



INVEST
WINDSOR
ESSEX

20
23



BUSINESS DEVELOPMENT INITIATIVES IN WINDSOR-ESSEX

This report highlights business development accomplishments by Invest WindsorEssex from January to March 2023 and provides an overview of regional economic development interactions that include, but are not limited to, outreach, consultation, trade shows, performance metrics, entrepreneurship, marketing and international outreach by the business development team.



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

Through these and other activities, the team focuses on five key areas:

- Investment Attraction
- Small Business & Entrepreneurship Centre
- Business Retention and Expansion
- Automobility and Innovation
- Marketing and Communications

From the president and CEO's desk



Welcome to our first quarterly report for the 2023 fiscal year. I am pleased to share that after a record-breaking year in 2022 for new business investment in the Windsor-Essex region, our investment attraction pipeline of leads currently stands at over \$2.5 billion and includes over 2000 potential new jobs. Not all of these leads will result in confirmed investment, however, the more prospects we engage with, the greater opportunity for continued success and economic growth across the region. This positive growth trend in Windsor-Essex has gained national attention and has been recently reported on by the Conference Board of Canada. Ted Mallett, director of economic forecasting said that Windsor-Essex "has the strongest growth of any municipality over the next four to five years of all the cities the organization looks at." Further, the Conference Board is forecasting that the Windsor Census Metropolitan Area (CMA) will enjoy the highest GDP growth in Canada this year at 2.4 per cent, which is 12 times the predicted provincial growth and nearly double the national growth. The region is also expected to outpace the provincial and national gains in 2024.

According to Justin Falconer, CEO of Workforce WindsorEssex, "in the past six months, 26,000 net-new jobs have been added to the local economy." With the NextStar battery plant construction underway, and the supply chain companies that are and will be setting up operations in the region, there will be thousands of additional jobs created over the next few years.

With the vast amount of investment, development and large infrastructure projects taking place in Windsor-Essex, there is no better time than now to host large events and drive more people and business to the region. Our Marketing and Communication team has been supporting the Business Retention and Expansion team and the Small Business & Entrepreneurship Centre with planning for their flagship annual events. The Emerging Technologies in Automation Conference and Trade Show will take place on Nov. 2 at Caesars Windsor and this year's theme will be "Automate with Intelligence." The Shop Local Show will be back after a three-year hiatus due to COVID and will take place on Oct. 26 at the Fogolar Furlan Club. Please stay tuned for more details regarding both of these events.

Finally, Invest WindsorEssex will hold its Annual General Meeting on Thursday, June 1, 2023 from 11:30 a.m. to 1:30 p.m. at Mastronardi Estate Winery in Kingsville. We hope that you can join us for a re-cap of 2022 and an overview of what we can look forward to in 2023.

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

Convoy Technologies selects Windsor-Essex for their Canadian headquarters



Indiana-based company Convoy Technologies specializes in manufacturing monitors, cameras and sensor systems for commercial trucks.

The Investment Attraction (IA) team first engaged with Convoy Technologies in September 2022 and assisted them with labour cost analyses, navigating the manufacturing ecosystem in the Windsor-Essex region and identifying potential sites. The company executives returned to the region on Feb. 21, 2023 and met with a local lawyer, accountant and a staffing agency to discuss topics that are crucial for them to make a final decision on site selection. The company also toured the University of Windsor's laboratories located in the engineering building and expressed interest in developing further R&D collaborations. On March 9, the company announced that it had made a final decision to proceed with the investment in Windsor-Essex.

This project will start in the second half of 2023 and will create 50 jobs when in full production.

◀ Convoy Technologies visited the University of Windsor and toured their engineering labs.

Magna International invests \$6 million in Windsor mechatronics plant



The IA team has been working with Magna International on their Windsor expansion since February 2022. The team has provided support to the company by identifying available government funding streams including the City of Windsor's Community Improvement Program (CIP), the Southwestern Development Fund from the Province of Ontario and other training related incentives. This expansion will add another 110 high quality jobs to their existing Windsor plant.

▲ Group photo with Magna International employees after a media announcement.

