

Wednesday, November 1, 2023

Women Driven Mobility - YQG Breakfast

Date and Time: Wednesday, November 1 08:00 am - 11:00 am

Address: Caesars Windsor

Save the date!

Hear from women leading the way in mobility and automotive innovation in Windsor-Essex and beyond.

More details to come.

Investments Driving Connected and Electrified Transportation

Date and Time: Wednesday, November 1 09:00 am - 1:00 pm

Address: Online

Investing in Smart, Connected and Electrified Transportation

FTMS is back for its 6th year with its exciting new virtual conference, **“Investments Driving Connected and Electrified Transportation“!**

Hosted by CITM, Durham RTDS and Windsor-Essex RTDS, this year’s conference takes a deep dive into the myriad investment opportunities in today’s electric and connected transportation, from multi-modal goods movement and connected vehicles to electrification in municipal transportation and their impact on infrastructure.

Hear from insightful keynotes, listen to engaging panel discussions around Canada’s public, private and corporate investment opportunities and witness an exciting debate around the electrification of commercial trucking. Plus interact with participating regional technology development sites at virtual exhibition booths and more! [Learn more....](#)

[Register](#)

Small Business Tax: Corporations

Date and Time: Wednesday, November 1 01:00 pm - 3:00 pm

Small business taxes can be daunting, especially if you lack experience in this area.

Learn how to manage your books and stay in compliance with the Canada Revenue Agency (CRA) during this free seminar, presented by Robert Zwaag, Liaison Officer for the CRA.

Key learning outcomes:

- Common tax errors and how to avoid them
- How to use financial benchmarks for relevant industries
- Information on CRA's services
- General bookkeeping concepts and best practices
- In-depth HST discussion, including, reporting requirements and applicable tax statutes

The material in this seminar is catered towards corporations.

Getting started with IP: Copyright

Date and Time: Wednesday, November 1 01:00 pm - 2:00 pm

Address: Online

What does a copyright protect? Should I register for copyright protection in Canada?

In this live presentation, you'll learn the basics of copyright. We'll explain what a copyright protects, the benefits of registering your copyright in Canada and what to do if you want to use someone else's copyrighted works. We'll explain the different types of protections a copyright gives and bust some common copyright myths.

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 copyright?
- What are the criteria for protection?
- How can I make money from my copyright?
- How do I avoid copyright infringement?
- How do I register my copyright in Canada?
- Who can help me with IP?

Thursday, November 2, 2023

Emerging Technologies in Automation Conference

Date and Time: Thursday, November 2 08:00 am - 4:00 pm

Attendee Tickets

Windsor-Essex, Ontario, Canada is an international hub for automation with over 300 companies involved in the engineering, design and production of cutting-edge advanced manufacturing systems across many sectors (including automotive, agribusiness, aerospace, mobility and more).

The region leads in automation trends including optimizing the implementation of Industry 4.0 and adopting the next generation of technologies. Through collaboration with private industry, government and educational

institutions, we will continue to deliver and adapt to future systems and remain a global leader in automation.

Automation is rapidly changing the world around us. What are the opportunities for Canada and the Windsor-Essex region?

The Emerging Technologies in Automation Conference and Trade Show is your most effective method of connecting with automation companies, experts in advanced manufacturing and potential new suppliers of cutting-edge technologies. This is your opportunity to interact with over 350 delegates, visit displays from 50 exhibitors and hear from industry experts focused on innovative and emerging technologies.

NOTE:

- Registration and breakfast begin at 8:00 AM
- Opening remarks begin at 8:30 AM

Please contact Yashaswini Pagadala for further ATTENDEE inquiries at ypagadala@investwindsorsex.com / 519-255-9200 ext. 2245 (office) or 519-919-7459 (mobile).

For more information about the conference, visit: emergingtechnologies.ca

IMPORTANT: Please include a different contact email address and phone number for each attendee ticket if you are registering for multiple people.

