



WindsorEssex

ECONOMIC DEVELOPMENT

HIGHLIGHTS OF 2020

- ▶ This report highlights business development accomplishments by the WindsorEssex Economic Development Corporation (WE EDC) from October to December 2020 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 & Expansion

Automobility & Innovation

Marketing and Communications



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



| From the President and CEO's Desk

I am pleased to share our final Quarterly Report for 2020. To say that the COVID-19 pandemic has resulted in an incredibly difficult year for our residents, our businesses and their employees is at best an understatement. Despite the hardships that our companies and our regional economy continue to face, there are some positive stories that have emerged during this difficult time.

The first story I would like to highlight is centred around our sophisticated and amazing companies that make up our manufacturing cluster. At the beginning of the pandemic a dramatic shortage of PPE and medical equipment resulted in a call out to manufacturers across the country to pivot and produce the desperately needed supplies. The response from our Windsor-Essex companies was immediate, and perhaps the most important thing to point out is that our companies did not pivot for profit; they pivoted because their friends, neighbours and all Canadians were in need.

As our own Manager of Business Retention and Expansion, Wendy Stark, recently reported to Dave Waddell of the [Windsor Star](#), "Nearly 50 local companies pivoted into PPE with 80 percent of those saying in a recent Canadian Association of Mold Makers/Automate Canada survey they intend to stay in the healthcare equipment sector. I've seen a transition from the early days of the pandemic when companies and their employees just wanted to do something to help and didn't look at it as a business opportunity."

The second story focuses on economic diversity of another kind. As part of our evolution to an automobility centre, I am pleased to highlight the recognition that our region received from the Automotive Parts Manufacturing Associations' (APMA) [first annual Cybersecurity Awards](#). University of Windsor professors Mitra Mirhassani and Ikjot Saini were honoured with the Outstanding Individual Achievement and Cyber Woman of the Year awards respectively, and recent computer science graduate and our own Noah Campbell received the Young Cyber Achievement award. According to APMA's Chief Technical Officer, Colin Singh Dhillon, "Windsor is doing the work to keep ahead of the curve in automobility. They are laying the groundwork for the future."

In closing, I would be remiss if I did not take the opportunity to recognize the extraordinary efforts of the WE EDC team who have all worked tirelessly to assist our companies and entrepreneurs navigate these challenging times, while still delivering our core programs and services. I feel very fortunate to work with such a dedicated professional and passionate group.

A handwritten signature in black ink that reads "C. Stephen MacKenzie". The signature is stylized and fluid.

C. Stephen MacKenzie
President and CEO,
WindsorEssex Economic Development Corporation

Mexican Uniform company-Uniformex selects Windsor-Essex for North American expansion



The Investment Attraction (IA) team worked with Uniformex, headquarters in Aguascalientes, Mexico to set up its Canadian distribution office serving both the US and Canadian markets. The lead came from the Consulate of Mexico in Leamington during the COVID-19 pandemic. Uniformex was able to get a good overview of the location advantages and capabilities of the region by viewing our [360-degree videos](#). Uniformex had several virtual meetings with the University of Windsor to identify potential R&D opportunities for its second stage projects in technology-oriented smart wearables.

After careful consideration, the company incorporated as WEBIND in October and started to distribute traditional uniform products from Mexico to Canada as its phase one expansion. During phase two, the company will start a spinoff company focusing on the development of IoT oriented smart wearable products as its new product line. The CEO of WEBIND, Rodrigo Hernandez pointed out several reasons for choosing Windsor-Essex as the home of its North American distribution network including the region's proximity to the US and its seamless highway connections to serve as a logistics hub, the free trade benefits of CUSMA and the innovative technology ecosystem in Ontario for smart product research and development.

WEBIND has already started to work with its first Ontario based client since its incorporation.

Windsor-Essex – target picture for zero-emission ecosystem

The IA team has partnered with P3, a German-based consulting firm that specializes in strategic planning, to assist with the research and development of a zero-emission ecosystem in the Windsor-Essex region.

Windsor-Essex presents an industrial landscape with a focus on R&D and advanced manufacturing within the automotive sector. As a result of industry relying heavily on automotive, this region is faced with the enormous challenges of changing technologies and trends – Electrification, Connected, Autonomous, Cybersecurity and Industry 4.0. The purpose of this study is to design and implement a strategy to attract investors and companies to tackle this change and to implement a local ecosystem for zero-emission. This plan will bring together all relevant industries and add to the existing regional initiative toward innovation and entrepreneurship focusing on future mobility. Key infrastructure development will be the initial target and research will be conducted engaging local transportation and logistics companies to determine the immediate need. Preliminary study results will be presented in January 2021.