INVESTMENT ATTRACTION

DS C&K prepares for launch of Canadian operations

Company executives from DS C&K returned to Windsor in January 2023 for a follow up visit after their investment announcement in June 2022. The purpose of this trip was to finalize the lease agreement with the City of Windsor and to engage with the University of Windsor and St. Clair College to identify synergies on potential R&D projects once the company's plant is completed in 2024. The company is very impressed by the research and technical expertise that both post-secondary schools offer and are looking forward to having more discussions on the potential research topics when they return in the second quarter of 2023.

Belgium greenhouse engineering technology company visits Windsor-Essex



A Belgium-based greenhouse technology engineering firm specializing in design and assembly of strawberry vertical farming systems to help growers maximize yield based on their existing greenhouse space visited the region. The company met several local growers to assess Windsor-Essex as the location for their North American expansion. Selecting a location that is in the center of the North America's largest greenhouse cluster will give the company complete access to the local greenhouse ecosystem and North American market. The company will continue to explore pilot project opportunities with local growers and post-secondary institutions.

◀ [Belgium-based greenhouse technology company visited the UW greenhouse in Ruthven.](#)

Supply chain business development

The IA team hosted 11 familiarization tours including global companies from battery manufacturing, battery supply chain, semiconductor, agri-business and government investment trade agencies. After the visits, the delegates had a better understanding of the region's strong ecosystem in the zero-emission sector and agri-business, the region's strategic location as a trade corridor between the United States and Canada and the great partnerships with local community stakeholders. The delegations provided positive feedback and the IA team will continue to further advance the projects in the coming months.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

Summer Company program opens applications for 2023



The Small Business & Entrepreneurship Centre (SBEC) kicked off application intake for the next cohort of Summer Company students. Offered in partnership with the Province of Ontario, this program helps students start a summer business and gain valuable experience as entrepreneurs by providing training, mentorship and grants of up to \$3,000 to eligible students. SBEC conducted numerous presentations to secondary and post-secondary schools throughout the Windsor-Essex region to share information about the program and application process. Thirteen students will be accepted this year and applications are currently open until May 15, 2023.

Sandwich Business Development program provides on-going support for West-Windsor businesses



SBEC continues to provide targeted services and programs to Sandwich Towne and the surrounding west-end community through funding provided by the Gordie Howe International Bridge Community Benefits Plan.



Through this initiative SBEC is now offering monthly in-person office hours in Sandwich Towne to provide guidance and complimentary professional advice through one-on-one consultation to West-Windsor entrepreneurs. In addition, SBEC hosted two targeted workshops for businesses in this area: How to Use Social Media for Customer Acquisition and Vendor Booth Merchandising Tips & Tricks. Both were well attended and provided valuable information to help entrepreneurs grow their business and increase their customer base.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

SBEC continues to support Southwestern Ontario food businesses through the Foodpreneur Advantage program



Grow your food & beverage business *today*

The Small Business & Entrepreneurship Centre, in partnership with Small Business Enterprise Centres in London, St. Thomas, Chatham and Sarnia, launched the next series of the Foodpreneur Advantage program in January 2023. The program includes a series of introductory seminars and training opportunities to support entrepreneurs looking to get started in the food and beverage industry.

The Foodpreneur Scale-Up Program also opened applications in March 2023. This program will comprise of eight weeks of training for a select group of businesses that produce consumer packaged goods and have demonstrated high potential to scale operations. The program will connect entrepreneurs to industry experts, experienced mentors and provide them with an opportunity to receive a \$5,000 business grant. Foodpreneur Advantage is supported by Libro Credit Union and FedDev Ontario.

Digital Service Squad continues to help small businesses improve their online presence



SBEC continues to offer business support through its Digital Service Squad, a program of Digital Main Street (DMS). SBEC's Digital Service Squad (DSS) provides one-on-one assistance to bricks-and-mortar small businesses to help them grow their digital presence and adopt innovative technologies. In addition to offering hands-on advisory support, the DSS also assists businesses with the application process for the Digital Transformation Grant (DTG), which provides eligible bricks-and-mortar small businesses a \$2,500 grant to support their digital transformation projects. The DSS provided consultation support to 109 businesses and 29 DTG's were disbursed in Q1. The DSS is available to local businesses through March 2024.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

Women entrepreneurs are offered targeted workshops and networking opportunities

SBEC partnered with WECAN (Windsor Essex Capital Angel Network) and interVal to host a Funding Your Startup workshop on Jan. 30, 2023. This session was funded by the Government of Canada under the Women Entrepreneurship Strategy in Windsor-Essex. Participants were given an opportunity to learn how to raise funds from angel investors, examine the value of their business and learn about programs offered to support startups.



