

Tuesday, June 1, 2021

Part 1: National Overview; Building a Canadian vision for an EV battery Value Chain

Date and Time: Tuesday, June 1 01:00 p.m.

Presenting sponsor: Invest in Canada

A 6-part panel discussion series

In this first episode, a national overview, we will discuss why having a national EV battery supply chain is something Canadians should care about and what happens if we don't have one.

SPEAKERS:

- Ben Sharpe, Senior Researcher and Canada's Regional Lead, International Council on Clean Transportation
- Sarah Houde, CEO, Propulsion Québec
- Josh Nye, Senior Economist, RBC Economics
- Nino Di Cara, President, Electric Autonomy Canada (Moderator)

[Register](#)

Wednesday, June 2, 2021

A virtual look inside transportation

Date and Time: Wednesday, June 2 10:00 a.m.

On June 2nd at 10:00 AM, Workforce WindsorEssex will be hosting a virtual learning event for students and the public to ask questions to local transportation workers and learn about careers in the transportation and warehousing sector.

[Register](#)

Thursday, June 3, 2021

Envision a Post-COVID Future: Irvin Studin

Date and Time: Thursday, June 3 08:30 a.m.

The University of Windsor and the City of Windsor are uniting to join the Windsor-Essex community in inspiring, learning, and imagining what is ahead for our region following the pandemic.

This **free, six-part virtual speaker series** will feature nationally renowned guests with expertise in areas such as business, social justice, innovation, policy and technology.

The sessions are free to attend via Microsoft Teams. No login or special software required.

[Irvin Studin](#) - "After the Pandemic - The State and Future of Canada"

What awaits Canada post-pandemic? What crises must we master? What opportunities await? What kind of world will we have? How does Canada survive and succeed in that world? And can we help shape that world this century?

One of Canada's and the world's leading policy thinkers will help us navigate these questions with host Dr. Cheryl Collier, Dean of the

[Register](#)

Wage Subsidies for Small Businesses

Date and Time: Thursday, June 3 09:30 a.m. - 10:30 a.m.

Join a representative from Canada Revenue Agency to learn more about the Canada Emergency Wage Subsidy (CEWS) and how it applies to your small business.

CEWS has been working to protect jobs and help businesses, charities and non-profits rehire workers. To date, more than 3.7 million Canadian workers have been supported by this program. The CEWS program is currently extended until September 25, 2021.

Throughout the pandemic, income supports like the wage subsidy have helped families and workers across Canada know where the next paycheque is coming from and keep our communities strong.

In this detailed webinar presented by the Canada Revenue Agency you will learn how the subsidy works, eligibility requirements and the calculations.

[Register](#)

Foodpreneur Advantage - Costing & Pricing to Make Profit

Date and Time: Thursday, June 3 10:00 a.m. - 11:00 a.m.

In this free 60-minute online seminar learn about:

- Understanding your COGS
- Cash flow management
- Planning for profits

If you want to run a successful business it's important for you to know the 'numbers'. Learn how to cost and price your products and services for profitability and how the decisions you make about your operations and production processes affect your bottom line. Understand how to budget and spend money so you can pay all your bills and still have money left in your pocket at the end of the year.

Each participant will receive an Excel Financial Forecasting spreadsheet (blank) and completed examples for both a product and service business to assist you through the process. Use the spreadsheet to develop your individual timeline, operating and capital costs, and pricing calculator to create a cashflow projection and income statement for your business.

You will leave with a better understanding of how cost and price your product to make a profit in the food and beverage industry!

[Register](#)

Boost your Online Business - shopHERE powered by Google

Date and Time: Thursday, June 3 11:30 a.m. - 12:30 p.m.

How an Online Store Can Boost Your Business: Free Program

Funded by the Province of Ontario and FedDev Ontario

The goal of ShopHERE Powered By Google is to build and optimize online stores for small independent businesses and artists in just a matter of days. With ShopHERE, businesses get to expand their selling opportunities into the online market.

When I sign up with ShopHERE, what do I get?

