



Media Release

Tuesday, September 10, 2019

10:AM

Automate Canada and Automation Alley Sign MoU

Windsor-Essex County, Ontario Canada - Tuesday, September 10, 2019 – At the 4th Annual Emerging Technologies in Automation Conference and Trade Show held today at Caesars Windsor a Memorandum of Understanding (MoU) was signed between Automation Alley and Automate Canada. This MOU designates Automate Canada as a Strategic Partner of Automation Alley for mutually beneficial economic development initiatives and as a marketing and promotional partner.

Automate Canada is the newly formed national association specializing in manufacturing automation solutions. Automation extends beyond automotive to touch on such industries as agriculture, energy and logistics. Automation Alley is a nonprofit manufacturing and technology business association and Michigan's Industry 4.0 knowledge center, with a global outlook and a regional focus.

The agreement will bring mutual benefits to both organizations and continue to support the natural bi-national cluster of automation companies in both Ontario and Michigan.

“The smart and connected technologies of the Fourth Industrial Revolution are rapidly transforming the way automation companies operate around the globe. It is critical that economic development organizations in every nation work together to best position the companies they serve for success. We look forward to collaborating with Automate Canada on our shared mission.”

- **Tom Kelly, Executive Director and CEO Automation Alley**

“I'm very excited about the strategic alliance between Automate Canada & Automation Alley. We've recognized that our member companies will benefit from the cross-border sharing of information, best practices & partnerships facilitated by this unique alliance. Working collaboratively, we will be better positioned to support the growth of our member companies.”

- **Shelley Fellows, Chair Automate Canada**

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ABOUT

Automate Canada <https://www.automatecanada.ca>

Automation Alley <https://www.automationalley.com>

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