To kick off International Women's Day celebrations in March, SBEC hosted a live viewing party for StrikeUP 2023, a virtual conference dedicated to supporting women entrepreneurs and providing a forum for growth, mentorship and financing. Keeping the momentum going on March 22 and March 29, SBEC partnered with the Province of Ontario to deliver two women focused workshops. Exporting 101: Getting in the Game and Exporting Operations: Making It Happen which provided business owners with key steps to increase their customer base and get started in global markets.



BUSINESS RETENTION AND EXPANSION

Windsor-Essex Career Apprenticeship Program offered for second year

Windsor-Essex Career Apprenticeship Program Information Session

Jan. 17 • 1-2 p.m.



Building on lessons learned from a pilot program in 2022, the Business Retention and Expansion (BRE) team partnered again with the University of Windsor's Career Development & Experiential Learning office and the Canadian Career Apprenticeship Initiative to offer the Windsor-Essex Career Apprenticeship Program (WECAP). Through this program Windsor-Essex employers can receive \$10,000 per placement to hire new graduates from the University's Faculty of Arts, Humanities and Social Sciences. These graduates offer unique skills to employers and help address the continuing need to

fill vacant positions in the region. The subsidy is intended to offset the training costs for the new graduates. To be eligible, employers must have at least seven employees in either the public or private sector, as long as they have a physical location in Windsor-Essex. WECAP is intended to support permanent full-time positions at these companies. The BRE team and the University hosted an employer information session in January to promote the program.

Two Windsor-Essex companies receive FedDev Ontario funding for expansions



▲ Min. Tassi announced an investment of \$5 million for Caps Canada to expand capacity to meet growing demand and create over 50 jobs.

Caps Canada, located in Lakeshore, and **Uni-Fab of Leamington** each received \$5 million in interest-free loans through the Federal Development Agency for Southern Ontario (FedDev Ontario) to support expansion projects. Caps Canada, a manufacturer of two-piece hard capsules for the pharmaceutical and dietary supplements industry, is purchasing new equipment including visual inspection cameras which will detect defects in the products before they are packaged. They also plan to hire a total of 55 people, 30 of which they have already added to their workforce. Caps Canada is part of a cluster of pharmaceutical and nutraceutical companies in the Windsor-Essex region. The investment will position them for future growth.

Leamington's Uni-Fab, one of the largest metal fabrication companies in Ontario, is using the funding to commercialize its automated pallet changing technology for use with CNC machines. Larger equipment will be needed to produce more of the new machines. They expect to hire approximately 50 people as a result of this project. Uni-Fab serves multiple industries including automotive, aerospace and tool, die and mold.

BRE team resumes site visits



After a long hiatus due to the pandemic, the BRE team is back out visiting local companies. Site visits allow the team to see firsthand local companies' capabilities and challenges and enable them to make connections that align with the companies' unique strengths and interests. In early 2023, the team visited Post Packaging and Reko International in Lakeshore; Top Notch Plastics in Amherstburg; Metal Supermarkets, Windsor Transload, Grant Thornton and Electrozad in Windsor; and DC Automotive Tooling in Tecumseh.

◀ Invest WindsorEssex BRE team (l-r) Marion Fantetti, Business Ombudsman; Wendy Stark, Director, Business Retention & Expansion; Yashaswini Pagadala, Economic Development Officer; in front Francisco Contreras, Data Administrator and Analyst

AUTOMOBILITY AND INNOVATION

AIC hosts Tech Mobility Day as part of WEtech’s Tech Week YQG



▲ Tech Mobility Day 2023

By 2030, according to the federal government’s plan, the EV mandate will hit 60 per cent of all sales, and by 2035, every passenger vehicle sold in Canada will need to be electric. With a clear shift towards electric vehicles (EV) in the marketplace, the Automobility and Innovation Centre (AIC) team partnered with WEtech Alliance to host Tech Mobility Day. The day highlighted key trends in the electrification movement and how the region can accelerate the adoption of electric vehicles to maximize environmental and economic benefits.