- An e-commerce store customized with your information, theme, logo and branding
- Hands-on assistance setting up and launching your online store
- Additional training to support your online store including topics like digital marketing, shipping and inventory management
- Access to free tools to help support the successful launch of your online store

In this webinar you will get the answers to the top questions we've received about the ShopHERE program, including:

- Who is Digital Main Street?
- What is ShopHERE?
- What does it mean to sell online, and why should my business?
- Do I qualify for this program?
- What are the costs involved?
- Do you have any examples of completed websites?

If you want to [learn more about ShopHERE](#).

ShopHERE powered by Google is a program brought to you by the government of Ontario with the Federal government, plus corporate partners: Mastercard, Square, Yellow Pages, Intuit Quickbooks, Shopify, Lightspeed, Microsoft and Facebook.

[Register](#)

An Interactive Cybersecurity Discussion with the Experts from Nerds On Site

Date and Time: Thursday, June 3 02:00 p.m. - 3:00 p.m.

Understanding the importance of protecting your business from today's cyberthreats

Introducing Nerds On Site for Business, Exclusively at Staples Canada. This discussion will provide insightful information around business IT and the ever-changing security landscape.

[Register](#)

Mobility priorities & entrepreneurship in our region

Date and Time: Thursday, June 3 03:00 p.m.

Detroit Mobility Lab Consortium - panel session
Partner: Invest WindsorEssex

Join us for a live panel discussion on Thursday, June 3

Mobility is a key priority for economic development along the shared Detroit and Windsor-Essex border. The industry is also among one of the most exciting for startup activities. Representatives from both communities will share their perspective on the opportunity at hand, strategic priorities, and how entrepreneurs can get more involved.

Moderator:

- Chris Thomas, Co-founder & Partner, Assembly Ventres

Panelists:

- Andrew Teliszewsky, Office of the Mayor, City of Windsor
- Carlotta Gmachl, Business Development and Trade Manager, Detroit Regional Partnership
- Hind Ourahou, Senior Mobility Strategist, Office of Mobility Innovation, City of Detroit
- Stephen MacKenzie, President and CEO, Invest WindsorEssex

Presentations: Michigan Mobility Funding Platform

- Kate Partington, Program Specialist, State of Michigan - Office of Future Mobility and Electrification

[Register](#)

University of Windsor: International Open Day

Date and Time: Friday, June 4 08:30 a.m. - 11:30 a.m.

You are invited to the [University of Windsor's International Open Day!](#)

Future UWindsor students and their entourage can attend webinars, and find out about programs, awards, financial aid, student support, and academic advising. Meet fellow students and student recruiters virtually. No travel required!

Why you should attend:

- Learn about your programs of interest
- Connect with the recruitment team, staff and current students
- Get an update on what's happening on campus
- Find out about scholarships, financial aid, residence and how to apply

[Register](#)

WE EDC Annual General Meeting

Date and Time: Friday, June 4 09:00 a.m. - 10:00 a.m.

Address: Virtual eventVirtual event

WE EDC Board Meeting

Date: Fri June 4, 2021

Time: 9:00 a.m.

Via Zoom

Board meetings will be held at the Invest WindsorEssex main office, located at 119 Chatham St. W. Unit #100, unless otherwise stated.

More information will follow.

Please contact [Holly Connelly](#), Executive Liaison at Invest WindsorEssex.

Think Tank Series

Date and Time: Friday, June 4 01:00 p.m. - 3:30 p.m.

The Think Tank events provide opportunities for researchers, stakeholders and students to meet and discuss potential research collaborations.

The event will begin with an overview of 3 potential projects, followed by breakout sessions focused on moving each project forward and building collaborations.

Presenters:

- Design and production of reconfigurable anthropomorphic phantoms and medical training models.
R. Jill Urbanic PhD P Eng, Faculty of Engineering | Mechanical, Automotive & Materials Engineering
- Building an Evidence-Based Physician Wellness Program in Windsor-Essex
Rasna Gupta MD, Windsor Regional Hospital, Cancer Program
- Antimicrobial Agents. Targeting bacteria quorum sensing
John Trant PhD, University of Windsor Department of Chemistry and Biochemistry

[Register](#)

Monday, June 7, 2021

Writing a Persuasive 'About Us'

Date and Time: Monday, June 7 12:00 p.m. - 1:00 p.m.

