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Local business confidence improving



Matt Marchand, president and CEO of Windsor-Essex Regional Chamber of Commerce, is pictured in this 2012 file photo. (NICK BRANCACCIO/The Windsor Star)

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Dave Hall

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Business confidence in the Windsor-Sarnia area is improving but it still lags behind most of the rest of the province, according to results of a recent survey.

Conducted by Leger Marketing on behalf of the Windsor-Essex and Ontario chambers, the survey shows that the local business confidence index has hit 72 per cent, up from 68 per cent a year ago.

While that's an increase over 2012, it is still two percentage points below the provincial average.

"The Windsor-Essex region is certainly headed in the right direction, we're just not moving as quickly as other parts of the province," said Matt Marchand, president and CEO of the Windsor-Essex Regional Chamber of Commerce. "Only six per cent of Ontario small and medium-sized enterprises are engaged in export activities and this is an opportunity for us to grow local business and our economy.

"We are working with our chamber network, local experts and government partners to increase our exports," said Marchand.

The area results are part of Emerging Stronger 2014, a business-driven economic agenda prepared by the Ontario Chamber of Commerce, Leger and the Mowat Centre.

Other results show that 49 per cent of area businesses plan to expand in the next five years, which is an increase of nine percentage points over the previous year.

But only 36 per cent of the region's businesses are confident about Ontario's economy, eight percentage points below the provincial average.

"According to our recent regional economic outlook, the Windsor-

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an increase in confidence across the board compared to this time last year and that is good news."

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