



***MEDIA RELEASE***

**Tuesday, April 9, 2019**

***FOR IMMEDIATE RELEASE***

**Barrie hosts 3<sup>rd</sup> annual Manufacturing Innovation Summit**

(Barrie, ON) Industry experts, executives, investors and entrepreneurs from across the province will gather at the 3rd annual Manufacturing Innovation Summit to discuss Industry 4.0 initiatives that can help manufacturers maintain competitiveness and maximize productivity. The event takes place on Wednesday, April 10 and is presented by the Business Development Bank of Canada (BDC).

“There is no one-size-fits-all approach that manufacturers can use to transform into an Industry 4.0 operation. As adoption of new technologies and approaches gains momentum, companies are calculating the risk-reward ratios,” said Karen Dubeau, Director of Creative Economy at the City of Barrie. “Barrie has a strong advanced manufacturing sector and many of the companies here and in the Simcoe County/Central Ontario have had great success in starting the Industry 4.0 journey. Together with our partners, we will continue to build out a connected ecosystem supporting our local manufacturers to provide programs and resources for a competitive advantage in growing and transforming their businesses.”

The half-day summit features keynote speakers Michael Gardiner, Manufacturing Industry Solution Executive with Microsoft Canada and Peter Lawler, Executive Vice President with Business Development Canada (BDC).

Industry experts from Honda of Canada Mfg., Environmental Systems Corporation, Brotech and Molded Precision Components will share their experience with Industry 4.0 including how they started, lessons learned and how they continue to modernize their operations.

The Barrie area is currently home to more than 500 manufacturers providing over 6,024 jobs. In a recent survey of Barrie manufacturers, results showed 56 per cent of respondents currently have advanced manufacturing processes in place and 86 per cent of respondents are planning on investing in new automation/digital processes within the next 5 years.

The Manufacturing Innovation Summit is sponsored by BDC, Georgian College, City of Orillia, County of Simcoe, Lakehead University and Ontario Centres of Excellence. The summit takes place Wednesday, April 10 at Georgian College’s Peter B. Moore Advanced Technology Centre. For more information, visit [www.investbarrie.ca/programs](http://www.investbarrie.ca/programs).

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