Tuesday, September 5, 2023

The Importance of Paid Advertising in a Digital Space

Date and Time: Tuesday, September 5 10:00 am - 11:00 am

Advertising in the digital space can be complicated, especially with different ad formats, multiple platforms, budgeting, and running your own business! If you are not sure where to begin, or are confused on what kind of ad to run, this session is for you! In this webinar, the Digital Service Squad from Toronto will share key insights into Google Ads, Facebook Ads, and Instagram Ads.

You will learn about:

- Google Ads
- Facebook ads
- Facebook pixel
- Instagram ads
- Targeting audiences
- Which ads to run for your business
- Key terminology in ad platforms

Join us to learn why you should consider paid advertising for your business and how you can easily get started.

Wednesday, September 6, 2023

Tech Connect Meetup

Date and Time: Wednesday, September 6 06:00 pm - 8:00 pm

Address: 1055 Drouillard Road, Ford City, Windsor, Ontario

Are you involved or looking to get involved in the Windsor-Essex Tech scene?

Join WEtech Alliance, partners, and members of the regional tech community, for the Tech Connect Meetup at Pressure Drop, one of Windsor's coolest venues in the up-and-coming Ford City neighbourhood!

Mingle with people in tech, groove to the beats, indulge in tasty bites and beverages, all while diving into the Windsor-Essex tech vibe. Whether you're a tech founder, entrepreneur, professional, student, or just a tech aficionado, this event is your scene.

Mark your calendar and prepare for a tech-spirited soirée!

Thursday, September 7, 2023

Emerging Technologies Speaker Series: Reducing Energy Waste and Costs

Date and Time: Thursday, September 7 11:30 am - 1:00 pm

Address: 3475 Wheelton Dr. Windsor, ON N8W 5A6

Invest WindsorEssex is pleased to partner with Automate Canada and the Canadian Association of Moldmakers on the latest Emerging Technologies Speaker Series.

This free **in-person session** will show manufacturers how they can lower their operational costs by reducing energy waste while at the same time reduce their carbon footprint.

Learn from experts presenting three case studies demonstrating:

- 30% heating and cooling cost reduction with HVAC optimization
- Cutting up to 50% of energy costs with motor retrofits on injection mold machines
- How to determine if a solar energy project will benefit your company

Connect for: Startup Mixer

Date and Time: Thursday, September 7 05:00 pm - 7:00 pm

Join the University of Windsor Entrepreneurship, Practice, and Innovation Centre (EPICentre) for a Startup Mixer! This event is being held as a part of our Connect For series, a series of events that build a bridge between students, community and entrepreneurs to create lasting connections.

Connect For: Startup Mixer aims to make connections between the Lancer student body and our vibrant, local entrepreneurial ecosystem. Whether you're an aspiring entrepreneur or simply curious about the startup scene in Windsor, this mixer is the perfect opportunity to connect with local businesses, explore what our city has to offer and learn more about EPICentre programs that can help kickstart your journey.

At Connect For: Startup Mixer, you'll have the chance to engage with a diverse range of local startups, entrepreneurs, and industry professionals making waves in Windsor's entrepreneurial landscape. Meet entrepreneurs from various industries and learn how they turned their passion into a viable business model.

This event will take place at the University of Windsor EPICentre, located on the second floor of the Joyce Entrepreneurship Centre. EPICentre is a renowned hub for entrepreneurship and innovation that provides a supportive environment for students and recent graduates by providing resources, mentorship, and programs designed to nurture entrepreneurial ideas and ventures.

Mark your calendars and get ready to connect with Windsor's entrepreneurial community at EPICentre's Connect For: Startup Mixer!

Tuesday, September 12, 2023

The Battery Show

Date and Time: Tuesday, September 12 07:30 am - 5:00 pm

North America's largest advanced battery event!

The Battery Show brings together engineers, business leaders, top-industry companies, and innovative thinkers to discover ground-breaking products and create powerful solutions for the future.

Learn more

Automotive News Congress

Date and Time: Tuesday, September 12 08:00 am

The Automotive News Congress global event series brings together the auto industry community to share ideas, insights and inspiration. This year's event in Detroit will focus on navigating the future of electrification, infrastructure and sustainability. Speakers will explore autonomy and liability, reducing carbon emissions, the future model of retail, and the proper role of governments in shaping industrial decision-making.

Register

Agenda

First Steps in Exporting - Module 1

Date and Time: Tuesday, September 12 09:30 am - 11:00 am

Address: Online

Did you know that on average, companies that export have 120% greater sales than non-exporters, are 13% more productive and experience double the rate of growth?

Ontario's "First Steps in Exporting" program helps companies that are new to exporting familiarize themselves with key steps in growing your international sales in the U.S. and beyond.

