

Thursday, February 1, 2024

Exporting to Europe

Date and Time: Thursday, February 1 09:00 am - 10:30 am

The Ontario Government is presenting this webinar to highlight trade opportunities with Europe in key emerging sectors and to help you develop an effective market entry strategy.

You will learn about:

- The major highlights in the free trade agreement between Canada and the EU (CETA)
- Opportunities within major markets, with a focus on France, the UK and Germany
- Sector opportunities for exporting, specifically in Clean Technologies, Information & Communications Technologies and the Automotive supply chain
- Company best practices for accessing and doing business in the UK and EU markets

Note: If you are a member of the Municipal, Provincial or Federal Government, please do not register via this link. Contact the event organizer directly to participate in the event.

[Register](#)

Foodpreneur Advantage: How to Sell Your Food Product-Your Roadmap to Success

Date and Time: Thursday, February 1 02:00 pm - 3:00 pm

This session is for you if you want to learn how to sell your food product at markets, online, or to retailers.

In this free 60-minute online seminar learn about:

- How to set your pricing for success
- Positioning your product on the market
- Building an audience of raving fans
- The key things you can do to secure the sale

You have worked hard to develop a great product but you're struggling to make sales. What gives?

Successfully selling your product involves more than just having great tasting food. Pricing, marketing, and how you position your product all play a key role in ensuring that people will buy it.

In this session, we will be joined by Nicole Haney, former Founder & CEO of Boho Bars, a national energy bar company. Nicole will guide us through the key factors to consider in successfully selling your product, whether you're selling at markets, online, or to retailers.

You will leave with a better understanding of how to successfully sell your product in the food and beverage industry!

[Register](#)

Monday, February 5, 2024

Email Marketing with MailChimp

Date and Time: Monday, February 5 12:00 pm - 12:30 pm

Entrepreneur Toolbox - A Virtual Lunch & Learn Series

Join us for quick hit lunchtime sessions providing small business professionals with insights, education and advice on digital marketing and technology topics. These events are presented by the Digital Main Street program's Windsor-Essex Digital Service Squad.

[Email Marketing with MailChimp](#) | Feb. 5

Elevate your email marketing skills and drive exceptional results with this session on MailChimp. We will walk you through the basics, including powerful features and techniques that the platform offers to enhance your email campaigns. Discover effective strategies for building and growing your email list, as well as using MailChimp's cutting-edge AI features.

Email Marketing with MailChimp is part of the biweekly quick hit lunchtime sessions providing small business professionals with insights, education and advice regarding a variety digital marketing and technology topics. Presented by the Digital Main Street program's Windsor-Essex Digital Service Squad, each 30-minute lunch and learn session include 15-20 minutes on specific topic followed by a Q&A period. Participants will be given the opportunity to book one-on-one meetings with Digital Service Squad advisors to receive assistance in implementing digital tools for their businesses.

Tuesday, February 6, 2024

Optimizing for Search Engines - Understanding SEO Basics

Date and Time: Tuesday, February 6 10:00 am - 11:30 am

Often you will hear about needing to optimize for search engines or SEO. But what is it, and how does it impact your digital presence? In this webinar, the Digital Service Squad will explain search engine optimization and the best tactics you as a business can use towards increasing your ranking in the search engine result pages.

What you will learn:

- What is SEO?
- Importance of keywords
- Copywriting for SEO
- On-page tactics
- Off-page tactics
- Technical SEO
- Auditing your website for search engines

Join us to learn why you should consider e-commerce for your business and how you can easily get started.

Basics of Starting a Small Business

Date and Time: Tuesday, February 6 10:00 am - 11:00 am

Do you have an idea and you want to start your own small business, but you aren't sure where to start? Attend this free seminar to find out information such as:

- How to register your business
- Business structure
- Government support programs
- Other services and programs available to you

A link to the webinar will be sent to your email following registration.

Wednesday, February 7, 2024

EV Innovation & Technology Conference 2024

Date and Time: Wednesday, February 7 07:45 am - 7:00 pm

Address: Delta Hotels Toronto Airport and Conference Centre, Toronto

This one-day conference brings together the best and brightest industry leaders who are transforming electric vehicle manufacturing in Canada.

Conference program: Building the ecosystem

Recent growth in Canada's electric vehicle and battery supply chain sectors has been nothing short of phenomenal. But industrial transformation is a long game. Maintaining or surpassing the scale and economic impact of our current automotive sector is the challenge that's on the table.

