

MEDIA RELEASE

April 9, 2013

Windsor-Essex Represented At Hannover Industrial Fair in Hannover, Germany

April 8th to 12th, 2013

Windsor-Essex County, Ontario, Canada, April 9, 2013 – The Windsor-Essex region will be represented at the Hannover Industrial Fair in Hannover, Germany by **Tracy Pringle, Director of Retention and Expansion** and **Wendy Stark, Economic Development Officer for the WindsorEssex Economic Development Corporation (WEEDC)**. They will be joined on this mission with other alliance members of the Ontario Automotive Communities Alliance (OACA) and the Ontario Clean Technology Alliance (OCTA). There are two concurrent missions to the Hanover show, with Wendy Stark **participating in the OCTA clean-tech mission** and Tracy Pringle **participating in the OACA automotive mission**. The Hannover MESSE is an internationally recognized industrial technologies event, featuring eleven focus themes. With over 150,000 plus visitors Hanover provides alliance members the opportunity to market our regional assets to a wide audience.

Wendy Stark, Economic Development Officer for WEEDC when reached said, ""This is day two of the show in Hanover, and Tracy and I are impressed with the enormous size of the show. In terms of OCTA there are roughly 40 meetings set up for us with companies including software developers, equipment manufacturers, engineering companies, project developers, solar companies and consulting companies. **Tracy Pringle, Director of Retention and Expansion for WEEDC** added that the OACA group have also scheduled well over 40 meetings for the Alliance members. OACA will use every opportunity to promote the region and build partnerships with global automotive components manufacturers."

Tracy and Wendy will be pleased to provide updates about this trade mission and invites the media to contact them in Germany while at the Hannover Industrial Fair. (Note: Germany is 7 hours ahead of Ontario)

About the Ontario Automotive Communities Alliance (OACA)

Ontario Automotive Communities Alliance Seeking Opportunities at Hannover Messe

<http://www.choosewindsor.essex.com/?q=node/302>

OACA represents automotive intensive communities from Oshawa to Windsor through regional economic development agencies. These include City of Hamilton, Canada's Technology Triangle, London Economic Development, Southwestern Ontario Marketing Alliance, Durham Region and the Windsor-Essex Economic Development Corporation, as well as Canada's Department of Foreign Affairs and International Trade, and the Ontario Ministry of Economic Development, Trade and Employment.

About the Ontario Clean Technology Alliance (OCTA)

\$100 million investment by Siemens and CS Wind demonstrate significance of Ontario Green Energy

Act <http://www.choosewindsor.essex.com/?q=node/303>

OCTA offers a highly educated workforce; excellent growth opportunities, a low-risk business environment, and generous R&D tax credits that are the envy of other countries. The Alliance includes Durham Region, Ottawa Region, City of Hamilton, Waterloo Region, Niagara Region, Windsor-Essex, Halton Region, City of Guelph and the Southwestern Ontario Marketing Alliance. The Department of Foreign Affairs and International Trade Canada as well as the Ontario Ministry of Economic Development, Trade and Employment are also Alliance partners.

About the WindsorEssex Economic Development Corporation (WEEDC)

www.choosewindsor.essex.com

The WEEDC is the lead economic development agency proudly representing Windsor-Essex, Ontario, Canada's fastest growing economy (Conference Board of Canada), one of the world's Top 7 most intelligent communities (Intelligent Community Forum) and FDI's 2011 #2 Large City in which to invest. Acting as a catalyst and network developer WEEDC works to positively impact the region by providing services including business attraction, retention and expansion, small business and entrepreneurial development, and community development activities.

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Note the change in time- Germany is 7 hours ahead of Ontario.

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