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# The Regional Municipality of Durham Report

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To: Community Growth and Economic Development Committee  
From: Commissioner of Community Growth and Economic Development  
Report: #2025-EDT-13  
Date: September 2, 2025

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**Subject:**

Hannover Messe 2025 Final Outcomes and Metrics Report

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**Recommendation:**

That the Community Growth and Economic Development Committee recommends:

That this report be received for information.

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**Report:**

**1. Purpose**

1.1 The purpose of this report is to provide a summary to Committee and Council of the achievements and metrics of exhibiting and showcasing Durham Region at the Hannover Messe 2025 Trade Fair, led by Durham Region Economic Development and Tourism Division (Invest Durham), in collaboration with the Durham Economic Development Partnership (DEDP), post-secondary institutions, and regional innovation community partners.

**2. Background**

2.1 Invest Durham is responsible for:

- a. Generating and sourcing leads for potential new investment into Durham Region, including investment attraction missions, in-market lead generation services, and hosting investor tours and delegations;

- b. Responding to investment inquiries and delivering specialized services and advice to prospective investors;
  - c. Promoting the Region for new investment, including among key international business audiences;
  - d. Cultivating relationships with community partners, post-secondary institutions, and senior government agencies, to promote investment attraction to Durham.
- 2.2 Hannover Messe Industrial Technology Trade Fair is the world's leading annual trade fair for industrial technology. It welcomes exhibiting companies from all sectors related to advanced manufacturing, including mechanical and electrical engineering, research & development, digital industries, automotive, the energy sector, automation technologies, machinery, aviation & transport, and more.
- 2.3 Approximately 4,000 businesses and organizations exhibit at the show annually with a booth. There are 1,870 speakers, and 130,000 attendees.
- 2.4 At Hannover Messe Trade Fair, there is a large concentration of decision-makers from businesses from all over the world, with a large percentage of these being based in Europe. Over 70 per cent of professional visitors to the trade fair state that their attendance benefitted their professional activity significantly or very significantly, in comparison to a visit to other industrial trade fairs. For a third of those attendees surveyed, it is the only trade show they visit each year.
- 2.5 Each year, one country is selected to be the primary sponsor country for the trade fair. The partner country has a large pavilion area for themselves, and there is a spotlight throughout the fair in materials and hall decoration for this partner country. In 2025, Canada was the partner country, and this influenced the scale of Invest Durham's participation.
- 2.6 The Canadian delegation, including Durham Region's delegation, consisted of 244 exhibitors, 38 universities and colleges, and over 1,000 Canadians. A summary report of the Canadian presence at Hannover Messe 2025 (HM25) can be found here: [Hannover Messe 2025 - EN](#)
- 2.7 As partner country for 2025, Canada aimed to strengthen its European relationships and forge partnerships between Canadian businesses and global companies focused on digital technologies, industrial transformation, clean technologies and resilient supply chains.

- 2.8 In 2025, more than 250 Canadian companies across key industrial sectors, such as automation, robotics, digital technologies, hydrogen and fuel cells, and e-mobility, attended. Representatives of companies participating had the opportunity to meet face to face with international investors and potential customers from Germany, Europe and beyond, creating opportunities, opening markets and creating jobs.
- 2.9 Invest Durham had historically only traveled to Hannover Messe Trade Fair for the purposes of meeting directly with companies that had expressed an interest in exploring an expansion into Canada. This was the first instance of Invest Durham exhibiting with a large booth space internationally.
- 2.10 In 2025, with Canada as the Partner Country, Invest Durham saw this as a prime opportunity to serve as a flagship event, offering a premier platform to showcase Durham's investment-readiness and its compelling value proposition. The event provided a strategic opportunity to support the implementation of Ready Set Future, to drive sustained economic development and international collaboration as follows.
- a. Reinforce Durham's image as an innovation leader on a global stage.
  - b. Attract significant domestic and international investment.
  - c. Forge valuable partnerships that further the region's economic growth and competitiveness.
  - d. Position Durham as a dynamic hub for solving global challenges through technological and industrial innovation.
- 2.11 HM25 is made up of 17 trade halls across 5,340,000 square feet, making it 12 times larger than Metro Toronto Convention Centre. Each hall averaged 183,000 square feet. Invest Durham exhibited at HM25 in two booths: a large booth in Hall 12, and a smaller booth in Hall 2. See Attachment #1 for images of the Invest Durham Booth.
- 2.12 Included as Attachment #2 is the custom marketing booklet created for this mission.

