



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Registration open for 2023 Manufacturing Innovation Summit

(Barrie, ON) – The City of Barrie and the County of Simcoe have partnered to present the seventh Manufacturing Innovation Summit (MIS), an event that connects manufacturing companies across the region. Registration is open for this year's event, which takes place over two days on Monday, October 16 and Tuesday, October 17.

The Manufacturing Innovation Summit is for manufacturers across various sectors and of all sizes and stages. This year's Manufacturing Innovation Summit is designed for the regional manufacturing community to learn, connect and get inspired for the future of the sector.

Day 1 kicks off at Georgian College's Advanced Technology Centre, with a networking reception sponsored by BDC, an expert 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 the College. The tour will showcase local industry partnerships and allow participants to see and hear firsthand how research and development projects through Georgian College and Lakehead University have supported local businesses through accessing talent and accelerating technological innovations.

Day 2 will take place at Horseshoe Resort, featuring a conference and manufacturing tradeshow with business-to-business networking opportunities along with an inspiring keynote address and practical breakout sessions led by industry experts on topics such as women in manufacturing and environmental, social and governance (ESG) opportunities. Post-secondary students from Georgian College and Lakehead University will participate in the afternoon for a panel discussion that will highlight what it's like to work in the sector, along with the opportunity to interact with area employers through the manufacturing exhibition.

"Our manufacturing sector across Simcoe County is strong and growing," said Simcoe County Warden Basil Clarke. "This summit not only serves to foster new business ideas and industry networking, but also provides insights on growing local labour opportunities within our manufacturing sector."

"The manufacturing sector is a key economic driver in our city and region. Recent years have highlighted the need for innovation in all sectors and manufacturing is no exception," said City of Barrie Mayor Alex Nuttall. "This event provides the opportunity for manufacturers of all sizes and stages to connect, share best-practices and get inspired for what's next in the sector."

This event is presented in partnership with the Regional Manufacturing Partnership, which includes the County of Simcoe, Lakehead University, Georgian College, the City of Orillia and the City of Barrie.

To view the agenda and register, visit www.ManufacturingInnovationSummit.ca.

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