



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

City hosts innovation summit for Ontario manufacturing sector

(Barrie, ON) The City of Barrie, in partnership with the County of Simcoe, the City of Orillia, Georgian College and Lakehead University, will host the fifth annual Manufacturing Innovation Summit virtually on Tuesday, April 6. This year's summit will give an overview of the current economic situation, the recovery and how key economic trends and changes will affect small and medium-sized manufacturers.

"The pandemic has created many challenges in this sector, and more than ever manufacturers have had to innovate to stay resilient," says Stephannie Schlichter, Director, Economic & Creative Development. "This event will bring together industry experts, executives, investors and entrepreneurs in the Ontario manufacturing sector to share ideas and take away practical insights on today's economy."

Registrants will learn how the sector has shifted and hear about exciting projects happening in the community. The event will also feature a keynote address by economist Pierre Cl  roux, Vice President, Research and Chief Economist at BDC, focused on our current economic situation and the outlook for the manufacturing sector.

The event is sponsored by the Business Development Bank of Canada (BDC) and is hosted in connection with Georgian College's Research, Innovation, Scholarship and Entrepreneurship (RISE) Series. Registration for the Manufacturing Innovation Summit is free, and registrants will have access to all RISE events after the summit.

Learn more at investbarrie.ca or register at georgiancollege.ca/RISE2021.

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For more information, please contact:

Scott LaMantia
Senior Communications Advisor
scott.lamantia@barrie.ca
705-794-0517