The WindsorEssex Small Business Centre (SBC) saw much of its third quarter activities continue through the end of 2020. The team actively worked to deliver funding and consultation support to companies locally and through southern Ontario, especially to those whose operations are impacted by COVID-19. The SBC worked with provincial and federal government partners to continue delivering programs such as Digital Main Street and RE3: Rebuild, Reopen, Revive. The team rounded out the year by partnering with Tourism Windsor Essex Pelee Island and the Downtown Windsor BIA to sponsor their holiday marketing campaigns highlighting the region's unique artisans and small businesses. The new year will bring more business supports and funding for local small businesses as the department rolls out new programming.

Windsor-Essex businesses receive \$122,500 in Digital Street Grants



The Digital Main Street program, delivered locally by the WindsorEssex Small Business Centre (SBC), reached new area businesses to provide Digital Service Squad supports and grants to growth their digital presence. The Digital Service Squad, which covers the BIAs or commercial districts in Windsor, Tecumseh, Amherstburg, LaSalle, Essex and Kingsville, assisted businesses applying for \$2,500 Digital Transformation Grants. During this quarter, 324 main street business in these areas of Windsor-Essex accessed DMS programs including digital tools and online learning modules, and 49 of them received grants totaling \$122,500. The squad also reached out to 145 businesses with information about the program and provided 150 complimentary one-on-one consultations and digital assessments to businesses. The Digital Service Squad is available to businesses in the community through to March 2021. Since the launch of Digital Transformation Grants 2.0 in July, 60 local businesses in SBC's service area have received funding representing a \$150,000 investment in the community.

Since June 2020, the federal and provincial governments have invested \$57 million to continue the Digital Main Street expansion project with the intent to help as many as 23,000 additional qualifying small businesses across Ontario. Read the Ontario BIA Association's [DMS progress report, A Hand Up For Small Business](#), for provincial program updates.

Hundreds of southern Ontario women-led businesses boosted by RE3 program



Since July, SBC has delivered COVID-19 relief funding to businesses through the RE3: Rebuild, Reopen, Revive program. RE3 is a government funded program, through the Federal Economic Development Agency for Southern Ontario, that provides non-repayable performance-based contributions of up to \$5,000 to assist women-led SMEs to rebuild, reopen and revive their businesses. SBC approved funding to 378 small and medium-sized women-led businesses in Southern Ontario, under its service area from

Windsor to Toronto, which represents over \$1.8M in support. Seventeen businesses from Windsor-Essex were approved for RE3 funding, representing \$79,400 in investment. The program drew 806 applications from businesses looking to rebuild, reopen and revive their businesses. Funding is used by businesses for the acquisition of required/mandated Personal Protection Equipment (PPE), workspace reconfiguration to accommodate physical distancing and hardware/software upgrades to enhance online capacity, client servicing and accessibility. RE3 participants are completing their projects by January 2021 and the program will officially wrap up in March 2021.

RISE Windsor-Essex partners on events to support women in technology



As part of the Women in Mobility Speaker Series, RISE Windsor-Essex partnered with the US Consulate General in Toronto to provide three events in the last quarter of 2020. These events were hosted with the Automotive Parts Manufacturers' Association (APMA) and Women in Mobility Detroit, as well as a third event in partnership with WE EDC's Emerging Technologies Speaker Series and brought together over 300 people to hear from women in the mobility sector in Windsor-Essex region. The final event in the Women in Mobility speaker series will be part of the [RISE Summit, RISE and Resilience](#). This summit, taking place on Feb. 11, 2021, is a full-day virtual event that will support the exposure of 150 local women as speakers and vendors to help create an ecosystem for women entrepreneurs in the region.

Small Business Centre shines a light on independent businesses with holiday campaigns

The SBC partnered with Tourism Windsor Essex Pelee Island (TWEPI) and Downtown Windsor BIA on their holiday marketing campaigns. For a third year, SBC contributed to TWEPI's Holiday Gift Guide providing gift recommendations and highlighting local artisan makers.

