

**DATE: MAY 29, 2014****#2014-12****FROM: STEVE RODGERS  
PRESIDENT**Foreign Affairs, Trade and  
Development Canada  
Trade Commissioner ServiceAffaires étrangères, Commerce  
et Développement Canada  
Service des délégués commerciaux**Canadian Innovation Fair  
at MAGNA International Inc. (Troy, Michigan)****Tuesday, June 24<sup>th</sup>, 2014**

The Consulate General of Canada, in partnership with the APMA, has just been given a unique opportunity to showcase Canadian automotive capabilities at MAGNA International Inc., North America's leading Tier I supplier. Taking advantage of the company's internal purchasing meetings which will be held at their Troy, MI facility, we have been granted an opportunity to introduce Magna International's purchasing and engineering managers to Canadian suppliers through a Canadian Innovation Fair.

Magna International Inc., the world's 4th largest global automotive supplier has 315 manufacturing operations and 82 product development, engineering and sales centres in 29 countries. The company has over 128,000 employees focused on delivering superior value to its customers through innovative processes and World Class Manufacturing.

The Canadian Consulate General and APMA encourage you to apply for the opportunity to participate in the Canadian Innovation Fair which will be held at Magna's Troy, MI facility on June 24, 2014. This is a chance for existing as well as new suppliers to present to Magna purchasing and engineering teams. The company is seeking to identify innovative solutions from suppliers in the fields identified below.

Magna is interested in learning about new product, process, material, or other innovations you may have. This can be a future product or future application of an existing product, technology or material. See following sheet for a breakdown of key products/technologies being considered.

**The deadline for submitting an application to be considered for this opportunity is Wednesday, June 11, 2014 at 5:00 PM.** If you are interested in applying to be considered for this opportunity, please submit your application online by [Clicking Here](#). (links to a Google Doc Form). Submissions received by the deadline will be forwarded to Magna and they will review and select the successful applicants. All applicants will be notified by APMA of the decisions and selected applicants will be provided additional instructions prior to the event.

**Cost: There is no cost to apply for this opportunity.** If your company is selected to participate by Magna, the non-refundable cost of participation is:

**APMA/CAMM Members: \$200 plus HST / Future APMA Members: \$300 plus HST****Please note:** Participation will be limited to a maximum of 2 people per company.

If you have any questions or if additional information is required, please contact Vince Guglielmo at APMA at [vguglielmo@apma.ca](mailto:vguglielmo@apma.ca) (Telephone: 416-620-4220 ext. 233) or Anne Cascadden at the Consulate General of Canada in Detroit at [anne.cascadden@international.gc.ca](mailto:anne.cascadden@international.gc.ca) (Telephone: 313-446-7023).

**Magna continues to expand its product offering and by extension, its supply base. Technologies of special interest to Magna International at this time include but are not limited to:**

**Connected Car**

- Software systems
- Hand-gesture technology
- Navigation technology
- Advanced camera vision/obstacle detection systems
- Software integration and optimization
- Driver Distraction Reduction
- Driver Safety features
- Driver and Vehicle statistics

**Powertrain Technologies**

- Advanced systems components
- Enhanced stop – start technologies
- Friction reduction
- Advanced drivetrain systems
- Alternate propulsion technologies
- Energy Recovery Systems

**Lightweighting**

- Composites and carbon fibre structures
- Powder Metals
- Alternate metal technologies including aluminum & magnesium components
- Joining technologies
- Laser welded blanks and structures
- Advanced casting and machining processes
- Hydroforming and roll forming technologies
- Hot stamping
- Enhanced casting and multi-material casting
- Structural Adhesives
- Multi-Material Manufacturing Processes

**Interior and Seating Systems**

- Advanced materials
- Active Seating Systems
- Wireless charging and other interior features
- Bio-Fibre Materials
- Advanced acoustic systems
- Low Distortion Welding (<0.025mm)
- Low Distortion Head Treating (<0.025mm)
- Alternatives to fine blanking for precision parts (Tolerances below 0.1mm)
- Flexible Displays / OLEDs
- Haptic feedback (e.g. foil/film + haptic)
- Touch gesture
- Intelligent combinations of inspiring surfaces, touch & lighting

**Testing/Production/Material Handling**

- Virtual prototyping and additive manufacturing processes
- Optimization of systems to incorporate new production technologies
- Robotic optimization
- Advanced Statistical data collections systems
- Process Optimization
- Board Net Testing - Automated

**Safety Systems**

- Camera and Vision Systems
- Passive Knee Bolsters
- Enhanced Obstacle Detection Systems
- Active Safety Systems