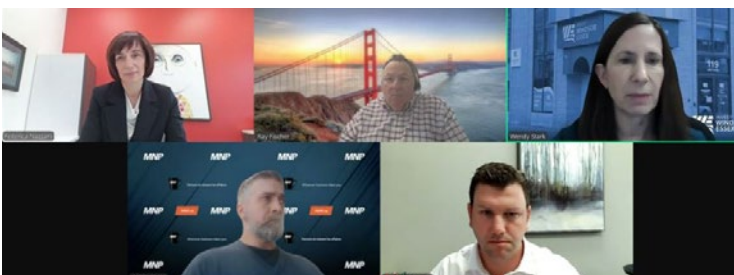
| Ontario Automotive Mayors meeting hosted by Linamar



▲ The Ontario Auto Mayors meeting included a fireside chat on tariff impacts.

The Business Retention and Expansion team participated in the recent Ontario Auto Mayors caucus meeting which was held at the Linamar facility in Guelph. The group is comprised of mayors of communities with a significant automotive presence and includes the mayors of Windsor, Tecumseh and Lakeshore. The Ontario Auto Mayors work collaboratively at the provincial and federal levels to promote awareness, advocacy and strategic policy initiatives to further strengthen the Canadian economy through advancements and investments in the automotive sector. The May meeting was focused largely on the impact of U.S. tariffs on the automotive industry. The meeting featured presentations from Linamar CEO Linda Hasenfratz and Ontario Premier Doug Ford.

| Webinar: Ask the Trade Expert



▲ (L-R) Top: Federica Nazzani, Capital Assist; Ray Fischer, Doane Grant Thornton; Wendy Stark, Invest WindsorEssex; Bottom: Mike Cristea, MNP and Ryan Donally, Windsor Essex Chamber of Commerce.

The Windsor-Essex Economic Trade Task Force, co-chaired by the Windsor Essex Chamber of Commerce and Invest WindsorEssex (IWE) hosted the Ask the Trade Expert webinar on April 10. IWE's Business Retention and Expansion and Marketing and Communications teams coordinated the webinar that featured a panel of three trade experts who provided information to local companies on U.S. tariffs, Canadian retaliatory tariffs and how to mitigate the impact. The webinar was well attended with over 100 people registered.

BUSINESS RETENTION AND EXPANSION

Industry Associations' AGMs and networking events



▲ The Canadian Association of Mold Makers, Automate Canada and the Canadian Tooling & Machining Association hosted recent events.

Industry associations Automate Canada, the Canadian Association of Mold Makers (CAMP) and the Canadian Tooling & Machining Association (CTMA) all held events in Q2 that were attended by the Business Retention and Expansion (BRE) team. Automate Canada held their Annual General Meeting in conjunction with the Canadian Automation Leadership Summit in Kitchener. The event featured presentations on a wide variety of topics, from tariff impacts to reducing cyber risks to the evolution of AI. CAMP held their AGM in Lakeshore in June. The highlight of the meeting was a presentation on CAMP's new TechBridge program which will provide tailored virtual training in mold making-related skills, employment events and marketing to promote mold making as a trade among the youth and under-represented populations, and provide various supports to employers and people wanting to enter the trade. CTMA also held a tour and networking dinner in Kingsville. The event included a tour of Mucci Farms' 105-acre indoor strawberry farm and packing facility.

Amherstburg Chamber of Commerce Business Excellence Awards



The Business Retention and Expansion team was pleased to present the Invest WindsorEssex-sponsored New Business of the Year Award at the Amherstburg Chamber of Commerce's Business Excellence Award event. Bucket List Coffee Roastery received the award for their small batch coffee roastery and eatery. Located at 79 Murray Street, Unit 100 in Amherstburg, the company has enjoyed great success and popularity since opening.

◀ Winners of the IWE-sponsored New Business of the Year Award, Bucket List Coffee Roastery.

