



September 4, 2017

Export Market Development Strategy – 3 year plan Approved October 18, 2017

Canadian Association of Moldmakers (CAMM) is a national association representing companies involved in tool, die and mold as well as service and supplier companies to the industry. Our mandate is to:

- promote and develop global exposure of the Canadian mold, tool and die industry;
- assist members in finding opportunities for export;
- be the voice of industry to all levels of government; (CAMM through APMA is involved in Nafta talks, TPP and other trade negotiations with China and South America (Brazil).
- encourage the development and adoption of technology within member companies and in partnership with post-secondary learning institutions; and,
- develop the next generation of skilled trade employees through youth-focused initiatives.
- Assist SME Mold shops (Members and non members) to grow their business locally and globally
- CAMM is committed to working with organizations/associations to build on global relationships

We are continuing to enhance our IBD plan from one year to next, by reviewing and analyzing past results, consulting our industry shops, and studying and looking ahead to future trends. Our focus over the past three years has been to enhance our global exposure with Mexico, USA, Europe and we continue to monitor the markets in Asia, Brazil and India. We have strategically placed ourselves over these past three years to assist our industry in increasing their export abilities in these areas.

We have learned in the past years leading up to this fiscal year is that our shops need to be more locally accessible to these areas – for example sister companies set up by moldmakers in Mexico and Southern USA are proving to be very successful to our companies. The companies that have footprints outside of their Canadian Shops have increased their production in their Canadian shops.

Canada is 1.5% of the Worlds GDP for moulds produced that leaves 98.5% for us to target.

Trade Talks

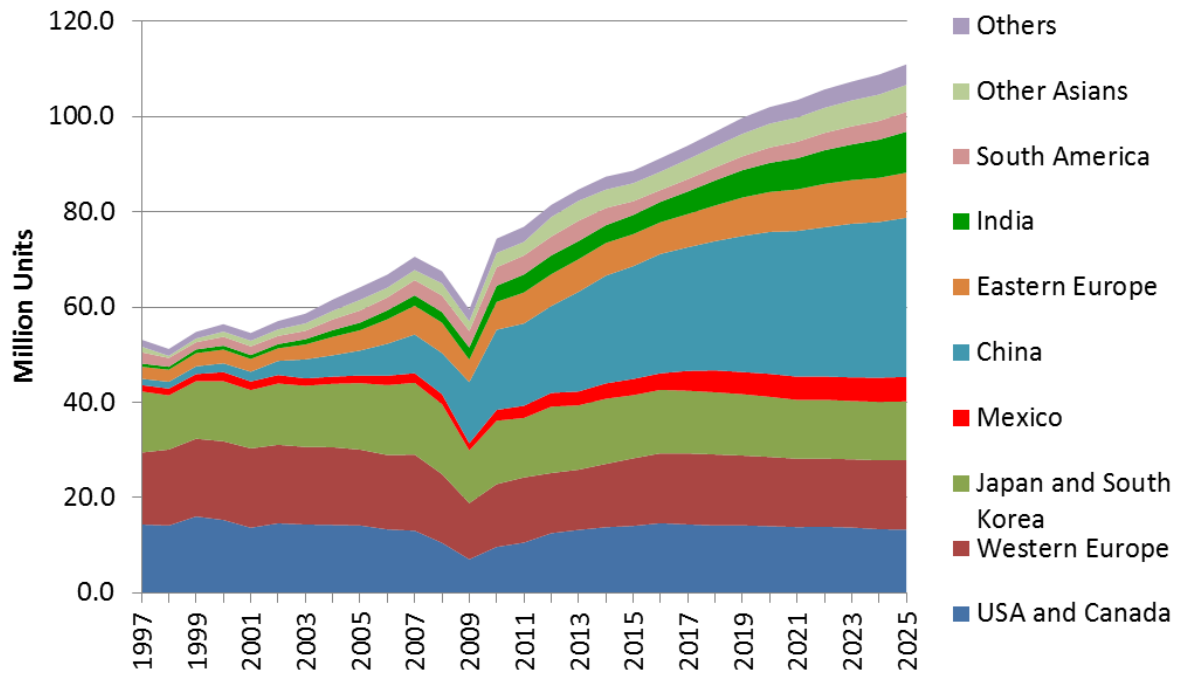
- Canadian companies that engage in cross-border trade and investments in the United States and internationally should be mindful of several recent cross-border trade initiatives that will have a profound impact on their business strategies. These include the renegotiation of the North American Free Trade Agreement (NAFTA), the implementation of the Canada-European Union Comprehensive Economic and Trade Agreement (CETA) and potentially the Trans-Pacific Partnership (TPP).
- Perhaps most notably, Canadian businesses are on alert as NAFTA talks are under way with the United States, Canada's most important trading partner. The first round started August 16, 2017, in Washington, D.C., the second round of talks was held September 10, 2017, in Mexico, followed by the third round in Canada, from September 23-27, 2017. Canada and the U.S. have by now also revealed their core objectives for renegotiations. While Canadian enterprises may be concerned about the uncertain future of NAFTA, they could leverage this as an opportunity to diversify their ties to international markets. Whether U.S. President Donald Trump's ambitious proposed changes to NAFTA will eventually be implemented is of course unknown at this point. However, any alterations to NAFTA could have a profound impact on Canadian companies and investors with ties to cross-border trade between Canada, Mexico and the U.S. (Osler Report)

