



Media Release

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For Immediate Release

2018 Canada's Farm Progress Show wraps up its largest show ever

Regina, Saskatchewan – The 2018 edition of Canada's Farm Progress Show, presented by Viterro, wrapped up on Friday, marking the show's first year in the International Trade Centre. The new \$37-million facility housed 200 exhibitors and the first-ever Launch Pad stage where top agricultural retailers and manufacturers presented new products, innovations and inventions.

"We programmed the show this year knowing the new International Trade Centre would provide more opportunity to showcase the industry's best technology in an interactive setting," said Shirley Janeczko, Canada's Farm Progress Show manager. "We had a record 22 Innovation Program entries this year and three major product launches from AGCO, Morris Industries and Salford Group. We provided a platform for these exhibitors to connect with buyers to share technology that continues to advance productivity in the ag sector."

The 41st edition of the show saw strong performance in domestic and international sales and leads generated, which contribute to the millions in economic impact the show drives locally and provincially.

"The three-day event drew thousands of visitors to Regina, which in itself is a major economic gain," said Janeczko. "When you add in sales generated during and in the months following the show, the impact to our economy is outstanding."

Chris Bettschen, International Business Manager for Väderstad – a Swedish company that in recent years expanded operations into Canada – was one of the exhibitors who experienced another successful show.

"The quality of customers we have at the show is always very high. We had a very good year again," said Bettschen. "We sold pieces (of equipment) right from our booth, and we have leads to pursue new sales afterwards. We'll be coming back to Canada's Farm Progress Show again next year and we're looking forward to it."

In addition to domestic sales and leads, the International Business Centre saw an estimated \$345M in sales for the three-day show. Nearly 700 registered international visitors and buyers from countries such as the USA, Russia, China, Ukraine and South Africa visited this year's show prepared to spend with Saskatchewan and Canadian manufacturers and exporters.

“Canada’s Farm Progress Show is known as one of the world’s top shows for bringing together international buyers with our local companies,” said Janeczko. “We often say to our exhibitors that their business is our business. We bring the world together to do business right here in Regina at Evraz Place.”

Attendance this year was 34,853, and those who came through the gates were ready to do business. The business-to-business show is on pace to exceed last year’s spending, which is the true determinant of its success.

For 41 years, Canada’s Farm Progress Show has brought together qualified buyers with manufacturers and dealers to showcase the newest innovation that makes our province and country leaders in the global agriculture industry.

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About Evraz Place

Evraz Place – operated by the Regina Exhibition Association Limited (REAL) – has a long history of bringing the community together to experience all types of sport, recreation, entertainment and business events. As a not-for-profit community service organization, REAL’s core purpose is to contribute to our region’s collective quality of life. The organization achieves this purpose by providing tourism economic impact, entertainment value, local employment, non-profit group volunteer opportunities, student awards and educational programming, and recreational facilities that support healthier lifestyles. The Evraz Place property hosts the majority of Regina’s major events, including Canada's Farm Progress Show, Queen City Ex and Canadian Western Agribition. Evraz Place is home to the Saskatchewan Roughriders, Regina Pats, Regina Soccer Association, many minor and recreational sports, and numerous concerts, trade shows and conventions. Visit www.evrazplace.com.

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