AUTOMOBILITY AND INNOVATION

Battery Boost momentum: Advancing workforce development through innovation and partnership



▲ (L-R) Michael Rosas and Ana Cardenas, Virtualware; Wendy Baker, Palette Skills; Mackenzie Habash and Ed Dawson, Invest WindsorEssex; and Kedar Patel, Palette Skills, at Learning Sandbox LIVE 2025 conference.



▲ Ed Dawson, Invest WindsorEssex, participating in a panel discussion at Palette Skills, Learning Sandbox LIVE 2025.

This past quarter marked another major milestone for the Battery Boost Technical Training Program, a national upskilling initiative led by Invest WindsorEssex's Automobility & Innovation Centre (AIC) funded by Upskill Canada [powered by Palette Skills and the Government of Canada], in partnership with NextStar Energy, Virtualware and The Job Shoppe. Designed to prepare workers for in-demand roles in battery manufacturing, the program continues to demonstrate how employer-led training, advanced technology and strong partnerships drive meaningful impact.

Between April and June, the Battery Boost Technical Training Program trained 97 participants through its accelerated four-week model, achieving a 99% job placement rate, one of the highest across Palette Skills' national portfolio. Participants gained practical, job-ready skills through a curriculum built in close collaboration with industry, including hands-on training led by NextStar Energy's technical expertise.

To strengthen the training experience and more effectively prepare participants for today's manufacturing environment, AIC launched newly developed Virtual Reality (VR) Health and Safety training modules. Deployed in one of Canada's most advanced workforce development VR labs, these modules immerse learners in realistic manufacturing environments, allowing them to safely practice and build confidence before entering the production floor.

To stay ahead of emerging trends in workforce development, Ed Dawson, executive director, Automobility and Innovation, and Mackenzie Habash, senior program manager, attended Learning Sandbox LIVE 2025, a national forum for leaders shaping the future of talent in Canada, hosted by Palette Skills at the University of Toronto. Ed had the honour of participating in the panel discussion: Employer-Led Design for Evolving Industries where he shared insightful information about the Battery Boost Technical Training Program. The discussion explored how employer-driven training can address shifting skill demands and better prepare workers for new and evolving roles.

Insights from the event will inform the next phase of Battery Boost, as the team continues to scale its impact and support the growth of Canada's battery workforce.

AUTOMOBILITY AND INNOVATION

Windsor-Essex RTDS connect at industry conferences



▲ (L-R) Ed Dawson and Mackenzie Habash, Invest WindsorEssex, attend Electric Autonomy's Canada EV & Charging Expo.



▲ (L-R) Invest WindsorEssex's Ed Dawson; Jimi Tjong, board member and Wendy Stark attend APMA's Canadian Automotive Summit.

Over the past three months, the Ontario Vehicle Innovation Network's (OVIN), Windsor-Essex Regional Technology Development Site (WE RTDS) have been actively engaging with industry leaders and ecosystem partners at several of Ontario's premier automobility events including, DiscoveryX 2025, Electric Autonomy Canada EV & Charging Expo, OVIN Demonstration Zone Demo Day and the APMA Canadian Automotive Summit. These strategic touchpoints have strengthened province-wide collaboration efforts and reaffirmed Windsor-Essex's leadership in supporting technology development and scaling Ontario-based SMEs.

At OCI's DiscoveryX Conference in April, the WE RTDS connected with emerging tech developers and innovation stakeholders from across Ontario, showcasing how Windsor-Essex is leveraging OVIN funding and infrastructure to accelerate commercialization pathways for mobility solutions.

In May, during Electric Autonomy's Canada EV & Charging Expo, the WE RTDS had the opportunity to explore the latest in zero-emission vehicle infrastructure and battery supply chain innovation. Participation in the event allowed the WE RTDS to better align support offerings with industry needs, especially in workforce development and EV manufacturing readiness, two areas where the Battery Boost Technical Training Program and the IWE VR CAVE initiatives add measurable value.

