

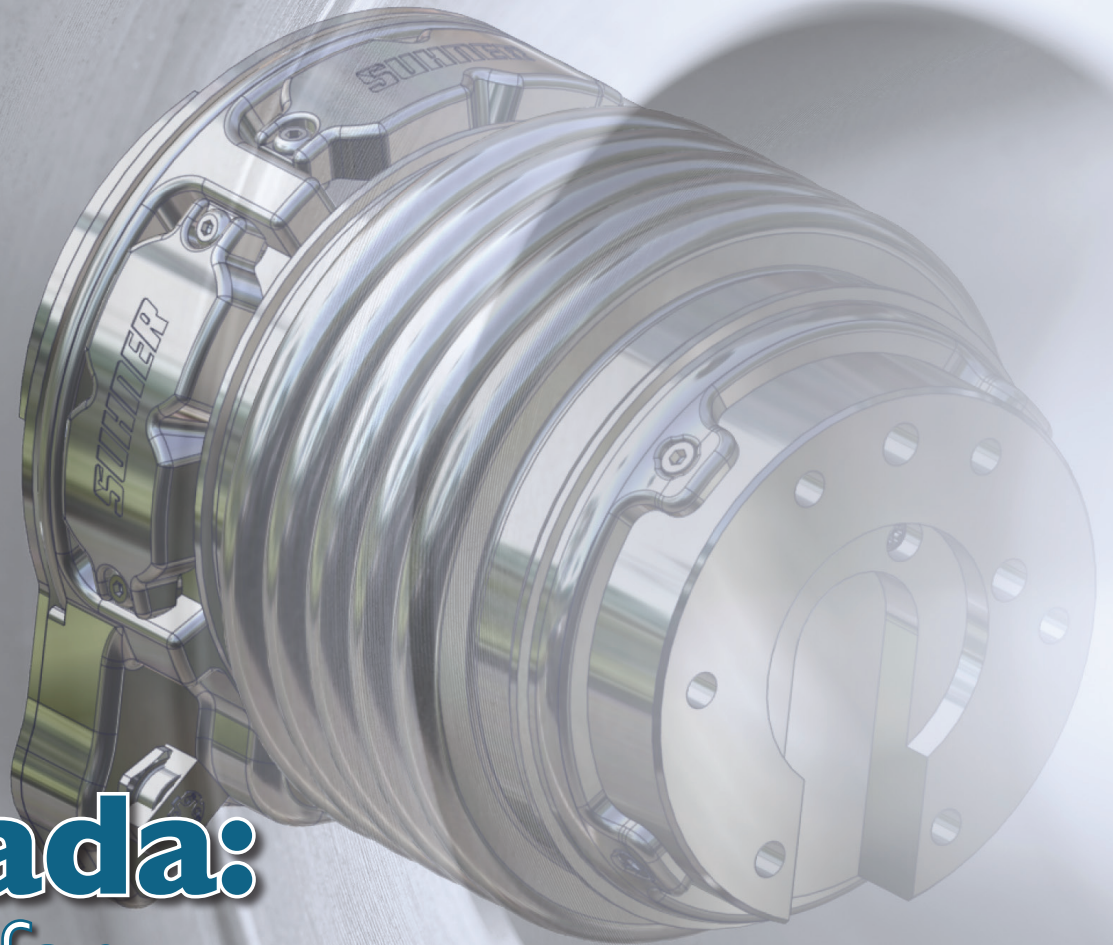


# AUTOMATE

## CANADA MAGAZINE

The official magazine of Automate Canada.

Issue 4, Spring 2024



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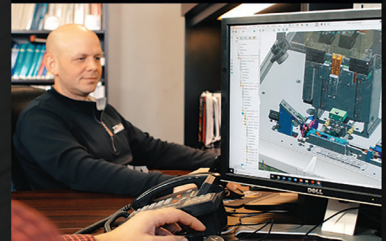
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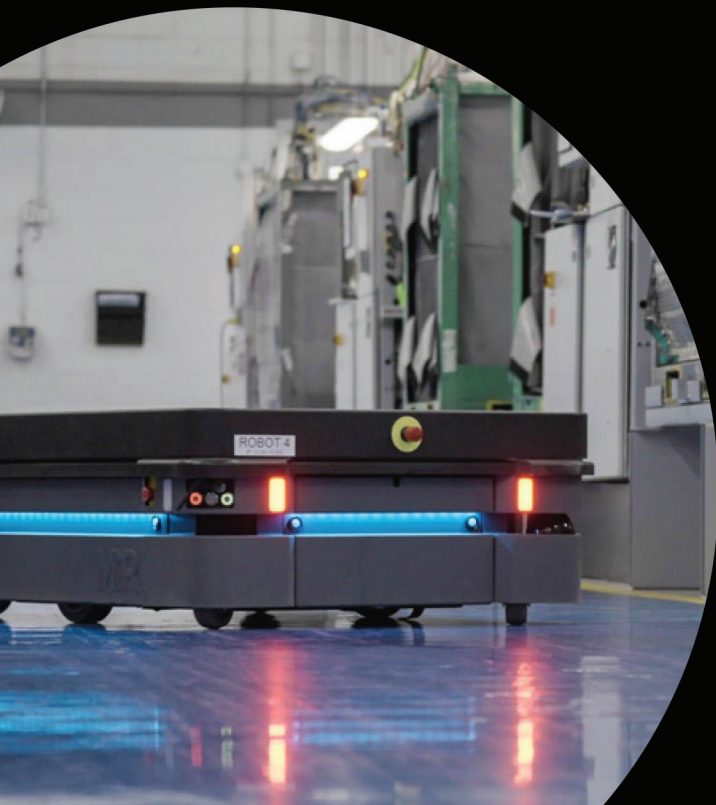


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Cover photo courtesy of DMS Components (<https://dmscomponents.com>).