On March 23, over 110 registered attendees heard from industry expert, Cara Clairman, CEO of Plug’n Drive. Cara shared her insights on the drive towards net zero and the exciting advancements in the electric vehicle industry. The event also featured an EV Innovation Showcase, where attendees were able to interact with regional mobility companies, innovators and researchers shaping the future of EVs. Attendees also experienced the thrill of driving an electric vehicle and the unique opportunity to learn, connect and be a part of the movement toward electrification.

Future Mobility Challenge



▲ Future Mobility Challenge – Employer Networking Event

As part of the Windsor-Essex Regional Technology Development Site (WE RTDS), the AIC team hosted the first Future Mobility Challenge in collaboration with St. Clair College, the University of Windsor and CORE 5, the Northern regional Technology Development Site. The Future Mobility Challenge launched on Jan. 28 and students were given an option of seven challenges provided by industry sponsors. Students from the region had two weeks to complete one or multiple challenges, all of which had an automobility focus. The topics ranged from Machine Learning to Automotive Cybersecurity, where students got to try and hack into a vehicle. Over 70% of student participants were graduate level studying Data Analytics or Computer Science. The challenge ended on Feb. 11 with an employer networking event, where regional employers had the opportunity to network with some of Windsor’s best and brightest students. The event included two keynote speakers, Waseem Habash, senior vice-president academics and college operations, St. Clair College and Ed Dawson, senior manager, automobility & innovation at Invest WindsorEssex. Overall, the event involved almost 400 students, employers and ecosystem partners, with over 15 companies engaged and thousands of dollars’ worth of prizes. Thank-you to St. Clair College for sponsoring the Employer Networking event.

AUTOMOBILITY AND INNOVATION

| AIC team attends CES to support Project Arrow unveiling



▲ The Invest WindsorEssex (IWE) Team at CES!

At the international Consumer Electronics Show (CES) in Las Vegas, Invest WindsorEssex (IWE) showcased the Windsor-Essex region, providing a platform for breakthrough technologies and global innovations. CES is one of the largest tech events in the world, offering subject matter experts a chance to connect with industry leaders. The regional participation at CES aimed to raise awareness of Windsor-Essex as a premier location for mobility innovation and highlight the technological advancements and programming available for companies looking to invest, partner and expand into Canada's Automobility Capital. During the conference, the IWE team joined the Automotive Parts Manufacturers' Association (APMA) for the unveiling of APMA's Project Arrow, which is Canada's first zero-emission concept vehicle. IWE is recognized as the

official eXtended Reality Partner for Project Arrow, and the team worked with the Project Arrow team from inception to develop the overall layout and design of the prototype, including supporting the definition of the vehicle architecture, packaging of the battery, powertrain and other key components. The IWE team also took on the extended reality work to develop a custom application to showcase and celebrate all participating companies and their contributions to the vehicle during the concept vehicle unveiling at this year's CES. The Windsor-Essex Regional Technology Development Site (WE RTDS) played a key role in ensuring that Project Arrow suppliers were able to demonstrate a proof of concept to investors and customers based on their work for Project Arrow. Canadian suppliers contributed to Project Arrow via the technology mentioned above. Using the RTDS digital twinning capabilities, we were able to showcase their technology on an interactive app.

| IWE welcomes Automotive Cybersecurity Threat Analyst



▲ Deepan Dhingra, Automotive Cybersecurity Threat Analyst

The Invest WindsorEssex AIC team is proud to welcome their newest member, Deepan Dhingra as the Automotive Cybersecurity Threat Analyst. After an extensive search, we are fortunate to have found Deepan's specialized skillset and knowledge to advance a key pillar offered under our RTDS services within our Ontario Vehicle Innovation Network (OVIN) program. This unique role will support IWE's AIC team and work hand in hand with the team at the University of Windsor's SHIELD Automotive Cybersecurity Centre of Excellence.