In this three-part series, trade experts from the Government of Ontario and professional service providers will guide you through everything you need to know to get started in global markets:

Module 1

Export Readiness, Market Research and Market Entry Strategy Tuesday, September 12, 2023 from 9:30am – 11:00am

Module 2

Trade Finance, Freight Logistics and Digital Asset Protection Tuesday, September 19, 2023 from 9:30am – 11:00am

Module 3

International Distribution, Trade Events and eCommerce Tuesday, September 26,2023 from 9:30am – 11:00am

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

Basics of Starting a Small Business

Date and Time: Tuesday, September 12 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

Optimizing for Search Engines - Understanding SEO Basics

Date and Time: Tuesday, September 12 10:00 am - 11:00 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.

Explore Opportunities in Franchising

Date and Time: Tuesday, September 12 02:00 pm - 3:00 pm

Have you ever thought about investing in a franchise? Or perhaps you have the wrong idea about franchising and believe its extremely costly and cumbersome. This webinar will change the narrative on the franchise business model! Learn how franchising could be a safe, and relatively easy process to start your business.

Join us on **Sept. 12, 2023** for this informative webinar, presented by Mohammed Al Moutaem, franchise consultant. The webinar will cover the following topics:

- The history behind franchising
- Modern franchising for todays business model
- Industry legal factors
- What are franchise disclosure documents (FDD) and franchise agreements
- Different types of franchises and business models
- Key statistics around starting a franchise
- The benefits of starting a franchise
- Selection tactics and critical considerations
- Investment levels
- Outlook into the industry future

Wednesday, September 13, 2023

The Battery Show

Date and Time: Wednesday, September 13 07:30 am - 5:30 pm

North America's largest advanced battery event!

The Battery Show brings together engineers, business leaders, top-industry companies, and innovative thinkers to discover ground-breaking products and create powerful solutions for the future.

Learn more

New Exporters to Border States (NEBS)

Date and Time: Wednesday, September 13 09:30 am - 12:30 pm

Address: Online

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:

o U.S. immigration and business visa requirements;
o Federal and state tax liability issues;
o Currency exchange strategies;
o Corporate and legal considerations
o U.S. Customs clearance documentation requirements
o Logistics and warehousing
o 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.

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

Coffee Break: EVs of the Future Will Force Suppliers to Pivot

Date and Time: Wednesday, September 13 11:00 am - 11:15 am

What are SAA Coffee Breaks?

We know your time is limited and valuable. SAA's Coffee Breaks are 15-minute presentations on timely and relevant topics. SAA Coffee Breaks are free and open to the industry.

Electric vehicles will soon be the industry and consumer standard. With the phase-out of internal combustion engines, suppliers must adapt and pivot to meet new demand and compete — all while grappling with real-time evolution in the industry. Simply put, keeping up with change is a baseline requirement for survival; those striving to stay one step ahead will thrive. And be sure to tune in for a discussion of the new EV models featured at the North American International Auto Show and their implications for suppliers.

Attendance is free but registration is required.

Register

North American International Auto Show 2023 | Industry Tech Day

Date and Time: Wednesday, September 13 01:00 pm - 9:00 pm

Industry Tech Days provides a platform for an array of companies, organizations and thought leaders to meet under one roof. Connect and share insights with automotive professionals and analysts representing companies from around the world. This unique networking and professional development opportunity brings together the key individuals responsible for the cutting-edge products, technologies and services on display at the Detroit Auto Show. With the addition of AutoMobili-D, presented by Michigan Economic Development Corporation, attendees to Industry Tech Days are able to experience the latest mobility-focused technologies and innovative platforms from global automakers, suppliers and startups, and address mobility and industry-shaping news.

The Industry Tech Days will be held over two dates. Wednesday September 13th @ 1:00-9:00 PM and Thursday, September 14th, 2023 @ 9:00-9:00 PM

Details

2023 Business Excellence Awards

Date and Time: Wednesday, September 13 05:00 pm

Join the Leamington District Chamber of Commerce for their 2023 Business Excellence Awards.

Doors open at 5 p.m. | Dinner served at 6 p.m.

Thursday, September 14, 2023

The Battery Show

Date and Time: Thursday, September 14 07:30 am - 3:00 pm

North America's largest advanced battery event!

The Battery Show brings together engineers, business leaders, top-industry companies, and innovative thinkers to discover ground-breaking products and create powerful solutions for the future.

Learn more

Investment Readiness Day

Date and Time: Thursday, September 14 12:00 pm - 4:00 pm

Thinking or ready to raise? Join us for Investment Readiness Day to learn from the pros and build an investment strategy for your startup.

Investment Readiness Day
The current investment landscape is challenging. Now, more than ever, startup founders need to have a smart investment strategy and be ready for the opportunity to connect with investors.

Join us for our inaugural Investment Readiness Day to learn from the pros and build an investment strategy for your startup, regardless of whether you're considering raising funds or already in the process.

What to Expect:
Windsor-Essex and Chatham-Kent entrepreneurs and founders from across the region are welcome to join us for this half-day in-person event. Please plan to attend the full session to get the most out of your experience.

The event will feature two panel discussions – one offering investor insights from prominent firms like Redstick Ventures, WECAN, OMERS Ventures, Inovia Capital, and Libro Credit Union, and the other showcasing success stories from a client who raised funds for their startup, with a networking lunch to connect with panelists and fellow attendees.

