



WindsorEssex

ECONOMIC DEVELOPMENT

HIGHLIGHTS OF 2018 SECOND-QUARTER ACTIVITIES

Q2

- ▶ This report highlights business development accomplishments by the WindsorEssex Economic Development Corporation (WE EDC) from April to June 2018 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:

Business Attraction

Small Business Centre

**Business Retention
& Expansion**

**Institute for Border
Logistics and Security**

**Marketing and
Communications**



Quarterly reports are provided to funders, stakeholders and the general public and are posted on the Corporation's website www.choosewindsorsex.com



▲ (L to R) Dr. Irek Kusmierczyk, City of Windsor Councillor; Rakesh Naidu, COO; Stephen MacKenzie, CEO, WE EDC, Dr. Andrzej Kurnicki, Ambassador of Poland to Canada; Jerry Barycki, President, Polish-Canadian Business and Professional Association of Windsor; Joe Goncalves, Director Business Attraction, WE EDC

Business Attraction Team Hosts Polish Ambassador to Canada

The WindsorEssex Economic Development Corporation (WE EDC) welcomed the Hon. Dr. Andrzej Kurnicki, Ambassador of the Republic of Poland to Canada to the Windsor-

Essex region. Discussions included ways to improve cultural and economic trade between Poland and Windsor-Essex. As next steps, WE EDC will organize a trade

mission to Poland with our post-secondary education and private sector partners to identify opportunities to work with similar economic regions in Poland.

Webinar - International Economic Development Council (IEDC)



On June 7, WE EDC CEO, Stephen MacKenzie was a presenter for the International Economic Development Council (IEDC) webinar, "Keeping Up With Both Sides of the NAFTA Debate and its Impact on the Global Economy." Attendees included economic development practitioners from across Canada and the USA. Stephen's presentation illustrated

the potential threats that face industries and companies by using the example of the Windsor-Essex region's close proximity to, and integrated supply chains with the USA and Mexico.

The Marketing team promoted the webinar through social media channels as well as provided support for the presentation.

▲ Stephen MacKenzie, CEO of WindsorEssex Economic Development participates in IEDC's Webinar

Connecting at the Amerimold 2018 Tradeshow

The BA team attended the Amerimold 2018 show in Novi, Michigan. Amerimold is an annual tradeshow for the mold manufacturing industry in North America and attracts over 2,500 registrants, representing owners,

executives, engineers and managers at OEMs and contract manufacturers. The BA team connected and had meetings with companies that are aware of our strong heritage in mold making and wanted to learn more about our region

as a potential expansion location. As a result, follow-up has occurred to provide additional information and discuss next-steps.

International Companies visit the Windsor-Essex Region

The Business Attraction (BA) team supported the International Trade Commissioners to welcome automotive parts suppliers to our region. Working through the APMA Conference, BA provided networking opportunities to

connect these international companies with others in this space. Several follow-up meetings have been setup to further promote our region as the right location for North American market entry.

Ribbon Cutting Ceremony for Devonshire Mall's New Food Court



During the planning stages of Devonshire Mall's expansion, the BA team was invited to provide insight to the current economic climate and future growth of Windsor-Essex and outline the benefits of investing in the region. WE EDC was delighted to be present as more than 150 people waited for the official ribbon cutting to take place. Stephen MacKenzie, WE EDC CEO brought congratulatory remarks at the media conference to officially open the new Devonshire Mall Food Court, phase three of the mall's \$70-million redevelopment project.

▲ (L to R) Warden Tom Bain, County of Essex; Nic Aaviku, Healthcare of Ontario Pension Plan, Real Estate; Chris Savard, Devonshire Mall; Councillor Hilary Payne, City of Windsor; Stephen MacKenzie, WE EDC
Photo: Tim Cornett

Techboost Program



▲ Rebecca Welbourn of Hackforge launches our new program initiative, Techboost

The second quarter of 2018 saw the launch of SBC's new programming, Techboost. In partnership with Hackforge, Techboost was created to help businesses with the digitization of their processes through ten weekly sessions. Techboost cohorts were offered in Windsor, LaSalle and Belle River in April, May and June. Through Techboost, businesses learned how to utilize Facebook, Shopify and Instagram for business, content marketing, hardware and software solutions, cloud accounting and cyber security. In Q2, Techboost saw 74 businesses participate in the training.