Deepan will develop and operate an industry threat management system for automotive related products (vehicle, infrastructure and V2x enabled products) and support companies with a threat catalog which can be used as a basis for their own risk assessment and management activities. Additionally, Deepan will work with the team at SHIELD to conduct cybersecurity penetration testing for companies developing products or components that are part of the automotive supply chain for connected vehicles. This will help to identify any vulnerabilities that may exist so that companies can address these findings as part of their development. These high value

activities will help participants ensure that their customers have access to a secure product and will provide them with R&D resources typically only available to research institutes and large companies. Qualified Ontario-based SMEs can receive these services at no cost as part of the many programs offered through the WE RTDS at AIC. If you are interested in learning more, please [reach out to the team](#).

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 – 7,436
Page views – 22,675
New visitors – 87%
Returning visitors – 13%

webusinesscentre.com

Users – 4,100
Page views – 12,489
New visitors – 90%
Returning visitors – 10%

Top Site Visitors



Canada



USA



India



China



United Kingdom

Social Media Analytics

Invest WindsorEssex

@investwindsoressex
 @_investwe

SBEC

@webusinesscentre
 @wesmallbusiness

Total fans – 24,676
Total impressions – 442,107
Total engagement – 15,776

MARKETING AND COMMUNICATIONS

Awards

Invest WindsorEssex wins Business Facilities Canada 2022 Impact Award for the Windsor-Essex region

In January 2023, the Marketing and Communications team entered a submission for the Business Facilities Canada 2022 Impact Award. The team provided an economic impact analysis and investment overview for the NextStar Energy battery plant project.

Invest WindsorEssex was granted the award in February 2023 and created a subsequent campaign to promote opportunities in the Windsor-Essex EV supply chain. An ad and advertorial were placed in the February edition of Business Facilities magazine with call to action to visit [InvestEVCanada.com](https://www.investevcanada.com).

Business Facilities (@bizfacilities - 1k) Business Facilities Canada 2022 Impact Award recognizes @InvestWindsorEssex for LG Energy Solution & Stellantis N.V. Joint venture - NextStar Energy Inc. The joint venture will see a total investment of over \$5 billion CAD and is projected to create 2,500 jobs.



Invest in Canada's fastest growing EV supply chain
WINDSOR-ESSEX, ONTARIO, CANADA

TALENT	LOCATION	INCENTIVES	AFFORDABLE
<ul style="list-style-type: none"> Highly educated, skilled and diverse workforce Over 2,000 engineering graduates annually 	<ul style="list-style-type: none"> Border-Corridor Transit Station 17.5% of Canada's largest sales tax \$750 million US daily 	<ul style="list-style-type: none"> Millions in available government grants, federal tax breaks and incentives 	<ul style="list-style-type: none"> Attractive land development and housing costs

InvestEvCanada.com

Invest in Canada's fastest growing EV supply chain
WINDSOR-ESSEX, ON, CANADA [LEARN MORE](#)

Invest in Canada's fastest growing EV supply chain
WINDSOR-ESSEX, ON, CANADA [LEARN MORE](#)

Invest in Canada's fastest growing EV supply chain
WINDSOR-ESSEX, ON, CANADA [LEARN MORE](#)

Automotive News Canada All-Stars

Invest WindsorEssex's Stephen MacKenzie and Joe Goncalves were awarded the **2022 Automotive News Canada All-Stars** for "landing a deal" in regards to the NextStar Energy battery plant project. The All-Stars are granted to busy individuals, often guiding busy teams to pull off noteworthy, incredible and sometimes audacious achievements and are associated with the biggest stories of the year.

2022 ALL-STARS

COVID-19 restrictions lifted across Canada in 2022 to provide the first real glimpse of unrestricted gatherings and life without masks. A first glimpse of normalcy in nearly two years.

The 2022 Automotive News Canada All-Stars had long been devising pandemic workarounds because even though time felt stalled, there was no time to waste.

The All-Stars were busy individuals, often guiding busy teams to pull off noteworthy, incredible and sometimes audacious achievements.

Many 2022 All-Stars are naturally associated with the biggest stories of the year.

Other All-Stars were chosen because they throw themselves into their passion.