Want to be an EXHIBITOR? [Learn more](#)

Steppingstones of E-Commerce: Part 1 – Expanding into E-Commerce

Date and Time: Thursday, November 2 11:30 am - 12:30 pm

Address: Online

Explore how to maximize your online presence by leveraging an e-commerce solution. Get e-commerce ready with Digital Main Street!

In an evolving digital world, e-commerce dependency is prominent and driving growth for small businesses. The series, *Steppingstones of E-Commerce* breaks down the state of the industry and explores how to maximize your online presence by leveraging an e-commerce solution.

Part 1 – Expanding into E-Commerce will cover the importance of the modern e-commerce landscape, establishing your digital hub, and how to get e-commerce ready as Digital Main Street supports your small businesses journey.

What will you gain insight into?

- The value and evolution modern e-commerce
- The importance of having a digital presence
- How small businesses can and should maximize their digital presence
- How to establish your digital hub
- How to get e-commerce ready
- How Digital Main Street programs can support

Friday, November 3, 2023

Innovation & Identity: Unpacking Trademarks for Brand Success

Date and Time: Friday, November 3 12:00 pm - 1:00 pm

Address: Online

The Law and Entrepreneurship SpeakHER Series 2023 is pleased to welcome Liz Afolabi, a trademark and copyright lawyer and registered trademark agent at Anchor IP Law. With over 14 years of experience in intellectual property law, Liz has worked with a variety of clients, including start-ups, individuals, and small, medium, and large corporations. Liz routinely files trademark applications in Canada, the U.S., and internationally through the Madrid Protocol.

Liz will guide attendees through the fundamentals of trademarks: Exploring with attendees the tools to transform their distinctive marks into a protected brand. The session will discuss the trademark registration process, key trademark considerations along a venture's innovation journey, and how trademarks can provide a competitive advantage to businesses as they span. In addition to situating trademarks in the start-up space and discussing how IP can complement the value proposition of a business, the session will explore the unique challenges and opportunities facing women working in IP – whether as inventors or trademark professionals. Attendees can also expect to glean valuable insights about careers in IP, a vital and dynamic sector.

[Register](#)

Financial Roadmap

Date and Time: Friday, November 3 06:00 pm - 8:00 pm

Address: Online

Financial management is vital for sustainable business growth. In this workshop, participants will learn how to calculate costs, develop financial models, and analyze financial statements to make informed business decisions.

This virtual event is hosted by the [Southwestern Ontario Black Entrepreneurship Network \(SWOBEN\)](#), which empowers and supports Black entrepreneurs, including business owners and nonprofit leaders in the greater Southwestern Ontario region, to succeed and thrive by building strong business foundations and optimizing opportunities. Click the link below at 6 p.m. on Nov. 3 to participate in the

webinar.

[Join the webinar](#)

Saturday, November 4, 2023

3X Business Development Program

Date and Time: Saturday, November 4 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.

Tuesday, November 7, 2023

Advanced Design & Manufacturing Expo

Date and Time: Tuesday, November 7 08:00 am

See the latest automation technology on display

The industry's leading automation solution providers meet at ATX, part of ADM Toronto. Watch equipment in action and find innovations that can transform your business and increase your bottom line. From 3D printing to motion control to assembly, you'll find it all on one expo floor.

[Learn more](#)

Basics of Starting a Small Business

Date and Time: Tuesday, November 7 10:00 am - 11:00 am

Address: Online

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

Social Media For Your Business

Date and Time: Tuesday, November 7 10:00 am - 11:30 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.

Register

Wednesday, November 8, 2023

Advanced Design & Manufacturing Expo

Date and Time: Wednesday, November 8 08:00 am

See the latest automation technology on display

The industry's leading automation solution providers meet at ATX, part of ADM Toronto. Watch equipment in action and find innovations that can transform your business and increase your bottom line. From 3D printing to motion control to assembly, you'll find it all on one expo floor.