Critical to this transformation is assuring that the companies, projects and relationships now emerging — in critical minerals, battery resources, advanced manufacturing, vehicle components, battery making, EV assembly — come together to produce an ecosystem that is greater than the sum of its parts.

[Register](#)

New Exporters to Border States (NEBS) Feb 2024

Date and Time: Wednesday, February 7 09:30 am - 12:30 pm

The Government of Ontario, in collaboration with the Trade Commissioner Service, is hosting a webinar which will be of interest to Ontario companies in diverse sectors interested in entering and/or expanding their current business in the US market.

The speakers will include representatives from Global Affairs Canada, Mohawk Global, DBA Accounting, Fiegel, Carr & Joyce Law Firm and Borderworks who will provide information about the following topics:

- U.S. immigration and business visa requirements;
- Federal and state tax liability issues;
- Currency exchange strategies;

- Corporate and legal considerations
- U.S. Customs clearance documentation requirements
- Logistics and warehousing
- Advice about how to prepare for US market entry will be addressed
- The webinar will be of particular interest to all companies planning to enter or grow their actual business in the US.

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[Register](#)

Thursday, February 8, 2024

NGen N3 Summit

Date and Time: Thursday, February 8 08:00 am - 7:00 pm

New, Now, Next in Advanced Manufacturing!

N³ is the premier forum for advanced manufacturing in Canada. Join us for unmissable showcases, countless networking opportunities, industry roundtables, and keynotes that chart Canada's future in strategic advanced manufacturing industries.

A showcase of Canadian innovation

- EV Value Chain
- Automation + Robotics
- AI
- Life Sciences + Biomanufacturing
- Cleantech + Sustainability

[Learn more](#)

Inclusivity Business Resource Series: Supporting Women Founders with PARO

Date and Time: Thursday, February 8 12:00 pm - 1:00 pm

Address: Online

PARO's Centre for Women Enterprise is "one of the strongest Peer Lender for small business loans in North America." As a non-profit social enterprise, they focus on delivering programs to enhance enterprise development, to provide for the support and development of women in business and its members, and have a positive impact on the community and the region.

Since 1995, PARO has provided assistance to thousands of women through innovative programs and service, peer support, networking opportunities and inspirational events for start-ups and business growth.

At PARO you can work with other like-minded entrepreneurs just like you who want to create a successful business or social enterprise, build relationships and enjoy life!

Together we can define what success means as a community.

Join us to:

- Learn about the WEOC loan
- Learn about BIZCamps to help companies scale
- Learn about PARO's trade missions
- Learn about business and employment development services

Learn more here <https://paro.ca/>

Monday, February 12, 2024

Automotive Cybersecurity Online 2024

Date and Time: Monday, February 12 09:00 am - 12:00 pm

Address: Online

Following the huge success of last year's event, as well as our world leading Automotive Cyber Security Europe event in November, **Automotive Cybersecurity Online is back for 2024!** Coming to your screens **February 13th**.

Join industry leaders as they provide best practices and actual solutions in overcoming the hottest automotive cybersecurity pain-points. With thought presentations on **countering zero day vulnerabilities, utilizing and securing OTA updates**, methods to achieving **time & cost effective vulnerability analysis, tackling supply chain insecurity** and **ensuring system resilience**. Answering the question, *how can we make vehicles really secure?*

[Register](#)

Tuesday, February 13, 2024

Automotive Cybersecurity Online 2024

Date and Time: Tuesday, February 13 09:00 am - 12:00 pm

Address: Online

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Join industry leaders as they provide best practices and actual solutions in overcoming the hottest automotive cybersecurity pain-points. With thought presentations on **countering zero day vulnerabilities, utilizing and**

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[Register](#)

Wednesday, February 14, 2024

New Exporters of Technologies and Services to the U.S. (NETSUS)

Date and Time: Wednesday, February 14 09:30 am - 12:30 pm

The Ontario government, in partnership with the Trade Commissioner Service, is pleased to host a new exporter preparation session built for Ontario technology and services companies.

The New Exporters of Technologies and Services to the United States (NETSUS) Program builds on an ever-popular New Exporters to Border States (NEBS) Program, which has been helping Ontario companies for 30+ years. Company participants in NETSUS will hear from experts and get to ask questions on topics related to selling non-physical products and services including:

- Provincial and Federal Programs and Services
- CUSMA and cross-border trade of technologies and services – industry implications
- Managing Intellectual Property (IP) - critical importance of protecting IP while safely selling tech and service to the US; how to secure and protect patents, trademarks, industrial design.
- Taxation on technology and services sales - issues and implications
- Immigration considerations (work permits, visas, etc.)
- Standards and certifications

Note: If you are a member of the Municipal, Provincial or Federal Government, please do not register via this link. Contact the event organizer directly to participate in the event.