- As talks progress, one thing is clear – Mexico and Canada’s relationships grow stronger. With our affiliation with APMA, Flavio, the president has an active part in the NAFTA talks, which has resulted in our industry having a strong voice in these negotiations. We will continue to be a large part of these talks and will strive to keep our industry informed and up to date on these pressing issues.

Industry analysts predict:

- New vehicle sales to return to previous peak levels by and reach new record high levels the entire second half of the decade (information gathered from Market Analysis site on the Trade Commissioner Web site)
- Light Vehicle production make out previous record levels by the close of 2016, with the potential to rise 1 – 2 million units (Domestically - NA) and 15-20 million units (Globally) above previously seen levels by 2020
- Capacity issues in the OEM assembly plants will cause 24/7 production runs, creating growth in mold, tool and die repair and maintenance offering the opportunity and reliance on suppliers for additional export growth in our sector

- 2015 - 92.5 million – Global Vehicle sales
- 2016 – 97.8 million
- 2017 – 102 million expected
- The next 5-7 years will have auto companies planning for record numbers of new platform launches, model changes and platform upgrades resulting in increased demand for molds, tools and dies.
- Canada must better position itself to take full advantage of this increased demand and allow companies to be more competitive in global markets with the view of enhancing export opportunities.
- Growing tendency of new automotive assembly plants and related investments are largely occurring in the US and Mexico, Europe and India forcing local companies to be more proactive in targeting new customers and programs
- Manufacturing takes an outsized role in innovation through R & D investment and patents; tight linkages between innovation and manufacturing production; higher-wage jobs in the sector; importance to the country’s economic prosperity in terms of exports; spillover benefits manufacturing facilities have on firms and communities around them, and deeper economic harm that comes from allowing our manufacturing production capacity to be hollowed out it is our position that manufacturing is worth of special emphasis and attention on the part of our elected officials and government departments at all levels
- Access to Provincial and Federal trade commissioners allows us to maximize our efforts and assist us to get the greatest return on our investment of scarce resources (human, financial and time) via:
 - Plant tours
 - Networking
 - Meetings with local associations
 - Identification of contacts and companies
- The graph below – is “Production of Vehicles in the World – 1997 to 2015 with the Average Growth rate 2016 to 2025 – Global markets 2% and Developing markets 3.8%. This also show other emerging markets along with Mexico that we should be focusing on



Nature of the Industry/Market Trends -

In order to get updated information on market trends CAMM works closely with EDC, PWC Autofacts (<http://www.strategyand.pwc.com/trends/2016-auto-industry-trends> & http://www.automotive-logistics.media/wp-content/uploads/2016/03/ALEurope16_ChristophStuermer,Pwc_Session1.pdf along with Dennis Desrosier – Canada Automotive Market Research Leader (<http://www.desrosiers.ca/>) . We also get trending information from Harbour Results – A consulting firm specializing in MTDM industries.

CAMM strives to make every possible effort to plan & participate in events and work with a variety of other associations in areas such as: composites; plastics; tooling, and service suppliers allowing us to market our industry and members as a “one stop shop” whereby we can accommodate any buyer’s needs from raw input to finished product. The ability to market ourselves in this manner, gives us a strong competitive edge by ensuring buyers that our members can handle new contracts from start to finish.

