

Q3

QUARTERLY REPORT



INVEST
WINDSOR
ESSEX

BUSINESS DEVELOPMENT INITIATIVES IN WINDSOR-ESSEX

This report highlights business development accomplishments by Invest WindsorEssex from July to September 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

H I G H L I G H T I N G

2025



@_investwe



@investwindsoressex



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

Message from the Chief Executive Officer



I am pleased to share the Invest WindsorEssex (IWE) Q3 2025 highlights, a quarter defined by innovation, collaboration and regional growth. Our teams continue to position Windsor-Essex as a globally recognized hub for investment, workforce development and economic opportunity.

The **Automobility and Innovation Centre (AIC)** expanded the Battery Boost program with four new cohorts, welcoming 166 participants. In partnership with NextStar Energy, participants gained advanced skills in EV battery manufacturing, preparing them for meaningful careers in Windsor-Essex. The program has been recognized by Palette Skills and Upskill Canada for strong enrollment, upskilling and job placement outcomes.

The **Business Retention & Expansion (BRE)** team supported local businesses navigating U.S. trade challenges. Nearly 70 participants attended the "Doing Business with Government & Innovation Information Forum," gaining insights on procurement and federal innovation programs. BRE also celebrated local successes, including the grand opening of Ideal Supply Inc. in Windsor and a tour of Biophi in Essex County, reinforcing the region's leadership in innovation.

The **Small Business & Entrepreneurship Centre (SBEC)** continued fostering entrepreneurship. The second cohort of New Start Ventures welcomed 15 newcomer entrepreneurs, providing training, mentorship and networking opportunities. Summer Company 2025 supported 16 student-led businesses with training, mentorship and grants of \$3,000 per participant. SBEC also advanced outreach through its business walk initiative across City and County commercial districts.

The **Investment Attraction (IA)** team had a strong quarter, supporting nearly \$200 million in investment and the creation of over 500 jobs. Minth Group and Aisin Corporation launched the next phase of their Windsor manufacturing facility, creating hundreds of engineering and technical jobs. The team also strengthened European market relations through an investment mission to France, Italy and Germany, and attendance at IAA Mobility 2025 in Munich, connecting with major OEMs and tier one suppliers. These efforts underscore Windsor-Essex as a competitive, investment-ready region.

The **Marketing and Communications** team amplified IWE's impact by promoting programs, events and investments. Highlights included recognition by Site Selection Magazine as one of Canada's top 20 Best Locations, coordination and promotion of Minth Group, Convoy Technologies and ModdLux investment announcements, and sponsorship of community initiatives such as the Leamington Business Excellence Awards, generating strong engagement and media coverage.

Additionally, in response to the U.S. trade situation, the Invest WindsorEssex team hosted a roundtable discussion with the Honourable Evan Solomon, Minister Responsible for the Federal Economic Agency for Southern Ontario. The conversation brought together leading Windsor-Essex automotive sector companies and ecosystem partners to share perspectives on the impact of U.S. tariffs. The event was co-moderated by myself and Ryan Donally, President and CEO of the Windsor-Essex Chamber of Commerce, providing a collaborative forum to exchange insights and highlight actionable industry priorities.

I sincerely thank the IWE team, board of directors, partners and stakeholders for your dedication and collaboration. As we move toward the final quarter of 2025, I am confident that together we will continue to create a meaningful economic impact and a prosperous future for Windsor-Essex.

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

Gordon Orr
Chief Executive Officer
Invest WindsorEssex

INVESTMENT ATTRACTION

Minth launches second phase with Japanese tier one automotive supplier Aisin Corporation



▲ Invest WindsorEssex Investment Attraction team and Gordon Orr, CEO with Minth Windsor manufacturing COO Mr. Chen at Minth Aisin Joint Venture announcement.

Minth Group and Aisin Corporation have finalized a joint venture to launch the next phase of their manufacturing development at 5000 Cabana Road East, located within Windsor's airport industrial lands. The project includes the construction of an additional 150,000 sq. ft. facility, which will generate hundreds of high-quality engineering and technical jobs for the region. Aluminum, steel and polymer-based parts for electric vehicles will be manufactured at this facility and supply across North America. Investment Attraction has been working closely with Minth Group throughout the site selection process, providing continuous support to advance this joint venture. This investment further reinforces Windsor-Essex as a leading manufacturing and innovation hub in the automobility sector.