The key to a successful About Us Page, is that it should not actually be about you, but about your clients. In other words, the page should focus on who you are in relation to your clients. What problem are you solving for them and why should they trust you to solve it?

This one-hour session will cover the elements of an effective About Us page as well as provide tips for crafting your own.

Key takeaways include:

- Elements of a persuasive About Us page
- Review examples of great About Us pages
- About Us page writing checklist

[Register](#)

Ontario Small Business Roundtable with Minister Sarkaria

Date and Time: Monday, June 7 01:00 p.m. - 2:15 p.m.

Join Minister Sarkaria for feedback on the Ontario Small Business Support Grant!

Join the Ontario Chamber of Commerce for a roundtable consultation on the Ontario Small Business Support with the Hon. Prabmeet Sarkaria, Associate Minister, Small Business and Red Tape Reduction on June 3 from 1:00PM to 2:15PM.

The Minister is joining chambers of commerce and boards of trade from across Ontario to hear feedback from the business community and Ontario Chamber Network on the grant.

A Zoom link will be provided in advance of the event.

[Register](#)

Wednesday, June 9, 2021

Creating a Culture of Innovation

Date and Time: Wednesday, June 9 10:00 a.m. - 12:00 p.m.

This two-hour interactive workshop will examine why a culture of innovation is so important in order to set your business up for long-term success. New innovative ideas do not happen by accident. You must invest in implementing specific principles and practices within your teams in order to foster a culture of innovation. Because if you aren't constantly finding new and better ways to serve your customers, somebody else will!

Key takeaways and why people should attend:

- Understand why many businesses are not innovative
- Learn the key principles of innovation
- Discover innovation best practices and tools that you can implement in your business
- Create a culture where employees are passionate about coming to work each day

[Register](#)

Safe Return to Business

Date and Time: Wednesday, June 9 10:00 a.m. - 11:30 a.m.

The Workplace Safety & Insurance Board (WSIB) knows that small business owners want to do everything possible to protect the people who work for them from getting injured or ill at work.

This webinar will help you understand your legal obligations in order to prevent accidents and injuries.

Topics include:

- Internal Responsibility System
- Workplace violence and harassment
- Health and Safety Awareness Training
- Posting requirements
- First Aid
- Injury reporting and return to work responsibilities
- WSIB updates on COVID-19

[REGISTER](#)

Part 2: Canadian R&D and Innovation in Batteries; Building a Canadian vision for EV battery value chain

Date and Time: Wednesday, June 9 01:00 p.m.

Presenting sponsor: Invest in Canada

A 6-part panel discussion series

In this second episode, we will focus on Canadian research and development and innovation in batteries. Canadian R&D already plays an integral role in developing and improving EV battery technologies. How do we leverage this position to add value to our national battery supply chain?

This episode is sponsored by Nova Scotia Business Inc.

SPEAKERS:

- Dr. Jeff Dahn, NSERC/Tesla Canada Industrial Research Chair, Dalhousie University
- Dr. Chisu Kim, Research Director, Institut de Recherche d'Hydro-Québec
- Dr. Soeren Striepe, Senior Manager, Electrified Powertrain and Batteries, Magna International
- Emma Jarratt, Managing Editor, Electric Autonomy Canada (Moderator)

[Register](#)

Mayor Drew Dilkens: Community Conversations Series

Date and Time: Wednesday, June 9 07:00 p.m. - 8:00 p.m.

Join City of Windsor Mayor Dilkens to hear updates on key city initiatives, and for an opportunity to ask your questions.

At the same time as we fight the global pandemic, at City Hall, we are planning for the post-pandemic future. Windsor is changing, and government needs to be quick to respond to community concerns.

- New growth and development are bringing opportunity to Windsor, but also putting pressure on our public infrastructure and driving up the cost of housing.
- Job creation during the pandemic has been strong, but can always be better as we seek to attract and retain skilled talent to grow our local economy.
- Windsor is a multicultural community, where we must celebrate our differences and leverage our diversity to create opportunity and success for each resident.

I want to invite you to join me for a conversation about what's been happening in our city.

