



News Release

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Minister Yelich Highlights Western Canada's Strengths at Agriculture Equipment Trade Show in Hannover

Hannover, Germany – The Honourable Lynne Yelich, Minister of State for Western Economic Diversification, recently attended Agritechnica 2011 in Hannover, Germany, to demonstrate the Government of Canada's continued support for Western Canada's agricultural equipment manufacturing sector.

"Agritechnica 2011 is an excellent venue to promote Western Canada's vibrant agricultural manufacturing sector," said Minister Yelich. "Canada's long-term prosperity depends on its ability to engage the global economy. Our Government will continue to open new markets for Canadian businesses through venues such as Agritechnica to establish trade and investment opportunities for them which will strengthen our economy and create jobs.

An important element of Western Economic Diversification Canada's (WD) work is to promote and connect western Canadian industry to international markets through investments in organizations such as Saskatchewan Trade and Export Partnership (STEP) and Manitoba Trade and Investment (MTI).

WD provided \$420,000 to STEP and MTI to organize and host pavilions for approximately 35 companies and organizations (both governmental and non-governmental) from Saskatchewan and Manitoba at Agritechnica. This investment will help increase awareness of western Canadian agriculture equipment manufacturers. The complementary pavilions will showcase the interactive distribution channels and capabilities of agricultural equipment manufacturers and companies in the two provinces.

Agritechnica is recognized as a gateway to developing markets such as China and Kazakhstan, as well as to European markets which encompass 40 per cent of annual global sales.

While at the trade show, Minister Yelich met with international companies to highlight Western Canada as a strategic location for agricultural machinery manufacturing and distribution facilities, and raise awareness of western Canadian capabilities for possible export partnerships.

The western Canadian agricultural equipment manufacturing sector is a dynamic sector, based on strong farming traditions. It has pioneered research and development for 'intelligent' farming equipment, including world-class air seeders, advanced spraying systems, precision GPS seeding technologies and harvesting machinery.

Western Canada has a global reputation for producing quality and innovative dryland farming solutions. In 2010, Western Canada's exports of agricultural implement manufacturing equipment totaled almost \$872 million, which included sales to the United States, Russia, Eastern Europe, Germany, the United Kingdom and France.

Agritechnica promotes itself as the world's largest exhibition for agricultural machinery and equipment. The 2011 trade show will be the biggest ever with more than 2,500 exhibitors from 48 countries covering 24 halls. Approximately 350,000 visitors are expected to attend. The exhibition is held every two years in Hannover.

FOR ADDITIONAL INFORMATION CONTACT:

Jerra Byrne
Office of the Minister
Western Economic Diversification
Jerra.Byrne@wd-deo.gc.ca
613-954-8097

WD Toll-Free Number: 1 888 338-WEST (9378)

Teletypewriter (TTY): 1 877 303-3388

Website: WD is online at www.wd-deo.gc.ca.

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