

# BUSINESS DEVELOPMENT INITIATIVES IN WINDSOR-ESSEX



# Q4

HIGHLIGHTS OF 2022

This report highlights business development accomplishments by Invest WindsorEssex from October to December 2022 and provides an overview of regional economic development interactions that include, but are not limited to, outreach, consultation, trade shows, performance metrics, entrepreneurship, marketing and international outreach by the business development team.

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

**Investment Attraction**

**Small Business & Entrepreneurship Centre**

**Business Retention and Expansion**

**Automobility and Innovation**

**Marketing and Communications**



Quarterly reports are provided to funders, stakeholders and the general public and are posted on the corporation's website, [investwindsoressex.com](https://investwindsoressex.com)

## From the president and CEO's desk



Welcome to our final quarter report for the 2022 fiscal year - and what a year it has been! From landing the largest automotive investment in Canadian history to supporting hundreds of businesses and providing thousands in funding and programming, our team at Invest WindsorEssex has been pivotal in securing economic prosperity in the region for years to come.

This last quarter has maintained the momentum and success experienced throughout 2022 starting with the highest attended Emerging Technologies in Automation conference to date with over 350 attendees, 45 exhibitors and 35 world-class presenters. The goal and design of this conference and trade show is to showcase and promote the hundreds of local companies that make this region known as a global leader in automation and advanced manufacturing. The event attracted international purchasers from the United States and Mexico as well as delegates from around the globe. Participants experienced the latest developments in automation, agri-business, automotive, healthcare, mobility and more.

Furthermore, after a record-breaking year for new business investment in the Windsor-Essex region, IWE's investment attraction continues at full capacity to build out the EV supply chain necessary to support the new NextStar Energy battery plant. The growing EV supply chain will benefit the entire Windsor-Essex region with increased job numbers, investment and ongoing development. The team embarked on a very successful trip to Seoul, South Korea to pitch Windsor-Essex to over 60 companies in LG Energy Solutions' existing supply chain.

This quarter also completes the 30th year of SBEC's service to the Windsor-Essex business community. In celebration of the Centre's 30-year anniversary, local entrepreneurs and business leaders were given the opportunity to spend an evening with world-renowned keynote speaker, Kevin Harrington. The event attracted over 225 aspiring entrepreneurs and business leaders in Windsor-Essex and included a networking reception sponsored by St. Clair College and the St. Clair College Alumni Association. Audience members were captivated by Kevin's pragmatic approach to creating opportunities and successes in the business world, leaving them with tangible advice and expertise on how to navigate and succeed in today's marketplace.

Finally, I am pleased to announce that IWE's Marketing and Communications department was awarded a national marketing award in the category of 'Single Advertisement' by the Economic Developers Association of Canada (EDAC). The EDAC Marketing Canada Awards is a national competition that strives to recognize and highlight up-and-coming best practices, particularly focused on marketing initiatives that have a direct impact on the economy. Published in Perspective Ontario – Driving Prosperity magazine, the 2-page advertorial highlighted the Windsor-Essex region as the Automobility Capital of Canada.

In closing, I want to thank our funders, board of directors, partners and of course the Invest WindsorEssex team for the dedication and support that you provide to our organization and the entire Windsor-Essex business community.

I am looking forward to another successful and prosperous year ahead!

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

Taiwan AutoTech delegation visits Windsor-Essex



▲ Taiwan AutoTech delegation visited Windsor-Essex to identify R&D opportunities with local post-secondary institutions.

Taiwan AutoTech companies, including one industry association and trade commissioners from Taipei, visited Windsor-Essex on Oct. 28, 2022. The goal of the trip was to engage with the local R&D ecosystem, identify industry collaborators and explore B2B procurement opportunities. The Investment Attraction team lead the half-day program involving partners from the University of Windsor Research and Innovation office including Dr. Narayan Kar and St. Clair College Applied Research and Development office to provide an overview of the region and R&D capabilities and opportunities. Companies made connections with post-secondary institutions to further explore collaboration opportunities. The tour was well received with positive feedback from the delegation.