Previous GOA funding has permitted CAMM to represent a diversity of SMEs at global trade shows without those companies having to incur large, unfunded expenses. Directories with profiles of members are displayed and distributed at all shows, and all trade leads generated are shared with member companies via email and the CAMM website. CAMM as an organization also follows leads from shows with information about the industry in general, and to be available as a resource for questions that may arise.

GOA funding has also allowed us to do more shows in a given year span with and without funding. We have been able to stretch our dollars even further to reach a larger Global Markets.

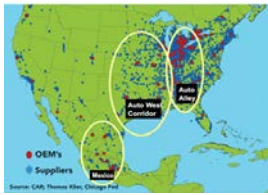
Markets that we continue to monitor and connect with through Trade Shows and Events

Mexico is still a hot export opportunity for Canadian Mold Shops with auto production totalling just over 2.5 million units, up 10 percent from last year. Auto Plants that have opened in the last year include Kia in Monterrey and Audi's Q5 in Puebla. BMW, Toyota and a Mercedes-Infiniti joint venture all have plants under construction in Central Mexico (Auto News)

- With the advent of new investments announced last year, the country becomes progressively a promising market for the automotive industry. For instance, South Korea's Kia, Germany's Audi, the American Ford and Japan's Toyota have already announced the construction of new plants in the country with a total investment of US \$4 billion. Also, by 2017 the Japanese-American Infiniti; 2018 and the German Mercedes Benz, and in 2019, the German BMW announced they would build plants in the country.
- The aim of the sector by 2020 is to bring more investment from multinational companies. Mexico clearly is on a path to be among the leading manufacturers and exporters of the world's vehicles that also possess an attractive domestic market.
- The Mexican government has negotiated extensively in order to increase the list of countries that Mexico has agreements with.
An organization in Mexico called ProMexico acknowledges that Mexico can boast of a network of 13 Free Trade Agreements (FTAs) with 45 different countries where 32 of these agreements are Reciprocal Investment Promotion and Protection Agreements. There are also 33 countries involved with Mexico of which 9 have trade agreements within the framework of the Latin American Integration Association (LAI). Mexico expects to see more partnerships with the Trans-Pacific Partnership Agreement. With that, Mexico has access to over 60 percent of the world's GDP because of their relationships through these agreements

Germany is another market that we continue to monitor and keep in contact with. The Auto headquarters that we deal with in the USA and Mexico are housed here. It is important that we continue to have a strong presence in this country to be in close contact with these decision makers. "The automotive industry is the largest industry sector in Germany. In 2016, the auto sector listed a turnover of EUR 404 billion, around 20 percent of total German industry revenue. Germany is Europe's number one automotive market; accounting for over 30 percent of all passenger cars manufactured (5.75 million) and about 20 percent of all new car registrations (3.35 million). Germany is home to 41 automobile assembly and engine production plants with a capacity of over one third of total automobile production in Europe." (from GTAI)

United states is the world's second largest automotive markets in the world. US light vehicle production reached 12 million passenger vehicles in 2016, light vehicles reached 17.5 million units in 2016 and continues to grow. From the map below you can see the strong auto corridor in the US (Auto Industry)



- In order to keep competitive with the OEM in Southern USA and in Mexico we need to have a strong presence in this area, and satellite programs/shops will become essential in order to stay competitive. We will continue over the next 3 to 5 years to assist our shops in setting up satellite shops in this area, partnering with locals and by doing trade missions in this area, exhibiting at trade shows, and inviting them to our reverse trade show now planned on being an annual event in June, in Windsor Ontario.
- CAMM / Canadian Mold Industry will need to increase their efforts in gaining exposure to the Southern Markets & Mexico. CAMM will be having a Canadian Pavilion at the NPE 2018 with 17 shops. This shows has over 2,500 exhibitors and over 60,000 attendees and is held in Florida. At the NPE Show we are always given a prime location with heavy traffic that exposes the association and our members to a worldwide audience that gets a heavy attendance rate from Southern USA, Mexico, Central and South America. Our pavilion will have an area for networking and B2B meetings.