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**President & CEO**  
Jack Andress

**Operations Manager**  
Shoshana Weinberg  
[sweinberg@matrixgroupinc.net](mailto:sweinberg@matrixgroupinc.net)

**Senior Publisher**  
Jessica Potter  
[jpotter@matrixgroupinc.net](mailto:jpotter@matrixgroupinc.net)

**Editor-in-Chief**  
Shannon Savory  
[ssavory@matrixgroupinc.net](mailto:ssavory@matrixgroupinc.net)

**Editor / Social Media Manager**  
Jenna Collignon

**Finance / Administration**  
Lloyd Weinberg, Nathan Redekop  
[accounting@matrixgroupinc.net](mailto:accounting@matrixgroupinc.net)

**Director of Circulation & Distribution**  
Lloyd Weinberg  
[distribution@matrixgroupinc.net](mailto:distribution@matrixgroupinc.net)

**Sales Manager**  
Jeff Cash  
[jcash@matrixgroupinc.net](mailto:jcash@matrixgroupinc.net)

**Matrix Group Publishing Inc. Account Executives**  
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**Layout & Design**  
Kayti McDonald

**Advertising Design**  
James Robinson

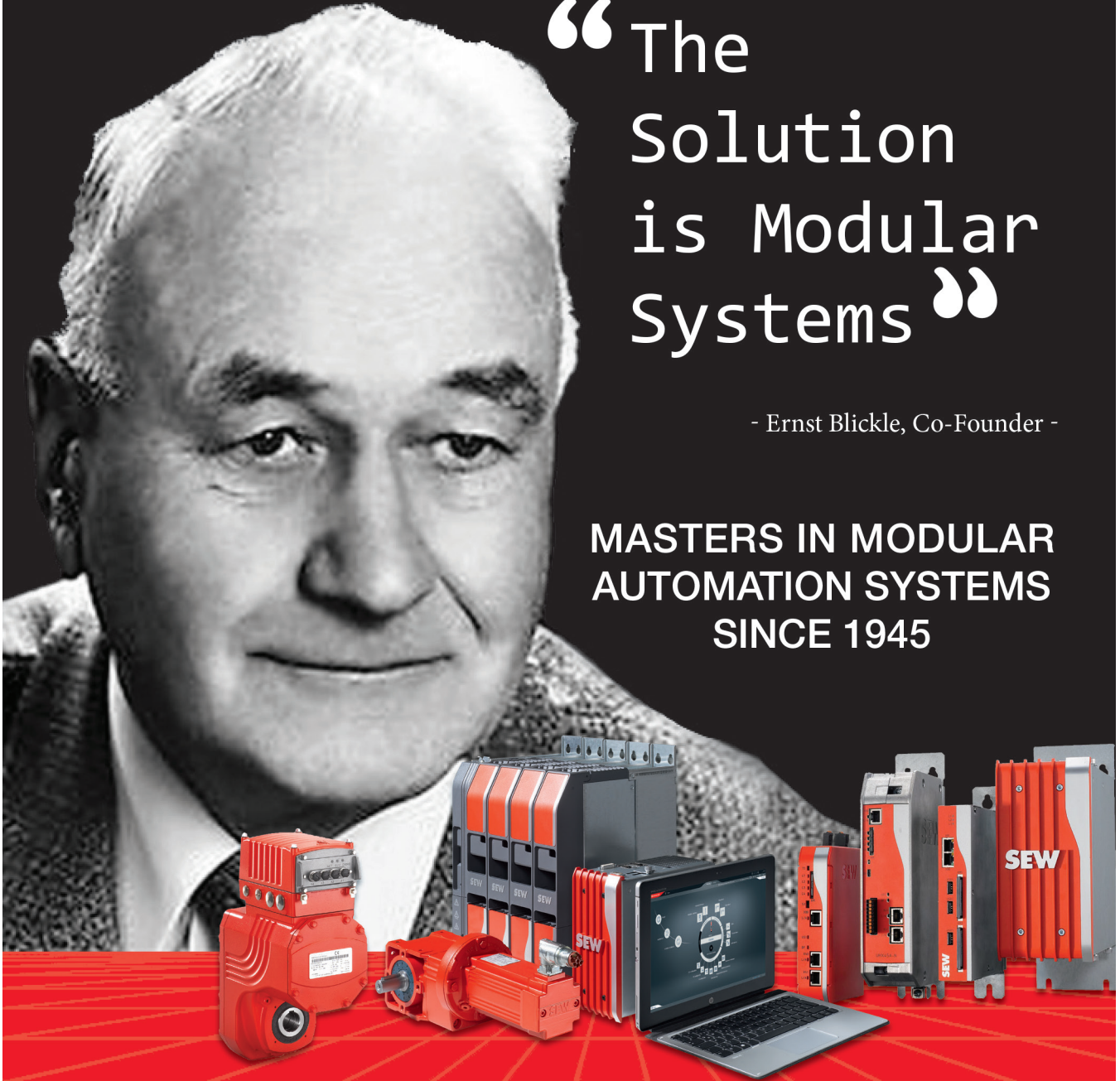
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**Dave Fortin**

Chair, Board of Directors  
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## Greetings from the Chair of Automate Canada

of the current well developed Lithium NMC chemistries. While these new chemistries may take years to perfect under high volume production it will be very interesting to observe what happens.

So, what about our organization? What has happened in the past six months? I am happy to report that we have had three successful in-person events, two on the topic of Battery Cell Manufacturing and the other on Cyber Security. These three events were very well attended; they generated positive cashflow and interest for our association and created opportunities for additional seminars.

I would like to point out that all the information at these two seminars were authored and shared by our own membership – **thank you Onyx, Alphakor, Pheonix Contact, Siemens Canada, DataRealm, and Beckhoff!** It is important to keep in mind that all our organizations have different strengths and insights, and we can improve ourselves by exchanging some of our knowledge and wisdom with each other. Imagine if 10 people each shared one idea with each other. For the cost of sharing one idea, we would get nine more in return! This is what I mean by sharing.