One hundred million dollar investment in former Grace Hospital site

Fairmount Properties invested \$100 million in the former Grace Hospital site to build a 416,000-square-foot 'Global Village'. The new development will be a mixed-use of residential and commercial property that promotes cultural diversity. The University of Windsor and St. Clair College will be co-marketing this property as an off-campus housing option for students. There will also be a 14,000-square-foot space being developed as a healthcare building to service the community.

Investment Attraction pitches to 66 LGES supply chain companies in South Korea

Vice President of Investment Attraction and Strategic Initiative, Joe Goncalves along with President and CEO, Stephen MacKenzie and City of Windsor Mayor, Drew Dilkens travelled to South Korea to attract new investment. The group pitched the EV supply chain opportunities in Windsor-Essex to 66 LGES supplier companies. The IWE team presented the regional value proposition to local investors who have interest in establishing North American operations in the region. Thanks to LGES team's support and coordination, over 130 participants from supplier companies joined the IWE event which allowed for positive engagement and promising prospects. The IWE team plans to follow-up with each participant to solidify next steps for expansion.



◀ The Windsor-Essex team incl. Windsor Mayor Drew Dilkens and IWE's Stephen MacKenzie and Joe Goncalves pitched the opportunities in the EV battery supply chain to 66 South Korean companies.

## SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

### Starter Company PLUS participants pitch their business to local professionals

The Starter Company PLUS accelerator program ran from September to December and provided business plan support, training and mentorship to thirteen Windsor-Essex entrepreneurs. All participants successfully pitched their business concept to a team of judges from the local business and entrepreneurship community and were each awarded a grant of up to \$5,000. Starter Company PLUS supported businesses from a variety of industries including retail, accommodation and food services, construction, social assistance, legal dispute resolution, product manufacturing and salon services. The program will return in fall 2023.



▲ Starter Company PLUS pitch day.



▲ Starter Company PLUS mentorship.

### Foodpreneur Scale-Up accepts 11 southwestern Ontario businesses into the program

**foodpreneur**  
ADVANTAGE

*Grow* your food & beverage business!

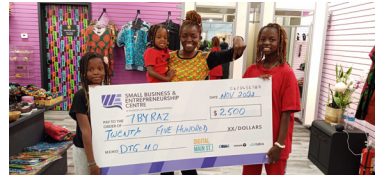
The Small Business & Entrepreneurship Centre (SBEC) continued the delivery of the Foodpreneur Advantage program in Q4 along with its partners at Small Business Enterprise Centres in London, Sarnia, Chatham and St. Thomas. The Foodpreneur Advantage Scale-Up program accepted 11 southwestern Ontario businesses in October, including three from Windsor-Essex. Participants are enrolled in an intensive 10-week program, which provides training, mentorship and a \$5,000 grant to scale their food manufacturing business.

The Foodpreneur Advantage program also ran a series of six introductory seminars to support entrepreneurs looking to get started in the food and beverage manufacturing industry. The seminars that took place in Q4 drew a total of 50 attendees from the Windsor-Essex region.

# SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

## Windsor-Essex businesses receive \$162,500 in Digital Transformation Grants

The Small Business & Entrepreneurship Centre’s Digital Service Squad (DSS) continued to support local businesses with their digital transformation goals. During the fourth quarter the DSS walked the streets of Essex, Kingsville, Lakeshore and Windsor to provide information to businesses on the DSS consultation support available to them and Digital Transformation Grant (DTG). The DTG, a \$2,500 grant, is used by storefront businesses to adopt and leverage digital technologies and tools. During Q4, 64 Windsor-Essex small businesses in SBEC’s service area were awarded a Digital Transformation Grant, totaling 162,500 in support for local companies. In addition, SBEC’s DSS provided advisory services and hands-on technology support to 70 businesses. The DSS is available to local businesses through February 2024.



