

Media Release
Windsor Essex County
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CREATING JOBS: Growing a key industry in Windsor-Essex

Windsor, Ontario - HUB '09, an International Multimodal Conference was officially launched today by the WindsorEssex Development Commission and host partners at a media conference held at Windsor International Airport.

This informative 2-day international multi-modal conference is being held at Caesars Windsor beginning with a conference dinner on May 5th and will feature a keynote presentation by Jeremy Rifkin, the bestselling author of 17 books on the impact of scientific and technological changes on the economy, the workforce, society, and the environment. Mr. Rifkin is the President of the Foundation on Economic Trends in Bethesda, Maryland.

This conference will bring together over 300 industry experts, business leaders, and community stakeholders to focus on showcasing the region's key multi-modal assets and will feature presentations on border infrastructure and transportation security issues, the role of transportation in the new economy, and will link the role that transportation plays in helping organizations gain entrance into new, high-performance manufacturing sectors like alternative energy and aerospace. The conference will also include a synthesizing of these important issues facilitated by Dr. Bill Anderson, Ontario Research Chair in Cross-Border Transportation Policy at the University of Windsor.

"Throughout its long history of industrial development, the Windsor-Essex region has achieved a level of excellence in the rapid, reliable and efficient movement of goods by road, rail, water and air. This is a key asset for the region as we face the challenges of economic transformation in the coming decades," commented Dr. Anderson.

"Among the many factors which enhance the attractiveness of the Windsor-Essex Region for economic investment is the competitive advantage afforded by our region's location. In addition to the globally recognized manufacturing and engineering capabilities in Windsor-Essex, our ability to leverage geography, as well as our multi modal assets and infrastructure uniquely positions the Region ahead of many other jurisdictions for future economic investment," said Patrick Persichilli, Vice President, WindsorEssex Development Commission.

Key to the success of continuing to grow this important industry in the Windsor-Essex region is the involvement by regional stakeholders. HUB '09 is being coordinated by the WEDC in partnership with the City of Windsor, County of Essex, Windsor Port Authority, Windsor International Airport Your Quick Gateway (Windsor) Inc, University of Windsor, Windsor-Essex Regional Chamber of Commerce, the South East Michigan Council of Governments, and the Detroit Regional Chamber of Commerce.

“The Windsor International Airport is pleased to be a part of such a meaningful and timely event that helps to showcase the airport’s capabilities and infrastructure to support continued growth and diversification efforts in our region. The airport has played such a critical role in our region’s history of success in the movement of goods and people in our manufacturing and agribusiness industries, and we view this conference as a significant opportunity to expand our reach into the transportation and logistics sector,” said Federica Nazzani, General Manager, Windsor International Airport Your Quick Gateway (Windsor) Inc.

David Cree, CEO, Windsor Port Authority said, “It is vitally important for the Windsor Port Authority to be a partner in HUB’09 to ensure that the message of our region’s ability to accommodate the transportation and movement of large components and machinery in support of new sector growth such as wind energy is recognized. The Port is open, and we are ready for business.”

ABOUT US – The WindsorEssex Development Commission provides valuable services to the Windsor-Essex Region by attracting new business, capital investment and other assessment and employment-creating enterprises. We strive to aid in the strengthening, diversification and growth of existing business and maintain an attractive business and economic environment through constant contact with the appropriate government agencies and community groups to promote our region as a desirable location. Please visit www.choosewindsorsex.com to learn more.

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To register visit: www.HUB09.com

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