### **3. Previous Reports and Decisions**

- 3.1 [#2022-EDT-15](#) Ready Set Future: Five Year Economic Development and Tourism Strategy and Action Plan.
- 3.2 [#2024-EDT-10](#) Hannover Messe 2025 – Participation
- 3.3 [#2024-F-13](#) Hannover Messe 2025 – Financial Commitment

#### **4. Hannover Messe 2025**

4.1 HM25 presented an opportunity for Regional and area municipal economic development staff to connect with the Canadian and global industrial technology industry and ecosystem. Invest Durham led the project, and collaboration partners included Durham College, Ontario Tech University, Trent University Durham GTA, Spark Centre, the Automotive Parts Manufacturers Association (APMA) – Project Arrow, and the Durham Economic Development Partnership (DEDP) consisting of the Cities of Pickering and Oshawa, the Towns of Whitby and Ajax, the Municipality of Clarington, and the Townships of Brock, Scugog and Uxbridge (with the latter three represented by Invest Durham).

#### **5. Alignment with Ready Set Future**

5.1 Participation at HM25 advances Goal 3.3 of Ready Set Future – to build Durham’s reputation for innovation to solve global challenges, as well as Goal 3.4 – to attract domestic and international inward investment into Durham’s priority sectors.

5.2 Specifically, HM25 was a flagship event for Invest Durham to showcase the Region’s investment-readiness and value proposition for investment. It was coupled with a comprehensive marketing campaign designed to build the region’s reputation for innovating to solve global challenges.

5.3 Since Canada was the Partner Country, staff from senior investment attraction agencies in Ontario and Canada participated, presenting an unparalleled opportunity to develop and grow partnerships with these senior agencies including Invest Ontario, Invest in Canada Innovation, Science, and Economic Development Canada (ISED), the Canadian Foreign Trade Commissioner Service (FTCS), and the Ontario Ministry of Economic Development, Job Creation and Trade (MEDJCT).

5.4 Additionally, collaboration by the DEDP to exhibit at HM25 aligned with the 2023-2026 DEDP Action Plan. Priority #4 of the DEDP Action Plan is ‘Marketing and Investment Promotion’, which includes the following planned actions:

- a. Collaborate to showcase Durham at flagship events such as Collision Conference, Realtor & Developer Events, major clean energy conferences, etc.
- b. Collaborate to develop and deliver creative promotional campaigns showcasing Durham’s value proposition and innovation community.

- c. Campaigns to showcase Durham's strength in key priority clusters (Clean Energy; Next-Gen Mobility; Agri-Food; Applied Digital Tech; Arts, Culture and Creative.).
- 5.5 The federal government, through ISED, led planning for the HM25 Canadian pavilion. The federally funded Canada Global Innovation Super-Cluster for Advanced Manufacturing (NGen) was the project leader responsible for recruiting a target of 200 Canadian businesses to exhibit in the Canadian pavilions at HM25. The Province of Ontario also exhibited, along with several economic development agencies from Ontario and the rest of Canada. Economic development agencies from Ontario included Invest Ontario, Invest Hamilton, Invest Niagara, and York Region.
- 5.6 The Durham Regional delegation consisted of 38 participants. The delegation included:
- a. Regional Council:
    - Mayor Kevin Ashe, City of Pickering, and Regional Chair's delegate
    - Mayor Shaun Collier, Town of Ajax
    - Mayor Elizabeth Roy, Town of Whitby
    - Regional and City Councillor Tito-Dante Marimpietri, City of Oshawa
  - b. Region of Durham:
    - Chief Administrative Officer and Head of Delegation, Elaine Baxter-Trahair
    - Commissioner, Community Growth and Economic Development, Brian Bridgeman
    - Director, Invest Durham, Simon Gill
    - Additional members of the Invest Durham team representing the Business Development and Investment, Marketing & Tourism, and Agriculture & Rural Economic Development Sections.
  - c. Partner Delegations:
    - Economic Development staff from the area municipalities of Ajax, Clarington, Oshawa, Pickering, and Whitby
    - An Ontario Tech University delegation led by the Vice-President, Research and Innovation

