



ECONOMIC DEVELOPMENT

**MEDIA RELEASE – Thursday, April 16, 2020**

## **NEW ONLINE PORTAL LAUNCHED TO ENCOURAGE BUSINESS COLLABORATION**

[PETERBOROUGH, ON]: Peterborough & the Kawarthas Economic Development (PKED) has launched a free online collaboration portal as a result of significant response from the local business community and local manufacturers interested in retooling to create personal protective equipment (PPE) or to support others in doing so.

Recently, PKED put a call out to support local manufacturer, Harco Enterprises in their efforts to create urgently needed face shields for PPE. Since then more than ten manufacturers from across the province have reached out to offer support.

“The response has been incredibly positive. Harco Enterprises, Merit Precision Moulding and Ventra Plastics are now working together to create urgently needed supplies. It’s a testament to the collaborative spirit of the business community in the region and just one example of local efforts.” said Rhonda Keenan, President & CEO of PKED.

The positive response inspired the team at PKED to create an online portal for businesses to connect with each other to offer or ask for support. It is meant to assist local businesses with new partnerships and for the creation of new products and services.

“This is especially important right now due to COVID-19, but we know that this will be an asset as we move toward recovery. Businesses here are incredibly supportive and collaborative. Not only is this a factor that is attractive to businesses looking to start up, expand and relocate, it is unique to a community of this size.” Keenan added.

The Business Collaboration Portal is not a buy-and-sell site or a place for B2B marketing, but instead a space for businesses to post products, supplies, resources or supply chain connections to assist other businesses and for those businesses to find what they need to create new products or collaborate with others on projects that will help the local economy thrive.

Businesses interested in collaborating are invited to visit [peterboroughed.ca/business-collaboration-portal](http://peterboroughed.ca/business-collaboration-portal) to view nearly 20 listings that have already been added or to submit products or services that they are seeking or can offer.

-30-

For additional information please contact Keaton Robbins, Corporate Communications Officer,  
705.743.0777 Ext. 2116 or [kerobbins@peterboroughed.ca](mailto:kerobbins@peterboroughed.ca) @PtboEcDev

## Screen Shot of PKED's Business Collaboration Portal

The screenshot shows the Peterborough Economic Development website's Business Collaboration Portal. The header includes the Peterborough logo, navigation links (CONTACT US, REPORT BUILDER, NEWSROOM, EVENTS), and social media icons. A menu bar highlights 'How Can We Help?'. The main heading is 'Business Collaboration Portal'. The left sidebar contains a search bar with 'e.g. face protection', a 'Categories' list (All Listings, Equipment/Parts & Components, Retooling/Manufacturing Space, Supplies/Raw Materials, Support Services), and a 'Your Listings' section with a 'Submit a Listing' button. The main content area features an introductory paragraph about the portal's purpose in response to COVID-19, followed by instructions on how to use the tool and a note about submission approval. Below this are filter buttons for 'All', 'Looking For', and 'Offering'. Three listing cards are displayed, each with a group icon and a status bar: 'KlassEngineering Inc. is Offering', 'AVIT Manufacturing is Offering', and 'Black's Distillery is Looking For'.