ScaleUP Financial - Cohort #3 Continued



▲ Jules and Allison Hawkins of Hawkins & Co. present at ScaleUP

The second quarter saw the continuation of SBC's third cohort for ScaleUP Financial with partners Hawkins & Co. and Xero accounting software. The following curriculum was presented to a group of six participating businesses:

- Setting up your Xero account and linking your business bank account
- Reconciling your transaction
- Troubleshooting your numbers
- Closing your quarter – HST
- Payroll, taxes and WSIB

Businesses take advantage of the one-on-one mentoring and training on this cloud-based accounting software using real time data from their businesses, and trouble shoot any problems or questions they may have on the spot.

Starter Company Plus



▲ Participants pose with guest speaker and trainer, Andrew Patricio of BizLaunch at the conclusion of their week of training

The Starter Company Plus program provides training, mentorship and a \$5,000 grant to qualified participants to support the launch of a new business or expansion of an existing business. Fifteen hours of mandatory in-class training is provided; plus, individualized training and mentorship resources are available.

The following topics comprise the base of the training:

- How to Create a Business Plan that Gets Results
- Know Your Numbers - How to Make Sense of Your Small Business Financial Statements
- Low Cost No Cost Marketing Tools You Can Use to Grow Your Business
- How to Cost and Price Your Products and Services Profitably
- Presentation Skills - Speak with Confidence and Grow Your Business

- Management and Human Resources Principles

A total of 47 new and existing entrepreneurs representing a variety of sectors, ages and demographics participated in the training. In the second quarter of 2018, nine businesses received the \$5,000 grant for their new start-up or business expansions.

Entrepreneurship through Summer Company Youth Initiative



▲ Group photo of the 2018 Summer Company participants

Summer Company is a Ministry of Economic Development and Growth youth initiative program that gives students aged 15 to 29 years an opportunity to try entrepreneurship. Students receive training, mentorship and a \$3,000 grant to start and operate

their own small business during the summer. Mrytle Donnipad, the Youth and Entrepreneurship Program Advisor was busy with outreach and presentations on entrepreneurship and the Summer Company program to high school students in the region

as well as students at St Clair College and the University of Windsor. Summer Company interviews took place and 20 students were selected and approved for the program. Businesses this year include 3D printing services, lawn care services, photography and videography, as well as innovative products such as travel shoe bags, wigs and hairpieces, healthy dog treats, and the local Make Your Pitch contest winner – who produces a hockey stick holder for the car. Training and mentoring is underway and will wrap up in August.

Full Calendar of Workshops and Events



Entrepreneurs network with other small business owners as well as business service providers; Jeff Patterson of Kavanaugh and Milloy Law Firm addresses full house at Bill 148 seminar

The Small Business Centre had a robust calendar of events, hosting 19 information sessions, with 103 attendees Starting a Business and Writing a Business Plan a. Nine small business seminars were held on topics such as the new changes to Bill 148, and Coffee with a Banker had 152 clients in attendance.

SBC also hosted a networking event, the Banter, Business and Beers event that kicked off Global Entrepreneurship Week where 78 entrepreneurs networked with each other and other partners including WETech Alliance, Windsor Business Accelerator, Hackforge and more.

On an ongoing basis, the Marketing Department promotes the Small Business Centre's events and programs.

*Check out SBC's calendar of events
windsorsexsmallbusiness.com/events*

Economic Development Week

The WindsorEssex Economic Development Corporation in collaboration with our nine municipalities across the region, economic development practitioners, the WindsorEssex Small Business Centre, WEtech Alliance, Workforce WindsorEssex, and the Ministry of Economic Development and Growth, launched the second Economic Development Week in the region during the week of May 7 to May 11. The 'kick-off' to the Week was a media event, hosted by Level One Robotics and Controls Inc., a local industrial engineering company specializing in automation solutions which has recently expanded to a new location in Windsor. This year, the week-long initiative was in conjunction with International Economic Development Week, created by the International Economic Development Council. The goals for the Week included the region's business community – businesses of all sizes and across all sectors, to “take the survey”. This

business retention and expansion (BR&E) 'one survey' helps us gain a better understanding of the needs of business so we can respond to those needs and help our businesses remain in Windsor-Essex, grow, and become more competitive. New this year, was the promotion of a daily resource provided by each of the economic development partners. The WE EDC BR&E team also conducted a business visitation 'blitz' with extended outreach to companies, explaining their services and providing a listing of employer resources and information on how to navigate government programs that support business.