This event is tailored to assist entrepreneurs and founders in Windsor-Essex and Chatham-Kent in developing an investment strategy, navigating the investment landscape, and ensuring their startup is investment-ready. This may include education on the investment process, funding options at different business growth stages, considerations for optimizing investment and growth strategies, and valuable networking opportunities for accessing capital and resources.

Learn more

Investment Readiness Day

Date and Time: Thursday, September 14 12:00 pm - 4:00 pm

Application Required!

Thank you for your interest in WEtech Alliance's upcoming Investment Readiness Day. While we wish this could be an open event for everyone, capacity is limited and we want to ensure we are helping to make the right connections at the right time for our clients. As a result, we ask that you apply to join this event **using the form link below**. It should only take a few moments and will help us determine if the program material will provide a value to your business.

Please note that if you are not chosen, our team has an abundance of resources that can still assist you in reaching your fundraising goals. We will notify all applicants within a week of submission admission. If approved, you'll then be given a special link to complete your registration and reserve your spot for this session.

Investment Readiness Application

Investment Readiness Day will feature two-panel discussions - One offering investor insights from prominent firms like Redstick Ventures, WECAN, OMERS Ventures, Inovia Capital, and Libro Credit Union, and the other showcasing success stories from an entrepreneur who has raised funds for their startup, with a networking lunch to connect with panelists and fellow attendees.

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Program Schedule:

Panel 1: Investor Insights | Featuring investors and experts from HockeyStick Ventures, Windsor-Essex Angel Capital Network (WECAN), OMERSs, Innovia Capital, and Libro Credit Union

Panel 2: Success Stories | Learn from a founder who has successfully raised funds for their startup, and hear their key lessons learned, pitfalls to avoid, and strategious to help keep your investors joyously engaged in your journey.

Networking Lunch | Enjoy a delicious lunch while networking with our panelists and fellow attendees

Seats are limited so apply today to ensure your spot! **Note:** Priority will be given to existing WEtech Alliance clients along with clients of regional ecosystem partners.

North American International Auto Show 2023 | Industry Tech Day

Date and Time: Thursday, September 14 01:00 pm - 9:00 pm

Industry Tech Days provides a platform for an array of companies, organizations and thought leaders to meet under one roof. Connect and share insights with automotive professionals and analysts representing companies from around the world. This unique networking and professional development opportunity brings together the key individuals responsible for the cutting-edge products, technologies and services on display at the Detroit Auto Show. With the addition of AutoMobili-D, presented by Michigan Economic Development Corporation, attendees to Industry Tech Days are able to experience the latest mobility-focused technologies and innovative platforms from global automakers, suppliers and startups, and address mobility and industry-shaping news.

The Industry Tech Days will be held over two dates. Wednesday September 13th @ 1:00-9:00 PM and Thursday, September 14th, 2023 @ 9:00-9:00 PM

Details

Saturday, September 16, 2023

3X Business Development Program

Date and Time: Saturday, September 16 09:00 am - 12:00 pm

Business Owners:

- Have you been operating for 3 or more years?
- Working in your business full-time?
- Do you work with contractors or have employees?
- Are you looking to explore operation improvements, expand revenues and excel within your field?

We invite you to **join us.**

5 sessions Saturday's between 9:00am & 12:00pm

- September 16th
- September 23rd
- October 14th
- October 28th
- November 4th

This course is action-oriented. Each session is designed for you to leave with the tools to reach your current goals. The program was developed based on the areas identified by business owners.

Leamington Community Day

Date and Time: Saturday, September 16 11:00 am - 6:00 pm

A Family Fun Information Fair!

The 2nd Annual Leamington Community Day is an outdoor showcase of the available supports and services in the Leamington area for children, youth, and families. ProsperUs with backbone organization United Way/Centraide Windsor- Essex County is working with Leamington residents to organize, promote, and deliver the event. There will be face painting, games, an outdoor movie, free snacks, free book giveaway and more to draw families to the event! The event is funded by a grant from the Municipality of Leamington.

Now Recruiting Service Providers!

We are looking for community organizations to join us, set up an information table and tell the community about what they have to offer! Our goal is to connect more families with the supports they need to succeed from cradle to career. There is no cost to participate.

If you are interested in having your organization be part of this event, please complete this form by Friday, September 8, 2023: https://www.surveymonkey.com/r/LeamingtonDay2023

If you have any questions about the event or registering as an organization, please contact Karlene (info@weunlockpotential.com).

Sunday, September 17, 2023

Open Streets Windsor

Date and Time: Sunday, September 17 10:00 am - 2:00 pm

Local tech community to host "Innovation Alley" at Open Streets Windsor!

A showcase of the region's latest advancements in technology and innovation will be on display at this year's Open Streets Windsor, happening Sunday, September 17th.

WEtech Alliance, in partnership with Invest WindsorEssex, St. Clair College, the University of Windsor, Windsor Essex FIRST Robotics, and EPICentre, will be hosting an "Innovation Alley" along the event's University Hub route, which is located on Riverside Drive between Randolf Street and Huron Church Road.

