



INVEST WINDSOR ESSEX

Essex County Council Meeting

November 20, 2024

Essex County Civic Centre
Council Chamber, Second Floor
360 Fairview Ave West



Landed Investment 2022-2024

CANADA

WINDSOR-ESSEX

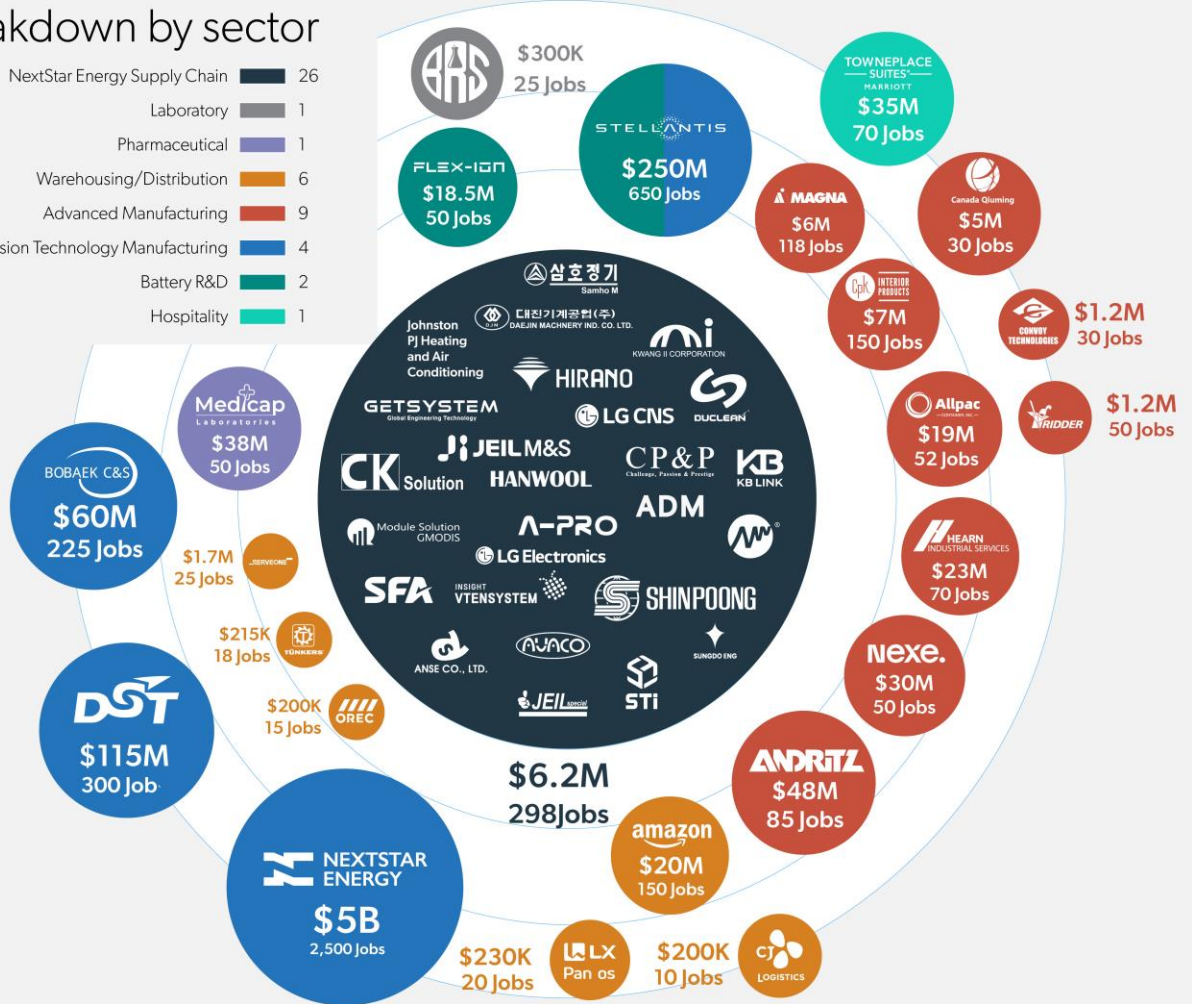
USA



TOTAL INVESTMENT:
\$5,686,295,000 Cdn

TOTAL DIRECT JOBS:
5,078

Breakdown by sector



BUSINESS RETENTION & EXPANSION

Metrics - County of Essex

January 2023 – October 2024

New Investment Facilitated - **\$152,350,000**
New Jobs Facilitated – **225**

Expansions Facilitated - **7**
Company Assists – **276**

- Manufacturing Day - 26 companies participated in this initiative partnering with other local agencies. Fourteen of these companies are located in Essex County.
- Source WindsorEssex – Online business directory promotes companies in key sectors across the region and searchable by municipality
- Economic Development Week – Created social media posts and videos featuring businesses and economic development staff from all municipalities in the region

INVESTMENT ATTRACTION

Metrics - County of Essex

January 2023 – October 2024

New Investment Facilitated - **\$63,180,015**

Expansions Facilitated - **6**

New Jobs Facilitated - **207**

- SERVEONE
- Convoy Technologies
- R&D engineering and test line for automotive parts
- TownePlace Suites by Marriott
- Canada Qiuming Auto Parts Ltd.
- Moddulx Inc.



SMALL BUSINESS & ENTREPRENEURSHIP CENTRE

Metrics - County of Essex

January 2023 – October 2024

Expansions Facilitated – **93** New Jobs Facilitated – **429** Business Startups – **105**
Consultations – **956** Business Walks - **14**

- Office hours will be expanded from one to two days a week at SBEC's Satellite Office (co-located with the Community Futures Essex County).
- Dedicated office hours will be available one day at week at the Municipality of Leamington to serve business entrepreneurs in that area.
- SBEC recently expanded its offering of workshops and networking events across the region. SBEC will host a Writing a Business Plan session on Dec. 9, in Lakeshore.
- Looking ahead SBEC will initiate discussions about small business and entrepreneurship services and work with each municipality to ensure needs are met across the region.

AUTOMOBILITY & INNOVATION CENTRE (AIC)

VR Training to Support EV Careers