MOLD MARKET IN BRAZIL: US\$ 1 Billion to US\$ 1.4 Billion (these numbers are more realistic than the official ones) Market share of the imports: 50% of the molds in are imported, or Brazil imports from US\$ 500 to US\$ 700 Million every year. Brazil is just starting to leave one of the worst economic crisis in its history. This crisis, in my opinion which is shared with many economists, is essentially a political one, causing serious damages in the economy. It is much more political than really economic. Brazil is a huge country with demands in many sectors, a country with boundless opportunities, even in moments of recession. Last three months the industry showed by the first time in the last two years positive numbers, so we have good reasons to be optimistic for next year. Mr. Christian Dihlmann is interested in organize a Mission to Canada next year. (from Paulo BarnewitzOrlandi Trade Commissioner / Délégué Commercial) CAMM worked with the Canadian Government to help with opening trade to this area. In the past CAMM has travelled twice to Brazil for trade shows. We will work with Christian Dihlmann to ensure a successful trade mission to Canada and from that meeting / event we will decide if it is time to return to this market in 2019 or 2020.

India is another growing market that we need to track -, several auto makers have started investing heavily in various segments of the industry during the last few months. The industry has attracted Foreign Direct Investment (FDI) worth US\$ 17.40 billion during the period April 2000 to June 2017, according to data released by Department of Industrial Policy and Promotion (DIPP) In February 2018 we will be going to India to an auto show with Automotive Auto Parts Assoc (APMA), this will be a good opportunity for CAMM to look at this industry and to be able to set future plans for this market opportunity.

CAMM will continue to help our industry increase their capabilities to export more product, and to look at diversification of their existing product line through meetings with experts in these areas, which will help minimize major hurdles that can take place when dealing with foreign governments and jurisdictions. In order to help our industry be more competitive and to keep up on the newest composite materials and products we will be attending a few events this year that will enable us to bring this information to our industry shops. We attempt to set up forecast years based on a survey that we do every year to our industry on what markets, trade shows / events that they would like us to attend.

2018 Events

As part of our efforts to increase exposure, CAMM members and Non members will have access to participate in events such as:

- January 15 -17, 2018 World Automotive Congress Detroit – CAMM will be exhibiting and have worked out a discount rate for our SME shops
- March 12 – 15, 2018 Plastimagen, Mexico City; CAMM will again be supporting our SME shops to participate in a CAMM / Canadian pavilion.
- March, 2018 – World Congress Forum in Naples Florida – we will be participating in this event
- April 10 – 12, 2018 – SAE World Congress, Detroit, CAMM will be participating in this event
- May 6 – 12, 2018 NPE (Largest Plastic show) Orlando, CAMM will be putting together a Canadian Pavilion for up to 20 SME shops to participate and exhibit at. As part of the CAMM booth we will be setting up a meeting place for Shops to network and to take advantage of B2B meetings.
- June 5 – 7, 2018, APMA / CAMM conference – Windsor. Again CAMM will be working closely with APMA at this conference to facilitate over 100 B2B meetings and 35 Plant tours.
- June 14 – 15, 2018 Amerimold, Novi Michigan. CAMM will work closely with this show to get a discounted rate for our SME shops who wish to exhibit. CAMM will also be exhibiting at this show.
- Sept 10 – 15, IMTS Chicago, CAMM will walk this show this year to see if it is a show that we should be exhibiting at
- Oct 16 – 18, 2018 IZB, Wolfsburg Germany – CAMM will work with APMA (Automotive Parts Association) to put together a pavilion for Canadian shops to exhibit and to attend.
- Oct 16 – 18, 2018 Auto B2B meetings, Novi Michigan, CAMM will work with this show in order to get a discounted rate for our SME shops that want to exhibit at this event. CAMM has also negotiated a free space at this event.
- October 14 – 17, Pack Expo Chicago, This is a large packaging show that CAMM will walk to see if this is a show that we will need to exhibit at in the future.
- ExpoPlast – Montreal November 2018 This show is for advanced manufacturing professionals looking to upgrade their operations, source new technologies and solutions, and get an insider's look at the latest industry news and products.
- February 19 – 21, 2019 Auto B2B meetings in Queretaro, Mexico. CAMM will work with 10 – 12 SME shops to exhibit at this show along with plant tours put on by the Trade Commissioners in this area.

Successes/Events in 2017

CAMM participated in 10 major events and were funded for 4 plus a video. GOA funding allowed us to stretch our dollars to do another 5 major events without GOA funding.

Plastic News Auto Show – January 10, 2017 (not GOA funded)

- The Plastics in Automotive conference, one of the largest events for automotive molders and suppliers in North America, will return for a third year in January 2017 Organized by Plastics News, this seminal industry event kicks off the year by exploring many of the innovations, ideas and issues surrounding the automotive plastics industry. With sessions featuring top automakers, Tier 1 suppliers, industry experts and many more. This show was huge networking event along with several new technical papers and information that we brought back to our industry.