Investment Attraction deepens engagement with EU markets



▲ The European Union (EU) is one of Canada's largest and most important trading partners.

The Investment Attraction team continues to strengthen its strategic partnerships with EU countries by actively engaging with trade commissioner agencies and chambers of commerce to identify new opportunities in foreign direct investment (FDI) and trade. In July 2025, Joe Goncalves, vice president investment attraction & strategic initiatives led a European investment mission, visiting France, Italy and Germany. During the mission, he met with Canadian trade commissioners in Paris and Milan to showcase the Windsor-Essex value proposition and explore areas of synergy. He also collaborated with the trade commissioner in Germany to advance ongoing FDI projects with existing leads.

As the European Union is Canada's second-largest trading partner, and with the Comprehensive Economic and Trade Agreement (CETA) further deepening this relationship, we anticipate stronger collaboration ahead - creating greater opportunities for two-way trade and investment in the near future.

INVESTMENT ATTRACTION

| IAA Mobility in Munich



In September, Joe Goncalves, vice president investment attraction & strategic initiatives, attended IAA Mobility in Munich, one of the world's largest automotive and mobility trade fairs. The event serves as a premier stage for major European OEMs and tier one suppliers to launch new products and showcase cutting-edge technologies. For the Windsor-Essex region, it provides a vital platform to highlight our automobility ecosystem, engage directly with OEMs, and attract foreign direct investment into the EV supply chain. Several productive meetings were held during the visit, and Investment Attraction will continue to follow up with potential leads to advance the region's value proposition.

◀ L-R Benjamin Thieringer, Kauth Group and Joe Goncalves, Invest WindsorEssex attended IAA Mobility 2025 in Munich to meet with potential European companies for FDI opportunities in the region.

Population boom and housing surge drive new Costco investment



Windsor-Essex is poised for strong economic growth, with the Conference Board of Canada forecasting average annual GDP growth of 2.8% through 2028. The region has also experienced a population boom over the past few years - exceeding growth levels seen in the previous two decades.

In 2024, the City of Windsor broke ground on 2,306 new homes, surpassing its provincial housing target by 231%. This surge in housing and population has expanded the consumer base and driven increased demand for warehouse retail shopping — a market where Costco excels.

With new subdivisions emerging across Windsor-Essex, the region offers a strategic opportunity for Costco's expansion. Since October 2024, the Investment Attraction team has been working closely with Costco Wholesale's site selection team, providing market intelligence, demographic and housing data, and regional economic trends to support the decision for a second location.

This \$130-million investment represents a major addition to the region's economic diversification. Construction is already underway, with the new warehouse expected to be completed by 2026. Once open, it will create 400 new jobs and further strengthen the region's retail and employment landscape.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

| Summer Company empowers young entrepreneurs



▲ Windsor-Essex student participants from the 2025 Summer Company program.



▲ Summer Company participants attended the Downtown Windsor Farmer's Market as vendors to promote and sell their products and services.

The Summer Company 2025 program successfully supported a new cohort of 16 young entrepreneurs across Windsor-Essex, providing hands-on business training, mentorship and \$3,000 in grant funding. Run in partnership with the Province of Ontario and the Small Business & Entrepreneurship Centre, the initiative is a vital avenue for students aged 15–29 to explore entrepreneurship by gaining practical experience during the summer months.

Participants benefited from a blend of in-person training, group mentorship and one-on-one guidance from business advisors and professionals. They also attended the Downtown Windsor Farmers' Market as vendors to promote and sell their products and services.

Notable businesses included Cassie's Captures, a photography service offering personalized shoots and custom products; Chen Exam Prep, an SAT tutoring business delivering tailored study strategies; Paint It Forward, a creative initiative combining art and social impact for local non-profits; and Bonnet Beauties, a business producing custom-designed hair accessories.

Together with their families, program facilitators and mentors the students gathered to celebrate the conclusion of the 2025 Summer Company program during a student entrepreneur showcase event on Aug. 21 at Art Windsor-Essex.