The campaign featured a gift guide website, yqgholidays.ca, contesting and the distribution of 35,000 printed guides through direct mail to households and another 5,000 delivered to retail locations. SBC also sponsored the #ShopLocal gift baskets offered through the Downtown Windsor BIA's Winter Fest campaign.

The baskets, curated and delivered in Windsor-Essex in partnership with Local Provisions, featured various retail items and gift cards from 16 downtown Windsor businesses.

The baskets were part of an extensive Winter Fest initiative which included, among other things, storefront holiday displays and lighting, a holiday village, festive music and opportunities for children to do a virtual meet and greet with Santa.



Emerging Technologies Speaker Series: Recover and Thrive

The WindsorEssex Economic Development Corporation in partnership with the WindsorEssex Small Business Centre presented eight of the nine parts of the Emerging Technologies Speaker Series - Recover and Thrive. This successful series has been designed to deliver a virtual journey of entrepreneurship, skills for success, technology and community. The program has received the support of the Government of Canada through the Federal Economic Development Agency for Southern Ontario and in partnership with RISE and WEtech Alliance.

The program speakers included presentations by Paul Zikopoulos; Dr Roshawna Novellus; Helen Stoumbos; Jennifer Gibbs; Kate Brodock; and Stephanie Trunzo. Presenters covered topics that supported women entrepreneurs and businesses during this turbulent time. The series not only delivered training, it also provided practical solutions on how to use emerging technologies to grow your business.

Building community and making connections when in-person events are not able to happen was addressed by using "Slack" as a shared workspace and having a monthly virtual coffee hour led by Lora Crestan a local Coach & Leadership Strategist. The series had a great turn-out with over 200 people attending the events and over 1300 interactions on our Slack channel.

The Marketing and Communications department supported this program with the development of social media assets, social media advertising plan and website support.

EMERGING TECHNOLOGIES
SPEAKER SERIES

RECOVER & THRIVE - PART 4 & 5

WindsorEssex ECONOMIC DEVELOPMENT | small business centre | Government of Canada

WEtech ALLIANCE

Dr. Kelly Lyndgaard
CEO & FOUNDER - UNSHATTERED.ORG

How to Raise funding to grow your business

Paul Zikopoulos
VP COGNITIVE SYSTEMS - IBM, PROFESSIONAL SPEAKER & AUTHOR

Into the Mysterious World of a Thinking Business

EMERGING TECHNOLOGIES
SPEAKER SERIES

RECOVER & THRIVE - PART 1 & 2

WindsorEssex ECONOMIC DEVELOPMENT | small business centre | Government of Canada

Kelly Lyndgaard
CEO & FOUNDER - UNSHATTERED.ORG

Paul Zikopoulos
VP COGNITIVE SYSTEMS - IBM, PROFESSIONAL SPEAKER & AUTHOR

EMERGING TECHNOLOGIES
SPEAKER SERIES

RECOVER & THRIVE - PART 7 & 8

WindsorEssex ECONOMIC DEVELOPMENT | small business centre | Government of Canada | RISE | CONSULATE GENERAL OF THE UNITED STATES Toronto, Canada

Kate Brodock
CEO WOMEN 2.0 & FOUNDED PARTNER OF W-FUND

Stephanie Trunzo
GVP TRANSFORMATION & OFFERINGS, ORACLE TECH & NONPROFIT BOARD ADVISOR/FOUNDER

Emerging Technologies in Automation Speaker Series

How Manufacturing Workforces are being Transformed due to Augmented Reality



Allen Ali
Sr. Solution Architect
aal@datarealminc.com

The Business Retention and Expansion (BR&E) team, along with the National Research Council's Industrial Research Assistance Program (NRC-IRAP), hosted the second instalment of the Emerging Technologies in Automation Speaker Series on December 9. The webinar, entitled *How Manufacturing Workforces are being Transformed due to Augmented Reality*, featured Allen Ali, Senior Solution

Architect from DataRealm. Allen showed how employers can use augmented reality to train new employees, upskill existing employees, improve safety for workers in high-risk situations and enhance collaboration when people are not in the same physical location. He also discussed various hardware options and how smaller companies could implement AR in their operations. This session was part of a series of webinars planned to extend through 2021. [Watch the recording.](#)

The Marketing and Communications department support this program with the development of social media assets, a social media advertising plan and website support.

