

**FOR IMMEDIATE RELEASE**

**Tuesday, November 6, 2017**

**OVER 350 DELEGATES ATTEND THE  
3<sup>rd</sup>. ANNUAL EMERGING TECHNOLOGIES IN AUTOMATION  
CONFERENCE AND TRADE SHOW**

**Windsor-Essex County, Ontario, - Tuesday, November 6, 2018** –The 3<sup>rd</sup>. Annual **Emerging Technologies in Automation Conference and Trade Show** took place today at Caesars Windsor with over 350 delegates and exhibitors in attendance.

The Emerging Technologies in Automation Conference and Trade Show is 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)** and is supported by **WEtech Alliance and the WindsorEssex Regional Chamber of Commerce.**

Fourteen of the speakers are IRAP supported clients as well as representatives and exhibitors from the Windsor-Essex region and delegates from outside the region including from the United States. The keynote address "On the Road to Autonomous Cars- Trends and Technologies" was presented by **Grant Courville, Vice President, Product Management and Strategy with BlackBerry's QNX Software Systems.**

The attendees also heard presentations from many experts in automation technology such as: **Alexandre Valliere with Alworx, Chris Blanchette with FANUC America Corporation** and complimented with a full day of outstanding presenters and exhibitors showcasing the latest developments in automation at the interactive trade show.

**The Honourable Navdeep Bains, Minister of Innovation, Science and Economic Development** stated, "As the Federal Minister of Innovation, Science and Economic Development, I see innovation happening across Canada every day—from simple products that solve everyday problems, to big new ideas that disrupt the status quo. And if you're talking automated innovation, Windsor is the right place to be. The Windsor-Essex region is an international hub for automation. More than 300 companies in the region are engineering, designing, and producing cutting-edge manufacturing systems across many sectors of Canada's economy."

"The Windsor-Essex region's successful pivot from industrial manufacturing to automation illustrates the power of innovation and I was pleased to deliver the keynote address at the conference", said **Grant Courville, VP, Product Management and Strategy, BlackBerry QNX, BlackBerry.** "Realizing the enormous potential of autonomous transportation is no small task and I hope my presentation has shed some light on some of the major trends and key technologies that will help get us there."

"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. "To be recognized nationally by the Hon. Navdeep Bains, Minister of Innovation, Science and Economic Development as one of Canada's global innovation leaders is quite an honour. It's also a complement to our region's companies across all of our sectors, with many presenting and exhibiting today. We are pleased to be able to provide this platform to present new technologies that is changing the world around us."

“Four years ago in partnership with Vladimir Franjo and Rob Whent of the National Research Council-Industrial Research Assistance Program (IRAP) we launched the Emerging Technologies in Automation Conference and Tradeshow. We wanted to create an environment to showcase the growing number of automation companies in our region said”, **Lee McGrath, Director of Business Retention and Expansion for the WindsorEssex Economic Development Corporation.** “Today it was announced that the automation companies in our region will be launching a new association. The new association will have its first board meeting in March 2019.”

**WE EDC Media Contact**

**Lana Drouillard, Director Marketing/Communications**

**519 259-9600**

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