Executive Forum – Plastic News – March, 2017, Naples Florida (Not GOA Funded)

- The signature conference for leaders of top plastics processing companies and moldmakers. This event allowed us to network with the heads of the plastic processing world

Amerimold 2016 - June 11-12, 2017 Rosemont - Chicago (not GOA Funded)

- CAMM organized a Canadian Pavilion at this show again this year as well as exhibited
- Amerimold tradeshow is ideally suited for Canadian mold shops to be represented at this show due to the close proximity of the major OEM's and strong industry focus . This show regularly sees more tooling purchasers than most other shows, even though it is a smaller show than most.
- We brought back 35 strong leads to our industry

APMA / CAMM conference – June 14 15, 2017 Windsor Ontario (Not GOA Funded)

- The APMA/CAMM conference is a unique opportunity to meet high level decision makers from OEM and Tier 1 and 2 suppliers to the automotive industry. This show is focused on automotive exclusively which means a very select group of attendees which are looking for specific suppliers with specific needs.
- This type of show is very successful when the Attendees and the presenters are aligned. The B2B in conjunction with suitable displays or the ability to attend plant visits makes for a great opportunity for our members. This show is well suited for our members who are located in the Windsor area and the potential clients who are located in the heart of the automotive industry in the State of Michigan.
- This year we worked with Trade Commissioners in Mexico and Germany to bring in strong buyers for our industry, along with India and southern USA companies.
- A total of 411 individual company meetings were scheduled between a total of 71 delegates that participated with 18 companies
- 25 plant tours were scheduled over 3 days and were very successful
- Companies from USA, Mexico, Germany, China and India

Windsor Moldmaking Trade show – Windsor, Ontario October 18, 2017 (Not GOA funded)

- This is a local trade show that is good for our local industry. This show had 65 exhibitors with over 1200 attendees. It draws shops and OEM from the Toronto area and northern Michigan. This is a great opportunity to showcase the industry from the South and South western shops.

Plastimagen – Nov 7 10 , 2017 Mexico City (GOA funded)

- Plastimagen is the business center of the Mexican plastics industry, presenting more than 1200 exhibitors showcasing the latest in technology, machinery and worldwide plastic solutions to more than 35,000 attendees related to the plastic industry.
- CAMM set up a Canadian Pavilion and we worked with Trade Commissioners and Rowena from the Ontario Government to help orchestrate B2, plant tours and networking opportunities.
- This is a must attend event for our industry to help with export opportunities in this fast growing area.
- Our Canadian pavilion continues to grow at this show, and it continues to help our SME with maintaining work in this area.
- This show again proved to be a success with 19 Canadian companies attending and 60 leads that were brought back from this show and distributed to our industry shops

MoldPlas, Portugal November 8 - 17, 2017 (GOA Funded)

- Moldplas is a trade fair held at Leiria in Portugal focusing on the machineries, devices, raw materials and methods for the moulds and plastics industry. This event is a platform for all professionals who work in this industry. It aims at bringing into light all the methods, technologies and inventions in this industry for all the plastics and the moulds workers. This show also highlights on the interrelatedness of the supply and the demand of the products. Moldplas gives stress to the production and manufacture of moulds and plastics so that the industries which depend on moulds and plastics for building their machineries, can sustain in the long run.
- This show will be the first step of many in opening up communications and opportunities to this market. Portugal also has a strong ties to the India Market – so we hope to also gain insight into this market as well.

CAMX – The Composites and Advanced Materials Expo Sept 11 -14 - Orlando (GOA Funded)

- Due to Hurricanes in Florida at this time this show was moved to December 12 -14, 2017
- CAMX is the largest, most comprehensive composites and advanced materials event for products, solutions, networking, and advanced industry thinking. This collaborative event combines the strengths of two leading associations, ACMA and SAMPE, to deliver the right exhibitions, the right educational programs, and the right people – all in one place. We found this show to be very beneficial and full of new ideas for our members. We also helped through GOA to bring a shop to this event who exhibited and also found this show very beneficial.
- We walked the show and visited the exhibitors and brought back new technology and materials to our industry. Some of this information was posted on our website and all of it was emailed to our industry shops
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Auto Expo –Feb 8 – 11, 2018 New DehliIndia (GOA Funded)

- Automotive Parts Manufacturing Assoc (APMA) will be the lead at this event. Along with a pavilion that they will house 7 to 10 Canadian Companies they are setting up meetings with ACMA (Automotive Components Manufacturing Association), CII (Confederation India Industry), SIAM (Society of India Automotive Manufacturing along with IMDIA (India Mold & Die Industry Association. The events during this time will include meetings with the above associations, and the trade show.
- The previous show brought in over 1 million participants from 62 Countries.