Applications for next year's program open in January 2026.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

New Start Ventures supports newcomer-led startups in Windsor-Essex



▲ New Start Ventures program participants were celebrated during a networking breakfast event on Sept. 26.

The Small Business & Entrepreneurship Centre (SBEC), with support from Libro Credit Union, successfully delivered the second cohort of the New Start Ventures program from Sept. 22 to 26. This session brought together 15 newcomer entrepreneurs originally from nine different countries for an intensive week of training, mentorship and networking.

Participants explored a wide range of business fundamentals and newcomer-specific topics, including starting and registering a business in Ontario, writing a business plan, financing options and the nuances of doing business in Canada. They also engaged in practical sessions on marketing and sales strategies, customer service, pricing models and building professional networks.

The program also featured the involvement of mentors from established newcomer businesses such as Montañeros Coffee Corp., Genio Tech Robotics, Café Amor & Art and OLT Footcare, who shared insights from their own journeys of launching and growing a business in Windsor-Essex.

The week concluded with a networking breakfast to celebrate participant achievements and foster connections between participants, mentors and community partners.

Business walks support local main street businesses



▲ Members of the Small Business & Entrepreneurship Centre and Sandwich Towne BIA visit Hollow Oak Tattoo during a business walk through the district.

During the third quarter of 2025, the Small Business & Entrepreneurship Centre (SBEC) continued its business walk initiative across Windsor-Essex, engaging directly with business owners and community stakeholders in five commercial districts. These visits allowed the SBEC team to share information about available services and programs, reconnect with existing clients, and strengthen partnerships with local business improvement associations (BIAs) and municipal representatives.

During this period, business walks were held in Essex Centre, Downtown Windsor, Olde Riverside, Sandwich Towne and Tecumseh. The SBEC team was joined by partners including representatives from the Town of Essex, Downtown Windsor BIA, City of Windsor, Olde Riverside BIA, Sandwich Town BIA, Tecumseh BIA, Town of Tecumseh and the Community Futures Essex County (CFEC).

As in previous quarters, the SBEC team surveyed local business owners and managers to assess operational challenges, capture insights on the local business climate, and identify areas where additional support is needed. Follow-up advisory services were provided to address specific business needs identified during the walks. Additional walks are scheduled for later in 2025 to continue expanding outreach across the region.

BUSINESS RETENTION AND EXPANSION

Doing Business with Government & Innovation Information Forum: Windsor-Essex Edition



As Windsor-Essex companies navigated the challenges created by U.S. trade disruptions, the Business Retention and Expansion (BRE) team prioritized helping local businesses uncover new customers and fresh markets. To support this effort, BRE partnered with Procurement Assistance Canada (PAC) – Ontario Region to deliver a hands-on, in-person event designed to open doors to government procurement opportunities.

Nearly 70 participants gained valuable insights from PAC, as well as from the City of Windsor and the County of Essex, on how to successfully identify and bid on procurement contracts. Following this session, attendees also took part in the Innovation Information Forum, where federal agencies shared how their programs drive business growth and innovation.

Highlights included the Department of National Defence's IDEaS (Innovation for Defence Excellence and Security) program, the National Research Council's Industrial Research Assistance Program, and expert guidance from the Canadian Intellectual Property Office on protecting IP.

▲ It was a full house at the Fogolar Furlan Club on July 15 as companies learned how they can add government to their roster of customers.

Roundtable with Minister Lecce focuses on energy investment and infrastructure



The Business Retention and Expansion team welcomed the opportunity to join Minister Stephen Lecce and MPP Anthony Leardi in a roundtable discussion focused on energy infrastructure and investment, held at the Libro Centre in the Town of Amherstburg. Also participating in the discussion were representatives from Enbridge, ENWIN Utilities, Essex Power, the Town of Amherstburg, Aecon Group and the Ontario Greenhouse Vegetable Growers. The discussion focused on ways that current and future investments in energy distribution can support and facilitate the growth of industry, communities and the greenhouse sector across southwestern Ontario and Essex County in particular.