[Learn more](#)

Thursday, November 9, 2023

Advanced Design & Manufacturing Expo

Date and Time: Thursday, November 9 08:00 am

See the latest automation technology on display

The industry's leading automation solution providers meet at ATX, part of ADM Toronto. Watch equipment in action and find innovations that can transform your business and increase your bottom line. From 3D printing to motion control to assembly, you'll find it all on one expo floor.

[Learn more](#)

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

Date and Time: Thursday, November 9 10:00 am - 11:00 am

Address: Online

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! (This session is offered four times per year)

[Register](#)

Tuesday, November 14, 2023

eCommerce 101: What, Why, and How

Date and Time: Tuesday, November 14 10:00 am - 11:30 am

Address: Online

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

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

[Register](#)

Wednesday, November 15, 2023

#OWNERSWANTED: Unlocking Business Acquisition in Ontario

Date and Time: Wednesday, November 15 12:00 pm - 1:30 pm

Address: Online

Are you ready to use your entrepreneurial drive to find success in business ownership? Discover the exciting journey of acquiring a business in Ontario. If you're looking to make a strategic move in your career, this is your chance to explore a world of new opportunities.

Unleash Your Potential: Buy a Business in Ontario

Join Futurpreneur's Entrepreneur-in-Residence, Bob Minhas, as he engages the audience in learning about the prospect of buying a business. In this virtual workshop you will:

- Learn about the various acquisition and succession types
- Be empowered to take steps to explore business acquisition as an option for your career path
- Learn of resources to further explore business acquisition, including Futurpreneur financing options for

acquisition and succession

- Hear real life stories of acquisition from a panel of business sellers and buyers
- Participate in Q&A with the panelists and facilitator

Are you a young professional with an entrepreneurial drive, ready to infuse your fresh ideas into a proven framework? Register today, and secure your spot in Ontario's vibrant business landscape, creating a legacy that lasts.

**Please note workshops are facilitated in English

Thursday, November 16, 2023

Foodpreneur Advantage: Costing & Pricing to Make Profits

Date and Time: Thursday, November 16 10:00 am - 11:00 am

Address: Online

This session is for you if you want to know how to price your food or beverage product appropriately.

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 cash flow projection and income statement for your business.

You will leave with a better understanding of how to properly cost and price your product to make a profit in the food and beverage industry! (This session is offered four times per year)

[Register](#)

November After Business Networking Event

Date and Time: Thursday, November 16 04:30 pm - 7:00 pm

Address: 664 Victoria Ave., Windsor

Join the Windsor-Essex Regional Chamber of Commerce for an evening of networking, music, food and tour of the venue.

Don't miss the opportunity to take in this beautiful space! Future home of the Media Arts Community Centre and Museum.

- 4:30 p.m - doors open
- 5:30 p.m. - opening remarks
- Greetings from the Windsor Centre for Film, Digital Media & Creative Arts

Cash bar and light hors d'oeuvres.

[Register](#)

Friday, November 17, 2023

Government Funding and Tax Considerations for Agribusinesses

Date and Time: Friday, November 17 09:00 am - 10:30 am

Address: Ontario Greenhouse Vegetable Growers, 32 Seneca Road, Leamington, ON N8H 5H7

There are a variety of disruptions and trends that are creating pressures within the agri-food industry to increase yields whilst decreasing costs and balancing the pressures of sustainable agricultural practices. Now more than ever, agribusiness organizations in Canada need to understand the current climate, what is coming next and what to do about it.

Join KPMG in Canada, Ontario Greenhouse Vegetable Growers and the Leamington District Chamber of Commerce for an informative morning session on Government Funding and Tax Considerations for Agribusinesses.

Rejev Pathmanathan, Kathleen Li and Ray Fischer of KPMG in Canada will review.

- Key insights on the funding landscape in Canada, highlighting opportunities for agri-food businesses to maximize funding through non-dilutive pathways such as government funding programs and incentives.
- US federal and state corporate tax considerations and changes for Canadian businesses expanding to or already operating south of the border.
- Customs and import issues to consider such as a forced labour, valuations concerns and transfer price reconciliation and trade pressures from other countries.