In addition to the events, our membership is up significantly. Membership is very close to double what it was last summer, as of my writing this in February. In addition, financially we are out of the red and now solidly in the “black.” This is all very good news; however, we are not

going to lose sight of our goal to seek out and provide value to our members.

So, what’s planned in the next six months? We have lots going on – here is a sampling:

- Our new 2024 strategic plan is coming out very soon (thanks Nicole!).
- A Battery Cell Manufacturing presentation to ABB Canada (Brampton), partners, and other interested parties on April 23.
- Working with Trillium Network on another Battery Cell Seminar, likely late April in either London or Hamilton (date TBD).
- Partnering with *Managing Automation* magazine on a larger format conference in London, Ontario, on June 4. Note, this event on June 4 will also be the location for our **Annual General Meeting** this year).

We plan to have another seminar in Windsor before the summer and we are looking for suggestions!

I am on a task force with AccelerateZEV to study, advise, and monitor Canada’s market share in the emerging electric vehicle market and its associated supply chain all the way back to raw material mining.

To wrap up, I am optimistic that our membership will continue to grow and I am looking forward to having conversations with each of our members to understand their needs, wishes, and expectations from Automate Canada.

Share, Learn, Grow (and Advocate!)  
See you around!

Six months ago, I wrote my first greeting from Canmore, Alberta. Now I am at my desk in Windsor, Ontario. So, what do I want to say to Automate Canada’s members and guest readers?

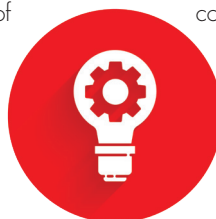
If you are from Windsor or London, then the progress of the respective battery plants and the supply base they attract are what’s dominating the industrial news. However, at the same time as these battery plants are being built, we are seeing a softening of the demand for electric vehicles!

While all this is happening, there is steady and exciting progress of other battery technologies (or chemistries).

Some of these new chemistries include Sodium-Ion. While not any more powerful, Sodium Ion batteries may be safer and cheaper, and they have easier to source materials. Solid-state and Lithium Sulphur batteries promise to at least double the capacity

## Write for Automate Canada Magazine – Share Your Expertise!

Attention members of Automate Canada, as well as sector experts – we are looking for articles for future issues of the magazine! If you have knowledge and a story to share, please email Editor, Shannon Savory (shannon.savory@matrixgroupinc.net) and copy Automate Canada’s Executive Director, Nicole Vlanich (nicole@automatecanada.ca) with a 100-word abstract and the name / title of the author(s).



If your topic is approved, you will be provided with a word count and deadline. Please note that articles cannot be product or company promotional. They can mention products and companies, but articles cannot “sell” their use.

Authors’ names will be included on the byline and each article contributed and approved will include space for an author biography and contact information.



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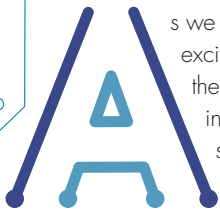
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### **For more information, please contact:**

Kathryn Swan, Manufacturing AUTOMATION, 647-339-4880; [kswan@annexbusinessmedia.com](mailto:kswan@annexbusinessmedia.com)  
Nicole Vlanich, Automate Canada, 519-818-8866; [nicole@camm.ca](mailto:nicole@camm.ca)



**Nicole Vlanich**  
Executive Director  
Automate Canada



As we embark on another exciting chapter meeting the needs of the industrial automation sector, I am thrilled to share some remarkable developments and extend a special invitation to an event that promises to be a cornerstone in our journey.

Our Strategic Plan was developed with the mission to: "Share, Learn, Grow, Advocate," encapsulating the essence of collaboration, knowledge exchange, sustainable development, and championing the causes that matter to us. In line with this theme, I am delighted to announce our upcoming collaborative event with Manufacturing Automation, set to take place in June 2024 in the vibrant city of London, Ontario.

## Greetings from the Executive Director of Automate Canada

### Why "Share, Learn, Grow, Advocate"?

**Share:** Our community thrives on shared knowledge and experiences. Together, we can elevate the industry by fostering an environment of openness and collaboration. Through events and networking, our members can share knowledge and experiences.

**Learn:** The pace of technological advancements in automation is ever-accelerating. To remain on the forefront of industry trends and technology, Automate Canada aims to provide platforms for our members to learn.

**Grow:** Automate Canada is experiencing significant growth, thanks to the commitment and contributions of our esteemed members. Your dedication to excellence has propelled us forward, and as we expand, we recognize the importance of fostering a community that supports each other's growth.

**Advocate:** In an ever-changing landscape, it is crucial for us to unite and advocate for the interests and advancements of the automation sector. Together as a membership community, we strengthen our collective voice, ensuring that the industry's needs are heard and addressed on a broader scale.

### Collaborative event with Manufacturing Automation

Our event in June is a unique opportunity to immerse yourself in a dynamic

atmosphere of learning, networking, and collaboration. A leadership conference, this collaborative event with Manufacturing Automation will provide an opportunity to learn and connect with colleagues and other industry leaders.

Also, at the Leadership Conference, Automate Canada will host our Annual General Meeting. This is an opportunity to share our many achievements with you, our members, while expressing our gratitude for your ongoing support! I hope to see everyone there for breakfast and an introduction to a great, full-day, event.

As we witness our association's growth, I want to express my sincere gratitude for your ongoing support. Our members are the heart of Automate Canada, and it is your passion, dedication, and expertise that fuel our progress. Together, we are shaping the future of automation.

I encourage each one of you to mark your calendars for this momentous occasion. Let us come together in June to share, learn, grow, and advocate for the continued success of our industry. Thank you for being an integral part of Automate Canada's journey. I look forward to seeing you in London, Ontario, as we celebrate our collective achievements and chart a course for an even brighter future.

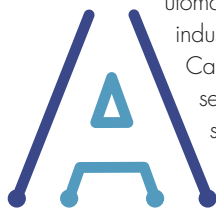
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If you have moved and need to update your address, please reach out as well.

