

MEDIA RELEASE

Burlington Manufacturers Shape Their Own Destiny: Talent Based Innovation & Collaboration Key to Succeeding in the New Global Economy

FOR IMMEDIATE RELEASE

BURLINGTON, July 19, 2010 – Burlington manufacturers embrace the need for doing business differently in the new global economy. *"Customer focus, collaboration, innovation, sustainability and new forms of engaged corporate culture are the touchstones of future success"* according to *Shaping Things To Come; Next Generation Manufacturing Strategy and Action Plan* report released today by Burlington Economic Development Corporation (BEDC). Old models of business are not sufficiently agile, responsive or flexible to respond to an altered world economy. To beat the global competition, manufacturers must be prepared to transform their operations and to adopt new approaches to business.

The Next Generation Manufacturing Strategy, endorsed by the BEDC Board of Directors and Burlington City Council, is a five-year initiative developed in collaboration with the manufacturing community. It is designed:

- To assist manufacturers to change business cultures and adopt new business models as trusted advisors and/or strategic allies to their customers.
- To encourage the adoption of advanced business practices that will enable manufacturers to become more innovative, customer centric, collaborative, connected, green and adaptable.
- To create a tipping-point in Burlington, where the number and reputation of advanced manufacturing firms defines Burlington as a centre of excellence in advanced manufacturing.
- To leverage Burlington's strengths in advanced manufacturing and location to attract new manufacturing investment.
- To foster a positive business climate where manufacturing firms grow and prosper.

The Strategy is supported by an Action Plan: a set of fourteen (14) concrete, practical projects that will enable manufacturers and the broader community to create the momentum for corporate change.

QUOTES

*"Being efficient and cost competitive is not good enough anymore. *Shaping Things to Come: Next Generation Manufacturing Strategy and Action Plan* provides Burlington's manufacturers with a set of useful strategies and business models that will make us more competitive at home and in global markets". - Alf Zeuner, CEO, XYZ Automation, Burlington*

"Burlington believes in the future of manufacturing. Our goal is to make Burlington a centre of advanced manufacturing excellence that is recognized worldwide for innovation and collaboration. The Next Generation Manufacturing Strategy is an important step forward in securing the highly skilled jobs and economic prosperity that advanced manufacturers bring to our community" – Mayor Cam Jackson

BEDC's action plan is a blueprint for new jobs and greater prosperity. We will work closely with the local manufacturers to support their efforts to grow and transform their businesses into the world-class competitors of tomorrow" – Mark Gregory, Chair, BEDC Board of Directors

FAST FACTS – MANUFACTURING IN BURLINGTON

- Manufacturing is Burlington's largest provider of full-time jobs, with 500 companies employing over 14,800 employees.
- It accounts for more than \$2.29 billion or 55% of Burlington's total economic output.
- Every \$1.00 of manufacturing output generates over \$3.00 in economic activity.

Source: Burlington Economic Profile. Focus Business Consultants, August 2009

ABOUT THE BEDC NEXT GENERATION MANUFACTURING INITIATIVE

Burlington Economic Development Corporation (BEDC) is collaborating with local manufacturers to map a vision for the future of the sector in Burlington. The initiative will assist local manufacturers to navigate an uncertain economic climate. Firms will be able to take full advantage of new growth opportunities presented by leading manufacturing practices.

ABOUT BEDC

Established September 1994, Burlington Economic Development Corporation (BEDC) is a non-profit organization that works across the public and private sectors to promote economic growth in Burlington. In partnership with the City of Burlington, BEDC works closely with the business and development communities meet the needs of existing and prospective businesses.

FOR FURTHER INFORMATION:

The full text of the Next Generation Manufacturing and Action Plan and other information developed for the Next Generation Manufacturing Initiative can be found at the BEDC website: www.bedc.ca under High Performance Economy/Next Generation Manufacturing.

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