Ontario Society of Professional Engineers annual Equity, Diversity and Inclusion Forum



▲ Panel discussion focused on understanding the unique experiences of equity-seeking group within your organization.

On November 26 and 27, the Ontario Society of Professional Engineers (OSPE) held their annual Equity, Diversity and Inclusion (EDI) Forum. Originally planned as an in-person event to be held for the first time in our region, the EDI Forum moved to a virtual format for 2020. The event still maintained a distinctly Windsor-Essex flavour, with many local partners including WE EDC, the University of Windsor, St. Clair College, City of Windsor, County of Essex, WEtech Alliance, Workforce WindsorEssex, Windsor-Detroit Bridge Authority, WEST of Windsor and ENWIN. The BR&E team hosted a virtual

booth at the event and was instrumental in making connections to local partners. Included in our partnership with OSPE was an opportunity to have local representation on a panel discussion. The panel discussion focused on understanding the unique experiences of equity-seeking group within your organization.

The EDI Forum highlights the importance of equity, diversity and inclusion in the engineering profession and to show employers how to make a cultural change in the workplace. Plans are underway for OSPE's first annual engineering conference titled *The Future of Engineering* on October 6 and 9, 2021 at Caesars Windsor.

Community conversation: The economic & social impact of temporary foreign workers in Windsor-Essex



▲ BR&E presented an overview of the economic impact of Temporary Foreign Workers to our regional economy.

The conversation provided an opportunity for local partners representing the Municipality of Leamington and the Town of Kingsville, including Mayor Hilda MacDonald and Mayor Nelson Santos, the Migrant Worker Community Program, industry (Ontario Greenhouse Vegetable Growers (OGVG)), economic development, and healthcare, to share the important work that has been done thus far. The group also discussed continued efforts in engaging our local community in support of temporary foreign workers. The genesis of these efforts is attributed to the earlier community engagement initiative launched by OGVG in 2018, “Building a Stronger, More Connected Kingsville-Leamington”

As a member of the WE LIP Council and Steering Committee, BR&E presented an overview of the economic impact of temporary foreign workers to our regional economy. In partnership with OGVG, the Migrant Worker Community Program, and Workforce WindsorEssex, we formed an Economic & Social Impact working group that will collect data, research best practices, and draw from industry resources, for a final report. This report will contribute to a positive messaging campaign in early 2021 to highlight the critically important contribution migrant workers make to our local economy and their value to the cultural fabric of our community.

On November 12, BR&E joined 135 participants, representing 70 different community stakeholders and service providers for the first Community Conversation hosted by the Windsor-Essex Local Immigration Partnership (WE LIP).

The virtual event was supported by local MP, Irek Kusmierczyk, and included panelists representing Immigration, Refugees and Citizenship Canada, and Employment and Social Development Canada.

WE EDC named official simulation partner for Project Arrow



▲ Concept vehicle for Project Arrow

The WindsorEssex Economic Development Corporation (WE EDC) is the official Virtual Reality Simulation Partner for Project Arrow. The concept car in digital form will use Canada's largest, publicly accessible, Virtual Reality CAVE, located at WE EDC's Institute for Border Logistics and Security. The Windsor-Essex RTDS VR CAVE is a feature of the Province of Ontario's AVIN network. The unveiling is expected to be scheduled for the first quarter in 2021.

[Project Arrow](#), an initiative from APMA, is the first, original, full-build zero-emission concept vehicle in Canada. It will be designed, engineered and built by Canada's world-class automotive supply sector and post-secondary institutions. This project will bring together the best of the best of Canada's electric-drive, alternative-fuel, connected and autonomous and light-weight technology companies. The winning design was created by a team at Carleton University and is referred to as 'Traction'.

"The ability to visualize designs in a high-fidelity, full-scale, virtual environment allows the designers, engineers, systems analysts and technical staff to collaboratively make real-time changes to these vehicles. The VR CAVE is a tremendous asset for our community and partnerships like this put a flag in the ground that Windsor Essex is the Automobility Hub in Canada." — Stephen MacKenzie, President and CEO, WindsorEssex Economic Development Corporation.

Digital Twin program expands with new hire



▲ Linsey Pecile providing a demonstration of a digital twin.