Register today for one of these three virtual meetings (June 9, 16 or 23, 2020) to hear updates on key city initiatives, and for an opportunity to ask your questions. I will make the same brief presentation at each of these online town halls, before engaging in an open online conversation.

Register now, or call 519-255-6315, or watch all sessions live on Facebook and YouTube pages.

You can join online or by phone. Please register for only one session and leave room for all to participate. Each session has 100 spaces available, so please register early.

[Register](#)

Thursday, June 10, 2021

Rent Subsidies for Small Businesses

Date and Time: Thursday, June 10 10:00 a.m. - 11:00 a.m.

Join a representative from Canada Revenue Agency to learn more about the Canada Emergency Rent Subsidy (CERS) and how it applies to your small business.

CERS provides support payments directly to qualifying renters and property owners without requiring the participation of landlords. The CERS program is currently extended until September 25, 2021.

In this detailed webinar presented by the Canada Revenue Agency you will learn how the subsidy works, eligibility requirements and the calculations.

[Register](#)

Foodpreneur Advantage - Navigating the Regulatory Compliance

Date and Time: Thursday, June 10 10:00 a.m. - 12:00 p.m.

In this free 2-hour online seminar learn about:

- Fire code compliance
- Zoning requirements
- Municipal licensing and bylaws
- Building permits and applications
- Food safety requirements
- Health inspections for food sector
- Site inspections

This webinar will assist you in navigating the permits and legislation requirements for a food and beverage business. You will have an opportunity to meet and hear from representatives from local health units, municipalities and fire services.

You will leave with a better understanding of how to navigate the regulatory compliance in the food and beverage industry. Don't miss this opportunity to gain valuable insights that will help you avoid costly mistakes!

[Register](#)

TWEPI Annual General Meeting

Date and Time: Thursday, June 10 01:00 p.m. - 2:00 p.m.

The last 15 months have been difficult to say the least – particularly for the Tourism & Hospitality industry. As we all learned to respond and restart our businesses, we saw the resiliency of our stakeholder partners during these challenging times.

At our 2021 Annual General Meeting we will be turning the camera to several of our regional tourism businesses and events that pivoted their offerings and grew them into new revenue streams and partnerships with other local businesses.

Digital access link will be provided the week of June 7th, 2021 via email.

[Register](#)

2021 Regional After Business Networking & Trade Show

Date and Time: Thursday, June 10 04:30 p.m. - 7:00 p.m.

Address: 1894 Manning Road, Windsor1894 Manning Road, Windsor

Presented in partnership with: Windsor-Essex Regional Chamber of Commerce, Leamington District Chamber of Commerce and Amherstburg Chamber of Commerce.

[Learn more and purchase your ticket.](#)

Monday, June 14, 2021

Job Shoppe virtual job fair / information session with CEO Meighen Nehme

Date and Time: Monday, June 14 11:00 a.m. - 7:00 p.m.

The Job Shoppe will be holding a Virtual Job Fair on June 14th from 11 am to 7 pm to hire for multiple internal job positions. As part of the job fair we are also having our CEO, Meighen Nehme speak on the top reasons recruitment is the best job from 12:15 pm to 1 pm.

Virtual Job Fair [Register](#)

LinkedIn Live at 12:15 pm with Meighan Nehme [Register](#)

Tuesday, June 15, 2021

Social Media for Your Business

Date and Time: Tuesday, June 15 10:00 a.m. - 11:30 a.m.

Social media is an invaluable tool for today's business, whether you are just starting out or have been established for years. Not understanding how to use social media effectively can leave you overwhelmed and ultimately hurt your bottom line as your potential customers can easily find your competitors. This workshop hosted by the Toronto Digital Service Squad will leave you with a better understanding of how to leverage the power of social media to grow your online community, drive sales and reduce marketing costs.

What you will learn:

- How to choose the right social media platform(s) for your business
- How to set up and optimize social media profiles
- The basics of Instagram & Facebook shopping and how to utilize shoppable feeds
- Best practices for engagement on Facebook, LinkedIn, Twitter, Instagram, TikTok and Pinterest
- Growing your social media community using both organic and paid strategies
- Planning and curating your social media content

- Tools for managing platforms and scheduling posts to save you time and energy

Join us to learn the ropes of building an engaging and profitable social media presence for your business.