- A Trent University delegation led by the Vice President and Head of Trent University Durham GTA
  - A Durham College delegation led by the Associate Vice-President, Innovation and Research
  - A Spark Centre delegation headed by the Acting Chief Executive Officer
  - A delegation by the Automotive Parts Manufacturing Association (APMA): Project Arrow, headed by the Chief Operating Officer
- 5.7 Invest Durham exhibited with two booths at HM25 to maximize exposure to attendees, achieve target metrics, and build relationships with partner agencies:
- a. Hall 2 - International Trade & Investment (small booth within Invest Ontario section)
  - b. Hall 12 - National Ecosystem and Innovation (large booth)
- 5.8 The main booth in Hall 12, shown in Attachment #1, showcased Durham's key strengths in Future Energy, Next Generation Mobility, and Applied Digital Technology, and was anchored with the Project Arrow concept car and the Automotive Parts Manufacturing Association team as a central part of the booth.
- 5.9 A lead generation service provider was engaged to secure at least 50 meetings with prequalified companies interested in exploring an expansion to Canada. The meetings were concentrated in Durham Region's five key priority clusters: Future Energy; Next Generation Mobility; Arts, Culture and Creative; Applied Digital Technology; and Agri-Food.
- 5.10 A second lead generation service provider was engaged to secure at least 20 meetings with international governments and institutions (including research and academic) to explore potential collaboration and partnerships. The primary objective was to increase bilateral trade relationships by forging partnerships with key stakeholder organizations including foreign federal, provincial, state, local government, Economic Development offices, Investment Promotion agencies, trade associations and academic and research institutions.
- 5.11 Invest Durham staff also coordinated closely with ISED, NGen, and MEDJCT to ensure that regional efforts supported and were coordinated with the broader Canadian efforts and objectives at HM25.
- 5.12 Invest Durham and NGen co-hosted an event in advance of HM25 to recruit Durham-based companies to exhibit and showcase. There were three Durham-based companies exhibited at HM25. The roadshow was attended by over 50

business representatives and key stakeholders, and photographs of the event are attached as Attachment #3.

5.13 A staff working group was established, chaired by Invest Durham and comprised of the DEDP and Regional innovation ecosystem partners. The working group met regularly in the months leading up to HM25. The meeting topics included project planning, marketing, lead generation, and logistics.

5.14 Invest Durham also created an online portal for all delegates to find up-to-date information on the Region's attendance at HM25, including the latest Team Canada information, NGen information, Invest in Canada information, Invest Ontario information, Working Group presentations, and team logistics.

5.15 Invest Durham arranged a 'Know Before You Go' workshop for the broader regional delegation to ensure all delegates were prepared and informed prior to participation.

## **6. Relationship to Strategic Plan**

6.1 This report aligns with/addresses the following Strategic Direction(s) and Pathway(s) in Durham Region's 2025-2035 Strategic Plan:

a. Resilient Local Economies

- R1. Attract and retain quality employers that strengthen key economic sectors, including energy and technology.
- R2. Support the growth of new business startups and small to medium local businesses.

b. Strong Relationships

- S3. Collaborate across local area municipalities, with agencies, non-profits, and community partners to deliver co-ordinated and efficient services.
- S4. Advocate to the federal and provincial government and agencies to advance regional priorities.

6.2 This report aligns with/addresses the following Foundation(s) in Durham Region's 2025-2035 Strategic Plan:

- a. People: Making the Region of Durham a great place to work, attracting, and retaining talent.

