



05/08/2020

RE: Letter of Support:

To the NSERC review panel,

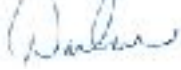
The Northumberland Manufacturers' Association supports Durham College of Applied Arts and Technology's application to Natural Sciences and Engineering Research Council of Canada's College and Community Innovation (CCI) program under the call for Applied Research Rapid Response to COVID-19, which if successful will allow us to fully function as Advanced Manufacturing Network that is a commercially viable entity to allow geographically distributed SME manufacturers with advanced technologies to leverage their collective strengths in recovering from the COVID crisis.

The Northumberland Manufacturers' Association represents over 50 manufacturers who believe in continuous improvement, innovation, and high performance within our industry. We share best practises, resources and people and are known as an innovative network that works together for all - small or large. We are a voice and advocate for our industry.

With Durham College as our lead and partner, we believe we've got the opportunity to expand our network, grow our current manufacturing capabilities and be involved in an advanced collaboration

The project means we can focus on:

- Rapid development of a marketing and promotional plan focused new customer and network member acquisition'
- Deployment of the promotional plan and development of promotional assets
- Taping into underutilized resources in scaling the network

The NMA  fully supports and is excited to take part in this new initiative. We look forward to working together with Durham College.

Sincerely,

Darla Price
Managing Director

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