



## ***MEDIA RELEASE***

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***FOR IMMEDIATE RELEASE***

### **Award-winning marketing expert Max Valiquette to keynote at 2023 Manufacturing Innovation Summit**

(Barrie, ON) – Max Valiquette will be the keynote speaker at the Manufacturing Innovation Summit, an event designed for the regional manufacturing community to learn, connect and get inspired for the future of the sector. The Manufacturing Innovation Summit takes place over two days on Monday, October 16 and Tuesday, October 17.

For more than 20 years, Max Valiquette has been at the forefront of what's now, what's new, and what's next. Anointed by Marketing Magazine as one of Canada's "most influential marketers," Valiquette has worked with some of the biggest companies in the world, helping them transform their organizations, business, and brands. He is an award-winning marketer and market researcher, an author, a broadcaster, and a journalist who relishes engaging with audiences.

Day one of the Manufacturing Innovation Summit will be held at Georgian College. The event will kick off with a networking reception presented by BDC, followed by an expert talk, a highly engaging panel discussion focused on trends and opportunities in the automotive sector, and a tour of the world-class Alectra Centre for Research, Innovation and Commercialization at Georgian College including an industry showcase. Sessions on day one include:

- Driving Forward: Navigating Automotive and EV Trends Expert Talk and Panel
- Exploring How Innovation Thrives: Tour of the Alectra Centre for Research, Innovation, and Commercialization at Georgian College

Day two takes place at Horseshoe Resort, featuring a conference and manufacturing tradeshow with business-to-business and talent networking opportunities, along with Max Valliquette's keynote presentation and practical breakout sessions led by industry experts on topics such as women in manufacturing and environmental, social and governance (ESG) opportunities. Sessions on day two include:

- Keynote speaker: Max Valiquette
- Balancing Profit and Purpose: ESG Pathways for Manufacturers Panel
- Manufacturing Diversity: Women Shaping the Industry's Future Panel
- Behind the Factory Doors: A Day in the Life Working in Manufacturing Panel

This event is presented by the Regional Manufacturing Partnership of Simcoe County, Barrie, and Orillia, which includes the economic development offices of the County of Simcoe and the cities of Barrie and Orilla, and the Research and Innovation Departments of Lakehead University and Georgian College.

To view the agenda and register, visit [ManufacturingInnovationSummit.ca](https://ManufacturingInnovationSummit.ca).

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