

NEWS RELEASE

FOR IMMEDIATE RELEASE

Friday, October 4, 2019

REGION OPENS DOORS TO TECHNOLOGY AND CAREER OPPORTUNITIES IN MODERN MANUFACTURING

Windsor-Essex, ON – Local Workforce and Economic Development organizations join forces with area school boards and industry to organize the region’s 7th Annual MFG Day – a North American wide initiative aimed at sharing technology and career opportunities in modern manufacturing with high school and elementary students.

This year, more than 1,000 students from all four school boards will tour at least one of ten manufacturers as part of the daylong initiative designed to address the skilled labor shortage, connect with the future workforce, take charge of the public image of manufacturing, and help ensure the ongoing prosperity of the region’s largest industry.

Students tour local manufacturers to experience a day in the life, ask questions, and engage in hands-on activities.

QUOTES:

“Workforce WindsorEssex is proud to be part of bringing Manufacturing Day to our region again this year. Engaging youth and educating students on the variety of in-demand job opportunities available in manufacturing is a key element in working toward narrowing the skills gap in Windsor-Essex. Working together with local manufacturing companies, we can raise awareness and change perceptions about the region's largest sector.”

- Michelle Suchiu, Executive Director, [Workforce WindsorEssex](#)

“Manufacturing Day is an outstanding initiative and an opportunity for our region’s employers in the advanced manufacturing sector to connect and demonstrate directly with the students and jobseekers that careers in the manufacturing and automation sectors are full of innovative and technology driven opportunities. Manufacturing Day also serves to re-enforce the message about the importance of these sectors to our local economy.”

- Stephen MacKenzie, CEO, [WindsorEssex Economic Development Corporation](#)

QUICK FACTS:

- Windsor-Essex was the first community in Canada to participate in [MFG Day](#) in 2013 with six companies hosting 150 students.
- Manufacturing is the region’s largest sector employing 38,363 workers locally in 2018.

- According to nearly 300 student survey responses gathered as part of [Manufacturing Day in 2018](#), organizers learned that:
 - 58.61% of the students had never been on a tour of a manufacturing facility.
 - 46.21% of all the students could not name a local manufacturing facility.
 - Nearly half the students (44.16%) were unaware of the Ontario Youth Apprenticeship Program.
 - 93.61% of students learned something new about manufacturing.
 - 82.91% of students discovered local companies through the tours.

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About Workforce WindsorEssex

Workforce WindsorEssex is a workforce and community development board that creates labour market tools, research, guides, and events that benefit jobseekers, employers, students, educators, and the community. Founded 10 years ago by the City of Windsor, County of Essex, WindsorEssex Economic Development Corporation, and the Province of Ontario, our mandate is to plan, facilitate, and advocate for regional workforce development, defined as the development, retention, and recruitment of a wide range of skilled workers to meet the current and future economic and social development needs of Windsor-Essex.

Workforce WindsorEssex currently receives funding under four projects: Windsor Essex Local Immigration Partnership, Local Employment Planning Council, WEskills, and WE Value. Learn more at www.workforcewindsoressex.com.

About the Local Employment Planning Council project

The Local Employment Planning Council (LEPC) is funded in part by the Government of Canada and the Government of Ontario. The LEPC pilot aims to increase the access to accurate, up to date, local labour market information and help pioneer new and innovative approaches to local employment planning.