Local small business 7ByRaz, located at Tecumseh Mall received a Digital Transformation Grant for \$2,500.



The Digital Service Squad hit the streets of Kingsville to provide street front businesses with information on the DDS consultation support services they offer.

## Growing Creative Careers provides project planning training to 21 participants



▲ Growing Creative Careers: Windsor & Region program session.

The Small Business & Entrepreneurship Centre continues its partnership with WorkInCulture and Arts Council Windsor & Region to deliver the third cohort of the Growing Creative Careers (GCC): Windsor & Region program. GCC is an intensive professional development experience for artists, creatives and cultural workers living in Windsor-Essex. This cohort wrapped up in December and focused on how to build creative projects and programs from ideation to execution. Participants were invited to partake in two in-person sessions to work through their ideas with other professionals. These sessions provided the resources and knowledge needed to take their projects to the next phase.

GCC is led by WorkInCulture in partnership with the Small Business & Entrepreneurship Centre and Arts Council Windsor & Region and funded by the Ontario Trillium Foundation. The program will be delivered four times between 2021-2023.

# SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

## Sandwich Business Development Program provides support to west Windsor businesses



The Small Business & Entrepreneurship Centre 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.



▲ SBEC's Stephanie Clark, business advisor walks the streets of west Windsor promoting the services available through their office.

SBEC, along with the Digital Service Squad, walked the streets of Sandwich Towne and west Windsor to ensure businesses were aware of the suite of services available to them through SBEC and Digital Main Street. In addition, SBEC hosted two small business tax sessions through the Sandwich Business Development Program. Attendees learned how to manage their books and stay in compliance with the Canada Revenue Agency.

## SBEC celebrates 30-year anniversary with world-renowned business keynote, Kevin Harrington



▲ Kevin Harrington, popular TV personality and business guru presents to over 230 aspiring entrepreneurs and business leaders.

The Small Business & Entrepreneurship Centre celebrated their 30-year anniversary serving the Windsor-Essex region by hosting world-renowned keynote speaker, Kevin Harrington, at the St. Clair Centre for the Arts on Nov. 21.

Kevin Harrington is an original “shark” on the hit ABC TV show Shark Tank, the creator of the Infomercial, pioneer of the As Seen on TV brand and co-founding board member of the Entrepreneur’s Organization. His legendary work behind-the-scenes of some of the most well-known business brands has produced well over \$5 billion in global sales, the launch of more than 500 products and the making of dozens of millionaires.



▲ SBEC & IWE team members pose with Kevin Harrington after the event.

At SBEC’s celebratory anniversary event, the popular TV personality and business guru provided attendees with time-tested tools for scoring big wins in the business world. The event attracted over 230 aspiring entrepreneurs and business leaders in Windsor-Essex and included a networking reception sponsored by St. Clair College and St. Clair College Alumni Association followed by an interactive keynote address.

## SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

### | SBEC launches campaign to celebrate Small Business Month



October is Small Business Month in Ontario and the Small Business & Entrepreneurship Centre (SBEC) is proud to partake in the annual celebration of entrepreneurship.

This year SBEC launched a video campaign across social media to highlight eight clients and their vast accomplishments over the years. This campaign's purpose was to showcase the successes of small, independent businesses in our region and shine a light on their contributions to the local economy.

SBEC also co-hosted the Business Development Bank of Canada's Small Business Week Reception, which provided an opportunity to bring together the business community and celebrate the passion and impact of our local entrepreneurs and business leaders.

### | SBEC receives "Outstanding Community Champion" award



The Small Business & Entrepreneurship Centre (SBEC) was honoured to be awarded "Outstanding Community Champion" during this year's Association of Fundraising Professionals (AFP) National Philanthropy Day Celebration. This award recognizes a business, organization or individual who exemplifies an outstanding commitment to engage, support and collaborate with charitable organizations and individuals in the community.