[Register](#)

Thursday, February 15, 2024

Wake Up Windsor-Essex - Express Breakfast Networking

Date and Time: Thursday, February 15 07:30 am - 9:30 am

Address: Signature Events Tribute Centre, 3310 Dougall Ave, Windsor

Attend this great networking opportunity and have a delicious hot breakfast!

The Windsor-Essex Chamber of Commerce Wake Up Windsor-Essex is scheduled for Thursday, February 15.

- Buffet breakfast and networking: 7:30 a.m.
- Presentations: 8 - 9 a.m.
- Additional networking: 9 - 9:30 a.m.

Cost:

90-second member presentation: \$25

90-second future member presentation: \$45

3-minute member presentation: \$36

Additional guests (non-presenting): \$25

Note: All registered guests will receive a hot buffet breakfast provided by Thyme-To-Go, one 90-second presentation per organization/company. A table will be provided for registered guests to place marketing material for others to browse. Due to time constraints there will be no AV Tech for digital presentations.

[Register](#)

Basics of Writing a Business Plan

Date and Time: Thursday, February 15 02:00 pm - 3:00 pm

A good business plan is your road map to success! A business plan is also required when applying for any type of small business financing. Attend this informative session to learn how to develop a business plan that will work for you. This session will cover:

- The required elements of a business plan
- How to break it down in to manageable pieces
- Where to gather relevant information
- How to professionally arrange your ideas and research
- What to do with the plan when it's completed

A link to the webinar will be sent to your email following registration.

Wednesday, February 21, 2024

Do's and Don'ts When Crossing the U.S. Border

Date and Time: Wednesday, February 21 10:00 am - 11:00 am

Address: Online

The Government of Ontario, in partnership with the United States Customs and Border Protection Agency, invites Ontario SMEs for a free one-hour webinar about the “Do’s and Don’ts” that must be observed if you are going to successfully move your goods across the border.

Participants will have an opportunity to hear first-hand from a U.S. Customs and Border Protection Agency officer, who will provide Ontario companies with important information on what is mandatory when shipping products to the United States. Particular attention will be paid to the importance of the documentation required to move goods to the U.S.

Note: If you are a member of the Municipal, Provincial or Federal Government, please do not register via this link. Contact the event organizer directly to participate in the event.

[Register](#)

Thursday, February 22, 2024

Rogers Cybersecure Catalyst - Bootcamp for Technical & Non-Technical Professionals

Date and Time: Thursday, February 22 09:00 am - 11:00 am

Learn how to tackle cybersecurity challenges unique to the automotive industry.

Take advantage of specialized cyber training developed by cybersecurity professionals and industry experts — at no cost to you. Starting in January, take part in programs on cyber technology adoption and best practices for the auto sector, brought to you by Rogers Cybersecure Catalyst and Canadian Cyber Threat Exchange (CCTX).

Virtual Bootcamp for Technical & Non-Technical Professionals

Date: Every Thursday for six weeks from February 22 – March 28, 2024)

Time: 9 AM – 11 AM EST

[Register](#)

Monday, February 26, 2024

Exploring Opportunities in the EV Supply Chain | Electrifying Horizons

Date and Time: Monday, February 26 08:30 am - 3:30 pm

CHOOSE FROM 1 OF 4 EVENTS TAILORED TO YOUR INTEREST.

Invest WindsorEssex is pleased to offer these 4 workshops which will be delivered in partnership through [Automobility Enterprises](#) and [PEM Motion](#). These workshops are funded by the Government of Canada through the [Federal Economic Development Agency for Southern Ontario \(FedDev Ontario\)](#).

Join us for one of these free in-person events as we examine the best practices for manufacturing various components in an electric vehicle's drivetrain.