The Windsor-Essex Digital Twin Program has taken another step forward with the hiring of Linsey Pecile as the Digital Twin Engineer. Linsey has been working with the WE EDC team on the Digital Twin project for the past year and a half as a resource from St. Clair College and will now work full time with WE EDC. With her experience in visualization software, research practices and knowledge of the Digital Twin program she is a great addition to the team.

This Digital Twin Program is a collaboration between WE EDC, St. Clair College, CAMM and Automate Canada and is made possible through funding from FedDev Ontario (WE Diversify). This regional program started with two pilot projects with Laval International (Gun Drill - a tool used in mold making process) and Cavalier Tool and Manufacturing (Mold). These projects were used as real-life examples of how digital twinning can be used in the manufacturing process and was showcased to other companies within the manufacturing sector.

To date, there are 19 companies that have expressed interest in the program and 9 active projects underway with the following companies: Laval International, Cavalier Tool and Manufacturing, Standard Tool and Mold, AIS Technologies Group, Hexagon, Design Systems Canada, i-50, Optimotive Technologies, and Jahn Engineering.

Welcome Linsey!

Corporate Marketing & Communications

The Marketing department focuses on creating strategies that support business development initiatives within the areas of Business Retention and Expansion, Investment Attraction, and Entrepreneurship as well as, provides 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 Analytics

Choosewindsor.essex.com

Users - 9,506

Pageviews - 17,053

New Visitors - 88.4%

Returning Visitors - 11.6%

Top Site Visitors



Canada



USA



China



India



United Kingdom

Social Media Analytics

WE EDC



Facebook: @WindsorEssex



LinkedIn: /windsor.essex



Twitter: @weecdev



IG: @weecdev

Total Fans - 17,927

Total Impressions - 496,050

Total Engagement - 9,724

SBC:

Facebook: @SBCWindsorEssex

LinkedIn: /sbcwindsor.essex

Twitter: @sbcwindsor.essex

IG: @sbcwindsor.essex

Advertising

SBC is here to make your small business stronger.

Sawyer Telegdy
SHRED SHOP

Visit us at windsor-essex-smallbusiness.com and see how we can help your business succeed.

small business centre

Small Business Month

A social media advertising campaign was developed to support the Small Business Centre's Small Business Month. The digital campaign highlighted three Windsor-Essex entrepreneurs who have not only survived during these trying times, but quickly adapted their business models to continue to thrive, including Claudius Thomas from Turaco Web, Eddy Hammoud from Tabouli by Eddy and Eddy's Mediterranean Bistro and Sawyer Telegdy from Shred Shop. We also hosted a giveaway, we asked residents to let us know their favourite local and independent business. There were [three gift cards given away to local businesses.](#)

EMERGING TECHNOLOGIES
SPEAKER SERIES

RECOVER & THRIVE - PART 7 & 8

Kate Brodock
CEO WOMEN 2.0 & FOUNDING PARTNER OF W FUND

Stephanie Trunzo
CFO TRANSFORMATION & OFFERINGS, ORACLE TECH & NONPROFIT BOARD ADVISOR/FOUNDER

WindsorEssex ECONOMIC DEVELOPMENT | small business centre | Canada | RISE | WINDSOR-ESSEX ECONOMIC DEVELOPMENT

Emerging Technologies Speaker Series:

Recover and Thrive

A social media advertising campaign was developed to support the Business Retention and Expansion team's webinar series. The campaign included social media paid ads, promotion of YouTube videos and live social media during the webinars. The campaign continues into the new year.

SPEAKER SERIES CAMPAIGN



Impressions

556,756

Clicks

3,469

Reach

421,525

The Marketing and Communications department developed several advertisements for print and online:

CONGRATULATIONS PCBPA of Windsor

ON YOUR 25th Anniversary!

PCBPA

WindsorEssex ECONOMIC DEVELOPMENT
choosewindsor-essex.com

Let us help you grow your business.

smallbusinesscentre
windsor-essex-smallbusiness.com

RISE
WINDSOR-ESSEX
SUPPORTING WOMEN IN STEM & ENTREPRENEURSHIP

RISE Windsor-Essex provides access to resources available to women entrepreneurs and women in STEM.



Windsor-Essex Virtual Reality CAVE

The Windsor-Essex Virtual Reality CAVE, located in Windsor, Ontario, Canada is an **immersive and active virtual reality (VR) environment** integrated with state-of-the-art hardware and software. The facility serves as a teaching, training and research tool for the Windsor-Essex region and beyond, designed to support Connected and Autonomous Vehicle technology development.

