

Automation conference attracts 100's of attendees to experience the latest developments in Industry 4.0

WINDSOR-ESSEX, ONT. (Thursday, Nov. 2, 2023) - Windsor-Essex's largest automation conference attracts hundreds of attendees and exhibitors to experience the latest developments in Industry 4.0

WINDSOR-ESSEX, ONT. (Thursday, Nov. 2, 2023) – Today, [Invest WindsorEssex](#) hosted the [Emerging Technologies in Automation Conference and Trade Show: Automate with Intelligence](#) at Caesars Windsor. Over 350 attendees, 45 exhibitors and 35 world-class presenters participated in the event.

The Emerging Technologies in Automation Conference and Trade Show is a signature event of [Invest WindsorEssex](#) in partnership with [Automate Canada](#), the [National Research Council of Canada Industrial Research Assistance Program](#), the [Canadian Association of Mold Makers](#) and the [Ministry of Economic Development Job, Creation and Trade](#).

The conference attracted international purchasers and delegates sourcing the latest automation and technology from Windsor-Essex suppliers. Participants experienced cutting-edge developments in advanced manufacturing, agri-business, healthcare, next-generation vehicle production and more. New to this year's event, a Start-Up and Talent Zone featured some of the region's up and coming innovators in automation and mobility as well as provided a platform for companies and job seekers to network and explore opportunities.

This year's keynote speaker was John Weigelt, chief technology officer for Microsoft Canada who explored the impact of innovation on the future of Canada's economy. Irina Im, tax manager and industrials analyst for RSM Canada provided a broad view of current economic conditions and the need for technology advancements to stimulate growth. Other main stage speakers included Joris Myny, vice president of digital industries for Siemens Canada and Sungwoo Park, planning director for NextStar Energy who participated in a panel discussing the region's emerging battery ecosystem and the strategy around attracting, retaining and developing the needed talent.

The day was complemented by many outstanding breakout sessions on topics such as robotics, cybersecurity and mining technology as well as exciting exhibitors showcasing the latest developments in automation and Industry 4.0.

A special thank you to this year's conference sponsors who's contributions helped to support local industry and make the event a great success:

Platinum Sponsor: [St. Clair College](#)

Gold Sponsors: [University of Windsor](#), [Siemens](#) and the [Federal Economic Development Agency for Southern Ontario](#)

Silver Sponsor: [OSS Consultants](#)

Bronze Sponsors: [SMI Automation](#), [Tracktive](#), [Ontario Greenhouse Vegetable Growers](#) and [Grant Thornton](#)

Start-Up and Talent Zone Sponsor: [WEtech Alliance](#)

Closing Reception Sponsor: [Trillium Networking for Advanced Manufacturing](#)

Quotes

“Invest WindsorEssex is thrilled to host the sixth in-person Emerging Technologies in Automation Conference to showcase the hundreds of local companies that make this region known as a global leader in automation and advanced manufacturing. We are pleased to provide this platform to present new and innovative technologies across all industries that are changing the face of automation not only in our region but throughout the world.” – *Stephen MacKenzie, President and CEO, Invest WindsorEssex*

“We are pleased to welcome attendees, exhibitors and speakers from across Ontario, Michigan and beyond to experience the latest in automation technologies across many industries including agri-business, construction, automotive, healthcare and moldmaking. We started this conference and trade show in 2016 to showcase the capabilities of companies in our region and it has since grown far beyond the borders of Windsor-Essex. It is now an international event that provides a platform for our world-class automation cluster to demonstrate their latest innovations.” – *Wendy Stark, Director, Business Retention & Expansion, Invest WindsorEssex*

“Automation is seen as a universal solution for the current and future shortage of human resources. This is a great opportunity to see and hear innovative Canadian industrial automation solution providers. Companies will present the latest technologies, such as applications of artificial intelligence, machine learning, collaborative robotics, IIoT and big data analytics in various industrial manufacturing applications. It is a great opportunity for buyers of industrial automation equipment in automotive, construction, greenhouse growing, mining, and healthcare to meet companies that can integrate these solutions into their operations. It is an opportunity for automation solution providers to learn about the latest 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*

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

Media Contact

Lina Williams
Marketing and Communications Specialist
Invest WindsorEssex
Mobile: 226-345-6873 | Phone: 519-255-9200 Ext. 2224
Email: lwilliams@investwindsor.essex.com