Each workshop includes:

- Battery production from cell through packs
- Electric motors, with a focus on new hairpin technologies
- Fuel cells and some of the challenges the industry faces
- And an overview of additional technologies and opportunities
- Workshop and discussion on opportunities related to a group of stakeholders in the industry, depending on the day and focus topic
- While the general content and structure is consistent for each workshop, the focus for discussion and business development opportunities will change depending on the theme (see workshop dates and descriptions below)

Feb. 26 is tailored towards a general audience, that might include fleet operators, policy-makers, university researchers, or technology enthusiasts and everyone in between. This seminar is focused at a higher level and discussions will focus on the implications of EV manufacturing and general trends in the

industry

Feb. 27 is tailored towards **automation and integration companies**. If you are focused on PLC design, machine vision, or automated production systems, you should attend on this day. Our discussions will focus more on opportunities to deploy automation and gaps plaguing the industry.

Feb. 28 is tailored to **mold/die manufacturing and CNC machining companies**. Many traditional automotive suppliers that offer manufacturing and design services focused on high-precision and low-tolerance metal parts have a huge role to play in the EV industry, and are well tailored to participate in new supply chains. We will focus on some of these opportunities and focus discussions on creating value in this space for the seminar.

Feb. 29 is tailored to companies focused on **stamping, plastics, and 3-D printing**. While many interior components may be similar between ICE and EVs, the electric drivetrain and its supporting components offer a lot of opportunities for these suppliers to innovate. The discussions will focus on new types of components required for EV's and some of the industry trends and needs for integration of electronics and plastics.

CHOOSE FROM 1 OF 4 EVENTS TAILORED TO YOUR INTEREST.

AI for Small Business 102

Date and Time: Monday, February 26 12:00 pm - 12:30 pm

Entrepreneur Toolbox - A Virtual Lunch & Learn Series

Join us for quick hit lunchtime sessions providing small business professionals with insights, education and advice on digital marketing and technology topics. These events are presented by the Digital Main Street program's Windsor-Essex Digital Service Squad.

AI for Small BUiness 102 | Feb. 26

In this session, we will review some of the free business-oriented AI-enabled tools that can be used to increase your productivity. Leaning heavily on practical real-world applications, we will show how your small business can benefit from making these applications part of your go-to toolkit for marketing and business management.

AI for Small Business 102 is part of the biweekly quick hit lunchtime sessions providing small business professionals with insights, education and advice regarding a variety digital marketing and technology topics. Presented by the Digital Main Street program's Windsor-Essex Digital Service Squad, each 30-minute lunch and learn session include 15-20 minutes on specific topic followed by a Q&A period. Participants will be given the opportunity to book one-on-one meetings with Digital Service Squad advisors to receive assistance in implementing digital tools for their businesses.

Tuesday, February 27, 2024

Exploring Opportunities in the EV Supply Chain | Automate to Elevate

Date and Time: Tuesday, February 27 08:30 am - 3:30 pm

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CHOOSE FROM 1 OF 4 EVENTS TAILORED TO YOUR INTEREST.

From Bits to Antenna: Build, Simulate and Deploy Wireless Systems

Date and Time: Tuesday, February 27 01:00 pm

Free webinar presented by MathWorks, Invest Ottawa and Area X.O.

This webinar, entitled From Bits to Antenna: Build, Simulate and Deploy Wireless Systems, will walk you through Mathworks products MATLAB and Simulink, show you what they can do and how they can help you with challenges that you might be facing. In addition, if you already use one or both tools, this webinar will help you to optimize how you use it to be as efficient and effective as possible.

What you'll learn in this webinar

How MATLAB and Simulink can help you to:

- Integrate digital baseband components, including transmitter, channel models, RF impairments, and receiver algorithms, into your system model.
- Generate test waveforms with the Wireless Waveform Generator app.
- Configure and analyze RF transceivers in terms of noise, power, and nonlinearity.
- Design antennas and antenna arrays to integrate MIMO architectures.
- Develop spatial signal processing algorithms, including beamforming, to improve and minimize interference.
- Use a neural network to apply digital predistortion (DPD) to offset the effects of nonlinearities in a power amplifier (PA)
- Deploy reference design and IP block on FPGAs.

This webinar is tailored specifically to you and the engineering challenges that you are facing every day and offers a Q&A portion as well. Don't miss out on this opportunity to learn about how you can overcome these challenges from a MathWorks Application Engineer.

Wednesday, February 28, 2024

Exploring Opportunities in the EV Supply Chain | Precision Evolution

Date and Time: Wednesday, February 28 08:30 am - 3:30 pm

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CHOOSE FROM 1 OF 4 EVENTS TAILORED TO YOUR INTEREST.

Thursday, February 29, 2024

Exploring Opportunities in the EV Supply Chain | Shaping Tomorrow

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<https://calendar.investwindsorsex.com>