## All About Automate Canada



Automate Canada is a Canadian industry association representing Canada's industrial automation sector, service providers, and suppliers. Founded in 2018 by the Canadian Association of Moldmakers (CAMM) and supported by Invest Windsor-Essex and NRC-IRAP, Automate Canada is an informative community of vibrant industry leaders who are facilitating the development and adoption of technology.

Canada has established a reputation as a hub for innovation in manufacturing automation and we are proud to be a part of such an impressive industry. Representing one of Canada's most essential technology industries, industrial automation contributes an estimated \$7 billion to Canada's economy yearly and creates approximately 40,000 jobs per year. Our industry contributions continue to grow and expand as technology continues to advance.

Automate Canada leads, advocates, and showcases the Canadian automation industry strengths and capabilities. We assist and promote our members and engage in activities that support business success and innovation expertise. We invest in market and industry research to identify emerging trends and issues within our industry and assist our members with any challenges. We have fostered relationships with trade commissioners, government officials, and international companies to ensure our place as a voice for our members and industry.

Our strategic pillars provide a roadmap to represent our industry locally, nationally, and globally and structures our focus when advocating to government and developing new programs. Our pillars and roadmap also ensure that we are addressing the needs of our member companies.

One of our pillars is Skill and Talent Development within which we work to address skilled labour shortages and provide our members with the knowledge to transition to Industry 4.0 practices and digital transformations. Our efforts are geared towards methods of developing a talent pipeline of skilled and ready personnel interested in advanced manufacturing. We work with partners, such as We Build a Dream and the YMCA, to attract under-represented groups to our

industry and to develop programs to encourage their involvement. We create and provide access to learning and training programs for our members and promote upskilling and reskilling opportunities to ensure our members and their employees are ready to adopt new technologies.

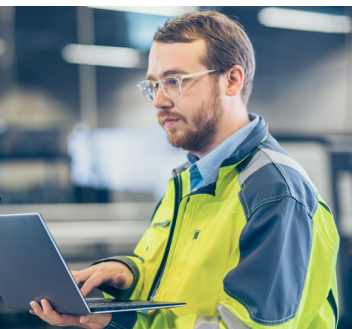
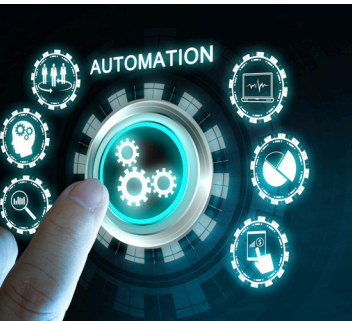
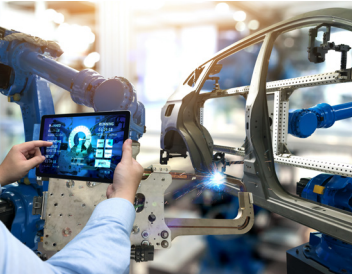
Automate Canada also embraces equality, diversity, and inclusion practices and provides information for our members to adopt these practices. We work with federal and provincial governments to advocate for the importance of skill development in our industry. We develop youth-focused initiatives and work with secondary and post-secondary institutions on curriculum development to ensure the training being provided is keeping up with innovation and preparing youth to enter the workforce, while cultivating an interest in advanced manufacturing.

Another one of our strategic pillars is Branding and Collaboration. Within this pillar we develop partnerships to promote 'Made in Canada' products as good value with high quality. We work with our partners to ensure Canadian industrial automation maintains their reputation as innovative and reliable while promoting our members to increase global relationships and foster business opportunities.

Our strategic pillar, Technology and Innovation, aims to support our members in their transition to Industry 4.0 practices and digital transformations. We promote a culture of innovation and ensure our members have access to funding information, resources, and tools to facilitate their transition. We promote and participate in research and development projects, as well as emerging technologies. We work with our members while developing new technologies and IPs, while performing research and development activities or commercialization plans.

We continue to add programs and services for our members including discount and affinity programs, training and development opportunities, and marketing and promotion support. We have a full calendar of upcoming events, including networking opportunities, trade shows, and learning and training events. We will continue to develop creative and innovative ways to benefit our members.

Please contact [info@automatecanada.ca](mailto:info@automatecanada.ca) if you have any questions.



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## Why Should You Join Automate Canada?

Canada has an established global reputation as a hub for innovation in manufacturing automation.

Automate Canada leads and advocates for the Canadian automation industry, assisting and promoting our members.

Automate Canada is a national association representing companies involved in the industrial automation industry as well as service and supplier companies which provide specialized technologies to our industry.

### Our mandate is to:

- Promote and develop the global exposure of the Canadian industrial automation industry.
- Be the voice of our industry to all levels of government. Automate Canada will focus on trade discussions regarding the North American Free Trade Agreement (NAFTA) / the United States/Mexico-Canada Agreement (USMCA), the Canada-European Union Comprehensive Economic and Trade Agreement (CETA), Canada/Mercosur, and the Trans-Pacific Partnership (TPP), as well as on intellectual property, research and development, and commercialization issues.
- Encourage the development and adoption of technology in the manufacturing sector as a whole, as well as in the industrial automation

industry, and in partnership with post-secondary educational institutions.

- Develop the next generation of highly skilled personnel through youth-focused initiatives.
- Assist small to medium enterprises (SMEs) in the industrial automation industry to grow their businesses locally and globally.
- Be committed to working with other organizations and associations to build global relationships.
- Assist members to identify opportunities for export.
- Invest in market research and industry research in order to identify emerging issues and trends affecting our industry and to target growing markets.
- Support Canadian SMEs in their path to prosperity, increased competitiveness, and improved capacity domestically as well as in the international marketplace.
- Showcase our industry's capabilities and strengths on a domestic and global stage through a range of direct activities and materials, like printed and digital directories, online presence, trade shows, B2B meetings, and site visits.