Learn more about Innovation Alley!

Learn more about Open Streets Windsor!

Monday, September 18, 2023

EV Charging Infrastructure Canada 2023

Date and Time: Monday, September 18 08:00 am - 6:00 pm

EV Charging Infrastructure 2023 is taking place on **September 18th to 19th**. Set to become the world's leading exhibition and conference exclusively for the automotive and electrical power industry, this event will provide a forum for all stakeholders across the automotive and electrical industries to network, build cross-market relationships, and explore new technologies and innovations addressing the real challenges of electrical infrastructure and e-Mobility growth.

Hear from Mona Eghanian, OVIN AVP at the Leader's Roundtable on *Innovations and Challenges in Implementing V2G for Smart Cities*.

Plus, learn about key topics in this year's conference, including:

- EV charging infrastructure and e-Mobility industry forecasts
- Exploring the next generation of smart and efficient EV charging ports
- Latest research in V2X Technology and Ultra-Fast charging for electric vehicles
- Evaluating the current policies and future plans for cities and network development
- Upcoming regulations and industry standards for developing intelligent infrastructure
- New case studies from charge port developers and working with policymakers

Date: September 18 - 19, 2023
Location: Delta by Marriott Toronto, Mississauga, Ontario, Canada

Register

Tuesday, September 19, 2023

EV Charging Infrastructure Canada 2023

Date and Time: Tuesday, September 19 08:00 am - 6:00 pm

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- Upcoming regulations and industry standards for developing intelligent infrastructure
- New case studies from charge port developers and working with policymakers

Date: September 18 - 19, 2023
Location: Delta by Marriott Toronto, Mississauga, Ontario, Canada

Register

Thermal Management for EV/HEV

Date and Time: Tuesday, September 19 08:00 am

Address: Ann Arbor, Michigan

According to a Lead Project Manager at one of the big-3 vehicle manufacturing companies in Michigan, thermal management for EVs and HEVs is not only going to be around for a very long time but is also much more of a priority now than it has ever been. Right here, right now, the OEM has several priorities; 1) Lower costs while leveraging advances in production and energy efficiencies, 2) Optimize fast charging, 3) Manage thermal runaway and 4) Add more range to a vehicle by having a more efficient thermal system.

Automotive IQ invites you to be part of this full three-day technical conference, with parallel streams, over 45 presentations, 35+ speakers and innumerable opportunities for learning, networking and knowledge sharing with your colleagues from thermal management, e-motor technology, and propulsion segments.

Learn more

Advanced E-Motor Technologies USA

Date and Time: Tuesday, September 19 08:00 am

The US vehicle electrification drive has accelerated in recent times as a lot of automakers begin investing heavily in either going all-electric or at the very least including some electric vehicles in their portfolios.

There is also a big push from the current political administration, with more funding and collaboration opportunities available to automakers than ever before.

As the market changes, and OEMs get more and more electrified, designing e-motors with higher torque, higher output and higher levels of efficiency becomes a bigger priority. But designing and building smaller, low-cost, robust, and efficient e-motors that can allow vehicles to go beyond 300-miles is a major pain point and a big focus of discussions at major vehicle manufacturing companies.

Additionally, there is a significant push towards more efficient and seamless integration of e-motors with other parts of the system including thermal management systems, inverters, and power electronics.

Recognizing these key factors, drivers and pain points, Automotive IQ is giving the automotive industry the opportunity to learn from and network with a bigger audience than ever before as the ever-popular Advanced E-Motor Technologies 2023 event comes to the United States as a first-of-its-kind event.

Learn more and register

First Steps in Exporting - Module 2

Date and Time: Tuesday, September 19 09:30 am - 11:00 am

Address: Online

Did you know that on average, companies that export have 120% greater sales than non-exporters, are 13% more productive and experience double the rate of growth?

Ontario's "First Steps in Exporting" program helps companies that are new to exporting familiarize themselves with key steps in growing your international sales in the U.S. and beyond.

In this three-part series, trade experts from the Government of Ontario and professional service providers will guide you through everything you need to know to get started in global markets:

Module 1

Export Readiness, Market Research and Market Entry Strategy Tuesday, September 12, 2023 from 9:30am – 11:00am

Module 2

Trade Finance, Freight Logistics and Digital Asset Protection Tuesday, September 19, 2023 from 9:30am – 11:00am

Module 3

International Distribution, Trade Events and eCommerce Tuesday, September 26,2023 from 9:30am – 11:00am

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

Web Presence 101 - Ensuring Your Foundation is Set

Date and Time: Tuesday, September 19 10:00 am - 11:00 am

Your customers are on the web. Having a strategy for your online presence allows you to market your small business online so customers can easily find you. In this workshop hosted by the Toronto Digital Service Squad we'll discuss the importance of getting your business online and where to start with developing your online presence.

What you will learn:

- What is web presence and what platforms you can use to set up your website
- How to create a professionally-designed, responsive website for your business
- How to optimize website content to improve your search engine ranking (SEO)
- Setting up your Google My Business listing and other online directories
- Getting started with social media
- How email marketing can grow your business and encourage repeat customers
- Developing a cohesive brand voice online
- Engaging with customers virtually and building relationships on the web

Join us to learn how to build the foundation for your business' web presence.