- The AIC team is working on a new grant funded program opportunity designed to equip individuals with the necessary skills for careers in battery manufacturing. This program will target individuals recently laid off or pursuing a career shift by offering them an opportunity to transition into the battery manufacturing industry.
- Utilizing advanced technologies such as Virtual Reality (VR) and training simulators, the program would provide hands-on, practical training to ensure participants are job-ready upon completion to enter a new job opportunity.
- This program is very important to support the new battery manufacturing jobs that are now in the region as many potential employees have had little to no experience working in this sector.

BUSINESS DEVELOPMENT

Talent Attraction

Jessica McCarthy, Talent Attraction Specialist, has been collaborating with labour associations on some of the opportunities we are offering through Invest WindsorEssex as well as traveling to talent attraction events across Canada supporting workforce development across the region.



- IWE assisted the employees of Cottam Diecast (Tecumseh) after its recent closure

BUSINESS DEVELOPMENT

New Staff Positions

Senior Economic Development Officer - Artificial Intelligence and Technology Adaptation

- Closing the productivity gap
- Guiding companies through AI adoption
- Securing additional funding and support
- Driving regional economic growth and innovation

Senior Economic Development Officer – Grants and Programs

- Enhancing competitiveness and growth
- Attracting new investments
- Retaining existing businesses
- Supporting business expansion

BUSINESS DEVELOPMENT

Productivity Challenges - The Dilemma Facing Local Companies

Companies in the region are at a critical juncture. Heavily reliant on the U.S. market, where 85% of their goods are sold, they face heightened vulnerability to productivity gaps and economic shifts. Competing with U.S. companies—who are quickly adopting advanced technologies like AI—has become a significant challenge. With Canadian productivity trailing by 30%, this gap increasingly threatens the region's economic stability and future growth.

BUSINESS DEVELOPMENT

Productivity Challenges - Regional Sector Challenges and Risks

Advanced Manufacturing

Contributes \$3.8 billion (25% of GDP) and employs 40,000 workers. This sector is increasingly threatened by a widening productivity gap with U.S. competitors.