In June, at the OVIN Demonstration Zone Demo Day, the team saw firsthand how connected and autonomous vehicle (CAV) technologies are evolving across Ontario. This event also served as a platform to reaffirm IWE's role in the provincial testing and validation ecosystem, highlighting the IWE VR CAVE, digital twinning, and simulation capabilities that support SMEs as they bring their innovations to market.

Finally, at the Automotive Parts Manufacturers' Association (APMA) Canadian Automotive Summit, the team engaged with automotive professionals and advanced manufacturers to discuss the future of Canadian automobility. Topics like electrification, AI integration and reshoring supply chains were front and center. The summit provided an opportunity to align programming with national priorities, while reinforcing the competitive advantages of locating in Windsor-Essex.

Collectively, these engagements have not only elevated our regional visibility but also strengthened our network of collaborators, ensuring we continue to drive impact for Ontario's automobility innovation ecosystem.

AUTOMOBILITY AND INNOVATION

Talent Attraction team engages at Amherstburg Career Fair and hosts Battery Boost Job Days in Essex and LaSalle



▲ Jessica McCarthy, Invest WindsorEssex hosts booth at Amherstburg Career Fair.

Amherstburg Career Fair (hosted by the Town of Amherstburg):

Talent Attraction Specialist, Jessica McCarthy connected with approximately 80 job seekers, sharing employment resources and career pathways in the region's growing battery manufacturing sectors.



▲ (L-R) Ed Dawson, IWE; Erika Ruskin, The Job Shoppe; Jessica McCarthy, IWE; Jacquelyn Laird NextStar Energy; and Melissa Hoover, NextStar Energy at the Job Day in the Town of Essex

Battery Boost Job Day in the Town of Essex and Town of LaSalle (hosted by Invest WindsorEssex):

The June 19 Town of Essex event attracted 123 attendees. The LaSalle June 24 event attracted 67 attendees. These two events focused on promoting upskilling and entry-level opportunities in the electric vehicle (EV) battery manufacturing sector through the **Battery Boost Technical Training Program**, as well as industry-recognized **Micro-credential** training.

Job seekers were also introduced to **EVCareers.ca**, Invest WindsorEssex's regional talent platform that connects candidates with in-demand roles across the EV supply chain. These events continue to be a valuable opportunity to directly engage with the local workforce and build awareness around the training and career support available through Invest WindsorEssex and its partners.

MARKETING AND COMMUNICATIONS

Advertising

Emerging Technology in Automation + Mobility Transformation Conference and Trade Show



The Marketing and Communications team created and implemented a comprehensive social media strategy that leveraged both organic and paid digital advertising to promote the early bird discount available until July 31, 2025. The campaign targets audiences in Chatham, London, Hamilton, Waterloo, Toronto, Detroit and Windsor-Essex. Additionally, the team developed a communications package, which was distributed to conference partners to support event promotion. They also ensure the [conference website](#) is regularly updated with the latest event details.

Windsor-Essex data centre tool

The Marketing and Communications team developed and executed an organic social media plan for the newly deployed **Windsor-Essex data centre tool** by LocalIntel. The platform provides interactive data and analytics tools that highlight Windsor-Essex's regional economic strengths and attract investment and talent, featuring business climate insights, demographics, labour force data, interactive maps – and more.



MARKETING AND COMMUNICATIONS

Promoting the Small Business & Entrepreneurship Centre's events and programs

Small Business & Entrepreneurship Centre
Published by HubSpot
June 17 at 10:30 AM

Looking for business guidance? We're offering complimentary one-on-one, in-person consultations for #entrepreneurs in the **Town of Essex**. Meet with #SBEC Business Advisor, Wayne Sankaral, for support and expert advice.

Schedule an appointment: <https://hubs.ly/Q03sd8v-0>

Town of Essex Mayor Sherry Bondy | Town of Essex Deputy Mayor Rob Shepley | Warden of Essex County Mayor Hilda MacDonald

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

Book a FREE consultation with a business advisor, or visit our website for further resources:

webbusinesscentre.com

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

Small Business & Entrepreneurship Centre
Published by HubSpot
June 23 at 4:30 PM

Sign up for the Understanding Financial Statements webinar! Join Mary Massarella, CPA, to learn how to review and understand financial statements and be able to ask informed questions of financial advisors.