▲ Community stakeholders were part of an important energy infrastructure and investment discussion at the Libro Centre in Amherstburg with Minister Stephen Lecce.

BUSINESS RETENTION AND EXPANSION

Celebrating local companies' successes



▲ (L-R) David Genik and Chris Moon, Ideal Supply; Wendy Stark, Invest WindsorEssex; Nick Bewick, Ideal Supply and Simon Voelkel, Invest WindsorEssex.



▲ (L-R) Matt Korpan, Biophi; Sarah Bonyai, Biophi; Sue Rice, Municipality of Leamington; Wendy Stark, Invest WindsorEssex.

Along with the Municipality of Leamington, the Business Retention and Expansion (BRE) team had the opportunity to tour the newly rebranded Biophi, formerly the Centre for Horticultural Innovation. Biophi serves as a dynamic hub where industry-led research is transformed into real-world solutions for greenhouse operations. The centre plays a vital role in advancing innovation, accelerating adoption, building workforce skills and reinforcing supply chain resilience. Choosing Essex County as a location for this facility, Biophi further strengthens the region's position as a leader in applied horticultural research and innovation.

The BRE team was also excited to attend the grand opening of Ideal Supply Inc. in Windsor. The former Electrical Wholesale Supply was recently acquired by Ideal Supply and the renaming is now official. This transition brings with it a significantly expanded product line and exciting new opportunities for local businesses. Focusing on industrial and electrical supplies, the Windsor and Leamington branches are now part of nearly 40 Ideal Supply locations across Ontario. The company continues to strengthen its presence in the province.

AUTOMOBILITY AND INNOVATION

| Spotlight on partner visits: Battery Boost and a world-class VR Lab



▲ Women in Mobility peer group visit the Invest WindsorEssex VR Lab.



▲ Virtualware, HTC and Invest WindsorEssex experience a VR training demonstration.

This quarter, the Automobility and Innovation Centre welcomed a series of partner visits to learn more about the Battery Boost Technical Training program and experienced hands-on demonstrations in the Invest WindsorEssex VR Lab, including newly developed training and assessment modules. Guests included The Job Shoppe, Windsor Essex Chamber of Commerce, NGen, Canadian Association of Mold Makers, Women in Mobility peer group and technology partners HTC and Virtualware. These visits helped employers and ecosystem partners understand how immersive training translates into job-ready skills and informed opportunities for co-development, recruitment pipelines and cohort engagement.

A highlight was a joint visit from HTC (headset provider) and Virtualware (VR module development provider and creator of the VR Room). HTC visited to learn about the Battery Boost Technical Training program and to explore how their headsets fit within the VR Lab - one of the most advanced of its kind globally.

| Battery Boost Technical Training Program supports four new cohorts



The Automobility and Innovation Centre, in partnership with industry lead and delivery partner, NextStar Energy, has been working diligently to expand the reach and impact of the Battery Boost Technical Training program. This quarter alone, four new cohorts were successfully launched, welcoming 166 participants into the program.

Participants gained cutting-edge skills in EV battery manufacturing, positioning themselves for meaningful careers in this important sector in Windsor-Essex. The program's success has been recognized by Palette Skills and Upskill Canada, who have highlighted our strong outcomes in enrollment, upskilling targets, and job placements.

▲ Participants and trainers in Battery Boost cohort 6 and 7



AUTOMOBILITY AND INNOVATION

| Job Days and Career Fair



▲ Participants attend the Battery Boost Job Day in the Town of Kingsville.

In the third quarter, the Automobility and Innovation Centre team successfully completed Job Days in every Windsor-Essex municipality, adding Kingsville, Lakeshore and Windsor to the list of host locations. These events expanded community access to the Battery Boost Technical Training program and strengthened employer connections. Attendance remained strong across the region, drawing more than 350 attendees. Each session not only introduced participants to NextStar Energy and the Battery Boost Technical program but also provided opportunities for employment and social services to engage directly with clients. The consistent turnout and positive employer feedback continue to demonstrate that Job Days are an effective outreach tool, driving both program awareness and workforce participation across Windsor-Essex.

To further support engagement, the Marketing and Communications team promoted each Job Day through two-week paid social media campaigns designed to raise awareness and connect with job seekers within the region.