It's not possible to honour the countless All-Stars from coast to coast, but Automotive News Canada is pleased to recognize a handful who led the way for 2022.

<p>Landing a Deal Stephen MacKenzie & Joe Goncalves CEO, Director of Investment Attraction Invest WindsorEssex</p>	<p>Agreement Reached Harsh Datta, Gene Fong & John Lindo Executive Team Volvo</p>	<p>Revving the EV Plug David Buckingham & Mark Stewart CEO, R&D Canada & COO Stellantis</p>
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DON'T MISS A BEAT.
Automotive News Canada

MARKETING AND COMMUNICATIONS

Advertising

Perspective Ontario sector profiles

The Marketing and Communications team worked with Perspective Magazine to create regional sector profiles for **advanced manufacturing**, **automotive** and **food and beverage** showcasing investment opportunities across Windsor-Essex. Several local partners and companies were interviewed for the content pieces. This included both a print and digital campaign and was launched in partnership with the economic development department at the Province of Ontario to be utilized by trade commissioners worldwide.



Windsor International Airport mural

A new Windsor-Essex mural has been completed in the main terminal of the Windsor International Airport. The location has great visibility and is an excellent representation of the region's assets and key industries. As more delegations are welcomed to the region for potential investment, it is critical to ensure current information and advertisements are being displayed.



MARKETING AND COMMUNICATIONS

Print Advertising

▲ Tourism Windsor Essex Pelee Island 2023 official Visitor's Guide

Source Windsor Essex
WindsorEssex Key Sector Database

Known as North America's advanced manufacturing powerhouse, Windsor-Essex, Ontario is a recognized leader and innovator in advanced manufacturing and automation.

The key sector database will connect you with Windsor-Essex businesses to collaborate on innovative projects, help you find suppliers and explore regional capabilities.

sourcewindsor.essex.com

▲ Advertisement placed in spring edition of Automate Canada Magazine.

Summer Company

Be your own boss this summer

The Summer Company Program provides students with training, mentorship, and \$3,000 to successfully start a new business.

APPLY NOW:
[WEBUSINESSCENTRE.COM/SUMMERCOMPANY](http://webusinesscentre.com/summercompany)

▲ Advertisement placed in the March edition of Biz X Magazine.

CONGRATULATIONS
to all the nominees and finalists for the...

DIVERSITY, EQUITY & INCLUSION AWARD

Sponsored by:
SMALL BUSINESS & ENTREPRENEURSHIP CENTRE
A DIVISION OF INVEST WINDSOR ESSEX

Proudly supporting women-owned businesses through the Women's Entrepreneurship Strategy.

[WEBUSINESSCENTRE.COM](http://webusinesscentre.com)

▲ The Small Business & Entrepreneurship Centre sponsored the WEST International Women's Day Gala.

MARKETING AND COMMUNICATIONS

| Paid Social Media Campaigns

January: Small Business & Entrepreneurship Centre ads

New year, new beginnings.

We can help you start and grow your business.

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE
A DIVISION OF INVEST WINDSOR ESSEX

New year, new beginnings.

SBEC can help you get your business started!

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE
A DIVISION OF INVEST WINDSOR ESSEX

New year, new beginnings.
SBEC can help you get your business started!

February: Summer Company ads

Be your own boss this summer

Ask us how you can receive a \$3000 grant to start and operate your own business during the summer.

APPLY NOW

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE
A DIVISION OF INVEST WINDSOR ESSEX

Ontario

Summer Company

Be your own boss

Ask us how you can receive a \$3000 grant.

APPLY NOW

Summer Company

March: Summer Company ads

Be your own boss

Ask us how you can receive a \$3000 grant.

APPLY NOW

Summer Company

Be your own boss this summer

Ask us how you can receive a \$3000 grant to start and operate your own business during the summer.

