

**Objective: To Create Awareness of North Simcoe in the “Heart of Georgian Bay” resulting in Business Growth, Productivity, Innovation, Investment and Jobs**

**BUSINESS INVESTMENT AND LEAD GENERATION**

**Prosperity Summit 2018 “Convergence of Healthcare with Manufacturing”**

- Outstanding contributions of local businesses were recognized by EDCNS in the Mirror Thursday, July 12, 2018. The advertisement is digital on page 7 of Simcoe.com.

<http://edition.pagesuite-professional.co.uk/html5/reader/production/default.aspx?pubname=&pubid=79cbd729-b27d-43ae-83d8-2fe1b6d2ba6e>



**Investment Pipeline**

- A medical device company from the GTA held three meetings with the EDCNS Board. The investment strategy is being developed.
- Partnerships are being strengthened with Henry Bernick Centre for Entrepreneurship, Ontario Centres of Excellence, and ventureLAB.
- Two opportunities for greenfield investment.
- The EDCNS Board Chair met with a multi-million dollar international investor at an aerospace company at the Huronia Airport.
- North Simcoe’s international business investor, Project A, remains in the investment funnel.
- The EDCNS Board of Directors is priming Franke Kindred’s innovation for expansion, stay tuned !

**MARKETING**

- EDCNS launched a renewed website in July. Monthly visitation continues its steady climb at 89 % new visitors to the site in June 2018.