Additionally, on Sept. 10, Invest WindsorEssex co-hosted the Windsor-Essex Career Fair with Windsor Regional Employment Network and the Windsor Essex Chamber of Commerce, which successfully attracted over 850 attendees. Our team showcased a dedicated Battery Boost/ EV Careers booth to highlight training opportunities and connect directly with attendees. The Marketing and Communications team amplified the event through social media and provided support with event planning and day of operations.



▲ (L-R) Jessica McCarthy and Mackenzie Habash, Invest WindsorEssex, hosted a booth at the Windsor-Essex Career Fair.

MARKETING AND COMMUNICATIONS

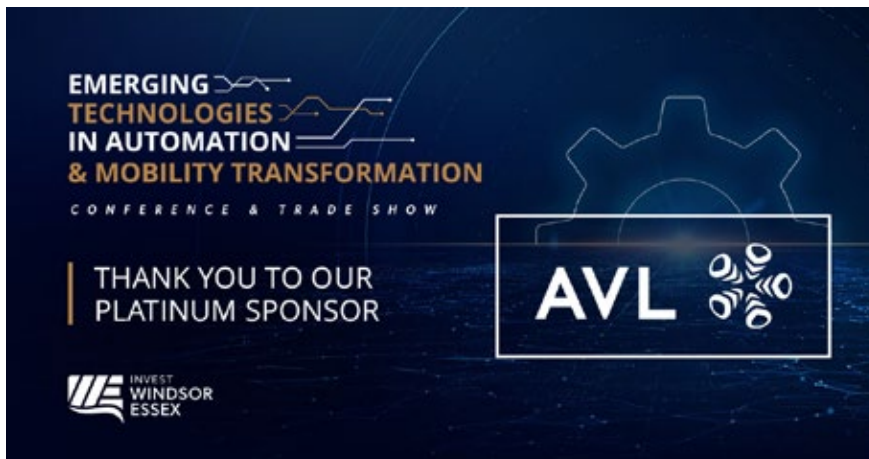
Awards



Site Selection Magazine, a top international publication in corporate real estate, facility planning, location analysis and foreign direct investment, recognized Invest WindsorEssex as one of Canada's top 20 Best Locations. [Read the media release.](#)

Advertising

Emerging Technologies in Automation & Mobility Transformation Conference & Trade Show



The Marketing and Communications team executed organic and paid promotion for the Emerging Technologies in Automation & Mobility Transformation Conference & Trade Show and recognition of the sponsors continued in Q3. To enhance visibility, an [advertisement](#) was also featured in the September edition of Biz X Magazine.

Ads in print



MARKETING AND COMMUNICATIONS

Battery Boost Job Days promotion



In the third quarter, the Marketing and Communications team successfully promoted three Battery Boost Job Day events in the Town of Kingsville, the Town of Lakeshore and the City of Windsor. To maximize community engagement, the team launched a six-week targeted social media campaign which generated strong results, achieving 3,538 clicks and 230,873 total impressions across all three Job Days.