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FEATURE



# RESHAPING MANUFACTURING

This journey of efficiency, productivity, and innovation will minimize human error and liberate the workforce.

By Nicole Vlanich, Executive Director, Automate Canada

In the rapidly evolving realm of manufacturing, our contemplation of the future has reached a pivotal moment, urging us to navigate this transformation strategically. The key to unlocking the potential of our operations lies in the intentional embrace of automation technologies. This transformative shift isn't just about adopting new methods; it's a profound journey toward efficiency, productivity, and innovation that will fundamentally reshape the landscape of manufacturing.

At its core, automation is not a mere technological upgrade; it is a complete approach that harnesses the power of cutting-edge technology and machinery. By optimizing processes, minimizing the risk of human error, and liberating the workforce from repetitive tasks, automation becomes a catalyst for a profound redirection of focus. This redirection is crucial, empowering

our teams to invest their energies in tasks demanding creativity and critical thinking—essential ingredients for driving innovation in the manufacturing process.

The impact of automation reverberates throughout the manufacturing ecosystem. Its role as a game-changer in enhancing efficiency and productivity cannot be overstated. The introduction of automated systems brings a paradigm shift to production cycles, ensuring a consistent, high output that aligns seamlessly with the dynamic demands of modern markets. This consistency not only accelerates production but also instills reliability, a critical factor in meeting stringent quality standards and delivery timelines.

Furthermore, the precision and accuracy that automation brings to manufacturing processes are unparalleled. The reduction of errors and variability not only guarantees the quality of the end product but also translates

## Automation By The Numbers

**1.4 per cent**

The potential annual productivity increase (McKinsey)

**\$200 Billion Globally by 2025**

Forecasted AI investment (Goldman Sachs)

**Nearly Three Million**

The number of robots operating worldwide – a new record! (World Robotics 2021 Industrial Robots report)

**5 to 20 per cent**

The downtime reduction companies implementing new technologies experience (Deloitte)

into tangible cost savings by mitigating risks associated with defects and rework. This dual impact on quality and cost positions automation as a strategic enabler for sustainable and competitive manufacturing.

Crucially, the story of automation is not one of replacing human workers but of empowering them. The freedom from boring, repetitive tasks is an opening to more meaningful, skilled positions. This dynamic not only enhances job satisfaction but also unleashes the untapped potential of the workforce, fostering a work environment where innovation thrives.

As we delve into the nuances of automation, the data tells a compelling story. The surge in the adoption of automation technologies globally, as of 2024, is a testament to industry leaders embracing change. The integration of robotics, artificial intelligence, and advanced machinery is no longer an option but a strategic imperative for staying at the forefront of technological advancements.

Beyond the individual enterprise, the global manufacturing landscape is undergoing a profound transformation, recognizing the obligation to integrate

advanced automation technologies into processes. Countries worldwide are positioning themselves at the forefront of this revolution, recognizing that smart factories, powered by robotics, artificial intelligence, and interconnected systems, will redefine the very fabric of industrial production in the 21st century.

Canada, in its pursuit of global competitiveness, is poised to play a pivotal role in this transformative journey. By strategically leveraging automation, Canadian industries can usher in an era of unparalleled efficiency and innovation. Embracing advanced technologies, such as robotics and artificial intelligence, will not only optimize production processes but also reduce costs and enhance overall efficiency.

However, for this vision to materialize, there must be a concerted effort to invest in training programs aimed at upskilling the workforce. This ensures a seamless integration of automation technologies, fostering a workforce ready to meet the demands of an automated future. Collaborative efforts between industry stakeholders, academia, and government bodies will create an ecosystem conducive to technological innovation and knowledge-sharing, solidifying Canada's position as a competitive and forward-thinking player on the global manufacturing stage.

Key data points emphasize the impact of automation: McKinsey reports a potential annual productivity increase of more than 1.4 per cent, while Goldman Sachs forecasts AI investment to approach \$200 billion globally by 2025. The World Robotics 2021 Industrial Robots report indicates a record of three million industrial robots operating worldwide, reflecting a 10 per cent increase. Deloitte's study shows that companies implementing new technologies experience downtime reduction ranging from 5 to 20 per cent.

Looking ahead, as we navigate the transformative landscape of manufacturing, automation emerges as a guiding beacon towards a future marked by efficiency, productivity, and innovation. The strategic integration of automation technologies isn't just an option; it's a necessity for companies aiming to thrive in the evolving competitive landscape. In conclusion, the impact of automation in manufacturing is more than a trend; it's a revolution, setting the stage for a future where manufacturing excellence is defined by the seamless convergence of efficiency, productivity, and innovation. 🌸



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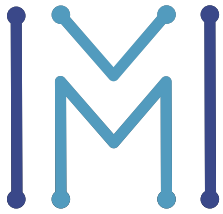
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# AI REGULATIONS ARE COMING

Legal frameworks are underway to govern what is required and expected from organizations using artificial intelligence (AI).



Many of us have been cautious when it comes to AI – data privacy, copyright infringement, and inaccuracies are all worries. Yet, AI can also help your company reduce costs, improve efficiency,

and increase customer satisfaction. So, how can you reap these benefits while staying safe and secure?

Although existing laws for consumer protection, human rights, and criminal law apply to AI, they were not developed with it in mind. As a result, they generally lack the scope and level of detail to regulate this complex, multi-layered technology effectively.

That is about to change. Governments worldwide have already taken steps to govern AI. Regulations that could impact your business are coming, and it might be sooner than you think.

## Will upcoming AI regulations protect your business?

While many of the AI laws being proposed are still in draft form, we can still take cues from the kinds of issues regulators are looking at. Data privacy, discrimination, and copyright infringement are just a few of their concerns.

Businesses that use AI-powered tools should continue to manage risks with these best practices:

- Do not share personal or proprietary data unless privacy is guaranteed.
- Ask someone knowledgeable to check the accuracy of AI outputs.

- Avoid publishing AI-generated content verbatim in case it is copyrighted.
- Ensure your employees are aware of these rules.