[Register](#)

Tuesday, November 21, 2023

Small Business Forum - Government Services and Support

Date and Time: Tuesday, November 21 08:30 am - 4:30 pm

Address: Fogolar Furlan, 1800 North Service Rd., Windsor

[Procurement Assistance Canada-Ontario Region \(PAC-OR\)](#) in collaboration with [Invest WindsorEssex](#), the [Small Business & Entrepreneurship Centre](#) and other ecosystem (government & non-government) partners are

hosting an in-person **Small Business Forum - Government Services and Support** event.

The Small Business Forum is a free event and will provide a unique opportunity for businesses to explore key topics on procurement, small business services and innovation. The event will also include support services for diverse and equity deserving businesses. All businesses are welcome to attend.

Participants will have an opportunity to connect with government partners and officials during the tradeshow exhibition, along with attending informative workshops and interactive panel discussions to grow your business.

[More information and registration](#)

CTMA Dinner and Networking

Date and Time: Tuesday, November 21 03:30 pm - 6:00 pm

Join the CTMA on Nov. 21 for a tour of RM Auto Restoration in Chatham, followed by dinner and networking at the REtro Suites Hotel.

Over the past 45 years, RM Auto Restoration has steadily grown and evolved. Today, this enterprising company is widely recognized as North America's leading automobile restoration facility, winning glowing reviews and accolades from customers and industry experts alike across the United States, Canada and Europe.

RM Auto Restoration holds the world record of 8 Best of Show awards at the Concours d'Elegance in Pebble Beach, California, including winning the last two years consecutively.

[Learn more and register](#)

Wednesday, November 22, 2023

Wake Up Windsor-Essex - Express Breakfast Networking

Date and Time: Wednesday, November 22 07:30 am - 9:30 am

Address: Willistead Manor, 1899 Niagara St., Windsor

Join the Windsor-Essex Regional Chamber of Commerce for a breakfast and networking event.

7:30 a.m. - Buffet Breakfast and networking

8:00 a.m. - Presentations

[Learn more and register](#)

New Exporters to Border States (NEBS)

Date and Time: Wednesday, November 22 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:

- 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.

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: Trademarks

Date and Time: Wednesday, November 22 01:00 pm - 2:00 pm

Address: Online

What are trademarks? What can they protect and what do I need to know if I'm thinking of registering my trademark in Canada?

In this live presentation, you'll learn the basics of trademarks. We'll talk about the different types of trademarks and what they can protect. We'll explain what to include in your registration application and how to avoid some of the most common mistakes when creating a trademark.

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.

Multiple Business Holiday Party 2023

Date and Time: Wednesday, November 22 06:00 pm - 11:55 pm

Address: Beach Grove Golf and Country Club, 14134 Riverside Drive East Windsor ON N8N 1B6

- Holiday Buffet:
 - Dinner Rolls, Butter, Coffee & Tea
 - Garden Salad, Caesar Salad
 - Penne with Meat Sauce
 - Vegetarian Lasagna
 - Chicken Supreme

- Roasted Garlic Mashed Potatoes
- Seasonal Vegetable
- Apple Blossom
- Tables of 8 or 10 available with reserved seating
- Cash bar
- Entertainment including DJ and dancing
- Raffle prizes

BONUS! Get your team together for a fun and creative contest! Each table will have the opportunity to build a Winter-Themed Structure. We'll provide some basic craft supplies...you bring the creativity! The most imaginative winter wonderland structure will be awarded a prize for the table! Start planning your project now and be ready to build!

Business or dress attire

Opportunity to mingle with other businesses and make new connections

[Register](#)

Thursday, November 23, 2023

Foodpreneur Advantage: Marketing & Branding your Food Product

Date and Time: Thursday, November 23 10:00 am - 11:00 am

Address: Online

This session is for you if you have a food or beverage product that needs the perfect brand to suit the right market.

