

March 17, 2021 eNewsletter

Ontario East News

If you have any news that you would like us to share, please forward to info@ontarioeast.ca



Ontario East Receives Provincial Government Support for Regional Marketing Initiatives

The Ontario East Economic Development Commission (Ontario East) will receive up to \$64,400 from the Ontario Ministry of Agriculture Food & Rural Affairs (OMAFRA) Rural Economic Development (RED) fund to support implementation of a business readiness and investment plan, a lead generation project for foreign direct investment (FDI), online site selection property identification software tools and training for members as we transition to enhancement of virtual capabilities and services.

This funding will enhance Ontario East's collaborative regional investment promotion activities in eastern Ontario and contribute to economic recovery and growth in one of Ontario's most attractive and affordable business locations. For more information on our regional programming and how to get involved with the Regional Marketing Committee, please contact [Lucy Medeiros](#), Ontario East Program Administrator.

LIST OF ALL RED FUNDING
RECIPIENTS



Ontario East Talent Identification Support Project Update (OE-TISP)

HELP! Your Employers Want You To Share the Ontario East Blog! OE-TISP

Job seekers and employers are getting fed on the [Ontario East blog](#) - have you seen the topics you could share? Subscribe for a monthly digest and you won't miss out on content that helps you do your job.

Here is what employers think of the Ontario East blog: "The blog content is always professional and I can trust the data as relevant to me. **I LOVE LOVE LOVE this Ontario East Blog!** The newsletter is one of the few newsletters I read. It stays in my inbox instead of getting filtered out because I click through every single one." -- Cindy Wilson, HR/HS Manager, Beclawat Manufacturing Inc, Belleville, ON



Women's Entrepreneurship Program – Update

The Women's Entrepreneurship Pilot Project continues to be a welcomed program for women entrepreneurs among the 5 regional partners. We are currently developing a marketing campaign to create continued awareness and generate interest.

The StrikeUp 2021 Digital Conference for Women Entrepreneurs was held on March 4, 2021. The conference was host to over 3,000+ registrants from Canadian provinces and territories as well as participants from 28 countries.

Visit <https://www.strikeup.ca/> to learn more about this great event.

This project is funded in part by the Government of Canada through the Federal Economic Development Agency for Southern Ontario.



FedDev Ontario Invests in SigmaPoint Technologies

By Bob Peters, March 3, 2021

Cornwall, Ontario – The Federal Economic Development Agency for Southern Ontario (FedDev Ontario) is investing \$1 million to help SigmaPoint Technologies boost manufacturing capacity, support made-in-Canada production and add new jobs at its Cornwall headquarters.

"Today's announcement for SigmaPoint demonstrates our government's commitment to keep businesses thriving and moving forward in the face of this pandemic," said Kate Young, Parliamentary Secretary to the Minister of Economic Development (FedDev Ontario) and Official Languages. "We are doing our part to help our rural manufacturers boost production and strengthen our domestic supply chains, while creating high-quality jobs that will attract unique talent to Cornwall."

As one of Cornwall's major employers, this project will help SigmaPoint grow its team to 370 employees by adding 12 high-quality jobs, primarily in the fields of science, technology, engineering and math.

READ
MORE

Empowering entrepreneurs to launch, build and thrive!

Looking for guidance in overcoming today's business challenges? As your Ontario Small Business COVID-19 Recovery Network, we're here for you.



SMALL
BUSINESS
CENTRES
ONTARIO



New Website Launched for Small Business Centres in Ontario

A new website has been launched to increase access to information for small business owners, and at the same time increase awareness of Small Business COVID Recovery services available to small businesses.

The new website at www.sbcontario.ca includes the launch of a new brand which will unite the 54 existing Small Business & Entrepreneurship Centres across Ontario.

"Business Enterprise Centres are on the ground in communities across Ontario to provide local advice and support to entrepreneurs," said Candy Pollard, Business Consultant with the Cornwall Business Enterprise Centre. "It is nice to see ongoing investment in our small businesses and the renewed confidence in the networks that support them."