Great Lakes' Waters: Research, Funding and Current Uses

Date and Time: Tuesday, September 19 02:00 pm - 3:00 pm

Address: Online

The Great Lakes holds 20 percent of the world's fresh surface water making its protection essential for both Canada, Ontario and the cities on its shores. In March of 2023 a $420 million dollar investment was announced into the protection and restoration of the Great Lakes. The goal of the Great Lakes Protection Initiative (GLPI) is to target the most significant environmental challenges affecting Great Lakes water quality and ecosystem health by delivering on Canada's commitments under the Canada-United States Great Lakes Water Quality Agreement (GLWQA).

In this webinar, experts will discuss not only the recent funding announcement but other research and areas of concern for these precious waters. Speakers include:
• R. Michael McKay, University of Windsor – Current ongoing research on the Great Lakes (Wither winter: Unraveling the mysteries of a forgotten season in the face of a changing climate)
• Mark Fisher, Council on Great Lakes Region – Recent funding from Ottawa and opportunities for Ontario Companies
• Christina Cholkan, City of Hamilton – Combined Sewer Overflow: Progress & Opportunity in the City of Hamilton

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

Wednesday, September 20, 2023

Advanced E-Motor Technologies USA

Date and Time: Wednesday, September 20 08:00 am

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There is also a big push from the current political administration, with more funding and collaboration opportunities available to automakers than ever before.

As the market changes, and OEMs get more and more electrified, designing e-motors with higher torque, higher output and higher levels of efficiency becomes a bigger priority. But designing and building smaller, low-cost, robust, and efficient e-motors that can allow vehicles to go beyond 300-miles is a major pain point and a big focus of discussions at major vehicle manufacturing companies.

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Automotive IQ invites you to be part of this full three-day technical conference, with parallel streams, over 45 presentations, 35+ speakers and innumerable opportunities for learning, networking and knowledge sharing with your colleagues from thermal management, e-motor technology, and propulsion segments.

Learn more

Taking Flight: The Rise of Indian Aerospace & Aviation

Date and Time: Wednesday, September 20 08:30 am - 9:30 am

Address: Online

The Government of Ontario is hosting a webinar to discuss the future of India's aviation and aerospace industries and the opportunities for Ontario-based companies to sell products and services to aerospace OEMs, aviation companies, Tier 1 suppliers, and Maintenance, Repair and Overhaul (MRO) players in the country.

India is one of the fastest growing aviation and aerospace sectors in the world. It is poised to overtake the United Kingdom to become the third-largest air passenger market and grow to C$40 billion by 2024. India is anticipated to have a stock of 1,100 aircraft by 2027, buoyed by rising demand from domestic travelers, international passengers and medical tourists. The MRO industry is also promising, predicted to reach more than C$3.1 billion by 2028.

The webinar will cover:

- The experience of foreign aerospace and aviation companies doing business in India;
- Opportunities and strategies for Ontario companies to sell aerospace and aviation products and services to India;
- Collaboration opportunities with Indian system integrators involved in these industries;
- Advice from industry experts and Ontario government officials on market-entry and growth strategies; and
- Preliminary details of a future Ontario government trade mission to Wings India, Asia's largest civil aviation event for commercial, general and business aviation

I will send you a webinar link prior to the event date.

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

Register

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

Date and Time: Wednesday, September 20 09:30 am - 12:30 pm

Address: Online

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

Cybersecurity: Pains, Claims and Automobiles

Date and Time: Wednesday, September 20 12:00 pm - 1:00 pm

Address: Online

Lunch and Learn - featuring AON Cyber Solutions

Cyber Risk continues to evolve as the threat vectors, technology and laws change, and the impacts are becoming increasingly costly to organizations. In fact, the FBI's 2022 Internet Crime Report estimates that U.S. losses arising out of Internet Crimes exceeded $10.3 billion, up 49% year over year. In this Lunch & Learn, Aon Cyber Solutions will share insights on our current cyber threat landscape, review impacts to the insurance industry and share how insureds can best evaluate and position themselves for risk transfer.

Admission is free.

Register

Thursday, September 21, 2023

Thermal Management for EV/HEV

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Address: Ann Arbor, Michigan

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There is also a big push from the current political administration, with more funding and collaboration opportunities available to automakers than ever before.

As the market changes, and OEMs get more and more electrified, designing e-motors with higher torque, higher output and higher levels of efficiency becomes a bigger priority. But designing and building smaller, low-cost, robust, and efficient e-motors that can allow vehicles to go beyond 300-miles is a major pain point and a big focus of discussions at major vehicle manufacturing companies.

Additionally, there is a significant push towards more efficient and seamless integration of e-motors with other parts of the system including thermal management systems, inverters, and power electronics.