APPLY NOW

SMALL BUSINESS & ENTREPRENEURSHIP CENTRE
A DIVISION OF INVEST WINDSOR ESSEX

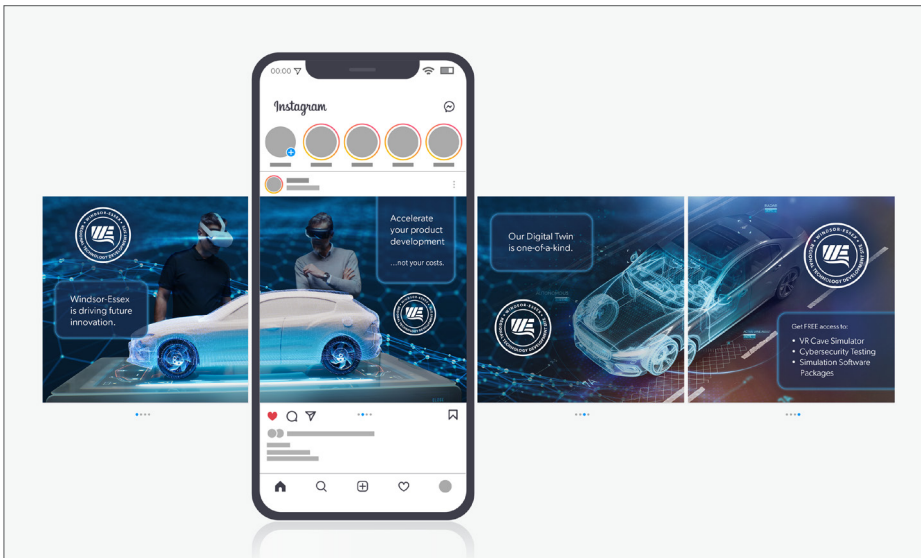
Ontario

Summer Company

MARKETING AND COMMUNICATIONS

Windsor-Essex Regional Technology Development Site

The Marketing and Communications team launched an awareness (phase one) campaign promoting the Windsor-Essex Regional Technology Development Site (WE RTDS). The campaign ran across the province targeting eligible Ontario-based SME's and promoting the new programming available under the Ontario Vehicle Innovation Network (OVIN). This first phase focused on building awareness and the team is currently working on phase two which will be more targeted to drive conversions and generate direct leads. Phase one was very successful and garnered over one million impressions, a reach of over one million and over 1,200 direct link clicks.



MARKETING AND COMMUNICATIONS

Event Marketing

Invest WindsorEssex hosts The Honourable Filomena Tassi, Minister Responsible for the Federal Economic Development Agency for Southern Ontario



The Honourable Filomena Tassi, Minister responsible for the Federal Economic Development Agency for Southern Ontario (FedDev Ontario) was hosted by the Invest WindsorEssex team to provide overview of programs and initiatives made possible through FedDev Ontario, followed by a site visit at the Automobility and Innovation Centre to view the Invest WindsorEssex virtual reality (VR) CAVE.

Media Coverage

Highlights:

[This Month in Automobility January](#)

[This Month in Automobility February](#)

[This Month in Automobility March](#)

[Invest WindsorEssex priorities for 2023 focus on landing supply chain investments](#)

[Unveiling of Project Arrow shines spotlight on local companies](#)

[Video: Mike Kakuk, AM800 talks with Emily Dreibelbis, PC Magazine live from CES](#)

[All-Canadian electric vehicle unveiled at Consumer Electronics Show in Las Vegas](#)

[Windsor-Essex well-represented at zero-emission vehicle reveal](#)

[CTV News broadcast: Project Arrow unveiled](#)

[Ontario-wide collaboration on Canadian-made electric vehicle unveiled at CES](#)

[Angel investors bring capital to the local start-up ecosystem](#)

[Auto sector the focus of PM Trudeau visit to Windsor](#)

[Billions in new auto investment 'just the beginning' – Fedeli](#)

[Invest WindsorEssex invites you to Canada's automobility capital](#)

[Radio Interview CKLW: Stephen MacKenzie, President & CEO at Invest WindsorEssex talks about the NextStar Energy plant being named Canada's top business deal of 2022](#)

[NextStar Energy plant named Canada's top business deal of 2022](#)

[Electrification of Windsor's auto industry promises new jobs — but what happens to blue-collar workers?](#)