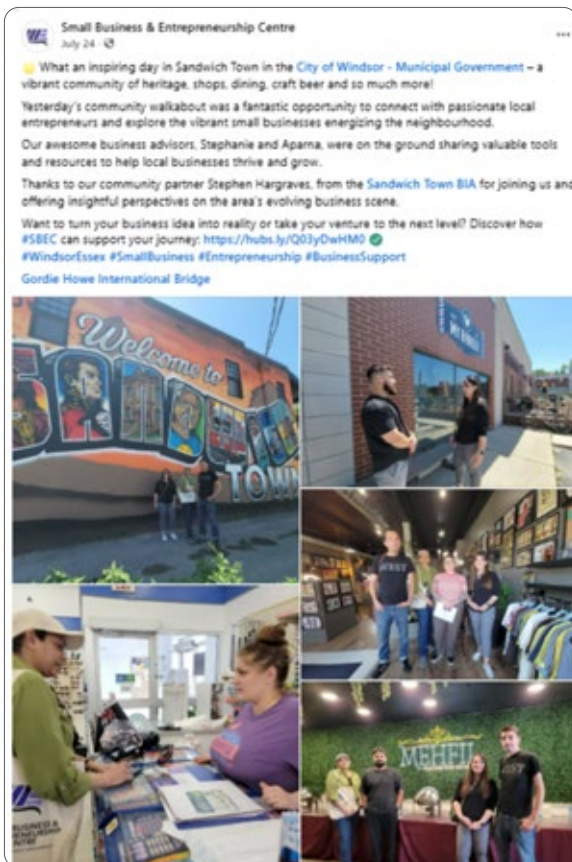
Small Business Summit



Co-hosted by the Small Business & Entrepreneurship Centre and the Windsor Essex Chamber of Commerce, the Marketing and Communications team supported the coordination and promotion of the event.

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
9,826 followers
1mo • Edited •

On Friday, we had the opportunity to tour [Convoy Technologies'](#) ISO 6 Clean Room — the birthplace of every Convoy camera made in Canada.

From the moment we stepped inside, it was clear that this is where precision meets purpose.

- ▶ Every camera begins its journey here, where sensors and chips are cleaned to perfection
- ▶ Each unit is hand-cleaned with care and inspected under a state-of-the-art electronic microscope

It's this level of detail and commitment that powers the trusted performance behind Convoy Technologies' advanced vision systems.

🔗 Learn more about their investment in [#WindsorEssex](#)
<https://hubs.ly/Q03xWmfv0>

Town of Tecumseh Mayor Gary McNamara | [ONEconomy](#) | [ÉconomieON](#) Victor Fedeli | Andrew Dowle | Gordon Orr | Joe Goncalves Na Qu Max Jung, REng, MASCE



👤 You and 73 others 1 comment • 2 reposts

Invest WindsorEssex
9,826 followers
2mo •

Amherstburg is Thriving!

There's a new wave of energy flowing through the [Town of Amherstburg](#)—and it's turning heads! From revitalized public spaces to a growing arts scene and a renewed sense of community pride, Amherstburg is thriving like never before.

At the heart of this transformation are Richard and Colleen Peddie, two incredible champions of change. Their passion, vision and generous investments are helping shape a brighter future for the town. Whether it's supporting local culture, investing in community initiatives, or inspiring the next generation, the Peddies are making a lasting impact.

And there are others following in their footsteps, some are our [Small Business & Entrepreneurship Centre](#) clients as well, with [BeaverTails Canada Inc.](#), [Bucket List Coffee Roastery](#), [Richmond Popcorn](#), and [Pepper Cat restaurant](#). These businesses complemented longstanding local spots like [Waterfront Ice Cream](#), [Caffeine & Company](#) and [The Salty Dog](#) to name a few. Learn more: <https://hubs.ly/Q03wsbG90>

[#Amherstburg](#) [#WindsorEssex](#) [#EconDev](#) [#SupportLocal](#) [#ShopLocal](#)
Melissa Osborne, Myrtle Amrita Donnipad, Jen Ibrahim

🌱 How is former Toronto Raptors boss helping Amherstburg grow into 'hottest community in Essex County'?

🔗 Rather than go quietly into retirement, the former Toronto-based CEO of Maple Leaf Sports and Entertainment and his wife have instead been busy investing the Town of Amherstburg economy with targeted and investments. This is part of [Postmedia's Five Canada Wins](#): [Love Where We Live](#) summer series.

📄 [Read the article](#)
Published at 11:00 AM - last updated 11:00 AM - 11/09/2024 - 11/09/2024



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

Invest WindsorEssex
9,826 followers
1mo •

🌿🌳🍃 Looking to disconnect from the hustle and reconnect with the outdoors? 🧑🏻‍🦵🚴🏻🚶🏻 The [#WindsorEssex](#) region is bursting with green spaces that are perfect for hiking, paddling, biking, or just relaxing in nature.