LEARN
MORE



Economic
Developers
Council
of Ontario

Congratulations to EDCO's Awards of Excellence Winners

Ontario East wishes to extend congratulations to the following award winners from eastern Ontario:

- *Workforce Development & Resident Attraction Award*– Urban: A Place to Call Home submitted by Bay of Quinte Regional Marketing Board
- *Community Economic Development Award*– Rural: Smiths Falls' PICNIC Business Support Program 2020 submitted by the Town of Smiths Falls
- *Community Economic Development Award*– Rural: Smith Falls & District Chamber of Commerce Shop Local Campaign submitted by the Town of Smiths Falls
- *Tourist Attraction & Tourism Product Development Award*– Urban: Take a Drive, Meet Us Here (safely) in Bay of Quinte submitted by Bay of Quinte Regional Marketing Board
- *Lieutenant Governors Award*: Smiths Falls' PICNIC Business Support Program 2020

submitted by the Town of Smiths Falls

- *Workforce Development & Resident Attraction Award*– Rural: Feeding Your Future: Connecting Ontario's Agri-Food Workforce submitted by Ontario Federation of Agriculture

COMPLETE LIST OF
WINNERS

Ontario East Events

Visit the Ontario East [Events Calendar](#) and stay up-to-date on what's happening in Eastern Ontario. If you have any on-line events that you would like us to share, please forward to info@ontarioeast.ca

2021
Local Food More
Than Ever!

◆◆◆◆◆◆◆◆◆◆

March 10: Local Food More than Ever: Harvesting the Lessons of COVID-19

March 17: Navigating Agri-Tourism During a Pandemic

March 24: Surviving and Thriving: The Resilience of Local Food

March 31: Innovations in the Local Food Frontier: Greenhouse, Vertical Farming, Aquaculture, Aquaponics

Chef-Led virtual participatory lunches!
March 17th & 31st



NORTH & EASTERN ONTARIO LOCAL FOOD VIRTUAL CONFERENCE



North & Eastern Ontario Local Food Virtual Conference
10am to 12pm, Every Wednesday from March 10 to 31, 2021

A series of Free Webinars exploring the diverse perspectives on Local Food

The COVID-19 pandemic has created immense opportunity and pressures for local food systems. It showed how critical these systems are, as well as exposing weaknesses that make them vulnerable. The goal of these sessions is to explore the hard-won lessons learned from a global pandemic that can help local food businesses and organizations strengthen as a result.

Keynote speaker Dr. Evan Fraser will kick off the series. Dr. Fraser is a professor of geography and the Director of the Arrell Food Institute at the University of Guelph. A passionate communicator, he has written for the Globe and Mail, the Guardian.com, CNN.com, ForeignAffairs.com, the Walrus and the Ottawa Citizen, and has authored popular non-fiction books about food and food security; most recently *Uncertain Harvest*, published in 2020.

MORE INFORMATION &
REGISTRATION

WEBINAR



COVID-19 & RURAL ECONOMIC DEVELOPMENT IN CANADA: IMPACTS, RESPONSES & RECOVERY

-FREE WEBINAR-

ONLINE | MARCH 24, 2021

COVID-19 & Rural Economic Development in Canada

Free Webinar

1:00pm to 3:00pm, Wednesday, March 24th

The COVID-19 global pandemic has disrupted economies around the world and rural Canada is no exception. In this seminar, researchers and practitioners will explore how the pandemic has impacted economic development in rural communities across Canada, share examples of how rural communities have responded to this crisis, and discuss how rural communities can build long-term rural resilience through their responses and plans for recovery.

LEARN
MORE



Ontario East's New Mailing Address

Ontario East Economic Development Commission
623 Fortune Crescent
Suite 100
Kingston ON K7P 0L5

Ontario East Economic Development Commission
613-634-8569 | info@ontarioeast.ca | ontarioeast.ca

STAY CONNECTED

