

AUTOMOTIVE

BUSINESS / Automotive

Ottawa cool to proposal for auto czar



THE WINDSOR STAR

What are you looking Search

-1°C

[News](#) • [City](#) • [County](#) • [Opinion](#) • [Sports](#) • [Arts](#) • [Life](#) • [Business](#) • [Health](#) • [Careers](#) • **November 26, 2014**
Assembly plant in Orion Township, Mich. (Associated Press files)

Comments **Email**

Like Tweet



Grace Macaluso

Nov 25, 2014 - 10:41 AM EST

Last Updated: Nov 25, 2014 - 4:47 PM EST

Ottawa is throwing cold water on a proposal for the establishment of an industry-led advisory board that would boost auto investment in Canada.

“While this is an interesting proposal, we question its effectiveness and how such an entity would be structured,” Jake Enright, spokesman for federal Industry Minister Jame Moore, said Tuesday.

On Monday, Moore and his provincial counterpart Brad Duguid met with representatives of the Canadian Automotive Partnership Council, who made a pitch for an automotive investment board, similar to one established by Michigan.

“Members of CAPC are united in their commitment to ensuring the auto industry continues to provide high-quality jobs for Canadians and stimulus for economic growth,” Don Walker, CAPC chairman and CEO of Magna International Inc., said in a statement.

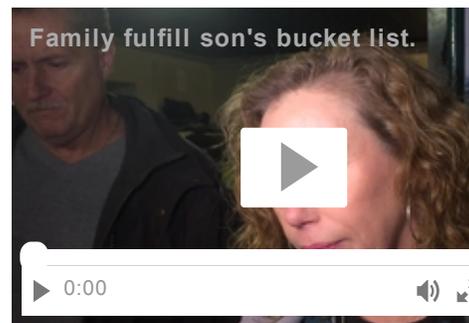
“Similar to the model we have seen in other successful jurisdictions, the proposed automotive advisory board could be a strategic partnership of private and public sector influencers who can mobilize to advance the clear and achievable path we laid out in 2013.”

Last year, Michigan Gov. Rick Snyder created an Automotive Industry Office, headed by long-time industry executive Nigel Francis, who served as the state’s point person for auto investment. The office also was mandated with the task of working towards goals set out in a 30-year auto strategy.

That approach is being credited with helping Michigan win a growing share of auto investment as well as move up the rankings of auto-assembly jurisdictions. Michigan beat out Ontario last year as the largest manufacturer of vehicles by state or province in North America.

The council, which represents all five car manufacturers and top auto parts producers as well as Unifor and the University of Windsor, has long voiced concerns about Canada’s inability to stem the flow of auto investment to Mexico and the United States.

According to a recent council report, of the 3.5 million units of assembly capacity that will be added to the North American auto industry between 2011 and 2015, Canada will receive just three per



Connect With Us

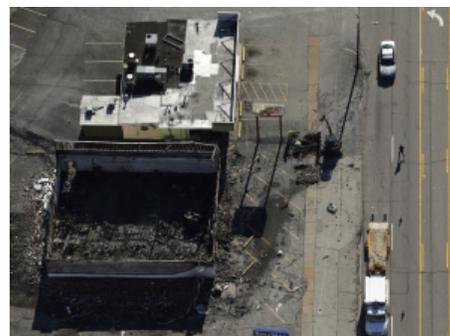
Latest News

The Auditor General’s report: At a Glance



Here are the main findings of the auditor general’s fall report.

‘Ignorant people who took advantage of an opportunity; they don’t have anything to do with us’



FERGUSON, Mo. – Nathalie DaVose said she hasn’t had time even to think

cent.

Currently, if auto companies want to invest, they must deal separately with the federal and Ontario governments and their respective programs. Ottawa, for example, supports investment through its Automotive Innovation Fund, while Ontario has a \$2.5-billion Jobs and Prosperity fund.

Last month, lack of an auto strategy was cited as key reason Ford Motor Co. chose Mexico over Windsor for a new, small-engine program.

But Duguid said the province does not lack “expertise, strategy or effort. Our challenge is overcoming fierce competition with low-wage, lower-standard economies.

“We are overcoming this challenge by building the most competitive skilled workforce in North America and investing in strategic partnerships while building an attractive climate for investment,” he said in a statement.

Greig Mordue, a CAPC spokesman and Toyota Manufacturing executive, said a centralized body, steered by an individual with an auto industry background, would offer “one-stop shopping” for potential investors. “The stakes are high and the urgency is real,” said Mordue. “What we’re trying to develop is a formal mechanism that binds the kind of (federal-provincial) collaboration that has been happening on an ongoing basis. And the sooner, the better.”

Matt Marchand, president and CEO of the Windsor-Essex Regional Chamber of Commerce, said Monday’s meeting “was a positive development in the quest for an auto strategy. It’s gained so much momentum and reaching a point where we’re getting very close to the end result.”

But Ottawa’s lukewarm reaction suggests the federal government “is not interested in having a strong automotive policy,” said Tony Faria, co-director of the Office of Automotive Research at the University of Windsor. “CAPC represents people who are clearly on top of what’s going on in the auto industry. If you don’t listen to this group, who are you going to listen to?”

Faria said the decision by Michigan and Mexico “to focus on the auto

about the controversial grand-jury decision that ended a police shooting case here. She had more practical matters to contend with Tuesday.

Windsor family fulfills charitable promise in late son’s name



For Matt Rawlings’ family, 800 sleeping bags represent one promised fulfilled.

Local veterans react to scathing report on Veterans Affairs wait times and bureaucracy



The findings of a recent federal auditor general report on Veterans Affairs Canada are terrible — but, unfortunately, not surprising, say Windsor-Essex veterans.

UPDATED: University of Windsor approves plans for building on Tunnel Bar-B-Q site

The University of Windsor’s board of directors has approved plans for the new \$12.8-million School of Creative Arts building where the former Tunnel Bar-B-Q stands.

industry and make someone accountable for car manufacturers is reaping results. When Michigan appointed an auto czar, they made the commitment to attracting automotive investment, attracting research and development, and they've done a great job. Far more new jobs have been created in Michigan than in Ontario.”

Find Windsor Star on Facebook

Tags: [Automotive investment](#), [Canadian Automotive Partnership Council](#), [Tony Faria](#), [Toyota](#), [University of Windsor](#)



Good news for Windsor's winter weather watchers, sort of



If you just hunker down, bundle up and shiver through this dramatic early plunge into winter, there's some good weather news on the way – at least, as good as it can get this time of year.

Shoes for Schools gives children needed sneakers for sports



Emmanuel Mayen says when he stepped onto the basketball court in his new blue and black Reeboks, he could feel the difference.

Handgun and drugs seized in downtown Windsor takedown

Two men are facing charges after police found crack, meth, opioids, and a nine-millimetre handgun in a vehicle stop in downtown Windsor last week.

Lively discourse is the lifeblood of any healthy democracy and The Star encourages readers to engage in robust debates about our stories. But, please, avoid personal attacks and keep your comments respectful and relevant. If you encounter abusive comments, click the "X" in the upper right corner of the comment box to report spam or abuse. The Star is Using Facebook Comments. Visit our [FAQ page for more information](#).

You need to accept third-party cookies in your browser in order to comment using this social plugin.



Add a comment...



Luciano Fitzpatrick

Faria and CAPC are on the ball. Its beyond me why the politicians are 'lukewarr as gov't expects innovation from business, we should expect innovation from ou To Mr. Duguid: Michigan is facing is facing the same challenges with BETTER r no-accountability creates no results. Thank you Mr. Faria.

Reply · Like · about an hour ago

Facebook social plugin