Register: <https://hubs.ly/Q03tdbCM0>

CPA Canada

FINANCIAL FOUNDATIONS

Understanding Financial Statements

WEBINAR
JUNE 24 • 2 - 3 p.m.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

CPA CHARTERED PROFESSIONAL ACCOUNTANTS

Small Business & Entrepreneurship Centre
1,479 followers
1w •

Calling all #entrepreneurs! Join us for an evening of Banter, Business and Beers. Whether you are a seasoned business owner, operating as a new business or thinking about starting a business, enjoy an evening to network and share success stories at Rock Bottom Bar & Grill in Sandwich Town BIA.

Advanced registration required: <https://hubs.ly/Q03sgZFq0>

This networking event is hosted through the West Windsor Business Development Program. Funding for this initiative has been provided by the Gordie Howe International Bridge Community Benefits Plan. [WDBA-APWD](#)

Banter, Business & Beers

Join us for a FREE evening of networking with local entrepreneurs.

Thursday, June 26
4 - 7 p.m.

ROCK BOTTOM BAR & GRILL
WINDSOR

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE
A DIVISION OF INVEST WINDSOR ESSEX

Small Business & Entrepreneurship Centre
Published by HubSpot
June 4 at 9:40 AM

Get ready to grow your business this summer with our #Kingsville business sessions! We're here to empower entrepreneurs across #WindsorEssex by providing invaluable resources through FREE seminars designed to help you succeed.

- ✓ Starting a Small Business - June 11 - 10 - 11 a.m.
- ✓ Writing a Business Plan - June 11 - 1 - 2:30 p.m.

Register today: https://hubs.ly/Q03q0_gB0

Town of Kingsville

Starting a Small Business

Everything you need to know when starting your own small business.

Wednesday, June 11
10 to 11 a.m.

Kingsville Arena Complex
Kingsville

Writing a Business Plan

Learn how to develop a professional business plan to put your ideas into action.

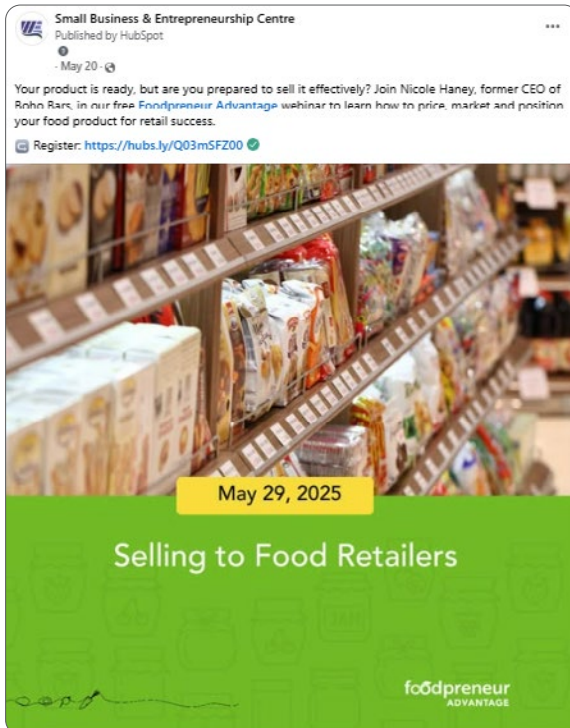
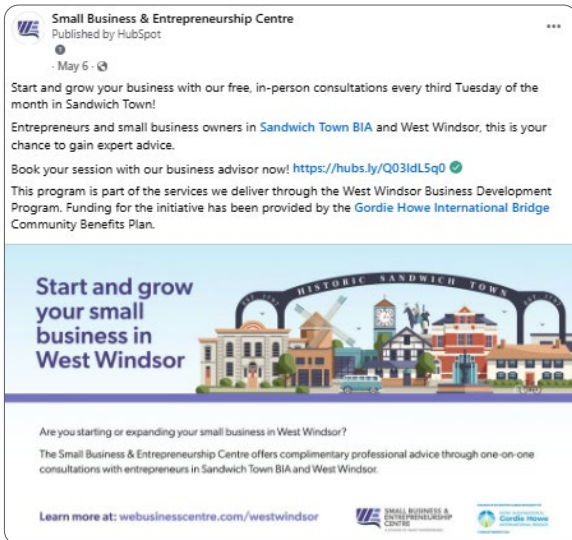
Wednesday, June 11
1 to 2:30 p.m.