SBEC actively works to build strong relationships and cultivate connections with local small businesses and other private and public sector partners to better serve the Windsor-Essex community. This award embodies the mission and values that are core to SBEC and the recognition is greatly appreciated by the team.

◀ (l-r) SBEC's Stephanie Clark, Cristina Melnik, Sabrina DeMarco, Craig Ramsey (keynote speaker & Amazing Race Canada winner), Lee McGrath, Aparna Krishnamoorthy and Renee Morel at the award ceremony.

## BUSINESS RETENTION AND EXPANSION

## | Pre-Conference Workshop: Opportunities in the EV Supply Chain



In an effort to support local companies to supply the rapidly growing electric vehicle (EV) industry and as a follow-up to the pilot workshop held earlier in the year, the Business Retention and Expansion (BRE) team hosted a pre-conference workshop to the Emerging Technologies in Automation Conference and Trade Show. The workshop helped participants identify opportunities in the EV supply chain. PEM Motion, the German company behind the Canadian Automobility Hub, delivered the workshop which was a condensed version of their multi-day “Fit 4 E-mobility” program. There were approximately 30 attendees for the full-day program.

## | Emerging Technologies in Automation Conference and Trade Show



▲ Attendees learned about the process of automating 3M Canada's various facilities from keynote speaker, Arun Muthu.

demonstrations across several industry verticals: mold-making, automotive, construction, healthcare and agri-business. Invest WindsorEssex is grateful for the support by St. Clair College as the Platinum Sponsor, the University of Windsor as the Gold Sponsor, BDC and Grant Thornton as the Silver Sponsors and to WEtech Alliance for sponsoring the Start-Up Zone. National Research Council's Industrial Research Assistance Program, Automate Canada and Ontario Centre of Innovation were all instrumental in the development of the 2022 conference program. The team was pleased to be able to present a donation to FIRST Robotics and to have Dave Ellis, President of FIRST Robotics Canada at the event to speak to the importance of the program in fostering students' interest.

A post-event survey conducted by the BRE team showed most respondents rating various aspects of the event as either “good” or “excellent” and 97% reported making valuable connections for their organizations. Several companies have already approached the team about exhibiting at next year's conference which will be held on Nov. 3, 2023.



## BUSINESS RETENTION AND EXPANSION

## The Business Retention and Expansion team participates in skilled trades panel



- ▲ Panel participants included Wendy Stark of IWE, Darlene Malcolm of Workforce WindsorEssex, Vince Lapico of VLC Custom Homes, Logan Kane of Local 494 and Jonathan Azzopardi of Laval International as the moderator.

The Business Retention and Expansion team was asked to participate in a panel discussion about the importance of skilled trades as part of a professional development event for the Greater Essex County District School Board guidance counsellors. This event immediately preceded Build-a-Dream's Career Discovery Event. In addition to Wendy Stark of IWE, the panel participants were Darlene Malcolm of Workforce WindsorEssex and Tomorrow's Trades, Vince Lapico of VLC Custom Homes and Logan Kane of Local 494. Jonathan Azzopardi of Laval International and the Canadian Association of Moldmakers moderated the discussion. The conversation covered both the shortage of skilled tradespeople and the opportunities that such training provides for young people. The economic impact resulting from the shortage of skilled workers was examined as well as possible solutions to the problem. The guidance counsellors were very engaged with this topic and interested in learning more.

## Manufacturing Day returns to Windsor-Essex



- ▲ Students pose in front of AIS Technologies Group during MFG Day.

After a 3-year hiatus due to the pandemic, the 8th Annual Manufacturing Day resumed on Friday, Oct. 7, 2022. The event was once again coordinated in partnership with Invest WindsorEssex and Workforce WindsorEssex and area school boards and industry. This is part of a North American-wide initiative aimed at highlighting technology and career opportunities in modern manufacturing.