MARKETING AND COMMUNICATIONS

Media Coverage Continued

Windsor region's business activities has doubled since March

Ambassador Bridge blockade remembered for disruption to residents, trade

Canada's EV revolution has a problem - not enough skilled labour to support it

2022 Deal of the Year: Impact Awards: NextStar Energy Joint Venture: LG Energy Solution and Stellantis N.V. — Invest WindsorEssex

Magna International's Windsor expansion creates 110 new jobs

Canada is calling: Canada's Fastest Growing EV Supply Chain: Windsor-Essex, Ontario

Workforce WindsorEssex launches 2022-2023 local labour market plan

Radio Interview- CBC: Lee McGrath, Program Director, Women Entrepreneurship Strategy

Radio Interview-CKLW: Lee McGrath, Program Director, Women Entrepreneurship Strategy

New St. Thomas VW plant will mean more jobs for Windsor-Essex too, industry pros say

'Gigafactory' in St. Thomas good news for Windsor-Essex, stakeholders say | CTV news broadcast

Convoy Technologies to Open New Factory in Windsor, Ontario

Indiana company to open new plant in Windsor-Essex

Radio Interview – CBC: Stephen Mackenzie, head of Invest WindsorEssex, talks about Alberta enticing skilled trades workers from Windsor-Essex to move west

Volkswagen battery plant enhances Windsor position in EV space

Indiana-based company to open production facility in Windsor-Essex

Windsor-Essex continues to benefit from battery plant

Technology firm with global reach opening new factory in Windsor area

Increasing supply of EVs should accelerate move towards electric cars

Media Release

Invest WindsorEssex joins APMA at CES to unveil Canada's first zero-emission concept vehicle



PERFORMANCE METRICS 2023

What We Do

Invest WindsorEssex advances economic development and prosperity in our region. We are the region's lead economic development agency and a dedicated catalyst for business growth and expansion. We attract new businesses to our region, help strengthen existing businesses and support entrepreneurship in three key ways:

Informing

We provide the most current and relevant information and data on site selection, market research and available government funding.

Guiding

We provide answers and advice on general business practices, expansion planning, multi-national branch planning and exporting, as well as training and educational resources.

Connecting

We help organizations cut through red tape and we connect them directly with key decision makers, potential partners and funders.

New Investment Facilitated

\$39,150,000 (IA/BRE)

\$192,500 (SBEC)

\$60,000 (AI)

Funding Disbursed

\$637,676 (AI)

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

10 Expansions Facilitated
(IA/BRE) 4 | (SBEC) 6

300 New Jobs Facilitated
(IA/BRE) 268 | (SBEC) 32

6 Priority Files

21 Business Startups

3 Funding Applications and Joint Papers Developed

Business Support Sessions

80 Sessions (BRE/SBC/AI)

683 Attendees (BRE/SBC/AI)

Top Economic Priorities

as reported by Windsor-Essex Businesses

- 1 Labour force challenges - continued shortfalls in labour/talent pools across all sectors; growing concern for labour resources as new infrastructure projects come on-line; Companies are met with increased labour costs including competitive wages/incentives in the United States.
- 2 Housing & labour - a two-fold challenge where demand for housing is outweighing the skilled labour capacity; in-turn, talent attraction is stymied by lack of available and accessible housing.
- 3 Rising energy costs (electricity and natural gas) - impacting the bottom line across all sectors (especially Agri-greenhouse and manufacturing) with very few programs/incentives to mitigate the impact.
- 4 Inflation - cost of inventory deeply impacting small and medium-size businesses by impeding growth and creating a barrier to forecasting special projects and expansions; increased cost of assorted materials (especially steel), impacting critical manufacturing production deadlines and financial well-being of companies (especially smaller companies who cannot maintain consistent supplies due to cost overhead); uncertainty over inflation trends has seen some softening of the industry.
- 5 Small business struggling with COVID-19 loan re-payments - inflation impacting their ability to forecast/schedule repayment of pandemic recovery loans.

Regional Economic Indicators†



Population
383,200



Labour Force
245,700



Employment
230,500



Unemployment
15,200



Unemployment Rate
6.2%



Participation Rate
64.1%



Employment Rate
60.2%



† Notes: The above figures reflect all of Windsor and Essex County, Q4 2022 to Q1 2023.

Source: Statistics Canada, Labour Force Survey custom tabulation.