



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

\$44,749,931
(IA/BRE/SBEC/AIC)

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

27 Expansions Facilitated
(IA/BRE/SBEC)

124 New Jobs Facilitated
(IA/BRE/SBEC)

85 Priority Files
(IA)

25 Business Startups
(SBEC)

Business Support Sessions

26 Sessions (BRE/SBEC)

1113 Attendees (BRE/SBEC)

Top Economic Priorities as reported by Windsor-Essex Businesses

- 1** Tariff impacts – The US-imposed tariffs and Canadian retaliatory tariffs continue to impact the local manufacturing industry. Large users of steel as a manufacturing input are particularly impacted as they need to find US suppliers to avoid tariffs when the final product is exported to the US. Many local exporters are still navigating US Customs regulations and paperwork. The team at IWE has hosted several events with supply-chain advisors and trade and customs professionals to provide local companies with relevant information and resources.
- 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 – Although the unemployment rate in Windsor-Essex has improved with major employers such as NextStar Energy and Stellantis actively hiring, many smaller to mid-sized companies are facing challenges and are using the Work Share program and/or are laying off employees. There is a fear of losing key employees with skills that will be needed once the current situation is resolved.
- 4** Finding new customer and export markets – Companies are actively reducing their exposure to trade-impacted industries and are investigating alternative customer markets. They require support and connections to successfully compete in these new markets – which is a key priority for the team at IWE.
- 5** Supply chain issues - Many businesses are realigning their supply chains to utilize Canadian suppliers as much as possible. While this can prove to be challenging, it also opens up further opportunities for the domestic market. Immediate challenges include short lifespans for supplier quotes making it difficult for companies to bid on projects.

Regional Economic Indicators [†]

 **Population**
408,000  **0.15%**

 **Labour Force**
267,300  **2.57%**

 **Employment**
244,700  **5.88%**

 **Unemployment**
22,600  **23.39%**

Unemployment Rate
8.5%  **2.8%**

Participation Rate
65.5%  **1.7%**

Employment Rate
60%  **3.4%**

Note: The above figures reflect all of Windsor and Essex County comparing Q3 2025 to Q4 2025. Source: Statistics Canada, Labour Force Survey custom tabulation.