Kingsville Arena Complex
Kingsville

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

MARKETING AND COMMUNICATIONS

Promoting the Small Business & Entrepreneurship Centre's events and programs



MARKETING AND COMMUNICATIONS

Promoting Invest WindsorEssex's services, programs and client's successes on social media

Invest WindsorEssex
9,446 followers
1d • Edited •

Invest WindsorEssex is pleased to announce **Gordon Orr** as Chief Executive Officer. Read the media release: https://hubs.ly/Q03tkXm_0

STAFFING UPDATE

GORDON ORR
CHIEF EXECUTIVE OFFICER

COURTNEY WINDSOR ESSEX & **INVEST WINDSOR ESSEX**

Invest WindsorEssex
9,446 followers
5d •

Site selectors, your next opportunity starts in **#WindsorEssex**, Ontario.

Choosing the right location requires more than instinct—it demands **accurate**, comprehensive and real-time data.

Our Data Centre Tool was built with your needs in mind:

- Identify the perfect community
- Access labour force & demographics
- Explore infrastructure & transportation assets
- Analyze industry clusters & key employers

Everything you need to evaluate and make smart location decisions—faster. No logins. No cost. Just powerful, intuitive tools. **#siteselection #demographics #investment #FDI #foreigndirectinvestment**

Start your data-driven search now:
<https://hubs.ly/Q03jMXNF0>

Economic insight tools to power your next business move

Invest WindsorEssex
9,446 followers
3mo •

Did you know that Windsor-Essex is a designated Foreign Trade Zone (FTZ)? The program allows tax and tariff exemptions to promote cross-border business and production. **#WindsorEssex #WindsorEssexFTZ** ...more

WINDSOR-ESSEX

WHAT IS A FOREIGN TRADE ZONE?

Invest WindsorEssex
Published by HubSpot
June 12 at 10:30 AM •

GreenTech the world's largest horticulture technology event, took place this week in Amsterdam, Netherlands, attracting over 12,000 attendees globally. Our Investment Attraction team participated and engaged with companies and industry associations from Europe and Asia across various segments of the agri-business supply chain. The team also reconnected with several companies it has supported over the years—some of which are now close to selecting **#WindsorEssex** as their Canadian **hub**.

Invest WindsorEssex
Published by Lina DeMarco Williams
June 20 at 3:37 PM •

The **Gordie Howe International Bridge** project presents a once-in-a-lifetime opportunity. Not only does it have direct and indirect economic impact for Canada and the U.S., but it also presents an opportunity to chart a new course that can support the economic future of the Windsor-Essex region and Detroit. By looking forward and exploring new avenues, the region will be able to derive maximum economic benefit from this investment and can reap benefits for many years to come.

Gordie Howe International Bridge
Government Organization

Gordie Howe International Bridge
June 20 at 3:24 PM •

After five years, the two massive tower cranes on either side of the Detroit River are retiring from the **#GordieHoweBridge** project. The Canadian tower crane wa... See more

MARKETING AND COMMUNICATIONS

Promoting Invest WindsorEssex's services, programs and client's successes on social media

Invest WindsorEssex
9,446 followers
1mo • Edited •

Congratulations to Kurt Barr and family on their new **Dairy Queen Grill & Chill** in the **Municipality of Lakeshore**. We were pleased to participate in this morning's grand opening!

