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**Penetangore Regional
Economic Development
Corporation**

Press Release

PREDC Developing Business to Business Connectivity

Doing More Business Locally Helps Local Business

The Penetangore Regional Economic Development Corporation is developing an online service that allows local industrial companies to share information about services and products they have and to become aware of what they can purchase locally. “We make our own economy strong when we participate in it more fully rather than sourcing materials elsewhere,” says Jim Prenger, President of PREDC. “This service is not the be all and end all but it is another important step PREDC is taking to strengthen our local economy. It provides a signal to potential investors that this is a good place to invest because we are engaged with our own local economy. This is an important part of managing our own economic well-being. We expect uptake from local industry as we pilot this online service,” adds Mr. Prenger.

The idea for the “Industrial Mall” as it is called, came from conversations with some local manufacturers and industries. One manufacturer noted how they were approached by a local business when it was learned they machine a certain part right here in Kincardine. The local business had been sourcing the item from some distance. Now they get it locally and have easy access to follow-up and servicing when needed.

The “Industrial Mall” will be accessible on the PREDC website. An invitation is going out to local industry to place a listing of their services and products on the PREDC website. There is no fee for this service and all it takes is a few minutes to answer some questions on a simple form. The form will be available on the PREDC website and will be distributed with the invitation letter going out this month.

Linda Bowers, a Board member with PREDC says, “This is a great idea and another piece of our economic development plan. We know that the biggest part of a strong economy is the business that is already here. Keeping them here and helping them with their bottom line is a strategy that not only helps established business, it also sends a message to business that is looking to re-locate, that this is a good place to invest because we look after our own,” stresses Linda Bowers.

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We have been preparing for this during the summer as we built our new website, notes Ron Coristine, PREDC Executive Director. “The new site has good functionality and is very easy to update and maintain. This allows us to manage a service like this in a way we could not before. Its all about connecting the dots and having an attitude that supports partnering and collaboration. Connecting business to business locally is another step forward. This is one of several new initiatives we will be piloting to connect businesses to one another. In the coming weeks we will also be developing our online capacity to help with the sale of industrial properties. But that’s another story,” says Ron. More information will be posted to the PREDC website in the near future (www.predec.ca).

An aerial shot of the Bruce Energy Centre depicting some of the businesses that may take advantage of the online Industrial Mall