Agriculture and Agri-Tech

Generates over \$3 billion (20% of GDP) and supports 15,000 jobs. Maintaining efficiency in North America's largest greenhouse cluster is challenging, with AI-driven improvements essential to keep pace with global standards.

Transportation and Warehousing

Contributes \$600 million (4% of GDP) with 8,000 employees, struggles with operational inefficiencies which threaten the sector's ability to support local manufacturing and agriculture sectors.

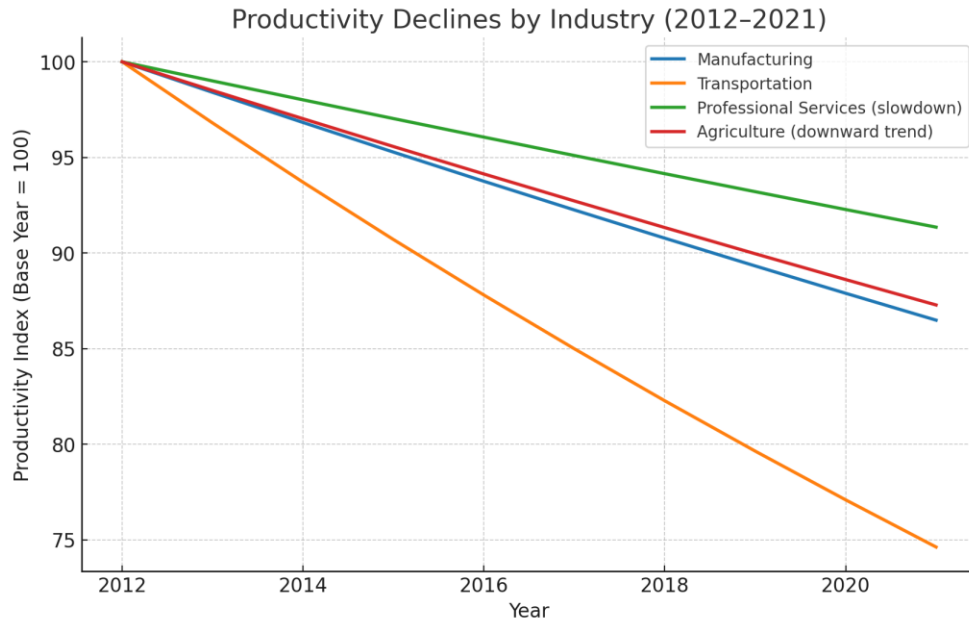
Professional Services and Back-Office Operations

Add \$4.1 billion (27% of GDP) and employ 25,000 people. This sector faces challenges in maximizing operational efficiency and customer engagement without integrating AI solutions.

BUSINESS DEVELOPMENT

Productivity Challenges - Regional Sector Challenges and Risks

30% PRODUCTIVITY GAP BETWEEN CANADA AND THE U.S



According to The Economist, U.S. productivity, as measured by the economic output of every person, is now about 30% higher than in both Canada and western Europe

(<https://www.economist.com/leaders/2024/10/17/americas-economy-is-bigger-and-better-than-ever>)

BUSINESS DEVELOPMENT

Productivity Challenges – Windsor-Essex Businesses Risk Falling Behind

- Competitive Pressure: U.S. firms have more access to AI investments, challenging Canadian companies' competitiveness.
- Productivity Gap Widening: U.S. firms' AI adoption boosts productivity. Windsor-Essex must keep pace to avoid a widening gap and weakened market position.
- Exchange Rate Impact: CAD-USD normalization to \$1.25 makes Canadian products pricier in the U.S., disadvantaging local firms.
- Risk of a 10% tariffs on all Canadian goods going into US imposed by Trump .
- Risk of Company Closures: A growing productivity gap and unfavorable exchange rates could strain Windsor-Essex businesses, risking closures, especially SMEs.
- Potential for Job Loss: Low productivity and limited AI efficiency may force downsizing, reducing local employment.
- Impact on High-Skill Job Creation: Limited AI adoption may curb high-skill job growth, leaving the workforce unprepared for future demands.
- Corporate income tax rate to 15% from the current 21% in USA



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