Recognizing these key factors, drivers and pain points, Automotive IQ is giving the automotive industry the opportunity to learn from and network with a bigger audience than ever before as the ever-popular Advanced E-Motor Technologies 2023 event comes to the United States as a first-of-its-kind event.

Learn more and register

Accounting for Non-Profits: Understanding Financial Statements

Date and Time: Thursday, September 21 10:00 am - 11:00 am

Address: Online

CPA Canada will help you learn to understand the information received when overseeing a not-for-profit's finances.

This financial literacy webinar will help you to understand the responsibilities of a non-profit board member in relation to the organizational finances. In addition, you will understand the financial statements of non-profit organizations by the end of the presentation.

What you will learn:

• What are the roles and responsibilities of the board, management, and the auditor in financial reporting?

• What are the key concepts and terms for financial reporting in the non-profit sector?

• What are the ways in which donations to the organization can be accounted?

• What are the various financial statements you might encounter as a non-profit director?

Join us to learn about understanding financial statements for non-profit small business.

Speaker Bio:

All speakers are registered Chartered Professional Accountants (CPA) volunteering as part of CPA Canada's Financial Literacy program. All CPA members are professional financial experts who have a solid reputation and position of trust with Canadians. Their top priorities are protecting and acting in the public's interest. They are active in their communities and have a long history of giving back.

CPA Canada is working to address the growing social problem of financial literacy in Canada. Their mission is to deliver unbiased objective financial literacy education and information to improve the overall state of financial literacy in Canada. The information they provide is free, unbiased, functional, and clear, delivered at the grassroots level through their national CPA member network.

For more information about CPA Canada's Financial Literacy program, please visit their website: https://www.cpacanada.ca/en/public-interest/financial-literacy

Gordie Howe Int'l Bridge Public Information Meeting

Date and Time: Thursday, September 21 03:00 pm - 7:00 pm

Windsor Detroit Bridge Authority (WDBA) and Bridging North America (BNA) will hold Public Information Meetings on Tuesday, September 19, 2023, in Detroit, Michigan and Thursday, September 21, 2023, in Windsor, Ontario.

The presentations will be approximately 25 minutes, followed by a question-and-answer session. Questions can be asked at the meetings or submitted in advance by emailing info@wdbridge.com or calling the inquiry line at 1-844-322-1773 by 4:00 p.m. on September 15, 2023. Every effort will be made to answer all questions submitted in advance and asked during the meeting within the allotted time. The presentation and meeting materials will be posted to the project website following the event.

Learn more

Saturday, September 23, 2023

3X Business Development Program

Date and Time: Saturday, September 23 09:00 am - 12:00 pm

Business Owners:

- Have you been operating for 3 or more years?
- Working in your business full-time?
- Do you work with contractors or have employees?
- Are you looking to explore operation improvements, expand revenues and excel within your field?

We invite you to **join us.**

5 sessions Saturday's between 9:00am & 12:00pm

- September 16th
- September 23rd
- October 14th
- October 28th
- November 4th

This course is action-oriented. Each session is designed for you to leave with the tools to reach your current goals. The program was developed based on the areas identified by business owners.

Monday, September 25, 2023

Canadian Manufacturing Technology Show

Date and Time: Monday, September 25 08:00 am

The Best of CMTS: Immerse yourself in cutting-edge manufacturing technology and industry education!

September 25 - 28, 2023
Toronto Congress Centre, North

Learn more

Cybersecurity for SMEs with Ali Abbas Mehboob Hirji

Date and Time: Monday, September 25 10:00 am

Address: Online

Join the event to learn about cybersecurity and its impacts on small and medium sized businesses. Participants can expect to learn cybersecurity fundamentals, how to do a security audit, and to deploy simple tools (antivirus software, etc.). Insights for choosing various technology solutions will be shared as well. Register for the session and participate in the Q&A period with Ali.

About the Speaker: With over 16 years of experience, Ali's profound expertise in the cyber domain has earned him a province-wide reputation for his leadership and innovation. He currently leads the cyber training division at YES. His career milestones include senior roles at the Ontario Research and Innovation Optical Network (ORION), execution of tabletop exercises for the province of Ontario, pioneering the expansion of Durham College's Cybersecurity Innovation Center and the establishment of their cutting-edge AI and Cybersecurity labs. Ali's leadership was pivotal in deploying applications and infrastructure aligned with ISO 27001 and NIST frameworks, while also crafting processes for SOC 2 level clearances. Ali finds fulfillment in lecturing at esteemed institutions such as Seneca College, Georgian College, Toronto School of Management, University of Fredericton, and Algoma University, solidifying his commitment to nurturing the skillsets of budding cyber enthusiasts. The session will be moderated by Robert McMillan, Digital Adoption Advisor with the DCC.

Register

Tuesday, September 26, 2023

Canadian Manufacturing Technology Show

Date and Time: Tuesday, September 26 08:00 am

The Best of CMTS: Immerse yourself in cutting-edge manufacturing technology and industry education!

September 25 - 28, 2023
Toronto Congress Centre, North

Learn more

APMA Annual Conference

Date and Time: Tuesday, September 26 08:00 am - 5:00 pm

With over 400 attendees, speakers, sponsors and industry leaders, the APMA's Annual Conference is Canada's premier automotive and mobility event.