The following activities were implemented by the Marketing team: media relations, a media conference, development of marketing collateral as well as the promotion of the survey through social media.



▲ Stakeholders gather at Economic Development Week Media Conference

Why Canada Seminar

In partnership with Global Affairs Canada (GAC) and Export Development Canada (EDC), WE EDC hosted a seminar for international delegates attending the Automotive Parts Manufacturers' Association Conference. Executives from automotive suppliers in India, Mexico and Germany attended the seminar, along with the Trade Commissioners from those three countries and from Austria. The seminar featured presentations by

GAC and EDC about the advantages of doing business with and in Canada, as well as an overview of the Windsor-Essex region. Following the seminar, the delegates toured the University of Windsor's Ed Lumley Centre for Engineering Innovation and participated in a working lunch where they learned about programs supporting foreign companies' joint research projects with Canadian post-secondary institutions.



▲ Brian Sundue, Global Affairs Canada presents to delegates from Mexico, Germany and India

Automotive Parts Manufacturers' Association Annual Conference & Exhibition



▲ (L to R) Lee McGrath, WE EDC; Alberto Bernal-Acero, Mexican Consul; Marion Fantetti, Wendy Stark, and Stephen MacKenzie, WE EDC at the APMA Conference and Exhibition

WE EDC partnered with the APMA and the Canadian Association of Mold Makers (CAMM) in the 2018 APMA Annual Conference & Exhibition held at the St. Clair Centre for the Arts in Windsor. Plenary and breakout sessions at this year's event included such topics as Smart Factory, Additive Manufacturing, Artificial Intelligence, Autonomous Vehicle Innovation Network (AVIN), Industry 4.0, NAFTA and the Industry Outlook. Over 405 people attended the conference including OEMs and Tier 1 and 2 suppliers. The BR&E team assisted with the planning and execution of the event itself and with the B2B sessions that took place during the afternoon prior to the conference. The B2B meetings were well-attended with almost 350 meetings taking place among 34 companies.



▲ APMA Conference Opening Plenary

Mexican Tier One Trade Visit

On June 15, the Business Retention & Expansion team, in partnership with the Trade Commissioner Service of Global Affairs Canada, hosted a delegation of representatives from a leading automotive Tier 1 supplier based in Mexico. This company has a global network and is interested to learn about Canadian companies

capacities in specific manufacturing and technology areas. Additionally, they were exploring potential R&D partnerships with Windsor-Essex with Windsor-Essex companies and research centres. The visit included a tour of the University of Windsor's Ed Lumley Centre for Engineering Innovation, followed by meeting with local companies aligned

with the interests and operations of the visiting company, to discuss potential alliances and business development opportunities.



OCE Discovery

The WE EDC team exhibited at OCE Discovery 2018. Discovery is Canada’s leading innovation-to-commercialization conference, occurring this year between April 30 and May 1, 2018. Hosted by the Ontario Centres of Excellence (OCE), Discovery brings together key players from industry, academia, government, the investment community as well as entrepreneurs and students to pursue collaboration opportunities.

As part of the Windsor-Essex delegation WE EDC was located in one area with exhibitors from our region providing a cohesive and collaborative opportunity for the University of Windsor, St. Clair College, WETech and CAMM. The conference was an opportunity to showcase our region and its strengths in manufacturing, research and leading-edge technologies.

◀ Sophia the human like robot welcomes delegates'

Labour Market Impact Assessment (LMIA) Information Session for Employers

The WindsorEssex Economic Development Corporation, Workforce WindsorEssex, The New Canadian Centre of Excellence (NCCE) and the Windsor Essex Local Immigration Partnership (WELIP) joined with Service Canada to provide an “LMIA Information Session for Employers” on May 15. Service Canada hosted the two sessions at their local office, where more than 40 employers/ business representatives from a cross-section of sectors gained a deeper understanding of the application

process for hiring a foreign worker and the Labour Market Impact Assessment (LMIA) requirements. This process is necessary for any employer who employs or is seeking to employ a foreign worker, since most job offers must be supported by an LMIA. These sessions were organized in response to an increasing number of requests from employers who are trying to address the labour shortage in their operations and prevent disruption to their business.



▲ Workshop educating businesses on the application process for hiring a foreign worker

How to Export to the EU



▲ Preparing Windsor-Essex companies for CETA

WE EDC partnered with the Ontario Ministry of International Trade – Business Engagement Branch to present a workshop focusing specifically on the opportunities and options for exporting into the EU via the Canada-European Union Comprehensive Economic and Trade Agreement (CETA).