Powered by ANSYS, Simutech and Barco, the Windsor-Essex Virtual Reality CAVE delivers advanced simulation capabilities including:

- Advanced manufacturing simulations virtual training
- Walkthroughs (cockpits, buildings etc.)
- Perceived quality evaluations
- Advanced driver assistance systems testing
- Autonomous testing & engineering
 - Component simulation
 - HMI evaluation
 - Virtual drive scenarios
- Colour and material studies
- High-end data visualizations
- 1:1 scale virtual reviews

Why is virtual reality useful to industry?

Virtual Reality provides many valuable opportunities to aid in product development including: simulation, skills training, communication, and collaboration.

Virtual prototyping allows products/processes to be tested **before final verification with physical prototypes is performed.**

REVOLUTIONARY

Virtual reality CAVES could help automakers and their suppliers become more technologically innovative and competitive in the global marketplace.

Dave Hill
Associate Vice-President

WindsorEssex ECONOMIC DEVELOPMENT AVIN Ontario

Institute for Border Logistics and Security
3475 Wheelton Drive,
Windsor, ON
Canada N8W 0A6
wavin.ca



Windsor-Essex Virtual Reality CAVE

The Windsor-Essex Virtual Reality CAVE, located in Windsor, Ontario, Canada is an **immersive and active virtual reality environment** integrated with state-of-the-art hardware and software. The facility serves as a teaching, training and research tool for the Windsor-Essex region and beyond.

Powered by ANSYS, Simutech and Barco, the Windsor-Essex Virtual Reality CAVE delivers advanced simulation capabilities. We welcome companies that focus on automobility projects that can strongly benefit from advanced simulation testing working in areas such as:

- Automotive product design
- Automotive product manufacturing
- Autonomous vehicle design and manufacturing
- Autonomous vehicle radar, lidar, camera design and simulation
- HUD design and assessment
- Autonomous vehicle software development
- Automotive ergonomics and HMI assessment

Why is virtual reality useful to industry?

Virtual Reality presents many valuable opportunities to aid in product development including: simulation, skills training, and communication with distributed colleagues or third-party customers, users, etc.

With VR technology, prototypes and products can be tested virtually using virtual prototyping ahead of final verification when physical prototyping is performed. Additionally, users can 'virtually' test and train the use of the products before they exist, which can lead to improved usability and better ergonomic design.

For more information, to schedule a visit or talk about how your company can leverage the Windsor-Essex Virtual Reality CAVE contact:

Ed Dawson
edawson@choosewindsoresex.com

Akash Charuila
acharuila@choosewindsoresex.com

WindsorEssex ECONOMIC DEVELOPMENT AVIN Ontario

Institute for Border Logistics and Security
3475 Wheelton Drive,
Windsor, ON
Canada N8W 0A6
wavin.ca

▲ Virtual Reality CAVE flyers

The Marketing and Communications department developed two digital flyers to promote Canada's largest publicly accessible Virtual Reality CAVE located at the Institute for Border Logistics and Security.



VIRTUAL REALITY:
A Bi-national Asset for Mobility

WindsorEssex ECONOMIC DEVELOPMENT
Our Location. Your Advantage.

DETROIT MOBILITY LAB

NOVEMBER 20, 2020 • 1-2PM

The WindsorEssex Economic Development Corporation and the Detroit Mobility Lab have curated a unique opportunity for mobility companies in the bi-national region of Detroit-Windsor. Tune in for a live demonstration of Canada's largest publicly accessible Virtual Reality CAVE for the testing and commercialization of connected and autonomous vehicles. Learn from our Virtual Reality Engineer how you and your company can use this asset and the powerful capabilities of the software.

REGISTER

WindsorEssex ECONOMIC DEVELOPMENT
Our Location. Your Advantage.

DETROIT MOBILITY LAB

◀ Invitation for a live demo of the VR CAVE

The Marketing and Communications department supported the Automobility and Innovation department by developing an invitation targeted to mobility companies in Detroit-Windsor. Companies were invited to join us for a unique opportunity of a live demonstration of Canada's largest publicly accessible Virtual Reality CAVE for the testing and commercialization of connected and autonomous vehicles.

| Media Relations

The following media release were prepared by the Marketing and Communications department to communicate corporate initiatives.