## 7. Outcomes

- 7.1 Durham's joint mission to HM25 was a great success. Jointly with partners, Invest Durham met with dozens of companies to discuss expansion into Durham Region, expansions which could strengthen Durham's economy and create jobs for residents. Durham's universities and college also met with many international organizations to explore research and development partnership opportunities. The booth welcomed over one thousand individuals from the international business community, building awareness of Durham Region's value proposition for new investment. Invest Durham also advanced the Region's relationships with senior government agencies.
- 7.2 In addition to offering the opportunity to build global business partnerships and attract investment into Durham Region's priority sectors, HM25 also presented an opportunity to explore the diversification of trade between Durham exporters and importers and the European Union. Invest Durham even welcomed the Chancellor of Germany to the booth, a country with whom Canada must work quickly to strengthen two-way trade and investment, as tariffs and uncertainty affect industry here in North America. Durham's participation in that regard was timely.
- 7.3 The primary objectives for Durham Region were lead generation for the purpose of investment attraction, and brand awareness generation for the purpose of investment attraction. Secondary objectives included supporting the Canadian efforts to recruit local companies to participate (in promotion of global expansion and international trade), as well as forming and strengthening relationships with senior government investment attraction agencies.
- 7.4 Upon the announcement of tariffs by the U.S. on Canadian products, an additional objective for HM25 emerged, to promote and explore the expansion of trade and export opportunities between Durham-based and European companies.
- 7.5 Outcomes Metrics are as follows:

Target Outcome	Target	Outcome
Number of new connections with individuals	500	Approx. 1,300*
Number of qualified new Leads for prospective investment in Durham Region	50	59

Target Outcome	Target	Outcome
Number of resulting requests by prospective investors for site selection support within 3 months	5	6
Number of relationships advanced with staff from senior investment attraction agencies in Ontario and Canada	20	28
Percentage of Durham and partner participants surveyed that felt the booth was very effective or effective at representing Durham Region as a whole	90% or higher	100%
Percentage of Durham and partner participants surveyed that felt exhibiting at Hannover Messe 2025 was somewhat to very valuable to achieving their organization's goals	80% or higher	100%
Number of domestic or international federal or provincial/state Ministers that visited the booth to learn about Durham Region	5	8
Paid and organic digital impressions for the dedicated promotional campaign	350,000	2,843,566
Deeper engagements (click-throughs) to website content	4,000	10,296
Mentions in major media	5	17

\*Note: Total new connections were estimated based on daily booth visits

7.6 The Durham Regional delegation participated in 59 meetings with prospective investors either in-person at HM25 or via virtual meetings affiliated with HM25. To-date, six of these companies are working with Invest Durham to explore site selection opportunities in the Region. One of the companies will be in Durham in November 2025 to visit prospective sites. The list of businesses is not included in this report due to the confidential nature of corporate expansion decisions.

- 7.7 There were over 20 meetings held with foreign federal, provincial, state, local government, Economic Development offices, Investment Promotion agencies, trade associations and academic and research institutions.
- 7.8 Notable meetings including meetings with Invest in Canada; Invest Ontario; Business Council of Canada; Berlin Secretary of State Economic Affairs, Energy and Public Enterprises; Business Tampere Executive; Finland's Ambassador to Canada; Abu Dhabi Investment Office; and the State of Thuringia, Lower Saxony, Germany.
- 7.9 Project Arrow is a concept vehicle that is a demonstration of Canadian innovation and engineering prowess. The car was engineered and built in Durham Region at Ontario Tech University, and the innovative collaboration between the university and APMA was showcased at the Invest Durham booth in Hall 12. In addition, there was an announcement at the Invest Durham Booth that the build partner for Project Arrow 2.0 will be Ontario Tech University. Please see Attachment #4 for photographs of this announcement.
- 7.10 Invest Durham arranged for a targeted networking session co-hosted with one of Durham's European partner geographies, the City of Nuremberg, Germany's Economic Affairs and Science Department and Nuremberg Chamber of Commerce. The event, 'Smart Solutions for a Common Future', was primarily a networking event for German and Canadian companies. The objectives of the event were to position Durham as a key investment destination due to its integrated investor ecosystem, and to ensure improved brand recognition and awareness for Durham Region with the German industrial technology business community. Over 100 people registered to attend the networking session.
- 7.11 Some of the many insightful presentations at this networking session included:
- a. the value proposition for investing in Durham Region
  - b. how academic institutions work with the private sector, showcasing the collaborative efforts of Ontario Tech and Ontario Power Generation
  - c. how the Durham Region ecosystem supports innovation and start-ups for R&D to commercialization, showcasing business venture Ekstera
- 7.12 Ekstera, a Durham Region based start-up, went on to win the NGen Canadian Start-Up Award at the HM25 pitch competition. Please reference Attachment #5 for photographs of the announcement.