Bringing together industry leaders, decision-makers, disrupters, innovators and partners across the globe, hear from:

- OEM C-Suite Executives
- Purchasing and Procurement Leads
- Top Tech and Mobility Experts
- Industry Forecasters
- Tier 1 Automotive Suppliers

Last year, attendees got an exclusive sneak peek of Project Arrow. This year, see Canada's first zero-emission electric concept vehicle in action alongside the 60 exclusive suppliers and partners on the project.

This year, our conference is co-located at the Canadian Manufacturing Technology Show which runs from September 25-28, 2023.

Looking to increase your company's visibility and profile in the industry? Check out our sponsorship opportunities. https://apma.ca/sponsorship/

First Steps in Exporting - Module 3

Date and Time: Tuesday, September 26 09:30 am - 11:00 am

Address: Online

Did you know that on average, companies that export have 120% greater sales than non-exporters, are 13% more productive and experience double the rate of growth?

Ontario's "First Steps in Exporting" program helps companies that are new to exporting familiarize themselves with key steps in growing your international sales in the U.S. and beyond.

In this three-part series, trade experts from the Government of Ontario and professional service providers will guide you through everything you need to know to get started in global markets:

Module 1

Export Readiness, Market Research and Market Entry Strategy Tuesday, September 12, 2023 from 9:30am – 11:00am

Module 2

Trade Finance, Freight Logistics and Digital Asset Protection Tuesday, September 19, 2023 from 9:30am – 11:00am

Module 3

International Distribution, Trade Events and eCommerce Tuesday, September 26,2023 from 9:30am – 11:00am

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

Social Media for Your Business

Date and Time: Tuesday, September 26 10:00 am - 11:00 am

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.

Elevate Festival

Date and Time: Tuesday, September 26 05:30 pm

Think 2030.

Thinking so far ahead can seem daunting, but the technology and art at our fingertips means we can shape our paths to the future. Join us for September 26-28

On the Think 2030 stage, we will take a deep dive into the future we want to see. That includes taking a close look at the present-day innovations that are making it possible and the building blocks of the past that continue to inspire us.

What does it take to Think 2030? We need to think through the lens of creativity, innovation, and community. Discover how we can best operate as a generation of leaders, thinkers and game-changers who push the art and tech worlds in a positive direction.
The path we take today leads us into the world of tomorrow. On the Think 2030 stage, the future is now!

Join us for September 26-28, 2023

The event kicks off September 26th at 5:30 PM and provides two full days thereafter with an exciting roundup to educate all tech driven individuals to join in the conversations.

Learn more

Wednesday, September 27, 2023

Speed Networking Event

Date and Time: Wednesday, September 27 07:00 am - 9:00 am

Join the Leamington District Chamber of Commerce for a speed networking event.

Details:

Location: Best Wesstern Plus Hotel, 566 Bevel Line Road, Leamington
Cost: $20 members / $30 futre members

Agenda:

7 am - 7:45 am Breakfast
7:45 am - 8:45 am Speed networking

- Connect, collaborate and build valuable relationships
- Timed rounds of one-on-one meetings
- Make new connections in a short amount of time
- Exchange business information and discuss potential collaboration opportunities
- Perfect for local businesses looking to expand
- Take your business to the next level

Register

Speed Networking-Leamington Chamber of Commerce

Date and Time: Wednesday, September 27 07:00 am - 8:45 am

Location: Best Western Plus Hotel, 566 Bevel Line Road, Leamington
Cost: $20 members and $30 for future members

Agenda:

7:00 am Breakfast
7:45 am Speed Networking

Details:

- Dynamic hour of speed networking
- Connect, collaborate and build valuable relationships
- Timed rounds of one-on-one meetings
- Make new connections in a short amount of time
- Take your business to the next level!

Register

Canadian Manufacturing Technology Show

Date and Time: Wednesday, September 27 08:00 am

The Best of CMTS: Immerse yourself in cutting-edge manufacturing technology and industry education!

September 25 - 28, 2023
Toronto Congress Centre, North

Learn more

Elevate Festival

Date and Time: Wednesday, September 27 10:00 am

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Learn more

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

Date and Time: Wednesday, September 27 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

Getting Started with IP: Why is IP Important?

Date and Time: Wednesday, September 27 01:00 pm - 2:00 pm

Intellectual property (IP) rights can help unlock the value of your idea, but what exactly is IP and why is it important?

In this live presentation, you'll learn what patents, trademarks, industrial designs and copyrights are. We'll explain how these rights are used to protect a business and how they help it grow and become more competitive. We'll talk about how to identify and manage IP and explain ways to avoid some of the most common mistakes with IP.

Join us for an interactive presentation with online polls, live Q&As and videos. All participants will get a copy of the presentation with links to CIPO's most popular IP resources for businesses.

• What is IP?

• Where and how is IP used?

• How do I know if I have IP?

• How can IP unlock the value of my idea?

• What are the benefits of IP?