🌟 The [Windsor Star](#) suggests these top spots to explore:

- 🌳 [Ojibway Prairie Complex](#) [City of Windsor](#) – A biodiversity gem with scenic trails and wildlife
- 🚴 [Chrysler Canada Greenway](#) [The County of Essex](#) – Bike through charming towns and countryside
- 🦅 [Point Pelee National Park](#) [Municipality of Leamington](#) – Canada's southernmost point and birder's paradise
- 🏖️ [Holiday Beach](#) [Town of Amherstburg](#) – A peaceful beachside escape
- 🌳 [Lakeside Park](#) [Town of Kingsville](#) – Ideal for a family picnic and waterfront stroll

These are just a few, there are so many more, whether you're a nature lover, cyclist, kayaker or a weekend wanderer, there's an outdoor gem waiting for you here in Windsor-Essex! [Tourism Windsor Essex Pelee Island](#) | [Gordon Orr](#)

📍 Plan your next adventure today 🗺️ <https://hubs.ly/Q03ysKJt0>



MARKETING AND COMMUNICATIONS

Event Marketing



The Marketing and Communications team organized Doing Business with Government & Innovation Information Forum: Windsor-Essex Edition. The event helped small and medium businesses access government procurement opportunities and highlighted Government of Canada programs and services to support innovative businesses. Presentations were made by Procurement Assistance Canada, the City of Windsor, County of Essex, Department of National Defence, National Research Council's Industrial Research Assistance Program and Canadian Intellectual Property Office.



The Marketing and Communications team organized a media conference to celebrate the end of the Summer Company program. These types of events provide valuable recognition to the participating students and help highlight the program's success.

- ◀ (L-R): Jada Malott, Scheduling Assistance, Office of Andrew Dowie MPP Windsor-Tecumseh; Leila Crozier, Paint it Forward and Sabrina DeMarco, executive director, Small Business & Entrepreneurship Centre.

The Marketing and Communications team led the coordination of Convoy Technologies' grand opening of their new 18,000 sq. ft. Canadian manufacturing facility. Invest WindsorEssex, together with the Town of Tecumseh, began collaborating with Convoy Technologies in September 2022. The team helped coordinate the event, managed public relations efforts and Gordon Orr, CEO served as emcee. Read the [media release](#). Read the [media scan](#).

Gordon Orr, CEO, Invest WindsorEssex serves as emcee at the Convoy Technologies grand opening. ▶



The Marketing and Communications team led the coordination of an investment announcement for Minth Group, a global company and leader in the manufacturing of exterior and structural automotive parts. The company announced the next phase of expansion in Windsor with a joint venture between Minth Group and Aisin Corporation. Read the [media release](#). Read the [media scan](#).

- ◀ Mayor Drew Dilkens speaks at the Minth Group and Aisin Corporation joint venture announcement.

MARKETING AND COMMUNICATIONS



The Marketing and Communications team coordinated a roundtable discussion with the Honourable Evan Solomon, Minister Responsible for the Federal Economic Agency for Southern Ontario. The conversation brought together leading Windsor-Essex automotive sector companies and ecosystem partners to share perspective on the impact of the U.S. tariffs on their business. The event hosted by Invest WindsorEssex and was co-moderated by Gordon Orr, CEO and Ryan Donally, President and CEO, Windsor Essex Chamber of Commerce.

The Marketing and Communications team assisted MPP for Windsor-Tecumseh, Andrew Dowie's office to coordinate a media conference announcing a provincial investment of \$252,000 in the new Moddulk Inc. facility to support the advanced manufacturing sector. The new 16,500 sq. ft. manufacturing facility will create 5 new good-paying jobs in the Town of Tecumseh. Read more [media scan](#).

Gordon Orr, CEO, Invest WindsorEssex serves as emcee at the Moddulk investment announcement. ▶



Sponsorship

Leamington Business Excellence Awards



Invest WindsorEssex sponsored the Small Business Excellence 1-9 employees Award at this year's Leamington District Chamber of Commerce Business Excellence Awards. The award was presented by Sabrina DeMarco, executive director of the Small Business & Entrepreneurship Centre.

◀ Sabrina DeMarco, executive director, Small Business & Entrepreneurship Centre awards Leamington company 876 Barbershop with a Small Business Excellence award.

University of Windsor's Engineering Students' Society

Invest WindsorEssex proudly served as a Silver Sponsor for the University of Windsor's annual First-year Engineering Students Orientation Week, welcoming 400 new students to join the vibrant engineering campus of nearly 1,500 undergraduates.