Although regulations on general AI use are coming, countries around the globe are at different stages of putting them together.

## What kinds of AI regulations can businesses expect?

Canada, China, Europe, and the United States (U.S.) have already started to signal their intent to regulate and certain trends are emerging. We believe that organizations that develop AI will be expected to:

- Explain how models work (e.g., logic, criteria, etc.).
- Describe how models use data (e.g., what kind, where from, usage, storage, etc.).
- Clarify the choices they offer users of their AI (e.g., opt-in, opt-out, data erasure, etc.).
- Clearly indicate when AI is used (e.g., you are interacting with a bot).
- Demonstrate a lack of bias in automated decisions and treat all issues with fairness, as well as evidence of internal safeguards to minimize bias.

These regulations aim to protect those who use products with AI capabilities.

## HOW ARE AI REGULATIONS TAKING SHAPE AROUND THE WORLD?

Countries around the globe are at different stages of putting regulations together. Some countries, including Canada, have already

proposed legislation or are in the process of finalizing it. Other countries, such as the U.S., have drafted some general principles for companies developing AI applications – however, these are non-binding, which means there are no consequences for not adhering to them. And some countries have no legislation or principles at all.

## AI regulations in Canada

In 2022, Canada introduced Bill C-27, the *Digital Charter Implementation Act* – a framework that aims to ensure trust, privacy, and responsible innovation in the digital realm. As part of Bill C-27, Canada also introduced the *Artificial Intelligence and Data Act (AIDA)*, which seeks to protect individuals and their interests from the potentially harmful aspects of AI systems.

At present, AIDA outlines six regulatory requirements:

- Human oversight and monitoring;
- Transparency;
- Fairness and equity;
- Safety;
- Accountability; and
- Validity and robustness.

According to Innovation, Science and Economic Development Canada (ISED), businesses with AI-powered products will be expected to implement accountability mechanisms, such as internal governance processes and policies, to ensure they meet their obligations under the act. If all stays on track, AIDA should come into force no sooner than 2025.

In addition, a recent court ruling indicates that businesses will need to take measures to

ensure their AI-powered tools are accurate. In a landmark case, a judge found a large Canadian company legally liable for the misinformation their online chatbot provided to one of their customers.

### AI regulations in the U.S.

At the federal level, the Biden administration introduced the *Blueprint for an AI Bill of Rights* in October 2022. This document outlines a set of five principles and practices to help guide companies that develop, deploy, and manage automated systems and AI technologies.

The five principles include:

1. Safe and effective systems;
2. Algorithmic discrimination protections;
3. Data privacy;
4. Notice and explanation (to ensure users know when they are interacting with AI); and
5. Human alternatives, consideration, and fallback (to ensure users can easily opt-out or access a person for help).

Meanwhile, several states have enacted privacy laws related to AI. For example, most states require companies to disclose when AI is used for automated decision-

making and to provide ways for consumers to opt out of this type of data processing. Other states have additional transparency requirements to ensure that businesses disclose how their systems work.

### Other steps toward AI regulation in the U.S.

On July 5, 2023, the city of New York enacted the *AI Bias Law*, which requires companies to regularly audit their hiring algorithms for bias and publish their findings.

In August 2023, a U.S. judge ruled that AI-generated artwork cannot be copyrighted. According to the U.S. Copyright Office, this includes any artwork that is automatically generated by a machine or mechanical process without the creative input of a human author.

The Federal Trade Commission (FTC) has also become more active in policing and investigating AI-powered products. For example, they are currently investigating Open AI to determine whether the company sufficiently informs users when their technology generates false information.

### AI regulations in Europe

The European Union (E.U.) passed a provisional agreement called the *Artificial Intelligence Act* (AI Act) in 2023.

The E.U.'s AI Act classifies AI into four levels of risk:

**Unacceptable risk:** These technologies are prohibited with very few exceptions and could include capabilities like:

- Cognitive behavioural manipulation;
- Government social scoring; and
- Real-time biometric identification, such as facial recognition.

**High risk:** Technologies in this category must meet a long list of requirements to ensure safety. In addition, companies must share details about their system in a publicly accessible database. Technologies in this category could include:

- Autonomous vehicles;
- Drones; and
- Medical devices.

**Limited risk:** These AI systems need to meet minimal transparency requirements. They include technologies such as:

- Chatbots; and
- Generative AI.

**Minimal risk:** Most of the AI in this tier has already been deployed and is being used



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today, but certain responsibilities may be assigned to creators, distributors and users to ensure transparency. Examples of AI in this category include:

- Email spam filters;
- Video games;
- Personalized movie recommendations; and
- Voice assistants.

Like the U.S., different European countries are also working on their own AI regulations. For example, in October 2023 Spain proposed regulating AI-generated simulations of people's images and voices.

### AI regulations in China

China has a track record of reacting to new technology quickly. Just a few months after ChatGPT launched, it was one of the first countries to introduce legislation on generative AI. It also looks like a more comprehensive legal framework is in the works.

In June 2023, China released a list of planned legislations which included an "artificial intelligence law." Until it is passed, the Chinese government has provided AI companies with a list of areas they should avoid. China aims to become a global leader in the field by 2030 and is expected to tackle legal issues on a case-by-case basis to spur AI innovation and keep it state-controlled.

### What risks are influencing AI regulations?

These are some of the main concerns governments are trying to address with these coming regulations.

- 1. AI privacy and data protection:** The collection, storage, and use of personal data by AI systems raise significant privacy concerns. New laws must ensure that AI applications respect privacy rights and data protection guidelines.
- 2. AI bias and fairness:** Generative AI relies on a variety of data, of which a significant portion comes from the Internet. Some information from online sources is biased and unfair, which can cause AI to generate outputs that are discriminatory and false. Ethical guidelines and rigorous testing requirements will be crucial to addressing this issue.
- 3. AI safety and security:** From self-driving cars and drones to deepfakes and robots, AI can pose a variety of

safety hazards. Policy makers want rules to prevent accidents and cybersecurity threats.

