

SMART MANUFACTURING + AUTOMATION

LAKESHORE ADVANTAGE

OVERVIEW

The Lakeshore region is one of the Midwest's most concentrated smart manufacturing and automation ecosystems. Home to global manufacturers, automation integrators, engineering firms, and advanced technology companies, the region supports the full lifecycle of automation—from design and systems integration to deployment, maintenance, optimization, and continuous innovation.

27,629 JOBS
6,042 NATIONAL AVERAGE

$4.4B GRP

13.1% PROJECTED GROWTH

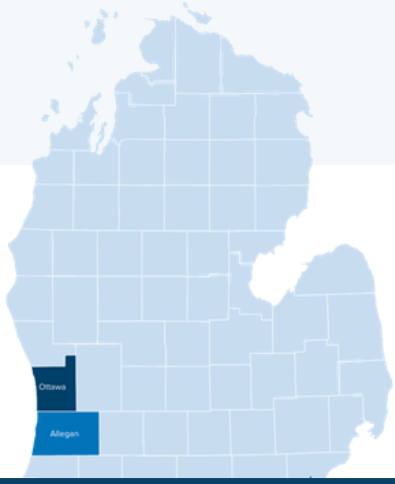
$95,603 AVERAGE EARNINGS PER JOB

MAJOR EMPLOYERS IN AUTOMATION + SMART MANUFACTURING

GENTEX CORPORATION
Royal Technologies
MAGNA MAGNA MIRRORS
shape CORP.
MISSION DESIGN & AUTOMATION
MillerKnoll
KOOPS AUTOMATION SYSTEMS
HAWORTH
JR AUTOMATION A Hitachi Group Company
Yanfeng
LG Energy Solution Michigan, Inc.

WHY THE LAKESHORE REGION?

- Manufacturing drives nearly 40% of the region's Gross Regional Product (GRP).
- Strategic location in close proximity to Chicago and Detroit with direct access to major highways, airports, and Lake Michigan port infrastructure.
- One-day access to other major Midwest markets including Indianapolis, Milwaukee, and Cleveland.
- Competitive tax environment.



ENGINEERING TALENT

West Michigan's concentration is 47% higher than the national average.

INDUSTRY STRENGTHS

- One of the nation's largest and most diverse automation and advanced manufacturing sectors.
- Built-in customer base spanning automotive, aerospace, furniture, food process, advanced materials, and industrial equipment manufacturing.
- Culture of innovation supported by continuous investment in automation, modernization, and new product development.
- Strong network of manufacturers, technology providers, educational institutions, and workforce partners.

INNOVATION SNAPSHOT

- 87% of employers use AI in at least one business function.
- 33% of employers plan to expand within three years.

76% COMPANIES INTRODUCING NEW PRODUCTS

CONTACT OUR TEAM:
www.lakeshoreadvantage.com/staff