- This show will give us an opportunity to speak to the OEM from Chrysler, BMW, Chevrolet, Fiat, Echer, Ford, Nissan and several more – they will be exhibiting and walking the show.
- The automotive industry in India is one of the largest in the world with an annual production of 23.96 million vehicles in FY 2015-16, following a growth of 2.57 per cent over the last year. The automobile industry accounts for 7.1 per cent of the country's gross domestic product (GDP)
- This show/event will allow us to bring back information on this fast growing market to our SME shops in Canada, and will be the first of many encounters into this market.

Video (GOA Funded)

- We produced a manufacturing Video to share on our website and on social media. This video has been sent to trade commissioner offices, Federal and Provincial offices to assist them in explaining our industry. We will also be bringing the video to trade shows/events etc.
- This video focuses on our abilities, technologies, skilled labour and new products.
- To date this video has been very well received.
 - <https://youtu.be/RUplRpcJ-hY> this is the link to the video

Years 2019, 2020 and onward -

It is important that we continue our focus on the markets in Mexico, Southern USA, and Europe. We will continue working with the Provincial and Federal Delegations on Supplier days, and networking events. We will continue having Canadian Pavilions, at shows in Germany, Plastimagen in Mexico, Amerimold in USA, NPE show in Orlando, reverse Trade mission in Windsor with APMA, along with Composite and Technical shows.

We will focus on events in the India, Brazilian and Asian markets. CAMM has and will continue to work with the Federal government on trade agreements with these markets

We will continue educating our industry on how to do business with European, India and Asian Companies. This will help our shops expand their global footprint.

We will continue to work with the Off Shore group in helping our shops to set up satellite shops in Mexico and in Southern USA.

We will continue to work with Federal and Provincial governments with Supplier Days and trade missions.

Through our shows and events listed below we will meet the demands of our IBD and market studies for our Industry.

CAMM always includes all SME shops in our Industry and never limits the information to only members.

Asian and or India Market, 2019, 2020 and onward

- Through the research that we did in 2017 and 2018 we will decide what trade show / events that we will invest in to start to tap into these markets Our goal is to begin to attend events in these areas in 2019 and 2020
- By doing our research into these markets we will have a better understanding of what events to do in 2018 and onward. There is a demand for us to have a presence into these markets – we just want to ensure that we take the correct steps in 2019 and onward to ensure the correct outcome

Plastic News Auto Show & Auto News World Congress – January 2018, 2019, 2020 and onward

- The Plastics in Automotive conference, one of the largest events for automotive molders and suppliers in North America, will return for a third year in January 2016 Organized by Plastics News, this seminal industry event kicks off the year by exploring many of the innovations, ideas and issues surrounding the automotive plastics industry. With sessions featuring top automakers, Tier 1 suppliers, industry experts and many more. This show was huge networking event along with several new technical papers and information that we brought back to our industry.
- Both of these events CAMM receives a free booth and tickets to attend the show along with negotiating a reduced rate for our members.

B2B Automotive Meetings & Plant Tours - QUERETARO, MEXICO February 2019, 2021

- Automotive Meetings in Queretaro is the only event for auto supply chain in Mexico. The Auto and autoparts, sector in Mexico is driven by the productive presence of the top ten (light and heavy) vehicle assembly companies in the world such as GM, Ford, Chrysler, VW, BMW, Nissan, Honda, Volvo and Mercedes Benz
- CAMM works with the Federal government to produce a great pavilion at the show along with 2 to 3 days of site visits for our SME shops that attend the show.
- This is a very important show for our SME shops that wish to do business in Mexico

Plast-Ex – Toronto, ON – May 2019, 2021

- This show is a local show that draws buyers in from the Northern Michigan Companies. It is also a good show for our industry to look at different suppliers and technology in our industry,
- In the past we have worked with EDC and brought in buyers to this event and we will continue to do so in the future.
- This show is also good for our industry to get together and learn how they can collaborate with each other to strengthen their products and sales.