- 4. Human rights and well-being:** As AI capabilities evolve, how can we ensure they do so in a way that benefits our society? Regulators may want to limit its economic and environmental impact, unethical use, and uncontrolled advancement.

It's important to remember that AI is evolving very quickly and changing constantly. This creates uncertainty in many areas, which makes it difficult to predict the effectiveness of

AI regulations. Businesses looking to reap the many benefits that AI can offer should continue to apply best practices related to safety and security. 🌸

### AI Next Steps

Discover how your business can get started with AI by downloading BDC's free, step-by-step checklist: [www.bdc.ca/en/articles-tools/entrepreneur-toolkit/templates-business-guides/get-started-with-ai-checklist](http://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/templates-business-guides/get-started-with-ai-checklist)

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# DMS COMPONENTS: CULTURE DRIVING SUCCESS



While DMS Components started out in 1978 as an industrial supply company, the management team at the time realized that there were tremendous

market opportunities to be seized through specialization and a greater emphasis to serve the die cast and mold industry.

DMS today licenses and distributes more than 12,000 precision standardized components and ancillary products for use in the injection molding and die casting industries, such as ejector pins, core pins, sleeve ejectors, blade ejectors, leader pins, bushings, tapered interlocks, sprue bushing, and locating rings. DMS prides itself on delivering quality products at a competitive price, which has resulted in substantial success in many fiercely competitive markets throughout Canada, the United States, and Mexico.

The company has grown significantly from its humble beginnings and, recognizing that its customers were moving to a new industrial area in Oldcastle, Ontario, the company set up shop down the road at 1875 Blackacre Drive.

"Our goal is to provide just-in-time service, so it strategically made sense for us to be in their backyard," says Jeff Battiston, Technical Sales, DMS Components. "Our laser-like focus on supplying component parts to the standard mold and die cast industry has been the key to DMS' success over the years and has enabled us to better support our customers with a right-sized and nimble work force. Strong relationships, understanding our customers needs, and providing process solutions – this is the recipe for success that has carried us through the last 46 years."

In 2017, the company was purchased by the ownership of Southwestern Manufacturing Inc., which has helped DMS meet the growing demand of new emerging markets and has allowed it to pivot once again. In 2023, DMS and the industry-leading Suhner Group signed a long-term Canadian-exclusive distribution agreement that provides DMS best-in-class equipment in the end-of-arm drills / spindles, tapping, reaming, abrasives, robot end-of-arm compliance, and abrasive consumables marketplace.

"With more than 100 years in business, Suhner is not a new company by any

stretch of the imagination, but the Suhner product is relatively new to the Canadian automation landscape," says Battiston. "In our partnership with Suhner, we have made it a priority to ensure this is a shared learning environment for both partners. We believe that knowledge is power and that we need to share this knowledge so that everyone benefits."

## A people-first culture

Culture is everything to a service company like DMS, and the company fosters a culture that is both people-driven and nimble. The company also believes that the team is only as strong as its weakest link. As such, the DMS team works together, where everyone is pulling in the same direction. The DMS team provides a high level of communication and respect, as well as an understanding of its customers' requirements, and demonstrates a thorough product knowledge that its customers have come to trust.

"Our customers come to us to help them solve complex engineering processes and problems, and our experience allows us to tap into a rich history of engineered innovation," says Battiston. "Our customers

expect us to help guide them through the successful selection of the tools they need to get the job done so they can focus on the details. DMS aims to provide the best available technology and help our customers do more than just survive – when they thrive, so do we.”

The management team at DMS also nurtures a family-first mindset and the



This robot, created by Suhner, shows its Canadian spirit by matching our flag and working hard to get the job done! Suhner tools; so easy a robot can use them!

company recognizes that its employees have responsibilities outside of work. As such, DMS encourages a healthy work / life balance throughout its operations, which it believes is critical to its success as a sustainable company.

“As we are all learning, sustainable growth is not just in doing the right thing for the environment, it also encompasses how we help the humans who work with us and how we ensure our businesses can effectively operate while also remaining competitive in the global marketplace,” says Battiston. “As humans and the need for productivity continue to be the focus, DMS will be here to help make ensure the right options are available to solve the problems our customers face.”

### The value of membership

DMS greatly values its membership with Automate Canada, seeing the association as an important resource for connecting with industry and as a way to let potential customers know more about its product offerings and partnerships.

“Our ability to partner with a system integrator, where we can couple as a

team, will only grow with the relationships we build through Automate Canada,” says Battiston. “Automate Canada is one of the best places to collaborate with peers and learn from the best that Canada has to offer. It is the vehicle for DMS to continue to learn about emerging trends and best practices and stay abreast of the evolving marketplace, as well as to share how DMS is a viable sustainable partner in driving Canada’s growing automation industry.”

Canada has a strong reputation for innovation and DMS plans to do its part in helping contribute to that reputation. As part of this, the company will continue introducing new tools to the automation market through 2024 – and beyond – making its customers’ processes of system integration better, quicker, self sufficient, and more reliable.

“We will continue to pivot, grow, and provide a level of process capability that will help drive our success, as well as the success of our customers,” says Battiston. “We are very optimistic that we are uniquely poised to make things happen, and we see great things coming in the years ahead.” 🍁

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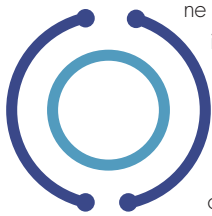
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# FORGE CONSULTING

## FORGING A NEW PATH



One of the most pressing issues facing manufacturers in Canada is a widening workforce gap and the challenge of securing the talent to make

the things Canadians need. The good news, however, is that Automate Canada members – like Forge Consulting Group – are on the job, connecting those who need work with those needing workers.