Approximately 700 local high school students participated in a daylong initiative touring local manufacturing facilities. Hosted by 18 manufacturers in the region, the tours provided the students an opportunity to learn about careers in the sector and see first-hand how the sector is evolving and transforming into the world of automation, innovation and various emerging technologies. The demand

and interest for students to resume tours of local industry facilities was heightened by the need to address the skilled labour shortage and promote careers in the manufacturing sector so students can see themselves as part of the workforce of the future. Participating employers included: Cavalier Tool & Manufacturing, Anchor Danly, AIS Technologies Group, South Essex Fabricating and AAR Aircraft Services Windsor ULC.

Windsor-Essex was the first community in Canada to participate in Manufacturing Day in 2013 with six companies hosting 150 students.

## AUTOMOBILITY AND INNOVATION

## Ontario invests in regional technology development sites across the province



▲ The OVIN central hub team, along with members from each RTDS.

On Dec.13, 2022, the Hon. Victor Fedeli announced that Ontario is investing \$19 million through the Ontario Vehicle Innovation Network (OVIN) to support seven Regional Technology Development Sites (RTDS) across the province, with each site having different specializations. Invest WindsorEssex is proud to have been selected as one of seven RTDS under OVIN.

The WindsorEssex Regional Technology Development Site (WE RTDS), along with our local partners, offers multiple services to Ontario-based startups and SMEs. The WE RTDS will run a total of 13 different programs and will specialize in simulation, digital twinning, cross-border technologies and automotive cybersecurity.

Local SMEs will receive access to Canada's largest publicly accessible virtual reality (VR) CAVE for free to support their automobility related projects. The WE RTDS is most excited about the automotive cybersecurity programs, offering companies free penetration testing and a robust threat library to ensure products can be tested for vulnerabilities in order to launch safely and securely. In this three-year program, the goal of OVIN is to help establish Ontario as a global leader in the electric vehicle space. As the Automobility Capital of Canada, the Windsor-Essex region, including the IWE team, is honoured to be a part of this program.

"The OVIN program will continue to support Ontario-based SMEs and allow our team to identify and build on the many innovations already taking place here in Windsor-Essex involving the next generation of vehicles," Stephen MacKenzie, President and CEO, Invest WindsorEssex.

## TechtoberFest



Invest WindsorEssex's Automobility and Innovation Centre (AIC) team, including Mackenzie Habash, Program Manager and Matteo Cristofaro, Economic Development Researcher, attended Communitech's TechtoberFest in Waterloo. The AIC team had the opportunity to meet with local startups in the region and build a strong relationship with the Waterloo RTDS to ensure collaboration between both sites. Building a strong relationship with Waterloo will help bring startups to the Windsor-Essex region and highlight the amazing developments happening here in the mobility sector. The team was able to generate multiple leads and helped bring in one project under OVIN. The event is the largest hub for startups in Canada, creating over 15 unicorns in the last 10 years.

◀ OVIN WindsorEssex RTDS team with the Waterloo RTDS team at Communitech in Waterloo.

## AUTOMOBILITY AND INNOVATION

## | Traveling with the WE RTDS



▲ APMA Conference - sneak peek of Project Arrow.

The Automobility and Innovation Centre (AIC) team attended several conferences over the last quarter, including the annual APMA Conference, Emerging Technologies in Automation Conference and Trade Show, the Assumption Career Expo and the Women in Mobility event.

As the Official Virtual Reality Simulation Partner (now referred to as eXtended Reality Partner) for the Automotive Parts Manufacturers' Association's (APMA's) Project Arrow, the AIC team attended this year's conference to view a sneak peak of the Project Arrow vehicle and showcase the Project Arrow VR activation. More details including the official unveiling of the actual prototype vehicle of Project Arrow was unveiled at CES 2023 in January.

The AIC team also attended and supported the Emerging Technologies in Automation Conference and Trade Show, hosted by IWE's Business Retention and Expansion department. The AIC team showcased the digital model of Project Arrow and presented at the automotive breakout session highlighting the services available under the WindsorEssex Regional Technology Development Site.