Small business is the backbone of our economy, and this new location, employing 50 people, is a wonderful example of the entrepreneurial spirit that drives growth across our region. 🧑‍🍳🧑‍🔧🧑‍🏭

Lakeshore Mayor **Tracey Bailey**, Deputy Mayor **Kirk Walstedt**, CAO **Tyson Cragg**, HBA, MPA



Wendy Stark EcD and 78 others

2 comments • 4 reposts

Invest WindsorEssex
9,446 followers
2mo • Edited •

Earlier this week, we joined the Ontario Ministry of Agriculture, Food and Agri-businesses on a site visit of The Good Seeds Company in the **Municipality of Lakeshore**.

The Good Seeds Company is a forward-thinking business making waves in the agri-food sector! They produce protein bars and cookies, wellness drinks, plant-based milks, and creamers. Their commitment to natural ingredients and delicious, nutritious products is not only setting them apart from the competition — it's also fueling their path toward sustained growth. Learn more about this **#WindsorEssex** company: <https://hubs.ly/Q03hvvSP0>

Wendy Stark EcD | Kevin Montgomery | Tracey Bailey | Tyson Cragg, HBA, MPA



Wendy Stark EcD and 82 others

1 comment • 2 reposts

Invest WindsorEssex
9,446 followers
1mo • Edited •

Meet Rob Kennedy, a **Town of Essex, Ontario** resident and recent Battery Boost Technical Training graduate, who found the experience both educational and gratifying. Here's what Rob had to say about the program [📄](#)

Palette Skills | Innovation, Science and Economic Development Canada | NextStar Energy | Virtualware | Sherry Bondy, Mayor, Town of Essex | Rob Shepley, Deputy Mayor, Town of Essex



“

This [Battery Boost] has been a very educational and gratifying experience. I have gained knowledge of the entire process, from electrode to module. My skills have been sharpened through hands-on experience with the machines and processes using simulators.

The technical skills I've developed are valuable assets that can be applied anywhere in the plant. The V.R. cave provided an excellent understanding of the building layout and processes.

I can say with confidence that the knowledge I gained through Battery Boost was crucial to fully understanding [battery] operations. I was able to absorb a wide range of information with clarity and confidence—something I wouldn't have achieved without this program. I believe Battery Boost is vital to the growth of the EV sector.

— Rob Kennedy

”

INVEST WINDSOR ESSEX

MARKETING AND COMMUNICATIONS

Event Marketing

Battery Boost Job Days



In the second quarter, the Marketing and Communications team successfully organized and delivered two Battery Boost Job Day events in the Town of Essex and the Town of LaSalle. Participants were invited to bring their resumes and connect directly with IWE's Talent Attraction Specialist, as well as job recruiters from The Job Shoppe and Nextstar Energy, to discover the opportunities offered through the Battery Boost Technical Training Program. To maximize community engagement, the events were promoted through a focused social media campaign targeting residents across Windsor-Essex.

Economic Development Week



The Marketing and Communications team supported the Business Retention and Expansion team with a social media campaign for Economic Development Week – a week to recognize economic development professionals and what they contribute to their business community. The advertising campaign included putting a spotlight on participating municipalities and the programs they offer local businesses.

MARKETING AND COMMUNICATIONS

| Windsor-Essex Economic Trade Task Force

Ask the Trade Expert webinar



Held on April 10, the Ask the Expert webinar was hosted by the Windsor-Essex Economic Tariff Task Force, co-chaired by Invest WindsorEssex and the Windsor Essex Chamber of Commerce. The event featured industry experts and answered questions about international trade, exporting and importing. IWE's Marketing and Communications team developed the marketing assets and promoted the event through a social media and email marketing campaign.

Economic Outlook 2025: Adapting to Uncertainty



The Windsor-Essex Economic Trade Task Force, co-chaired by Invest WindsorEssex (IWE) and the Windsor Essex Chamber of Commerce, hosted the Economic Outlook 2025: Adapting to Uncertainty in-person event. Attendees gained valuable insights into market trends, policy changes and strategic opportunities that will shape the Windsor-Essex business environment in 2025. IWE's Marketing and Communications team developed the marketing assets and promoted the event with a social media and email marketing campaign.

