



MEDIA RELEASE

Tuesday, September 13, 2022

FOR IMMEDIATE RELEASE

Manufacturing Innovation Summit returns in-person October 19

(Barrie, ON) – The City of Barrie and the County of Simcoe are presenting the sixth annual Manufacturing Innovation Summit (MIS) on Wednesday, October 19. This year's summit will return to an in-person event at the Peter B. Moore Advanced Technology Centre at Georgian College, following two years of being held virtually.

MIS 2022 is for all manufacturers at any stage, of any size and brings together industry leaders, executives, investors and entrepreneurs from the Ontario manufacturing sector to learn firsthand what the future of manufacturing looks like within our region and beyond. This year's event will feature keynote speaker Andrew Au, a global thought leader on digital transformation and culture change. The event will also feature networking opportunities, an industry panel and break-out sessions on talent strategies, cybersecurity and leveraging immersive technologies.

"Barrie's leading manufacturers have technology, business models, and leadership second to none, and they're growing on that strength," commented Barrie Mayor Jeff Lehman. "Industries of all sizes will benefit from coming together to share new ideas and technological advancements. This event is one way we can support the manufacturing industry's growth in our region, which in turn benefits our entire local economy."

"Our manufacturing sector is the heartbeat of our regional economy," said County of Simcoe Warden George Cornell. "We're pleased to support this event and help bring our industry partners together to share innovative ideas, support our economic recovery and continue to build a prosperous future here in Simcoe County."

The Manufacturing Innovation Summit is affiliated with the Regional Manufacturing Partnership and sponsored by BDC.

To register or to find out more, visit investbarrie.ca/mis2022.

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