

NEWS RELEASE

FOR IMMEDIATE RELEASE

Friday, October 6, 2023

Region Opens Doors to Technology and Career Opportunities in Local Manufacturing For 9th Annual Manufacturing Day

Windsor-Essex, ON – Workforce WindsorEssex, Invest WindsorEssex, the Canadian Association of Moldmakers, and Automate Canada are partnering with area school boards and industry to organize the region’s MFG Day – a North American-wide initiative aimed at sharing technology and career opportunities in modern manufacturing with high school students.

This year, more than 1,000 students from local schools, as well as jobseekers, will tour at least one of 20 manufacturers as part of the day-long 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.

According to Statistics Canada’s August 2023 Labour Force Survey, it is estimated that the region has 35,200 people employed in manufacturing, or approximately 18.4% of the region’s 190,400 employed workforce.

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

QUOTES:

“Manufacturing Day is a great opportunity for students to explore Windsor’s thriving manufacturing industry, while allowing local employers to showcase the growing potential and accessibility of the industry. The initiative helps to redefine manufacturing, connect interested students, and address local labour gaps. Workforce WindsorEssex is thrilled to be participating in another successful MFG Day.”

- Mikal Fakhreddin, Project Coordinator and Research Analyst, [Workforce WindsorEssex](#)

<< La Journée de la fabrication est une excellente occasion pour les étudiants d’explorer l’industrie prospère de Windsor, tout en permettant aux employeurs locaux de mettre en valeur le potentiel croissant et l’accessibilité de l’industrie. Cette initiative tient à redéfinir la fabrication, à mettre en relation les étudiants intéressés et à répondre aux besoins de notre main d’oeuvre. Workforce WindsorEssex est ravi de participer à une autre journée réussie. >>

- Mikal Fakhreddin, Project Coordinator and Research Analyst, [Workforce WindsorEssex](#)

“Invest WindsorEssex is proud to participate with our ecosystem partners Workforce WindsorEssex, the Canadian Association of Moldmakers and Automate Canada in Manufacturing Day 2023. Workforce and talent development are a top priority for our community to ensure an adequate and strong labour force for our growing economy. Encouraging partnerships between education and industry, through events like Manufacturing Day, helps to address the skilled labour shortage and ensure the ongoing prosperity of the region’s largest industry.”

- Stephen MacKenzie, President and Chief Executive Officer, [Invest WindsorEssex](#)

<< Invest WindsorEssex est fier de participer avec nos partenaires Workforce WindsorEssex, l'Association canadienne des moulistes et Automate Canada à la Journée de la Fabrication 2023. Le développement de la main-d'œuvre et des talents est une priorité absolue pour notre communauté afin de garantir une main-d'œuvre adéquate et solide pour notre économie en croissance. Encourager les partenariats entre l'éducation et l'industrie, grâce à des événements tels que la Journée de la Fabrication, contribue à résoudre la pénurie de main-d'œuvre qualifiée et à assurer la prospérité continue de l'industrie la plus importante de la région. >>

- Stephen MacKenzie, President and Chief Executive Officer, [Invest WindsorEssex](#)

“Encouraging youth to consider skilled trades as a career remains important, and providing opportunities for them to visit shops and engaging them in the sector provides a wonderful opportunity for them to learn and see things firsthand. As national associations, the Canadian Association of Moldmakers and Automate Canada are proud to support local schools, businesses, and organizations who really make Manufacturing Day a success.”

- Nicole Vlanich, Executive Director, [Canadian Association of Moldmakers](#) and [Automate Canada](#)

<< Encourager les jeunes à envisager les métiers spécialisés comme une carrière demeure important, et leur offrir des occasions de visiter des ateliers et de les impliquer dans le secteur constitue une merveilleuse opportunité pour qu'ils apprennent et voient les choses eux mêmes. En tant qu'associations nationales, la CAMM et Automate Canada sont fières de soutenir les écoles locales, les entreprises et les organisations qui contribuent réellement à faire de la Journée de la Fabrication un succès. >>

- Nicole Vlanich, Executive Director, [Canadian Association of Moldmakers](#) and [Automate Canada](#)

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 35,800 workers locally in 2022.
- Between October 2022 and September 2023, 571 manufacturers advertised 5,656 job posts.
- This year's tours have over 1,000 students touring 20 local companies.
- Participating employers include:
 - AAR Aircraft Services Windsor ULC
 - Reko International Group Inc.
 - Plasman
 - UE Enclosures

QUICK LINKS:

- [Workforce WindsorEssex](#) collects local job postings and apprenticeship postings from 55 job boards and employer websites to better understand employer demand for talent and to simplify job search via our innovative job finding tools: [Job Board](#), [Job Map](#), and [Career Explorer](#).
- [Invest WindsorEssex](#) is a not-for-profit organization supported by the City of Windsor and County of Essex, responsible for advancing economic development to grow and sustain prosperity in the region.
- The [Canadian Association of Moldmakers](#) (CAMM) is Canada's leading national association representing moldmakers, service providers, and suppliers to the global mold making Industry.
- [Automate Canada](#) leads and advocates for the Canadian automation industry, assisting and promoting their members. Engagement in activities supporting the business success and innovation expertise of the member companies in their association is their mission.

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About Workforce WindsorEssex

Workforce WindsorEssex is a workforce and community development board whose mission is to lead regional employment and community planning for the development of a strong and sustainable workforce.

Workforce WindsorEssex is an experienced leader in the development of regional labour market tools, research, guides, and events that create positive change in the local labour market while saving others time and effort. These resources, created in close coordination with employment, education, and industry partners, are designed to help jobseekers, employers, students, and educators, as well as the community, make more informed labour market decisions using locally-responsive, data-rich, and unbiased resources. To learn more about Workforce WindsorEssex and view our tools and resources, visit www.workforcewindsoressex.com.

About Invest WindsorEssex

Invest WindsorEssex is the lead economic development agency for the Windsor-Essex region. The focus of the organization is to develop and execute strategies to retain, expand, attract, and help new businesses start-up in the Windsor-Essex region. Invest WindsorEssex is led by a board of distinguished community leaders. A team of professional staff will assist you with all your location and investment decisions by working one-on-one with businesses, to facilitate the process of starting, growing, or locating in Windsor-Essex. Visit investwindsoressex.com.

About Canadian Association of Moldmakers

The Canadian Association of Moldmakers is Canada's leading national association representing moldmakers, service providers, and suppliers to the global moldmaking Industry. An active Board of Directors and Advisors made up of industry leaders provides the focus and direction for the organization. New board members are elected annually by the membership to ensure the interests of both the industry and our member organizations are at the forefront of our strategic vision. Visit canadianassociationofmoldmakers.com.

About Automate Canada

Automate Canada leads and advocates for the Canadian automation industry, assisting and promoting their members. Engagement in activities supporting the business success and innovation expertise of the member companies in their association is their mission. Visit automatecanada.ca.