MARKETING AND COMMUNICATIONS

I Media Releases

Gordon Orr announced as Chief Executive Officer of Invest WindsorEssex

Minth Group chooses Windsor, Ontario to strengthen Canadian roots and drive growth in North America

I Media Coverage

Head of local tourism agency tapped to also lead Invest WindsorEssex

Gordon Orr announced as chief executive officer of Invest WindsorEssex

Invest WindsorEssex names Gordon Orr as CEO, serving dual roles

Tourism head Gordon Orr now also CEO for Windsor area economic agency

Orr to lead two major organizations in Windsor-Essex

Summer Company Program empowers young entrepreneurs in Windsor-Essex (See pg. 9)

Get paid to party! Downtown Windsor offers up to \$8K to host events

Minth Group plans Windsor, Ontario, Canada, manufacturing operations

Minth Group builds its first Canadian manufacturing facility in Windsor, Ontario

\$300-million manufacturing investment coming to Windsor

New Windsor auto parts plant will result in 1,100 local jobs, says company

Minth Group chooses Windsor to drive growth in North America

Minth Group announces Windsor plant

\$300 million investment to create 1,100 manufacturing jobs on Windsor Airport land

New auto plant on airport lands expected to create 1,100 jobs

New Minth parts plant bringing 1,100 auto jobs to Windsor

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

investwindsorsex.com

Users – 10,833

Page views – 25,066

New visitors – 94%

Returning visitors – 18%

webbusinesscentre.com

Users – 9,956

Page views – 32,963

New visitors – 97%

Returning visitors – 15%

Top Site Visitors



Canada



USA



Germany



China



Ireland

Social Media Analytics

Invest WindsorEssex

@investwindsorsex

@_investwe

Total fans – 32,340

Total impressions – 379,050

Total engagement – 11,595

SBEC

@webbusinesscentre

@wesmallbusiness



PERFORMANCE METRICS 2025

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

\$4,411,781

(IA/BRE/SBEC/AIC)

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

14 Expansions Facilitated

(IA/BRE/SBEC)

78 New Jobs Facilitated

(IA/BRE/SBEC)

69 Priority Files

(IA)

17 Business Startups

(SBEC)

Business Support Sessions

22 Sessions (BRE/SBEC/AI)

229 Attendees (BRE/SBEC)

Top Economic Priorities as reported by Windsor-Essex Businesses

- 1** Tariff impacts – Steel, aluminum and automotive tariffs imposed by the U.S. government and Canadian retaliatory tariffs on a variety of goods have continued to impact the area's manufacturing and related sectors. Continued uncertainty is causing many U.S. companies to search for U.S. suppliers.
- 2** Bank financing – Many traditional lenders have tightened their loan criteria, making it more challenging for companies to borrow. Companies are also reluctant to take on additional debt given the current trade situation.
- 3** Labour force challenges – Despite the ongoing economic uncertainty, many companies across multiple sectors continue to have unfilled positions, particularly in the skilled trades. They are hesitant to lay off workers even if they are not busy, because it may be difficult to retain them.
- 4** Rising energy costs (electricity and natural gas) – Energy costs remain high and continue to impact companies across all sectors, particularly greenhouse operators and manufacturers.
- 5** Supply chain issues - Many businesses are still facing supply chain issues. They are also searching for suppliers outside of the US to avoid tariffs, which is challenging.

Regional Economic Indicators [†]



Population
409,200



Labour Force
266,100



Employment
241,400



Unemployment
24,800



Full-time Employment
195,600



Part-time Employment
45,800



Not in Labour Force
143,000



Unemployment Rate
7.8



Participation Rate
65.5



Employment Rate
60.4



Note: The above figures reflect all of Windsor and Essex County comparing Q1 2025 to Q2 2025.

Source: Statistics Canada, Labour Force Survey custom tabulation.