- 7.13 Ontario Tech University co-exhibited in the Invest Durham booth as part of the Durham delegation and made many excellent new connections creating opportunities in academic collaboration, and partnerships in research and development.
- 7.14 Durham College also co-exhibited in the booth as part of the Durham Delegation. Durham College participated in 23 meetings arranged by Invest Durham. Debbie McKee Demczyk, Associate Vice President, Innovation and Research, Office of Research Services, Innovation and Entrepreneurship (ORSIE), participated in a panel discussion. Durham College reported 25 interesting leads that they are currently following up on. Since HM25, Durham College has held 23 post-event meetings with organizations, hosted four organizations for tours whom they met at HM25, and there is an international research project that is in the discovery process.
- 7.15 Trent University Durham Campus also attended the HM25 Trade Fair as part of the Durham Delegation. Trent participated in 21 meetings arranged by Invest Durham and four additional meetings arranged by themselves. They have since held a follow-up meeting with one of the Fraunhofer Institutes: Hydrogen, Clean energy, Cleantech, Collaborative R&D, Commercialization, and are in the process of arranging an additional three meetings with various Fraunhofer groups.
- 7.16 Invest Durham has engaged two Durham-based companies that staff met with at HM25, and staff are in the process of working with them on potential expansion plans.
- 7.17 Invest Durham has sent six organizations site selection information packages. Follow-up messages have been sent to all 75 organizations with whom Invest Durham met.

## **8. Financial Implications**

- 8.1 Funding for participation in HM25 was approved by Regional Council at their meeting June 26, 2024, through [report #2024-F-13](#). It was resolved that one-time funding of up to \$590,000 be provided from any available savings in the 2024 Planning and Economic Development Business Plans and Budget, with the balance from the Economic Development Reserve Fund.
- 8.2 The project was delivered at a total net cost to the Region of \$414,056, which was considerably under the approved budget by approximately \$176,000. Note that at the time of finalizing this report, there remain some final minor expenses that are in the process of being coded and processed, and the final value may change slightly.

8.3 The entire amount of the Region's contribution was sourced from available savings in the 2024 Departmental Budget, and no reserve funds or additional levies were required.

8.4 The final budget breakdown is as follows (\$000s):

Amount	Item
\$590	Approved Budget
\$98	Exhibition Booth Fees & Costs
\$3	Joint Business Event at HM25 with Nuremberg, Germany
\$4	NGen Business Recruitment Session
\$76	Lead Generation Services
\$19	Promotional Materials, Booklets & Print, Booth Supplies
\$122	Comprehensive International Marketing Campaign
\$129	Travel, Accommodation, Logistics, Other
\$51	Project Arrow Car Freight Forwarding & Booth Handling Logistics
\$5	Exhibitor Registrations
-\$93	Partner Cost-Sharing Revenue (including DEDP)
\$414	Total Project Costs (Preliminary)
\$176	Under Budget

## 9. Conclusion

9.1 Invest Durham's participation in Hannover Messe 2025 has been a landmark achievement in the Region's efforts to position itself as a global destination for innovation, investment, and collaboration. As part of Canada's official Partner Country delegation, Durham's combined presence, including partners the area municipalities, three post-secondary institutions, Spark Centre, and the APMA Project Arrow, showcased the strength and readiness of Durham's economy and innovation ecosystem to more than 130,000 attendees from the international world

of industrial technology.