The AIC team had many opportunities to engage the student ecosystem over the last quarter including the WE Build A Dream Expo, where the team spoke at an automotive breakout session for guidance counselors and were able to showcase automobility projects in VR. The team also attended the Assumption Career Expo and engaged with students about the automobility sector and its potential career opportunities.

Additionally, at the Women in Mobility event, hosted by WEtech Alliance, the AIC team learned of current issues affecting women in mobility and formulated strategies to increase the number of women working in the STEM sector. Mackenzie Habash, Program Manager, met with Katelyn Shelby Davis and Kristin Shaw who were the featured authors of *Women Driven Mobility: Rethinking the Way the World Moves*.

## | AutoMobility LA



Invest WindsorEssex's AIC team, including Matthew Johnson, executive director, mobility partnership and innovation and Ed Dawson, senior manager, automobility and innovation attended the Los Angeles Auto Show 2022 to learn about the latest trends in automobility and showcase the recent mobility projects and developments in Windsor-Essex, Canada's Automobility Capital. The team had the opportunity to network with international mobility companies looking to expand their operations to Canada. The conference was hosted in Los Angeles, Calif. and is the largest car-buying and EV market in the United States. AutoMobility LA is where the automotive and technology sectors get together and unveil the latest in mobility.

◀ (l-r) AIC's Ed Dawson, senior manager, automobility and innovation and Matthew Johnson, executive director, mobility partnerships and innovation attend AutoMobility LA.

**Highlights:**

West coast innovation definitely met east coast innovation at the conference where the Windsor-built Pacifica Hybrid was showcased, as well as the history on how electric vehicles started in Detroit in 1915. The team also had a thrilling experience testing out the EV test track.

The AIC team is highly motivated by the continuously growing tech and auto sector. They participated in a screening called 'Coding the Car' presented by MotorTrend in partnership with BlackBerry QNX which did a great job validating the digital twin and simulation testing conducted at IWE's Virtual Reality CAVE.

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** – 8,600  
**Page views** – 17,371  
**New visitors** – 86%  
**Returning visitors** – 14%

**webusinesscentre.com**

**Users** – 4,967  
**Page views** – 16,340  
**New visitors** – 82%  
**Returning visitors** – 18%

**Top Site Visitors**



Canada



USA



India



China



South Korea

**Social Media Analytics**

**Invest WindsorEssex**

@investwindsoressex  
 @\_investwe

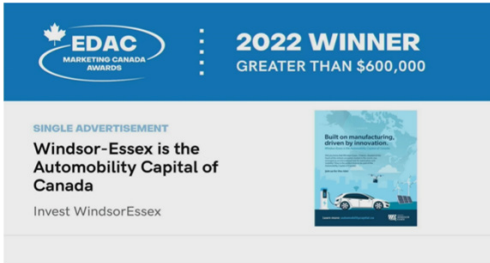
**Total fans** – 23,790  
**Total impressions** – 412,733  
**Total engagement** – 13,673

**SBEC**

@webusinesscentre  
 @wesmallbusiness

MARKETING AND COMMUNICATIONS

## Invest WindsorEssex wins Economic Developers Association of Canada Marketing Award



In October 2022, Invest WindsorEssex’s Marketing and Communications department was awarded a marketing award in the category of ‘Single Advertisement’ by the Economic Developers Association of Canada (EDAC). The EDAC Marketing Canada Awards is a national competition that strives to recognize and highlight up-and-coming best practices, particularly focused on marketing initiatives that have a direct impact on the economy. Published in **Perspective Ontario – Driving Prosperity magazine**, the 2-page advertorial highlighted the Windsor-Essex region as the Automobility Capital of Canada.

## Advertising



### SBEC celebrates 30 years of supporting local entrepreneurs

The Marketing and Communications department developed an anniversary badge and a paid social media campaign to commemorate the Small Business & Entrepreneurship Centre’s 30-year anniversary.