[Register](#)

Part 3: Battery Metals Extraction and Process; Building a Canadian vision for EV battery value chain

Date and Time: Tuesday, June 15 01:00 p.m.

Presenting sponsor: Invest in Canada

A 6-part panel discussion series

In this third episode, we will focus on the extraction and processing of battery metals. Canada is richly endowed with battery minerals metals. What will it take for Canada to supply the world with sustainably extracted inputs for global battery supply chains?

SPEAKERS:

- Brendan Marshall, VP of Economic and Northern Affairs, Mining Association of Canada
- Samantha Espley, President, Canadian Institute of Mining, Metallurgy and Petroleum
- Chris Doornbos, CEO and Director, E3 Metals

[Register](#)

Wednesday, June 16, 2021

San Antonio-Ontario Tech & Cyber Cross-Border Opportunities

Date and Time: Wednesday, June 16 11:00 a.m. - 12:15 p.m.

Join us for panel discussions and B2B meetings with San-Antonio based IPSecure - a U.S. Government contractor, and Digital Defense – a leading cyber security reseller, and the National Security Collaboration Center from the University of Texas. Speakers also include Ontario's leading multinational Blackberry, the Autonomous Vehicle Innovation Network, and the Automotive Parts Manufacturers' Association.

In addition, three (3) startups from each jurisdiction will make short elevator pitches to all speakers and attendees.

The speakers from San Antonio will select some of the Ontario companies in attendance for subsequent B2B meetings. Note: B2B meetings will only be offered to Ontario companies in attendance at the webinar.

This program is of interest to companies in the cybersecurity, fintech, and connected car sectors, and other advanced technologies in both jurisdictions.

Organized by the Ontario Trade & Investment Office in Dallas and the City of San Antonio, with support from the Export Growth and International Representation Division – Government of Ontario.

[Register](#)

Fairness in AI

Date and Time: Wednesday, June 16 01:00 p.m.

Are your AI algorithms biased? What you don't know can hurt you and others - join this important conversation on how to detect and mitigate bias

Artificial Intelligence (AI) systems can have unintended consequences as humans transfer conscious or unconscious bias to AI applications when developing algorithms. In a discussion focused on empowering companies to appreciate how "what you don't know can hurt you (and others)" our expert panel will explore strategies to find and address bias for organizations at different stages of the AI journey.

Hosted by Ontario Centre of Innovation in partnership with Vector Institute.

[Register](#)

Talking about our hometown: a conversation with Windsor's diaspora about they city love (but left)

Date and Time: Wednesday, June 16 03:30 p.m. - 4:30 p.m.

CUI x Windsor: The Windsor diaspora discusses the city they love (but left)

CUIx Windsor is a virtual listening tour to learn about the local issues facing the City of Windsor and connect the dots across urban Canada. From June 15 to June 17, we will be listening to and learning from local stakeholders on their most pressing challenges, and surfacing examples of innovative and locally-driven solutions.

Join the Windsor Law Centre for Cities and the Canadian Urban Institute:

- Tiffany Gooch from Peel District School Board
- Shawn Micallef, U of Toronto teacher & author
- Julian Villafuerte Diaz, Master's Planning Student at McGill University
- Sean Hertel, Urban Planner and Lecturer and more...

[Register](#)

Mayor Drew Dilkens: Community Conversations Series

Date and Time: Wednesday, June 16 07:00 p.m. - 8:00 p.m.

Join City of Windsor Mayor Dilkens to hear updates on key city initiatives, and for an opportunity to ask your questions.

At the same time as we fight the global pandemic, at City Hall, we are planning for the post-pandemic future. Windsor is changing, and government needs to be quick to respond to community concerns.

- New growth and development are bringing opportunity to Windsor, but also putting pressure on our public infrastructure and driving up the cost of housing.
- Job creation during the pandemic has been strong, but can always be better as we seek to attract and retain skilled talent to grow our local economy.
- Windsor is a multicultural community, where we must celebrate our differences and leverage our diversity to create opportunity and success for each resident.

I want to invite you to join me for a conversation about what's been happening in our city.