- 9.2 This initiative served as a catalyst for economic development, generating significant results that exceeded expectations. Invest Durham successfully engaged with dozens of prospective investors and international organizations, resulting in 59 meetings focused on business expansion. Six companies are now in active discussions with Invest Durham, with one confirmed visit this fall. Durham's post-secondary institutions established promising connections for research and development partnerships, contributing to the broader goal of innovation-driven growth.
- 9.3 Over 1,300 new connections are estimated to have been created over the course of HM25, furthering awareness of Durham's unique value proposition and reinforcing its reputation as a hub for clean energy, next-generation mobility, and applied digital technologies.
- 9.4 HM25 also presented a timely opportunity to strengthen relationships with senior government agencies, advance trade diversification, and support Durham-based companies in exploring new markets across Europe. In this way, the initiative not only advanced local economic interests, but firmly placed Durham Region on the map both nationally and globally throughout the industrial technology sector.
- 9.5 The project was delivered at a total cost of approximately \$414,000, well under the approved budget. This fiscally responsible and strategically impactful initiative demonstrated the power of regional collaboration and the benefits of aligning local strengths with global opportunities.

## **10. Attachments**

- Attachment #1: Invest Durham Booth at HM25
- Attachment #2: Invest Durham HM25 Marketing Booklet
- Attachment #3: NGen HM25 Roadshow Event
- Attachment #4: Project Arrow 2.0 Announcement
- Attachment #5: Ekstera Participation at HM25

Respectfully submitted,

Original signed by

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Sandra Austin  
Commissioner of Community Growth and  
Economic Development

Recommended for Presentation to Committee

Original signed by

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Elaine C. Baxter-Trahair  
Chief Administrative Officer

Invest Durham booth





# Energizing Innovation



A map of Eastern Canada with a dark blue background. The Durham Region is highlighted in a lighter blue. A red star is placed over Toronto. Other cities marked with white dots are Ottawa, Montreal, and Niagara Falls. The text labels are in white, with 'Durham Region' in a larger font.

**Durham  
Region**

Toronto •  
Niagara Falls •

• Ottawa • Montreal

Canada is open for business and welcomes foreign investment, offering one of the most generous Research & Development (R&D) incentives to businesses in the G7.

The Greater Toronto Area (GTA) consistently tops global rankings for livability, safety, and the best and easiest places to do business.

Durham Region's location offers access to Canada's largest consumer market of more than five million people, and 135 million more Canadian and American consumers within 800 kilometers.



# Durham Region, Greater Toronto Area, Canada

## Industry

- Durham Region is where clean energy and automotive innovation connect. As the Clean Energy Capital of Canada, Durham Region is home to the nation's leading cluster of energy sector businesses.
- Durham Region's on-campus research facilities include 30 labs dedicated to energy and automotive, featuring one of the most sophisticated wind tunnels of its kind in the world, hydrogen production, a small modular reactor simulator, clean energy, microgrids and more.
- Durham Region has a large agricultural sector and connects farm-to-table; is home to innovative agri-tech; and, is the Apple Capital of Canada.
- Durham Region's competitive advantage includes lower development charges compared to other locations in the GTA.

## Growth and Innovation

- Durham Region offers world class R&D capabilities, abundant energy and fresh water, and serviced employment lands.
- Durham Region is experiencing booming growth and is forecast to grow from a population of nearly 770,000 to 1.3 million by the year 2051.
- Durham Region has been named one of the top 20 places in Canada to invest by Site Selection Magazine and is a Certified Intelligent Community.

## Desirable Lifestyle

- Durham Region is where Toronto gets green. Nestled between three lakefronts, Durham Region is where the city and country connect. With lush forests and protected natural spaces, Durham's lifestyle offers ample parks, trails and community gardens, and activities like hiking, biking, skiing and golf.



# Durham Region is made up of eight local municipalities, including:



**Town of Ajax**



**Township of Brock**



**Municipality of Clarington**



**City of Oshawa**



**City of Pickering**



**Township of Scugog**



**Township of Uxbridge**



**Town of Whitby**



# The Durham Advantage

**Invest Durham is here to assist you in navigating your business expansion, relocation, or creation in Durham Region, Ontario, Canada.**

## Employment Ready Land

- Significant availability of pre-serviced employment land, providing quick access to establish operations.
- More than 1,900 hectares of designated employment area land with a mix of built, vacant, and underutilized options to suit various business needs.