## October is Small Business Month

Small Business Month, celebrated annually in October, is a special tribute to small businesses. The Small Business & Entrepreneurship Centre (SBEC) marked the occasion by profiling eight of their clients. The Marketing and Communications department, with the assistance of a video production company, developed videos and featured select successful SBEC clients and their business operations. The clients also showcased how the SBEC helped them start and grow their businesses. The videos were released throughout the month of October. [Watch videos](#)



▲ SBEC client Whamburg is one of eight business featured in a video campaign.

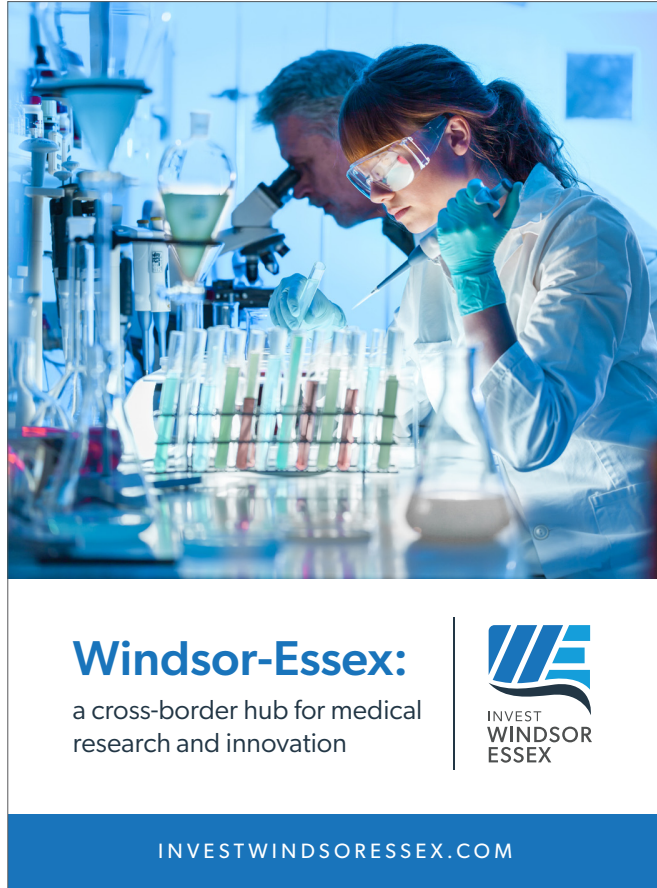


▲ Advertisement placed in the October edition of Biz X Magazine.

▲ A two-page advertisement was placed in Tourism Windsor Essex Pelee Island’s Holiday Gift Guide.

MARKETING AND COMMUNICATIONS

Advertising



▲ Invest WindsorEssex sponsored the Polish Canadian Business & Professional Association of Windsor's 25-year anniversary and included an advertisement in the event program. IWE also received the PCBPAW Gold award at the event.

▲ Invest WindsorEssex was a silver sponsor of the WE-SPARK International Health Research Conference held on Nov. 11 – 12 in Windsor, Ont. An advertisement was placed in the conference program.



◀ Invest WindsorEssex placed an advertisement in the 2023 spring edition of Automate Canada Magazine. The magazine is distributed to Automate Canada members, industry stakeholders, industry affiliates and will reach the desks of major decision-makers across Canada.

MARKETING AND COMMUNICATIONS

Event Marketing

Exploring Opportunities in EV Supply Chain Pre-Conference Workshop



The Marketing and Communications department supported the Business Retention and Expansion team for this pre-conference workshop by providing promotional assets including event signage, graphics for social media and emails. The Marketing and Communications department also developed and maintained the registration page. The team managed media relations that included coordinating an interview with Global National News to showcase the EV developments and innovative projects taking place in Windsor-Essex.