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 your product in 2023 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! (This session is offered four times per year)

[Register](#)

Improving Productivity through Accessible Practices

Date and Time: Thursday, November 23 12:00 pm - 1:00 pm

Honest Conversations: Improving Workplace Productivity through Accessibility Practices

Making your business accessible is critical to reaching more clients, offering better service delivery, and expanding the talent pool of potential employees. Improving the accessibility of your everyday practices and processes benefits everyone and can improve workplace productivity when applied broadly.

In this workshop, we explore the ripple effects of becoming a more flexible and accessible employer with the [Canadian Workforce Innovation \(CAN WiN\)](#).

Closed Captioning will be provided.

If you require an accommodation, please contact us at HonestConversations@occ.ca

Basics of Writing a Business Plan

Date and Time: Thursday, November 23 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

How to Develop a Pitch

Date and Time: Thursday, November 23 06:00 pm - 8:00 pm

Address: Online

Crafting a compelling business pitch is the key to capturing attention and securing opportunities. Join our interactive workshop where we'll guide you through the art and science of developing a persuasive business pitch. Learn to distill your ideas, articulate your value proposition, and engage your audience effectively. Whether you're seeking investors or aiming to win over clients, this workshop will equip you with the skills to make a lasting impression and propel your business forward.

This virtual event is hosted by the [Southwestern Ontario Black Entrepreneurship Network \(SWOBEN\)](#), which empowers and supports Black entrepreneurs, including business owners and nonprofit leaders in the greater Southwestern Ontario region, to succeed and thrive by building strong business foundations and optimizing opportunities. Click the link below at 6 p.m. on Nov. 23 to participate in the webinar.

[Join the webinar](#)

Tuesday, November 28, 2023

First Steps in Exporting - Module 1

Date and Time: Tuesday, November 28 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, November 28, 2023 from 9:30am - 11:00am

Module 2

Trade Finance, Freight Logistics and Digital Asset Protection
Tuesday, December 5, 2023 from 9:30am - 11:00am

Module 3

International Distribution, Trade Events and eCommerce
Tuesday, December 12, 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](#)

The Importance of Paid Advertising in a Digital Space

Date and Time: Tuesday, November 28 10:00 am - 11:30 am

Address: Online

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, November 29, 2023

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

Date and Time: Wednesday, November 29 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](#)

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Address: Online

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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, November 30, 2023

Ontario Collaborative Innovation Platform (OCIP)

Date and Time: Thursday, November 30 08:00 am - 10:00 am

Join the Windsor-Essex Regional Chamber of Commerce, Invest WindsorEssex and the University of Windsor for a pre-launch information seminar for the Ontario Collaborative Innovation Platform (OCIP).

Launched by eCampus Ontario, OCIP serves to connect industry and the private sector with the expertise and equipment of Ontario's post-secondary institutions to further innovate and collaborate in varying sectors of the economy including Ontario's strong manufacturing sector. The University of Windsor is excited to join as a participating institution with OCIP as it expands across the Province. Please note that due to limited in-person seating, this seminar will also be available to attend virtually. Coffee and Light refreshments will be available.

[Register](#)

Foodpreneur Advantage: Labelling & Packaging your Food Product

Date and Time: Thursday, November 30 10:00 am - 11:00 am

Address: Online

This session is for you if you have a food or beverage product that needs an accurate and compliant label.

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! (This session is offered four times per year)

[Register](#)

Automotive News Leading Women Conference

Date and Time: Thursday, November 30 05:00 pm - 5:00 pm

Address: The Henry Hotel, Dearborn, Michigan

Join Automotive News for a day of empowerment and inspiration as we bring together women and their allies for the Automotive News Leading Women Conference at The Henry Hotel in Dearborn, Michigan, on November 30, 2023.

The theme of this year's program is "Shaping the Landscape," as we focus on advancement of gender equity and representation in the industry, opportunities of a multigenerational work force in a new post-pandemic paradigm and women at the forefront of automotive innovation leading transformation.

[Learn more and register](#)

<https://calendar.investwindsorsex.com>