

**FOR IMMEDIATE RELEASE**  
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**WINDSOR-ESSEX REGION CELEBRATES INTERNATIONAL ECONOMIC  
DEVELOPMENT WEEK - MAY 7-11, 2018**

***Windsor-Essex joins communities across Canada and the United States to increase awareness of jobs, career development and programs that enhance and provide local economic impact.***

**Windsor-Essex County, Ontario, May 7, 2018** - A media conference was held today at Level One Robotics and Controls Inc. in Windsor to announce that the Windsor–Essex region is participating in and celebrating **International Economic Development Week (EDW 2018)** commencing today **May 7th to May 11th**.

International Economic Development Week was created by the International Economic Development Council (IEDC), which is the largest professional membership organization for economic developers and is recognized by economic development professionals across Canada and the United States.

This is the second consecutive year of participation by the **WindsorEssex Economic Development Corporation** (WE EDC) in collaboration with the nine municipalities across the region (Amherstburg, Essex, Kingsville, Lakeshore, LaSalle, Leamington, Pelee Island, Tecumseh and Windsor), and partnering with the **WindsorEssex Small Business Centre (SBC)**, **WEtech Alliance**, **Workforce WindsorEssex (WFWE)**, and the **Ministry of Economic Development and Growth**.

The ‘one survey’ concept that was developed last year by participating organizations is part of this year’s EDW 2018. This business retention and expansion (BR&E) survey was created to prevent ‘survey fatigue’ by the business community, and to share the aggregated collected data results. Since all participants are using the same survey data they are able to analyze trends which improves the validation of the information. The data collected will help the city, county and region identify specific issues and challenges faced by Windsor-Essex companies and will help promote continued collaboration and teamwork among the partners. Through communications and face to face meetings the companies will be encouraged to ‘take the survey’ ([www.surveymonkey.com/r/edw2018](http://www.surveymonkey.com/r/edw2018)) that is available to them throughout the entire month of May. In 2017 over 200 surveys were completed.

New this year, is a daily business resource to be promoted online and through social media accounts of the local economic development agencies. Each partner will highlight a tool or service relevant to the business community. Some examples of resources are - workforce forecasting tools, navigating city hall videos, free coaching/mentoring classes and more. On Friday, May 11<sup>th</sup> WE EDC’s BR&E team will conduct a business visitation blitz and will present the survey, explain the BR&E services and review the Employer Matrix, as a reminder of how Government programs support business.

*“The City of Windsor is pleased to collaborate on International Economic Development Week. Events like these help to promote the City and Region as a positive place to do business. By streamlining our data collection through the one-survey approach we will ensure that all organizations are working and planning from the same information. I encourage all of our City of Windsor businesses to participate by completing the Business Retention and Expansion Survey.”*

***-Drew Dilkens, City of Windsor Mayor***

*“Our goal is to have businesses stay, grow and become more competitive in the Windsor-Essex Region. This week we’ll remind business that they don’t have to do it alone, there is help and support from a number of local organizations that can provide resources and new opportunities. From helping businesses expand to attracting new ones, and helping companies with their workforce needs, there is plenty of help. It’s about ‘team work.’”*

**-Tom Bain, Essex County Warden**

*“We are pleased to collaborate with the region’s economic development organizations and participate once again in the 2018 National Economic Development Week. Included in our 2018 EDW activities will be the Business Retention and Expansion survey. We will be encouraging local businesses to take the survey because it’s a valuable tool to measure the pulse of the region’s business community. It gives us insight into the needs of our local businesses and our role in helping them stay competitive and successful.”*

**- Stephen MacKenzie, CEO, Windsor Essex Economic Development Corporation**

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**About the WindsorEssex Economic Development Corporation:** WE EDC is the region’s lead economic development agency and a dedicated catalyst for business growth and expansion. We attract new businesses to our region, help strengthen existing businesses and support entrepreneurship. WE EDC is supported by the Town of Amherstburg, Town of Essex, Town of Kingsville, Town of Lakeshore, Town of LaSalle, Municipality of Leamington, Pelee Island, Town of Tecumseh, and the City of Windsor. It is responsible for advancing economic development to grow and sustain prosperity in the region.

[www.choosewindsor.essex.com](http://www.choosewindsor.essex.com)

**About International Economic Development Week:** Economic Development Week is an event created by the International Economic Development Council to celebrate economic development among communities around the world. The event will occur for the third time from May 7-11, 2018. Communities and organizations can join the celebration by visiting [www.iedconline.org/edw](http://www.iedconline.org/edw). Official 2018 hashtags are: #EDW2018 #EconDevWeek #QualityofLife

**About the International Economic Development Council:** IEDC is a non-profit membership organization serving economic developers. With more than 5,000 members, IEDC is the largest organization of its kind. Economic developers promote economic well-being and quality of life for their communities, by creating, retaining and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base.

[www.iedconline.org](http://www.iedconline.org)