[WindsorEssex Economic Development Corporation named official virtual reality partner of APMA's Project Arrow](#)

| Media Interviews

[New zero-emission concept car to be unveiled at Windsor-Essex virtual reality CAVE](#)

[First all-Canadian electric vehicle to be virtually engineered in Windsor](#)

[Reader letter: New hospital, improved health-care system will provide vital economic boost](#)

[Organizations help women hit hard by pandemic](#)

[Sandwich Business Development Program launches for businesses and entrepreneurs](#)

[Trio of Windsor winners at APMA Auto Cybersecurity Awards](#)

[Windsor VR CAVE to help in development of concept car](#)

[Business incubator for immigrants will attract investment, jobs, says local lawyer](#)

[Government will finally introduce single-game sports betting Thursday](#)

[Partnership with Ottawa's Area X.O Drives Virtual Autonomous Vehicle Testing Through Windsor-Essex](#)

[Local leaders join forces to stop removal of Windsor's air traffic control](#)

[Brave Control Solutions Inc. Awarded for 2020 The Most Innovative Solution by ABB Robotics](#)

[Ultimate #ShopLocal Gift Baskets Hit the Streets Presented by the DWBIA and WindsorEssex Small Business Centre](#)

[Building the digital marketplace of the future](#)



Embrace Health Tracking Wins \$15,000 Scale Back UP Prize

On November 19, WE EDC’s President and CEO, Stephen MacKenzie, Tech Community Program Manager, Noah Campbell and SBC’s Executive Director Sabrina DeMarco participated in an event where [five top tech scale-ups in the region got the chance to pitch](#) in front of a group of seasoned investors and members of the Windsor-Essex Regional Alliance for a top prize of \$15,000 in celebration of [Global Entrepreneurship Week \(GEW\)](#).



Smart City Experience Tour

On November 26, WE EDC’s Noah Campbell, Tech Community Program Manager, spoke at an interactive virtual event that brought together a diverse group of people from different sectors (municipal, community, business and citizen groups). The event allowed participants to explore avenues for collaboration and share the knowledge of experts and committed citizens in finding ways to work together to build the cities of tomorrow. Noah’s presentation was titled “Evolving from Canada’s Automotive to Automobility Capital: How WindsorEssex is Building the Smart Border-City of the Future”.

Sponsorship



- ◀ On October 23, 2020, SBC's Shannon Dyck joined the Town of Kingsville for their Business Award Ceremony to present two awards – Young Entrepreneur Award, sponsored by the Small Business Centre - given to Ireland Manual Physiotherapy and Business of the Year Award, sponsored by WindsorEssex Economic Development Corporation to Erie Shores Rehabilitation.



- ◀ The Small Business Centre was delighted once once again to be the Business and Service sponsor of the 23rd Biz Awards themed "We are all Survivors". Sabrina DeMarco, Executive Director, SBC also graciously accepted the honour of becoming a judge along with other local business professionals and industry experts. Congratulations to the [nominees and winners](#).

▲ Left, Jason Kerluck, Justin Fox, Chad Goulet, Justin Barker, Sabrina DeMarco and Jeremy Renaud.

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.

New Investment Facilitated

\$6,800,000 (IA/BRE)
\$876,415 (SBC)

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

12 Expansions Facilitated
(IA/BRE) 6 | (SBC) 6

129 New Jobs Facilitated
(IA/BRE) 110 | (SBC) 19

11 Priority Files

14 Business Startups

4 Funding Applications and Joint Papers Developed

Business Support Sessions

36 Sessions
1333 Attendees



Top Economic Priorities as reported by Windsor-Essex Businesses

- 1 Canada-U.S. border closure - limited cross-border business travel, COVID protocols, restrictions and mandatory quarantine orders
- 2 Uncertainty of economic climate - impacting business investment and project planning
- 3 Labour challenges - unintended consequences of COVID supports to employees leading to labour shortages
- 4 Health & safety protocols
- 5 U.S. tariffs on Canadian aluminum

Regional Economic Indicators[†]



Population 15+
356,000

0.1%



Labour Force
197,000

2.4%



Employment
178,500

0.9%



Unemployment
18,500

14.9%

Unemployment Rate
9.4%

1.3%

Participation Rate
55.3%

1.4%

Employment Rate
50.1%

7.6%

Building Permits*

\$51,536,890

*Industrial, commercial and institutional permits only

