

**MEDIA RELEASE**

**Monday, June 13, 2016**

**DEVELOPING A CENTRE OF EXCELLENCE IN ADDITIVE AND  
LIGHT-WEIGHTING MANUFACTURING IN WINDSOR-ESSEX, ONTARIO CANADA**

**Windsor-Essex County, Ontario, Monday, June 13, 2016** - The WindsorEssex Economic Development Corporation in partnership with the Automotive Parts Manufacturers Association (APMA) and the Center for Automotive Research (CAR) have organized and is sponsoring the Light-weighting and Additive Manufacturing session that will be held at the APMA 2015 Annual Conference & Exhibition at Caesars Windsor on Wednesday, June 15, 2016.

**Flavio Volpe, President, Automotive Parts Manufacturers Association (APMA)** said,

“The Windsor-Essex Region is a global leader in advanced manufacturing and they are taking serious strides in developing a centre of excellence in additive and light-weighting manufacturing.”

**Rakesh Naidu, CEO (Interim) of the WindsorEssex Economic Development Corporation** added, “As Windsor-Essex establishes itself as a light-weight material and additive manufacturing hub, we’re very pleased for the opportunity to once again partner with APMA and CAR to present the Light-weighting and Additive Manufacturing session. This forum will engage delegates from the automotive and industrial manufacturing sectors to meet and hear from the following experts in this industry: Mark Stevens, Project Manager for CAR, Jim Vurpillat, Marketing Director for Automotive & Aerospace, Stratasys, Jill Urbanic, Associate Professor, Mechanical, Automotive & Materials Engineering, University of Windsor and Dave Muir, Director, Research and Development, National Research Council Canada.

In advance of the conference the EcDev Business Development team have been working with Global Affairs Canada to arrange a “Choose Canada” seminar for the incoming delegations to show them why Canada is a good place to invest and to do business. Rakesh Naidu the Interim CEO of EcDev will also present why Windsor-Essex is a great place for business.

Additionally, the Business Development team in partnership with Global Affairs Canada, Ontario Ministry of Citizenship, Immigration and International Trade, Ontario Ministry of Economic Development, Employment and Infrastructure, Canadian Association of Moldmakers and Export Development Canada have coordinated plant visits, tours and meetings with local company representatives for the incoming delegates from India, China, Germany and Mexico. Other tours includes: The University of Windsor’s Centre for Engineering Innovation and St. Clair College’s Ford Centre for Excellence in Manufacturing.

The 2016 APMA Annual Conference & Exhibition is Canada’s premier automotive and networking event, drawing over 400 participants including Canadian and American automotive assemblers, Tier 1 suppliers, international automotive professionals, leading automotive research experts and other automotive companies.

<https://apma.ca/event-directory/2016-annual-conference-exhibition/>

Session details below...

**Details**

Wednesday, June 15, 2016

Caesars Windsor

Luna and Solis Room (Augustus Tower)

CONCURRENT SESSION 1B

11:10 AM to 11:55 AM

Topic: Additive Manufacturing and Light-weighting

Sponsored By: WindsorEssex Economic Development Corporation

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