Register today for one of these three virtual meetings (June 9, 16 or 23, 2020) to hear updates on key city initiatives, and for an opportunity to ask your questions. I will make the same brief presentation at each of these online town halls, before engaging in an open online conversation.

Register now, or call 519-255-6315, or watch all sessions live on Facebook and YouTube pages.

You can join online or by phone. Please register for only one session and leave room for all to participate. Each session has 100 spaces available, so please register early.

[Register](#)

Thursday, June 17, 2021

Foodpreneur Advantage - Marketing and Branding Your Food Product

Date and Time: Thursday, June 17 10:00 a.m. - 11:00 a.m.

In this free 60-minute online seminar learn about:

- Why you are your brand as a new food or beverage business
- What to consider when creating a visual identity for your company
- What does marketing in 2021 look like?

Amanda DeVries of **Eye Candy Design** specializes in branding food and beverage companies. In this webinar, Amanda will share her expert insight, from how to create your brand, how to retain and grow your brand to what sort of colours and typography styles are right for your product. You will learn the difference between designing for store shelves vs. food markets vs. digital spaces. She will also cover tips for working with a graphic designer and determining exactly who your product is for. As Amanda advises, "if your product is for everyone, then you are selling to no one". Know your target market.

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

[Register](#)

Is this the mid-size city's moment?

Date and Time: Thursday, June 17 04:30 p.m. - 5:30 p.m.

CUI x Windsor: A fireside chat with City of Windsor's Chief Administrative Officer Jason Reynar

CUIx Windsor is a virtual listening tour to learn about the local issues facing the City of Windsor and connect the dots across urban Canada. From June 15 to June 17, we will be listening to and learning from local stakeholders on their most pressing challenges, and surfacing examples of innovative and locally-driven solutions.

This event is taking place in partnership between the Centre for Cities and the Canadian Urban Institute.

- A conversation with Windsor's new CAO Jason Reynar about governance, disruption, and seizing potential.
- This event will be moderated by Dr. Anneke Smit, Director of the Windsor Law Centre for Cities.

[Register](#)

Is Windsor a great city for young people?

Date and Time: Thursday, June 17 06:30 p.m. - 8:00 p.m.

CUI x Windsor: Attracting and keeping young people in the City of Windsor

CUIx Windsor is a virtual listening tour to learn about the local issues facing the City of Windsor and connect the dots across urban Canada. From June 15 to June 17, we will be listening to and learning from local stakeholders on their most pressing challenges, and surfacing examples of innovative and locally-driven solutions.

Are you a young person (12-25) living, studying or from Windsor? We invite you to participate in a 90-minute virtual workshop to explore how Windsor can be a better city for young people. The City of Windsor has launched a new economic development strategy, Windsor Works, to help lead the city forward and out of COVID-19. A key tenet of this document is the need for Windsor to do better to attract and keep its talent, particularly its younger professionals.

This event is taking place in partnership between the Centre for Cities and the Canadian Urban Institute.

[Register](#)

Saturday, June 19, 2021

Mayor's Virtual Youth Leadership Conference

Date and Time: Saturday, June 19 10:00 a.m. - 3:00 p.m.

Windsor students in grades 9-12 are invited to join local leaders for a day of high-energy, forward-thinking conversation about charting the course of the City of Windsor and its young people.

The conference aims to provide Windsor high-school students with a meaningful opportunity to learn trends in employment, concrete youth-leadership examples, and the importance of civic engagement.

Space in this free conference is limited, so please register as soon as possible.

- **Open to Windsor high-school students** currently enrolled in secondary education.
- You will hear from local leaders about the future of Windsor, work and volunteer opportunities, and how youth play a key role in charting the course.
- Participate in the polls, surveys, visioning exercises, and more.
- Get connected with the Mayor's Youth Leadership Team and the City of Windsor for future volunteer and engagement opportunities.