Founded in 2013 and headquartered in Windsor, Ontario, Forge Consulting has operated through the years with the goal of providing the highest quality recruitment and selection solutions for a variety of different industries and sectors, such as IT, engineering, financial, C-level management, mid-level management, and administration / human resources industries in both Canada and the United States. Of particular interest to Automate Canada members, Forge Consulting has also made a name for itself serving its engineering clients that focus on controls and automation.

Forge Consulting takes great pride in its ability to deliver quality recruitment and human resource services to all its clients and, whether they happen to be job seekers or businesses in critical need of staffing or HR support, integrity and speed are cited as the cornerstones to the company's success.

"I attribute all the success of the company to the strong network of people I have around me: my family, my mentors, my clients, and – more importantly – the hardworking team that makes all of this happen; past and present," says Lindsay Darocy, Managing Director at Forge Consulting.

Since its foundation, the company has achieved various important milestones,

including expansion to new locations and strengthening partnerships with clients and candidates. Over the last decade, Forge Consulting has opened offices in Windsor and Toronto and has significantly enhanced its online presence with the launch of its new website in 2022.

Through this new web portal, candidates are able to search Forge Consulting's database of job vacancies, submit resumes to apply for vacant positions and job listings, and access a wide array of services that help people prepare for a new career. To date, more than 7,500 specialists, across a range of industries, have found their career thanks to Forge Consulting.

### Having a team on your side

Forge Consulting values the growth and development of its team and is committed to providing a positive and inclusive work environment. The company is organized into three primary teams to meet the needs of its diverse client base: Management Director, Clients Relations, and Recruitment team, as well as a more recent addition, Career Coaching. Forge Consulting

cultivates a culture of collaboration, excellence, and mutual respect.

"Each team brings a unique set of skills, experiences, and perspectives to the table, allowing us to approach challenges with creativity and innovation," says Renata Sena, Talent / Client Relationship Manager at Forge Consulting. "Our Management Directors provide strategic leadership and guidance, ensuring that our company operates smoothly and effectively. Our Client Relations and Recruitment team works tirelessly to build strong relationships with our clients and candidates, facilitating successful partnerships and placements.

Forge Consulting differentiates itself from the competition by its dedication to understanding the unique needs and



# GROUP:

goals of each client and candidate. Forge consulting takes the time to build strong, long-lasting relationships that are based on trust, transparency, and integrity, and its team goes above and beyond to provide personalized solutions and exceptional service to ensure that it exceeds expectations at every opportunity.

"As industries become more competitive and talent acquisition becomes increasingly complex, organizations are looking for strategic partners like Forge Consulting who can help them navigate these challenges and find top talent," says Sena.

## Looking to the future

Today, Forge Consulting is seeing several persistent workforce trends that impact Automate Canada members. Many industries, including manufacturing, continue to face challenges related to recruiting and retaining workers, which is contributing to an ever-widening skills gap. Coupled with this is increasing adoption of automation and robotics in the manufacturing processes, which leads to a growing demand for skilled workers who can operate, maintain, and program these advanced technologies.

"Automate Canada members may need to develop strategies to better attract and retain these workers, as well as invest more resources into training and development programs that can address skills gaps and ensure their workforce remains competitive in the long term," says Sena.

Looking ahead, Forge Consulting is constantly exploring new opportunities to improve its services and broaden its footprint across various industries and regions. The company will continue its efforts to reach its objectives and contribute to the success of its clients and candidates, including venturing into new segments, such as offering career consulting for newcomers and professionals seeking relocation.

Forge Consulting also strongly believes in giving back to the community it serves,

whether that is through charity organizations like Children's Aid or participating in and contributing to fundraising events, such as local charity golf tournaments. More recently, Forge Consulting facilitated a Ukrainian Employment Program that provided the company a substantial network of skilled trades workers across the manufacturing and mold making industries, many of which were able to be successfully placed across its clients.

The company deeply appreciates its membership with Automate Canada, seeing

the association as not only a valuable platform to network with other members, but also as a way to keep on top of workforce trends in the manufacturing space.

"We take pride in being a comprehensive human resources service provider, delivering our services with integrity and responsiveness to effectively meet our clients' needs," says Sena. "Participation in Automate Canada allows us to access resources, networking, and professional development opportunities that benefit both our team and our clients." 🍁

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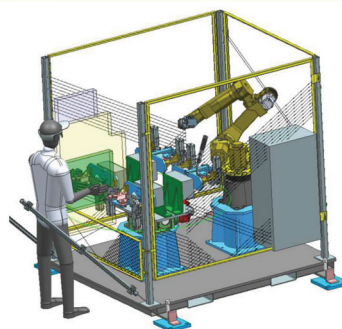


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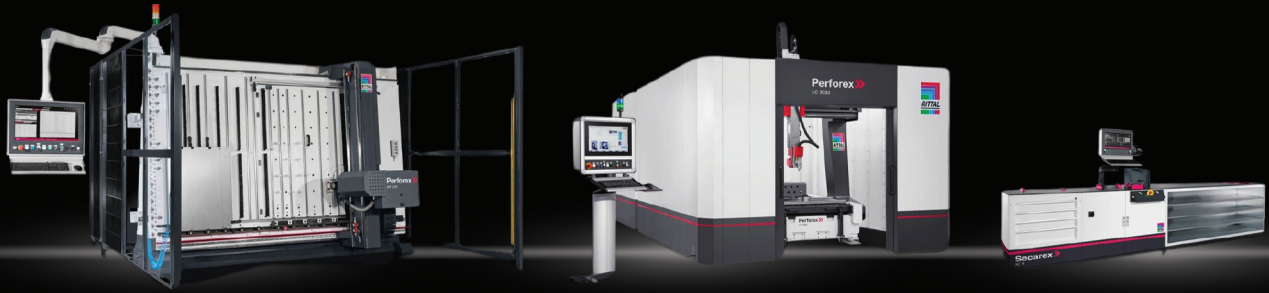
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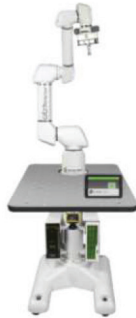


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