

FOR IMMEDIATE RELEASE

April 8, 2013

Windsor-Essex Wins in America Cities of the Future Awards 2013

Windsor-Essex County, Ontario, Canada, April 8, 2013 – The Windsor-Essex region has won second place for **Best FDI (Foreign Direct Investment) Strategy for Small American Cities of the Future in 2013/2014**. A bimonthly [publication, fDi Magazine is part of the fDi Intelligence division of The Financial Times Ltd, a dedicated unit specializing in all areas relating to foreign direct investment.

Promotion of the region was heavily weighted in this competition and consideration was given to how Windsor-Essex has positioned itself through campaigns, online presence, as well as the tools that have been created such as the **Manufacturing Capabilities Database** that allows potential investors to understand the capabilities of local employers and a newly implemented **On-Line Regional Demographic Tool** providing key information with the click of a mouse.

Other Windsor-Essex economic strategies judged were: lead generation (ex. trade missions, sector and market targeting, hosting international delegations etc.), prospect nurturing, solutions identification, community collaboration and incentives such as the City of Windsor's Community Improvement Program (CIP) and partnerships with Employment Ontario.

"We are very proud of the WEEDC team in helping to achieve this designation for our region," explains **Joe Byrne, Chair of WEEDC**. "Our region has much to offer and ensuring that our story is told has been a priority for this team and the Board. This award is a reflection of the work and heavy lifting that has been done by the team over the last year."

As published in the report, with a 16% decline in 2012, investment agencies are facing greater competition to attract FDI projects. In this competitive landscape the Windsor-Essex region has managed to gain the attention of international firms and attract them to the region.

"We have placed a heavy emphasis on business development for our region and specifically investment attraction. We have 15 staff at WEEDC and each one of them contributes towards promoting and facilitating investment," explains **Rakesh Naidu, Acting COO of WindsorEssex Economic Development Corporation**. "Our approach in identifying high potential targets, working closely with our elected and business leaders, providing on-line tools along with overhauling our marketing materials, have all helped in achieving success in a very competitive environment."

The award ranking is as follows in the Top 10 Small American Cities of the Future 2013/14 – FDI Strategy:

1. Lafayette Louisiana, US
2. Windsor-Essex Ontario, CA
3. Richmond Hill Ontario, CA
4. Sherbrooke Quebec, CA
5. Victoria British Columbia, CA
6. Richmond British Columbia, CA
7. St. Catharines Ontario, CA
8. Brownsville Texas, US
9. Guaymas Sonora, MX
10. Nogales Sonora, MX

About the fDi Intelligence – fDi Intelligence, from The Financial Times Ltd, is the leading provider of foreign direct investment intelligence. The portfolio encompasses world class products, services and business tools that allow companies and EDO's alike to make informed decisions regarding foreign direct investment. Products within the portfolio include fDi Markets, (www.fDiMarkets.com) a database tracking crossborder greenfield investment on a real time basis;

fDi Benchmark, (www.fDiBenchmark.com) a database which benchmarks global locations on their attractiveness to foreign investors; and fDi Magazine.

About the WindsorEssex Economic Development Corporation (WEEDC) - 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. For more information on previous awards please visit www.choosewindsor.essex.com/awards .

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