This event provided information to Windsor-Essex businesses across all

sectors, with the 60 attendees learning how to get their business CETA ready. Some of the topics covered included: a CETA Overview & Legal Implications, Export Readiness Assessment for the EU Market, Logistics and Documentation and Supply Chain Management, Taxation, Getting Paid and Foreign Exchange Risk Management, and a Foreign Trade Zone (FTZ) update.

Corporate Marketing & Communications

The Marketing department focuses on creating strategies that support business development initiatives within the areas of Business Retention and Expansion, Business Attraction, and Entrepreneurship as well as providing client support. 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 maintains corporate brand standards and brand image across all media.

Website & Social Media Analytics

Choosewindsor.essex.com

Users – 6,713
Pageviews – 16,121
New Visitors – 86.2%
Returning Visitors – 13.8%



Total Fans – 5,937
Total Impressions – 329,935
Total Engagement – 3,006

Top Site Visitors



Canada



USA



France



India



UK

Media Relations

The following media releases were prepared by the Marketing department to communicate corporate initiatives:

[Windsor-Essex Region Celebrates International Economic Development Week - May 7-11, 2018;](#)
[Tal Czudner, General Manager of Essex Golf and Country Club is the Incoming Board Chair of the WE EDC](#)

Media interview requests included: The Windsor Star, CKLW AM800 on the following topics: AVIN and NAFTA Working Group recommendations. Marketing coordinated an opportunity

for Lee McGrath, WE EDC's Director of Business Retention and Expansion, to participate in a Skilled Trades TV segment to be broadcast later this year on YourTV.

In a media release, Stephen MacKenzie, President/CEO, WindsorEssex Economic Development Corporation & Chair of the Windsor-Essex's NAFTA Working Group quoted the following:

"This report was developed to demonstrate our commitment to providing a collective voice to

government trade representatives on the modernization of the NAFTA agreement. It emphasizes that Windsor-Essex is Canada's only Census Metropolitan Area that shares a border with a US metropolitan area and is at the core of one of North America's major trade and transportation corridors. It clearly serves to communicate that the secure, efficient, effective and safe movement of goods, services and people within North America is critical to the economy of the Windsor-Essex Region, more so than anywhere else in Canada. It was my pleasure to participate with the NAFTA Working Group team."

Advertising



Marketing for the Small Business Centre's 10-month Facebook advertising campaign continues with themed ads for April, May and June.



▲ Ad appeared in Perspective Windsor-Essex Tabloid.

The Marketing team managed the production of a 16-page tabloid - [Perspective WindsorEssex](#), that was launched in April within the Globe and Mail newspaper to a readership of 300,000 across Ontario, Montreal and Winnipeg. To leverage the release of the tabloid an extensive social media campaign was launched. The focus of this marketing piece was to brand the Windsor-Essex region as an international hub for innovation and automation. The tabloid featured companies and entrepreneurs in the region who are leaders in automation and emerging technologies.