Emerging Technologies in Automation Conference and Tradeshow



The Emerging Technologies in Automation Conference and Tradeshow returned to an in-person event this year. The Marketing and Communications department supported the Business Retention and Expansion team with the development of a marketing strategy that included a robust digital paid and organic advertising campaign to promote the event. The conference website was continually updated to include up-to-the-minute agenda details, speaker profiles and sponsorships. The Marketing and Communications department also developed and maintained the event registration page and managed all media relations around the conference.

Fostering Your Inner Shark, an Evening with Kevin Harrington



The Fostering Your Inner Shark, an Evening with Kevin Harrington event was a celebration of the Small Business & Entrepreneurship Centre's (SBEC) 30-year anniversary. The Marketing and Communications department supported SBEC with the development of a robust marketing strategy that included a paid and organic social media advertising

campaign, radio commercials that aired with Bell Media and a digital campaign with the Windsor Star. The Marketing and Communications department also developed and maintained the event registration page and managed all media relations.

## MARKETING AND COMMUNICATIONS

## Media Releases

World-renowned keynote coming to Windsor-Essex in celebration of SBEC's 30 yr anniversary

Windsor-Essex's largest automation conference attracts over 400 attendees and exhibitors

Windsor-Essex's largest automation conference returns in-person at Caesars Windsor

SBEC celebrates 30-year anniversary with world-renowned business expert and Shark Kevin Harrington

## Media Coverage

### Highlights:

This Month in Automobility: December

This Month in Automobility: November

This Month in Automobility: October

Climate Neutral wins the top prize in WEtech Alliance's ScaleUP Accelerator

Shark Tank's Kevin Harrington gives keynote speech to local business community

US midterms: What impact could the results have on Canadian companies?

Windsor entrepreneur hopes to change construction sites with a robot

LG Energy Solution planning aggressive North American expansion

Local Habitat for Humanity hands over keys to first multi-unit 3D printed homes in Canada

More than 400 participants experience latest developments in automation at conference

U.S. electricity tax credits pose new challenge in recruiting international suppliers

NextStar Energy battery plant to begin hiring in November

Anticipation builds as APMA conference offers peek at first all-Canadian electric vehicle

First peek at all-Canadian, zero-emission Arrow electric vehicle

Manufacturing day returns to Windsor-Essex after three years





# PERFORMANCE METRICS 2022

## What We Do

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

## Informing

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

## Guiding

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

## Connecting

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

## New Investment Facilitated

**\$132,900,000** (IA/BRE)

**\$553,150** (SBEC)

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

**18** Expansions Facilitated  
(IA/BRE) 4 | (SBEC) 14

**100** New Jobs Facilitated  
(IA/BRE) 79 | (SBEC) 21

**12** Priority Files

**10** Business Startups

**3** Funding Applications and Joint Papers Developed

## Business Support Sessions

**49 Sessions** (BRE/SBC/AI)

**830 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; increased labour costs.
- 2 Housing & labour – a two-fold challenge, demand for housing is outweighing the skilled labour capacity; in-turn, talent attraction is stymied by lack of available and accessible housing.
- 3 Increasing energy costs impacting the bottom line across all sectors.
- 4 Inflation – cost of inventory deeply impacting small & 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 - inflation impacting their ability to forecast/schedule repayment of pandemic recovery loans which are coming due very soon.

## Regional Economic Indicators †



**Population**  
**379,000**

**3.4%**



**Labour Force**  
**237,400**

**11.9%**



**Employment**  
**221,300**

**14.2%**



**Unemployment**  
**16,000**

**12.6%**

**Unemployment Rate**  
**6.7%**

**1.9%**

**Participation Rate**  
**62.6%**

**4.6%**

**Employment Rate**  
**58.4%**

**5.5%**

† Notes: The above figures reflect all of Windsor and Essex County, Q3 to Q4 2022.

Source: Statistics Canada, Labour Force Survey custom tabulation.