Innovation a Must for Canadian Automotive Industry, Says Canadian Manufacturing Week/Weld Expo Keynote

Society of Manufacturing Engineers

Opening address at Canadian Manufacturing Week/Weld Expo 2010 to examine challenges, opportunities ahead for suppliers faced with changing demand

Toronto, Ontario – September 1, 2010 — As executive chairman and co-founder of Martinrea International Inc., a leading Canadian auto parts supplier recognized for its leadership in advanced technical systems and program management, Rob Wildeboer knows firsthand just how important innovation can be. Thanks to ongoing technological investment, his company remains a tier-one supplier to the automotive sector despite the recent economic downturn and now he's ready to share his insights with others as he delivers the opening address at **Canadian Manufacturing Week (CMW)/WeldExpo 2010.**

Speaking on **Tuesday, October 5 at 9:00 a.m.** at the **Toronto Congress Centre**, Wildeboer will examine the future of the Canadian automotive sector and its supply base, and the unprecedented challenges ahead due to changing demand in key product areas. Extracting from his personal and company experience, he will identify future growth opportunities for manufacturers and share strategies for success.

"Especially after the recent downturn, Canadian manufacturers know that innovation is not some conceptual goal or voluntary calling which to strive towards," said Nick Samain, Event Manager with the **Society of Manufacturing Engineers (SME),** organizer of CMW/WeldExpo 2010, along with **Canadian Manufacturers and Exporters, Canadian Welding Association, Canadian Wind Energy Association, Canadian Fluid Power Association** and the **Automotive Parts Manufacturers' Association.** "It is an essential element to everyday business survival and the foundation of growth."

"We could not ask a more suitable keynote speaker than Mr. Wildeboer to kick off Canada's most significant manufacturing event in 2010," Samain added. "As recovery continues in the automotive industry, Canada's largest manufacturing sector, Mr. Wildeboer will offer a unique perspective as an industry leader on new opportunities, growth strategies and real world examples on how to innovate and succeed."

From October 5-7, CMW/WeldExpo 2010 will transform the Toronto Congress Centre North Hall into a one-of-a-kind meeting place for decision makers from across Canada's manufacturing community. Additional highlights of the three-day event include:

- A **CMW Interactive Town Hall session, Canada's Wind Energy Supply**

Chain: Status of the Market and Manufacturers' Success Stories in Transitioning to Wind Energy, jointly presented by SME and the Canadian Wind Energy Association (CanWEA) on **Wednesday, October 6, from 9:00 a.m. to 10:00 a.m.** The session will recap the findings of a recent report by CanWEA and Canadian Manufacturers and Exporters that looked at growth opportunities in the wind industry supply chain, and will share the experiences of two to three manufacturers who successfully transitioned their business from other sectors to wind manufacturing. It will be followed by a dynamic Q&A period with the audience.

- Three days of **expert-led seminars** on topics that include everything from how to optimize a factory floor layout, realize cost savings by uniting "lean and green" thinking or assure reliability in underground welding, to the latest advances in industrial CT scanning, laser processing, robotic welding, hydrogen fuel cells and more.
- **Weld Expo**, Canada's only welding industry event, co-sponsored by the **Canadian Welding Association** (CWA/CWB). Attendees will discover new and innovative ways to strengthen sheet metal operations, and learn how to implement lean processes, industry advances and green technology to improve quality, increase efficiency and lessen environmental impact. Weld Expo also features Canada's best welder competition.
- **Innovations 2010**, special recognition of products new to market within the last year; and **Green Solutions 2010**, a special showcase of energy efficient and environmental products.

CMW/Weld Expo is Canada's largest and most comprehensive manufacturing show, featuring technologies and solutions from a wide range of industry sectors, including: aerospace, automotive, construction, defence, electronics, fabricated metal/stampings, government, industrial machinery/equipment, medical devices/pharmaceuticals, transportation, steel manufacturing and utilities/energy.

"Manufacturers are looking for real solutions and they will find them at CMW/WeldExpo 2010 with an unprecedented educational program, premier networking opportunities, the latest in new technology and the right partners and suppliers ready to do business," said Samain.

To learn more about CMW/WeldExpo 2010, visit www.cmwshow.ca [1], call Event Manager Nick Samain at 888.322.7333 ext. 206, or follow the event on Twitter: http://twitter.com/cmwshow [2].
The Society of Manufacturing Engineers (SME) [3] is the world's leading resource for manufacturing information and knowledge. With Canadian headquarters in Toronto, the society promotes an increased awareness of the value of manufacturing among industry professionals and the general public, while supporting educational initiatives and introducing career options for those entering the industry. Through its many programs and activities, it connects manufacturing practitioners to each other, to the latest technology and the most up-to-date processes spanning all manufacturing industries and disciplines.
For media passes to CMW/Weld Expo 2010, additional information or to set up interviews, please contact:

Gail Bergman or Samantha Giovenazzo
Gail Bergman PR
Tel: 905.886.1340 or 905.886.3345
E-mail: info@gailbergmanpr.com [4]

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