Speakers:

- **Drew Dilkens** – Mayor of the City of Windsor
- **David Musyj** – President & CEO of Windsor Regional Hospital
- **Alexei Ungurenasu** – City of Windsor Youth Poet Laureate
- **Linden Crain** – Founder and Host of the Coffee with Crainer Podcast
- **Yvonne Pilon** – President & CEO of WEtech Alliance
- **Salem Berhane** – CEO of Inclusv Beauty Solutions and Attorney General's Victim Services Award of Distinction
- **Alex Deans** - Founder and CEO of Pickle
- **Dr. Chris Houser** – Dean of the Faculty of Science of the University of Windsor
- **Windsor Youth Organizations and Clubs**

[Register](#)

Monday, June 21, 2021

How a robust Canadian life sciences strategy will drive health and wealth

Date and Time: Monday, June 21 12:30 p.m. - 1:30 p.m.

A discussion on health technologies and innovation, data and improved patient outcomes.

Hosted by the Resilient Healthcare Coalition (RHC), this virtual event will spotlight the [lifesciencescan campaign](#) and its recent call for a National Life Sciences Strategy for Canada.

It will highlight some of the specific steps Canadian policymakers and their sector partners should immediately take to demonstrate collaborative leadership. It will also emphasize the importance of improving patient outcomes by accelerating and expanding access to health technologies, and by optimizing the collection, integration and analysis of health care data.

Opening remarks will be given by The Honourable Perrin Beatty, PC, OC, President and Chief Executive Officer of the 200,000-member Canadian Chamber of Commerce.

This event features a panelist roundtable. RHC Co-Chair Dr. Jason Field will be joined by signatories of the open letter to Prime Minister Justin Trudeau – Nicole DeKort (Medtech Canada), Wendy Hurlburt (Life Sciences BC) and Anie Perrault (BioQuebec) – who will unpack “Why a NATIONAL strategy, and why NOW?”.

[Register](#)

Tuesday, June 22, 2021

B2B sales information session: Palette Skills & Salescamp

Date and Time: Tuesday, June 22 12:00 p.m.

B2B or business-to-business sales is about building relationships and working with people. In this webinar, you'll hear from four sales leaders about how they got started, how they've grown and share insight into the different career paths available in B2B sales.

Presenters:

- Jean Cutajar, B2B Sales Coach & President, Clear the Noise Consulting
- Fariz Mohamed, AEM Centre of Excellence, Adobe
- Meerah Haq, Customer Success Manager, PartnerStack & Salescamp alumni
- Dave Howe, Senior Manager, business Enablement, TouchBistro

[Register](#)

Part 4: Active Materials and Cells; Building a Canadian vision for EV battery value chain

Date and Time: Tuesday, June 22 01:00 p.m.

Presenting sponsor: Invest in Canada

A 6-part panel discussion series

In this fourth episode, we will focus on active materials and cells. Canada has huge growth potential in this sector, but cost of manufacturing continues to be a recurring issue. How do we solve this and get Canada manufacturing?

SPEAKERS:

- Flavio Volpe, President, Automotive Parts Manufacturers' Association
- Sankar Das Gupta, Chairman, CEO and Co-Founder, ElectroVaya
- Ryan Castilloux, Managing Director, Adamas Intelligence (Moderator)

[Register](#)

Gordie Howe Bridge community meeting

Date and Time: Tuesday, June 22 03:00 p.m.

Join the Gordie Howe International Bridge on Facebook Live for a community meeting. Hear the latest updates on design and construction progress on the Canadian and US project components, along with highlights from the Community Benefits Plan implementation.

[Facebook Live](#)

Wednesday, June 23, 2021

NSERC Alliance - Mitacs Accelerate industry information session

Date and Time: Wednesday, June 23 12:00 p.m. - 1:00 p.m.

On June 23 from 12-1pm, the University of Windsor is hosting an **NSERC Alliance - Mitacs Accelerate industry information session** ([view new program information](#)).

Join us for an informative session with talks by program representatives on a NEW NSERC Alliance - Mitacs Accelerate joint grant funding opportunity.

The new Alliance program has replaced the NSERC (Natural Sciences and Engineering Research Council of Canada) Partnership programs (Engage, CRD, Strategics, IRCs, etc.).

Now the NSERC and Mitacs programs have joined together to create a new grant program to further your research dollars.

Find out about partnership eligibility, and new funding structures. Industry and Researchers are both invited to attend, with time for questions at the end of the session.