MARKETING AND COMMUNICATIONS

Media Releases

Convoy Technologies drives innovation to Windsor-Essex with grand opening of \$17-million manufacturing hub

Minth Group Ltd enters joint venture with one of the world's largest Japanese tier one automotive suppliers

Site Selection names global groundwork index leaders, top utilities in economic development and Canada's best locations

Student entrepreneurs celebrated at Summer Company showcase

Media Coverage

Battery Boost job day is coming to Kingsville July 9th

American company sets up shop in Tecumseh — despite trade war (Video)

Truck safety tech company hosts grand opening in Tecumseh

Convoy Technologies begins production in Tecumseh

New manufacturing facility opens in Tecumseh, expects to employ 35-50 people

Convoy Technologies celebrates the opening of \$17-million manufacturing hub in Tecumseh

Exploring Canada? Here are Windsor area's must-visit green spaces

Trade war? Not an issue for high-tech company in new industry for Windsor region

Can this bridge ease the troubled US-Canadian relationship?

Japanese auto parts giant partners in \$300M Windsor factory investment

Major Asian auto suppliers building second EV parts plant in Windsor

Minth announces partnership with AISIN to launch phase 2 of manufacturing facility

Windsor mayor says city in great position to expand airport land for investment projects

Minth Group Ltd. Enters joint venture with AISIN Corporation

Tech Service K-Innovation Mission: A Strategic Pathway into North American Market

Windsor-Essex budding entrepreneurs: some summer start-ups turn into ongoing businesses

Essex County applies for provincial funding due to impacts by U.S. trade disruptions

\$252,000 invested in Windsor to create new manufacturing jobs

Provincial funding to support a new manufacturing facility in Tecumseh

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 – 83,518

Page views – 28,338

New visitors – 12,535

Returning visitors – 2,166

webbusinesscentre.com

Users – 8,588

Page views – 25,335

New visitors – 8,231

Returning visitors – 1,361

Top Site Visitors



Canada



USA



China



Germany



Ireland

Social Media Analytics

Invest WindsorEssex

@investwindsorsex

@_investwe

Total fans – 35,083

Total impressions – 410,421

Total engagement – 11,893

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

\$211,227,000

(IA/BRE/SBEC/AIC)

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

10 Expansions Facilitated
(IA/BRE/SBEC)

599 New Jobs Facilitated
(IA/BRE/SBEC)

64 Priority Files
(IA)

30 Business Startups
(SBEC)

Business Support Sessions

25 Sessions (BRE/SBEC)

291 Attendees (BRE/SBEC)

Top Economic Priorities as reported by Windsor-Essex Businesses

- 1 Tariff impacts – Steel, aluminum and automotive tariffs imposed by the US government and the remaining Canadian retaliatory tariffs on US steel and aluminum continue to prove challenging for local companies. Steel tariffs, in particular, are causing difficulty among the local tooling and equipment industries.
- 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 – Many companies are not able to maintain their current workforce and are using the Work Share program and/or are laying off employees. They feel that they will need these employees when the current situation improves and there is concern that they will leave to find other opportunities.
- 4 Finding new customer markets – Companies are trying to reduce their exposure to trade-impacted industries and are starting to investigate alternative customer markets. They require support and connections to successfully compete in these new markets.
- 5 Supply chain issues - Many businesses are realigning their supply chains to utilize Canadian suppliers as much as possible, which can prove challenging.

Regional Economic Indicators †

 **Population**
409,800  **0.29%**

 **Labour Force**
263,100  **0.95%**

 **Employment**
234,100  **1.28%**

 **Unemployment**
29,000  **1.69%**

Full-time Employment
188,700  **0.21%**

Part-time Employment
45,400  **6.07%**

Not in Labour Force
146,700  **0.88%**

Unemployment Rate
11%  **0.3%**

Participation Rate
64.2%  **0.1%**

Employment Rate
57.1%  **0.5%**

Note: The above figures reflect all of Windsor and Essex County comparing Q2 2025 to Q3 2025.

Source: Statistics Canada, Labour Force Survey custom tabulation.