## Fresh Water Access

- Access to high-quality drinking water from one of the largest fresh water sources in the world—the Great Lakes, ensuring a reliable supply for industrial and commercial use.
- Durham Region offers sophisticated water treatment systems, guaranteeing safe and clean water.

## Affordable and Abundant Clean Power

- Canadian leader in clean energy, supporting renewable energy projects and sustainable practices.
- Competitive electricity rates compared to other G7 countries, alongside a commitment to reducing carbon footprints.

## Talent Advantage

- Access to industry-specific talent and top post-secondary graduates; there are 30 university and college campuses within a one- to two-hour drive of Durham Region.
- Overall labour costs in Canada are among the lowest in the G7.

## Collaborative Environment

- Various levels of government, Chambers of Commerce, academic partners, and others collaborate to ensure business success and investment support.



# Durham College

Durham College (DC) offers responsive and future forward programming and services across two campuses in Durham Region. Investments in technology and continual innovation in industry-responsive programs make DC a valuable collaboration partner for institutions and companies.

- Industry-focused R&D centres specializing in AI, Cybersecurity, Mixed Reality Capture.
- State-of-the-art tech for AI, Cybersecurity, 3D Animation, Video Production, VR, EVs, Food Production and Processing, and Beverage Processing.
- Corporate Training Services (CTS) with a specialty in automotive industry training.

**Strong partnerships with other Canadian research institutes, colleges, and universities.**

**EV Lab for training future EV technicians.**

**30 years of delivering in-person, virtual and hybrid training solutions to automotive OEMs.**

➤ [DurhamCollege.ca](https://DurhamCollege.ca)



# Ontario Tech University

Ontario Tech University is a STEM-focused and research-intensive learning institute with students and facilities located across two campuses in Durham Region. Specialized in automotive, manufacturing, mechatronic and nuclear engineering programs, Ontario Tech consistently ranks among top engineering institutions in Canada.

- 11,000 graduate and undergraduate students across 90+ programs in areas of study such as Business, Energy Systems and Nuclear Science, Engineering, Information Technology, and Health Science and Science faculties.
- Canada's #1 Undergraduate Research University of the Year (2023 and 2024) and the national leader in applications of AI in advanced manufacturing.

**ACE Climatic Aerodynamic Wind Tunnel core research and testing facility at Ontario Tech supports industry product development globally.**

**80 specialized research laboratories and facilities, 11 Canada Research Chairs, and more than 300 industry partners.**

[▶ OntarioTechU.ca](https://OntarioTechU.ca)



# Trent University Durham GTA

Trent University Durham GTA has two campuses in Durham Region, and strong connections to Trent University’s primary campus in nearby Peterborough. Specialized programs are industry-responsive and include degree, graduate programs, certificates and micro-credentials.

- Fast gaining a reputation for meaningful community-based research alongside programs in Entrepreneurship, Experiential Learning Opportunities, and Corporate and Community Partnerships.
- One of the top ranked Universities in Canada by reputation.
- 3,000 students studying within undergraduate and graduate programs in Durham Region.

**Research leader in  
Healthy and Sustainable  
Environments and  
Communities.**

**Undergraduate  
and postgraduate  
programs include AI,  
Management, Logistics  
and Supply Chain.**

➤ [TrentU.ca/durham](https://TrentU.ca/durham)



## Project Arrow

The Automotive Parts Manufacturers' Association (APMA) launched Canada's first, original, full-build, zero-emission concept vehicle named Project Arrow in 2023. The vehicle was designed, engineered and built through the joint efforts of Durham Region's world-class automotive supply sector and post-secondary institutions.

- Project Arrow brings together Canada's best of the best electric-drive, alternative-fuel, connected, autonomous and light-weight technology companies.
- Engineered and built at ACE Climatic Aerodynamic Wind Tunnel—Ontario Tech University's research facility—the project brings together innovation from 60 partners and suppliers, and 25 tech innovations.

