



MEDIA RELEASE

Tuesday, April 3, 2018

FOR IMMEDIATE RELEASE

Barrie hosts summit to discuss future of Ontario manufacturing

(Barrie, ON) Are Ontario manufacturers ready for Industry 4.0? The 2nd annual Manufacturing Innovation Summit will take place on April 5th, presented by the Business Development Bank of Canada (BDC). The conference will convene industry experts, executives, investors, and entrepreneurs from the Ontario manufacturing sector to share their firsthand experiences with manufacturing innovation strategies for staying globally competitive.

"Manufacturing is undergoing a revolutionary shift with advancements in areas like automation, data exchange and artificial intelligence presenting new opportunities to redefine business models and access new markets," said Karen Dubeau, Director of Creative Economy at the City of Barrie. "Barrie has a strong advanced manufacturing sector and we look forward to providing a platform for Ontario manufacturers to collaborate and share ideas about what it takes to maintain a competitive advantage in this evolving industry."

The summit will be one of the first opportunities for manufacturers to learn about Canada's newly announced Advanced Manufacturing Supercluster, which has qualified for federal investments under the Government of Canada's Innovation Superclusters Program. This initiative will help companies adopt next-generation capabilities in robotics, machine learning and sensors/devices.

Industry experts from IBM, Innovative Automation, Linear-Transfer, Environmental Systems Corporation, ReMAP, Molded Precision Components, gShift and Beaverrock Roastery Inc. will share their insights on harnessing data to increase profits and drive efficiencies as well as how their companies leveraged innovative partnerships to drive business results.

Keynote speaker Peter Lawler, Executive Vice President, BDC Advisory Services, will open the summit with a discussion on Industry 4.0, often referred to as the fourth industrial revolution and Jayson Myers, CEO of Next Generation Manufacturing Canada will be speaking about the Advanced Manufacturing Supercluster program that they will be leading.

Barrie is currently home to more than 500 manufacturers providing over 5000 jobs. The city is ranked as Canada's second lowest cost city of manufacturing operations according to KPMG's 2016 Competitive Alternatives report.

The Manufacturing Innovation Summit is sponsored by BDC, City of Orillia, Lakehead University and Ontario Centres of Excellence. The summit takes place Thursday, April 5 at the Five Points Theatre, presented by Pratt Homes & Development. For more information, visit Manufacturing Innovation Summit via www.investbarrie.ca/programs.

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