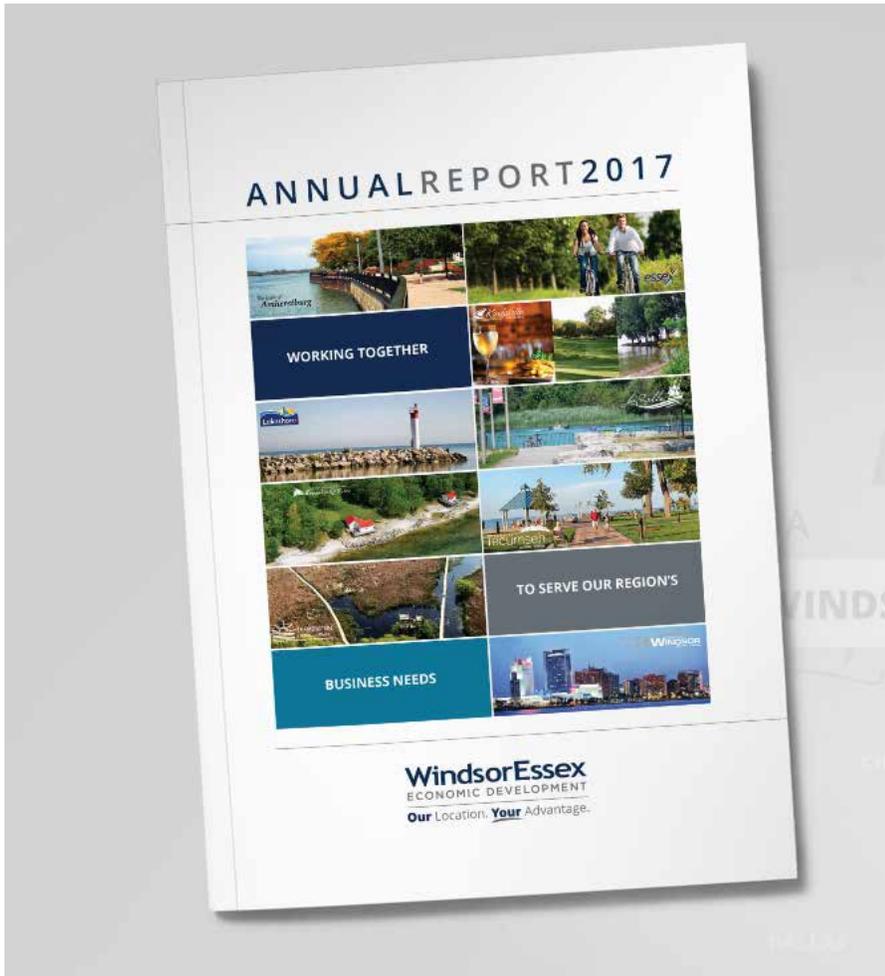
Reko Automation Division Opens \$5.7 Million Expansion

WE EDC is pleased to congratulate Reko International Group at a grand opening of their 48,600 square foot expansion in Lakeshore to build assembly lines with robots for manufacturers. This expansion will allow Reko International Group in Lakeshore to grow and diversify into the food and pharmaceutical industries.



▲ Nick Rosati, Owner, Rosati Construction and Diane Reko, President & CEO, Reko International Group

Event Marketing & Planning 2017 Annual General Meeting and Annual Report



The Marketing team was responsible for the Annual General Meeting and the Annual Report. The [2017 Annual Report](#) was distributed at the Annual General Meeting held on June 20, 2018.

The AGM, sponsored by Libro Credit Union, was held at the Ciociaro Club in Tecumseh, with over 160 people in attendance representing stakeholders, funders, government officials and business leaders from the Windsor-Essex region.

[Highlights](#) of the AGM included the introduction of the new Board Chair, Tal Czudner, and the keynote speaker was Raed Kadri, Director of Automotive Technology and Mobility Innovation with the Ontario Centres of Excellence presenting Ontario's Autonomous Vehicle Innovation Network (AVIN) and included the Windsor-Essex Regional Development Site Program. WE EDC launched a video series featuring local individuals and their businesses such as: Kyle Brown with [SIRVED Mobile Solutions](#), Sean Hubberstey with [CenterLine Windsor](#) and Shelley Fellows, [Radix Inc.](#) who provided in their own words all the benefits of living and working in the Windsor-Essex region. Throughout 2018, WE EDC will have a total of 12 vignettes produced featuring a diverse group of individuals and businesses. The videos will be shared extensively in promotional campaigns. **Please share!**



▲ Tal Czudner, Board Chair, WindsorEssex Economic Development Corporation

Click icon to view videos



What We Do

The WindsorEssex Economic Development Corporation 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.

choosewindsor.essex.com

New Investment Facilitated \$50,135,000

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



Business Support Sessions

76 Sessions
1547 Attendees



Top Economic Priorities as reported by Windsor-Essex Businesses

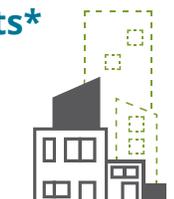
- 1 NAFTA - International Trade
- 2 U.S. Tariffs on Aluminum & Steel; Additional retaliatory Tariffs
- 3 Bill 148 - Fair Workplaces, Better Jobs Act 2017
- 4 Business Immigration - Labour Mobility; Changes to the Temporary Foreign Worker Program regarding Seasonal Agricultural Workers
- 5 Skilled Trades / Labour Demand and Challenges

Regional Economic Indicators†



Building Permits* \$63,818,798

*Industrial, commercial and institutional permits only (June stats for Amherstburg, Kingsville, Leamington and Tecumseh not available)



† Note: The above figures reflect all of Windsor and Essex County, comparing Q4 2017 to Q1 2018. Source: Statistics Canada, Labour Force Survey custom tabulation