APMA / CAMM conference – June 2019, 2020 and onward, Windsor Ontario

- The APMA/CAMM conference is a unique opportunity to meet high level decision makers from OEM and Tier 1 and 2 suppliers to the automotive industry. This show is focused on automotive exclusively which means a very select group of attendees which are looking for specific suppliers with specific needs.
- This type of show is very successful when the Attendees and the presenters are aligned. The B2B in conjunction with suitable displays or the ability to attend plant visits makes for a great opportunity for our

members. This show is well suited for our members who are located in the Windsor area and the potential clients who are located in the heart of the automotive industry in the State of Michigan.

- This year we are working with Trade Commissioners in Mexico and Germany to bring in strong buyers for our industry, along with India and southern USA companies. We have changed the format for this year to attract more people.

Amerimold, Rosemont (Chicago), JUNE 2019, 2020 and onward

- CAMM will organize a Canadian Pavilion at this show again this year as well as exhibiting
- This show rotates between Novi Michigan and Rosemont - Chicago
- Since the greater Chicago area is a very strong center with a diversified client base for our industry, this show is a vital event, and the leads and interaction at this show are always very good. Many of our shops have bid on projects and been awarded them as a direct result of this show
- This event allows our SME' shops to exhibit in a strong Midwestern USA industrial market. By being a part of the Canadian Pavilion it helps to showcase the strength in our Canadian Industry

CMTS Canadian Manufacturing Technology Show- Toronto September 2019, 2021

- CMTS features the latest in Machine Tools, Tooling, Forming, and Fabricating technologies along with the cutting-edge innovations in Advanced Manufacturing including Additive Manufacturing/3D Printing, Automation and Robotics as well as Design Engineering. CMTS provides attendees from all walks of manufacturing an experience they never forget and often repeat: a hands-on, flexible, learning environment of revolutionary technologies.
- CMTS 2017 will once again showcase high-level technical sessions and keynote presentations from industry experts along with a host of new networking and interactive experiences for visitors.

IZB – Wolfsburg – September , 2020, 2022

- IZB (International Suppliers Fair) is aimed at all automotive industry suppliers and has a prominent reputation in international professional circles. The high-quality exhibitors and large number of key decision-makers and trade visitors that attend the IZB make it an important communication and business platform for the industry. CAMM, APMA & the Ontario Government are helping to organize the Canadian Pavilion for 12 Canadian Companies to exhibit. Additional activity will include B2B meetings, plant tours and networking opportunities will be planned for this event this year. With the decline in the Canadian Dollar more companies in Germany and Europe are seeking for mold tool and die makers in Canada to export our products. We will be putting together workshops this year to help our Canadian companies do business in the European market and to help them find shops in this area to collaborate with.
- This show proved to be a success with the Canadian Pavilion drawing 12 Companies to exhibit with the Pavilion and 3 companies who exhibited outside of the pavilion. We also attended with the Companies two networking events. This show has a high profile and it is important that we continue to support and exhibit at this event.

K Show & Euromold Show 2019, 2020 and onward, Germany

- We returned to the K Show which is the Largest Plastics and Rubber show, that has grown in strength in new technologies, which we were seeking out. The Euromold is the largest European Moldmaking show where we took advantage to learn of new technologies that are specific to our industry. Both shows broadened our global marketing abilities and them being back to back allowed us to attend both shows at a minimal cost.
- We will alternate between these two shows depending on the year which one is hosting. It is important that we keep a presence in Europe – since most of the Auto industry has their main headquarters (where decisions are made) in Europe

Plastimagen – 2019, 2020 2021 and onward Mexico City

- Plastimagen is the business center of the Mexican plastics industry, presenting more than 1200 exhibitors showcasing the latest in technology, machinery and worldwide plastic solutions to more than 35,000 attendees related to the plastic industry.
- CAMM will set up a pavilion like we have done in the past and continue to work with Trade commissioners in the area for B2B and networking opportunities for SME shops attending this show
- This is a must attend event for our industry to help with export opportunities in this fast growing area.

Automotive B2B Meetings in Detroit Michigan Nov, 2020 2022

- This is a two day event of B2B meetings with companies from Mexico, Portugal, China, USA and Japan.
- 2016 was the first year for this show and it proved to be a show for our SME shops to help support
- CAMM has made arrangements with this show for future free space and discounted rates for our SME shops

ExpoPlast – Montreal November 2020 2022

- This show is for advanced manufacturing professionals looking to upgrade their operations, source new technologies and solutions, and get an insider’s look at the latest industry news and products.

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