



**FOR IMMEDIATE RELEASE**

**Tuesday, September 10, 2019**

**OVER 350 DELEGATES ATTEND THE  
4th. ANNUAL EMERGING TECHNOLOGIES IN AUTOMATION  
CONFERENCE AND TRADE SHOW**

**Windsor-Essex County, Ontario, - Tuesday, September 10, 2019** –The 4<sup>th</sup>. Annual **Emerging Technologies in Automation Conference and Trade Show** took place today at Caesars Windsor with over 350 delegates and exhibitors in attendance from the Windsor-Essex region and delegates from outside the region including the United States.

The Emerging Technologies in Automation Conference and Trade Show **is sponsored by the University of Windsor and St. Clair College and presented by the WindsorEssex Economic Development Corporation (WE EDC) in partnership with the National Research Council’s Industrial Research Assistance Program (IRAP) and the Canadian Association of Mold Makers (CAMM) with support from WEtech Alliance, Windsor-Essex Regional Chamber of Commerce and the Ontario Society of Professional Engineers.**

The keynote speaker was Paul Zikopoulos Vice President BigData Cognitive Systems, IBM as well as, from many experts in automation technology such as: Joris Syny Senior Vice-President with Siemens Canada, Reid Schook Director with Rockwell Automation, Darren Ward Manager with Vineland Research and Innovation Centre and John Laughlin Chief Technology Officer with Next generation Manufacturing Canada. Dr. Justine Taylor Government Relations & Science with the Ontario Greenhouse Vegetable Growers moderated a very interesting and popular panel discussion on Automation in the agri-business sector. The day was complimented with many outstanding presenters and very exciting exhibitors showcasing the latest developments in automation at the interactive trade.

A special announcement was made by Automate Canada and Automation Alley to top off the morning. Automate Canada is the newly formed national association specializing in manufacturing automation solutions. Automation Alley is a nonprofit manufacturing and technology business association and Michigan’s Industry 4.0 knowledge center, with a global outlook and a regional focus. A Memorandum of Understanding (MoU) [was signed](#) between Automation Alley and Automate Canada. This MOU designates Automate Canada as an Automation Alley Strategic Partner for mutually beneficial economic development initiatives and as a marketing and promotional partner.

“I’m very excited about the strategic alliance between Automate Canada & Automation Alley. We’ve recognized that our member companies will benefit from the cross-border sharing of information, best practices & partnerships facilitated by this unique alliance. Working collaboratively, we will be better positioned to support the growth of our member companies.”

**Shelley Fellows, Chair Automate Canada**

“I was very pleased to deliver the keynote address at the conference”, said **Paul Zikopoulos the Vice President BigData Cognitive Systems with IBM Management and Strategy**, “As emphasized in my presentation, AI will represent a Lift, Shift, Rift, or Cliff for every business across every industry ... it will be the same frontier for individuals too. Two of these options will separate the probable from the possible when it comes to those employed and those that will face difficulties; it’s the same for a company’s survival too. None of this is AI taking over our world - that’s for the movies; but AI can’t be ignored.

“As automation has become the competitive advantage in today’s manufacturing world, the goal and design of this conference and trade show has been to showcase and promote the hundreds of local companies that make this region known as the automation capital of Canada. **said Stephen MacKenzie, CEO of the WindsorEssex Economic Development Corporation**. We are pleased to be able to provide this platform to present new technologies that are changing the face of manufacturing and automation not only in our region but throughout the world.”

“This year we have over 350 delegates and exhibitors registered which demonstrates to us that people in the industry realize “this is the place” to network, learn, to showcase innovations and to recruit talent. Key to the conference is ensuring that this event supports the natural cluster of automation companies in Windsor-Essex providing the opportunity to demonstrate and exhibit their new technologies.”

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**Lee McGrath, Director, Business Retention and Expansion -WE EDC**

**WE EDC Media Contact**

**Lana Drouillard, Director Marketing/Communications**

**519 259-9600**

**More Information - <http://www.choosewindsor-essex.com/emergingtechnologies/>**