• How do I manage my IP?

• Who can help me with IP?

After Business Networking + KPMG Anti-fraud Seminar

Date and Time: Wednesday, September 27 04:30 pm - 7:00 pm

Windsor-Essex Regional Chamber of Commerce and KPMG present a special **After Business+ Networking Event!**

The amazing networking opportunities your business has come to expect from the Chamber has an added unique BONUS for this event! Meet and mingle with your fellow professionals PLUS gain valuable information to protect your business!

Enjoy complimentary hors d'oeuvres and a cash bar during this program!

Location: Windsor Yacht Club, 9000 Riverside Dr. E.

Cost: $20+ hst (members) / $35+ hst (future members)

Register

Thursday, September 28, 2023

Canadian Manufacturing Technology Show

Date and Time: Thursday, September 28 08:00 am

The Best of CMTS: Immerse yourself in cutting-edge manufacturing technology and industry education!

September 25 - 28, 2023
Toronto Congress Centre, North

Learn more

CAV Canada 2023

Date and Time: Thursday, September 28 08:30 am - 4:00 pm

Canada's must-attend smart mobility event is back! This conference unites innovators and leaders to discuss the future of smart mobility.

Where smart mobility innovators and leaders discuss and drive the future.
The future is connected, autonomous, electrified, and shared. It is safer, cleaner, and greener. And it is one of unprecedented convergence and collaboration.

This future is evolving now. Are you driving it?

Smart mobility innovations such CAVs and fleets, electric vehicles, low-speed automated shuttles and drones are revolutionizing how we work, live and play. They are combining with next-gen networks, cybersecurity, 5G, AI and machine learning, IoT, big data, and AR/VR. And they are unleashing a world of new possibilities.

This includes a world with safer roads and road users…more efficient, sustainable transportation and energy…more secure food production and public spaces…healthier communities and citizens…and a more connected, equitable and inclusive society.

Hot off the heels of TCXpo 2023, the Epic Canadian Smart Mobility Demonstration Day, join us at CAV Canada 2023 at Area X.O, to explore, pursue and create the future.

This the must-attend hybrid event for any innovator, company, investor, regulator, or community driving the safe development, commercialization, and deployment of smart mobility solutions,CAV Canada is the must-attend hybrid event for any innovator, company, investor, regulator, or community driving the safe development, commercialization, and deployment of smart mobility solutions,

Join leaders from Canada's Capital, across the country and around the world for:

- Authentic discussion and global foresight on key opportunities and challenges in CAV and smart mobility R&D, markets, investment, and policy
- Actionable insight to enable and accelerate the safe implementation of CAV and smart mobility solutions in diverse sectors, from transportation to communications, smart farming, and public safety
- Innovative approaches, real-world examples and lessons learned in smart mobility test, validation, and demonstrations
- Access to CAV and smart mobility talent and strategies to develop, attract, and retain a competitive, diverse, and inclusive workforce
- Live and online networking opportunities to engage, connect and collaborate in the smart mobility ecosystem

Elevate Festival

Date and Time: Thursday, September 28 10:00 am

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Join us for September 26-28, 2023

The event kicks off September 26th at 5:30 PM and provides two full days thereafter with an exciting roundup to educate all tech driven individuals to join in the conversations.

Learn more

Basics of Writing a Business Plan

Date and Time: Thursday, September 28 02:00 pm - 3:30 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

Pitch Preparation Workshop

Date and Time: Thursday, September 28 05:00 pm - 6:00 pm

Address: Online

"The Government of Ontario is offering a series of free webinars to help reboot your export business. This workshop designed to help you develop the all important "pitch presentation" skills for presenting to international buyers. We begin with what is most important to your customers and business partners – focusing on how you communicate your benefits, features and value. We will build up your presentation and then break that down into a 15-second elevator pitch and a two minute coffee pitch. You can expect to leave with all the tools you need to make a lasting impression and differentiate yourself from the crowd.

The webinar will cover topics such as:

- Differentiation and Unique Selling Proposition
- Identifying Your Brand Essence
- Developing Multiple Pitch Formats
- Knowing how to use your pitches in different scenarios (virtual missions, hybrid, in-person, receptions, meetings, etc.)

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

WBE Webinar - Programs and Services and Pitch Preparation

Date and Time: Thursday, September 28 05:00 pm - 6:00 pm

Address: Online

The Government of Ontario is offering a series of free webinars to help reboot your export business. This workshop is designed to help you understand the programs and services that the Ministry offers and develop the all-important "pitch presentation", and we begin with what is most important to your customers and business partners – focusing on how you communicate your features, benefits and value. We will build up your presentation and then break that down into a 15-second elevator pitch and a two-minute coffee pitch. You can expect to leave with all the tools you need to make a lasting impression and differentiate yourself from the crowd.

The webinar will cover topics such as:

- Ministry's export programs and services
- Differentiation and Unique Selling Proposition
- Identifying Your Brand Essence
- Developing Multiple Pitch Formats
- Knowing how to use your pitches in different scenarios (virtual or in-person meetings and other business engagements)

Register