**The next phase, Project Arrow 2.0, will bring together more suppliers and produce a series of 10 to 20 vehicles.**

**Ontario Tech University has been announced as the Official Build Partner of Project Arrow 2.0.**

▶ [ProjectArrow.ca](https://ProjectArrow.ca)



## Durham Region's Innovation Supports

Spark Centre is Durham's Regional Innovation Centre (RIC), a provincially-funded centre that provides resources and commercialization services to innovative technology entrepreneurs and businesses. Spark Centre offers local and international entrepreneurs an ecosystem of support to launch and scale their businesses or relocate their company to Durham Region.

**Brilliant Catalyst at Ontario Tech University** is an innovative tech incubator that accelerates the success of ventures—both student and entrepreneur led.

**Angel Investors Durham** is an investor group dedicated to empowering visionary entrepreneurs and maximizing returns for investors.

**1855 Technology Accelerator** supports high-potential technology companies during early growth stages.

**Business Advisory Centre Durham (BACD)** provides business support for individuals wanting to start or grow an existing business, including funding programs, mentorship and more.



## Employment Ready Land

Durham Region's booming growth offers vast opportunity and competitive cost advantages to investors. Our Signature Sites package includes select industrial and commercial properties for sale or lease.

View it online:

[InvestDurham.ca/sites](https://InvestDurham.ca/sites)

## Featured site:

### Clarington Energy Park

Durham Region is the Clean Energy Capital of Canada. Our business community is at the forefront of energy innovation with a vibrant cluster of future energy businesses—the strongest of its kind in Canada. This property is a 20-acre parcel available now. This prime real estate, for sale by Invest Durham, offers a range of potential development options, including a large fabrication facility or signature gateway office building.



# Research and Development

Durham Region offers a collaborative innovation community where research and development facilities, academic institutions and industry work together to solve some of the world's greatest challenges. A partial list of R&D centres is below.



## Ontario Tech University

- ACE Climatic Aerodynamic Wind Tunnel
- Advanced Manufacturing Research Centre
- Brilliant Energy Institute
- Brilliant Ventures Fund
- Centre for Small Modular Reactors
- Clean Energy Research Laboratory
- Energy Systems and Nuclear Science Research Centre
- Materials Characterization Facility
- Microgrid and Innovation Park
- Software and Informatics Research Centre
- Wind and Geothermal Laboratory

## Durham College

- The AI/Hub
- Mixed Reality Capture Studio
- Centre for Cybersecurity Innovation
- Accelerating energy and automotive workforce training through CTS



## Trent University Durham GTA

- Cognitive Health Aging Technology Lab
- Research areas including Artificial Intelligence, Business Administration, Communication, Computer Science



## Next Generation Mobility

The GTA offers one of the most robust manufacturing supply chains in the world, where hundreds of parts suppliers and tech start-ups converge. Advanced infrastructure and market access, the availability of a high-quality workforce, and a dynamic R&D environment, are major characteristics that attract and support companies.

- Durham Region is an important location for the interplay of energy innovation and advanced mobility through its:
- Strong talent pipeline; home to the only accredited Automotive Engineering Program of its kind in Canada;
- Durham Regional Technology Development Site (DRTDS), a program created to encourage collaboration of industry, academia and government;
- Strength in automotive development and testing;
- Available office and lab space for innovative R&D opportunities;
- EV charger testing facilities;
- Thriving autonomous technology startup ecosystem; and,
- Pipeline of innovative projects.

## **Invest Durham will support your business expansion in Canada.**

### **Concierge Services to Support Investors:**

- Coordinating with other levels of government;
- Connecting with experts for administrative services, such as bookkeeping, payroll, accounting, legal, and start-up;
- Identifying federal, provincial, or municipal financial incentives that may offset capital and development costs, and tax incentives for manufacturers and industrial corporations;
- Coordinating with a dedicated Immigration Referral Services Partner to assist with applications for Work Permits and Permanent Residence;
- Research for local evaluation and risk assessment, including commercial and industrial operation rates (utilities), real estate, labour index, and more; and,
- Resources available in the local ecosystem to support the facility and sector-specific economy.





## Contact Us

We are confident our team can help you succeed in Canada.

Invest Durham  
The Regional Municipality of Durham  
🇨🇦 Durham Region, Ontario, Canada

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NGen Business Recruitment Roadshow event at ACE



Project Arrow 2.0 announcement



Ekstera Winning Competition