[Register](#)

Mayor Drew Dilkens: Community Conversations Series

Date and Time: Wednesday, June 23 07:00 p.m. - 8:00 p.m.

Join City of Windsor Mayor Dilkens to hear updates on key city initiatives, and for an opportunity to ask your questions.

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You can join online or by phone. Please register for only one session and leave room for all to participate. Each session has 100 spaces available, so please register early.

[Register](#)

Thursday, June 24, 2021

Foodpreneur Advantage - Labelling & Packaging your Food Product

Date and Time: Thursday, June 24 10:00 a.m. - 11:00 a.m.

In this free 60-minute online seminar learn about:

- Packaging Considerations
- Labelling Requirements
- Mistakes to Avoid

Packaging and labelling your food product is where marketing meets regulatory compliance and food safety. You know you want your product to look great on a store shelf, but what are you required to put on the label? How do you choose the right package for your product? For this session, we will be joined by Nicole Haney, former Founder & CEO of Boho Bars. Nicole will guide us through what to consider when choosing a package for your food product, what to include on your label, and what mistakes to avoid when packaging your food product.

You will leave with a better understanding of labelling & packaging in the food and beverage industry!

[Register](#)

Friday, June 25, 2021

Thriving female founders; EPIC entrepreneur panel discussion

Date and Time: Friday, June 25 12:00 p.m. - 1:00 p.m.

EPICentre strives to build a more inclusive innovative ecosystem for women-owned businesses. Only 16% of Canadian small & medium-sized businesses are owned by women. Through our [VentureWomen Program](#), as well as events such as this to highlight

female founders, we hope to advance gender equality and women's participation in economy.

This panel discussion will highlight the experiences of women entrepreneurs, while also having open and honest conversations on topics such as work/life balance, burnout, resiliency and overcoming challenges as a female leader.

This event welcomes three trailblazing female entrepreneurs:

- Abeer Ahmed, Founder of [Avid Sensory Wellness](#)
- Andrea Descargar, Founder of [Ecovana](#)
- Rachelle Booth, Founder & President of [Thrive Benefits Group Inc.](#)

This event will be moderated by VentureWomen graduate, Melissa Hopper, Creative Director and Podcast host for [Southpoint Publishing](#).

This event is open to anyone interested to attend. Attendees are welcome to submit questions beforehand to: epicentre@uwindsor.ca

[Register](#)

Tuesday, June 29, 2021

eCommerce 101: What, Why and How

Date and Time: Tuesday, June 29 10:00 a.m. - 11:30 a.m.

More consumers than ever before are turning to online shopping for greater convenience, safety, and variety. In this webinar, the Toronto Digital Service Squad will teach you the basic steps to setting up an online store. We will cover everything from what you need to prepare before launching a store, to choosing an e-commerce platform, to providing excellent customer service online. You'll finish this session feeling excited about how e-commerce can help you reach new customers and expand into different markets.

What you will learn:

- What is e-commerce, why it's important and the benefits of selling online
- What platforms are available and how to pick the right one for you
- The basics of inventory management, choosing the right solution, and streamlining point-of-sale for both in-store and online
- Optimizing your website content, choosing the right themes, and the basics of search engine optimization (SEO)
- How to set up secure payments and various shipping options & costs
- Look at the basics of driving traffic to your store and boost sales through a variety of digital marketing channels
- How to provide excellent customer service throughout the e-commerce purchase funnel

[Register](#)

Part 5: Pack and Vehicle Assembly; Building a Canadian vision for EV battery value chain

Date and Time: Tuesday, June 29 01:00 p.m.

Presenting sponsor: Invest in Canada

A 6-part panel discussion series

In this fifth episode, we will focus on pack and vehicle assembly. What is the future of EV and battery pack manufacturing in Canada – is there a growth opportunity, or should Canada focus on feeding into EV manufacturing in the U.S. / EU?

SPEAKERS:

- Marc Bedard, Founder and CEO, Lion Electric Co.
- David Paterson, VP of Corporate & Environmental Affairs, GM Canada
- Emmanuelle Toussaint, Vice President Legal, Regulatory and Public Affairs, Nova Bus (Volvo Group)
- Nino Di Cara, Electric Autonomy Canada (Moderator)

