



OUR LOCATION. YOUR ADVANTAGE.

MEDIA RELEASE

**Windsor-Essex's largest automation conference attracts over 400 attendees and exhibitors to experience the latest developments in Industry 4.0**

**WINDSOR-ESSEX, ONT. (Oct. 26, 2022)** – Today, Invest WindsorEssex (IWE) hosted the [Emerging Technologies in Automation Conference and Trade Show: The Power of Automation](#) at Caesars Windsor. Over 350 attendees, 45 exhibitors and 35 world-class presenters participated in the event.

This year's conference is sponsored by St. Clair College, the University of Windsor, the Business Development Bank of Canada (BDC), Grant Thornton and WEtech Alliance and is presented by Invest WindsorEssex in partnership with Automate Canada, the National Research Council of Canada Industrial Research Assistance Program (NRC IRAP), the Canadian Association of Mold Makers (CMM) and the Ontario Centre of Innovation (OCI).

The event attracted international purchasers from the United States and Mexico as well as delegates from around the globe. Participants experienced the latest developments in automation, agri-business, automotive, healthcare, mobility and more. New technologies for the mold, tool and die industry and advanced manufacturing were showcased and the impact of artificial intelligence on the future of business practices was explored.

The keynote speaker was Arun Muthu, director of USAC Technology Deployment with 3M Canada. He provided insights into technology advancement and the process of technology development and deployment including the engineering teams who drive the innovation and adoption within 3M. Other main stage speakers included Calum Cawley, product engineering manager of autonomous vehicle systems for MacLean Engineering, Nicole De Long, director of business and client development with Vineland Research and Innovation Centre, Nicolas Durand, vice president and general manager for ABB Robotics Canada and many more industry leaders in automation technology.

The day was complemented by many outstanding breakout sessions on topics such as robotics, agri-tech and automobility technologies as well as exciting exhibitors showcasing the latest developments in automation and Industry 4.0.

### Quotes

"Invest WindsorEssex is thrilled to host Emerging Technologies in Automation in-person for the first time since the onset of the pandemic. The goal and design of this conference and trade show is to showcase and promote the hundreds of local companies that make this region known as a global leader in automation and advanced manufacturing. We are pleased to be able to provide this platform to present new and innovative technologies that are changing the face of manufacturing and automation not only in our region but throughout the world."

- *Stephen MacKenzie, President and CEO, Invest WindsorEssex*

“We are so pleased to be returning to an in-person event this year where over 350 delegates and 45 exhibitors can network, make new connections and see demonstrations of the latest in automation technologies across many industries including agri-business, construction, automotive, healthcare and moldmaking. Since 2016, this conference and trade show has grown far beyond the borders of Windsor-Essex. It is now an international event but at its core still demonstrates and highlights the strength and innovative capabilities of our local automation cluster.”

- *Wendy Stark, Director, Business Retention & Expansion, Invest WindsorEssex*

“The cluster of advanced manufacturing technology and automation companies in Windsor-Essex is arguably the strongest in Canada. It’s no surprise that this region is where Automate Canada got its start, with the support of a diverse range of industrial automation companies of whom we are exceedingly proud. The Emerging Technologies in Automation Conference and Trade Show truly is a showcase of the best and most innovative automation providers in Windsor-Essex and demonstrates that Canadian ingenuity and know-how really will power the future of manufacturing.”

- *Shelley Fellows, Chair, Automate Canada*

We are delighted to be able to see and hear innovative Canadian industrial automation solution providers in-person again. This event allows us to see how the latest technologies, such as the use of artificial intelligence, machine learning, collaborative robotics, IIoT and big data analytics are used in various industrial manufacturing applications. It is a great opportunity for buyers of industrial automation equipment in automotive, construction, greenhouse growing, mining, healthcare and moldmaking to see what the latest solutions are and meet companies that can integrate these solutions into their operations. It is an opportunity for automation solution providers to learn about the latest and greatest innovations in automation and available support to help them innovate in the future.

- *Vladimir Franjo, Regional Director – Ontario Cross Regional Team, National Research Council Canada – Industrial Research Assistance Program*

“As the automation and Industry 4.0 initiatives are advancing at a rapid pace, it is important for companies to stay connected and be cognizant of the evolution of these technologies. It was a great opportunity to connect with the automation cluster in the Windsor-Essex region where automation has been in action for several decades. The event brought together so many innovative companies and industry leaders and provided a great learning opportunity to hear about the cutting-edge technologies that will enable better operational excellence results and growth.”

- *Arun Muthu, Director, USAC Technology Deployment, 3M Canada*

## **ABOUT INVEST WINDSORESSEX**

Invest WindsorEssex is the lead economic development agency for the Windsor-Essex region. The focus of the organization is to develop and execute strategies to retain, expand, attract and help new businesses start-up in the Windsor-Essex region. Invest WindsorEssex is led by a board of distinguished community leaders. A team of professional staff will assist you with all your location and investment decisions by working one-on-one with businesses, to facilitate the process of starting, growing or locating in Windsor-Essex. [investwindsor.essex.com](http://investwindsor.essex.com)

**Media Contact**

Gina Meret-Dybenko  
Director, Marketing and Communications  
Invest WindsorEssex  
Mobile: 519-791-6223  
Email: [gmeret@investwindsoressex.com](mailto:gmeret@investwindsoressex.com)