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November 9 – 15, 2025
Hanover, Germany
Deadline to Register: January 31, 2024

Saskatchewan Trade & Export Partnership (STEP) is proud to lead the **official Western Canadian trade mission to Agritechnica 2025** from **November 9 to 15, 2025** in Hannover, Germany. Agritechnica is the world's largest trade show for agricultural machinery and technology.

With the full support of **PrairiesCan**, the **Government of Saskatchewan**, the **Government of Alberta**, the **Government of Manitoba**, and the **Canadian Trade Commissioner Service**, STEP will host one of the **largest and most prominent country pavilions** at the show, covering over **1,500 sqm** of space.

Our pavilion, strategically located in Hall 12, will feature an **expanded focus** on Agricultural equipment and machinery, components and parts, precision agriculture solutions, and ag technology innovations.

By joining this mission, participants will benefit from STEP and our partners' established relationships, extensive resources, and proven track record of facilitating successful and collaborative trade missions.

WHY JOIN WESTERN CANADA'S OFFICIAL TRADE MISSION TO AGRITECHNICA?

With decades of experience organizing **Canada's leading agricultural trade missions**, this Western Canadian Trade Mission to Agritechnica 2025 offers the following benefits to Western Canadian exporters:

- **Comprehensive Pavilion Presence:** Our **pavilion in Hall 12** will be the largest and most visible Western Canadian showcase at Agritechnica, attracting and connecting international buyers, distributors, farmers and decision-makers with Canadian exporters.
- **Networking Excellence:** STEP's mission includes high-value events, pre-arranged buyer meetings, and access to exclusive networking opportunities for participants.
- **Proven Organization:** STEP has 20+ years of experience in planning and organizing trade missions to Agritechnica. Our established relationships with show organizers and international buyers ensure a smooth and impactful experience for all participants.
- **Unmatched Government Support:** Supported by Prairie provinces and Federal stakeholders, our mission is designed to maximize the global impact of Canadian innovations in agriculture.

STEP is committed to delivering a **cohesive and highly effective Western Canadian presence**, helping exporters stand out on the global stage.

MISSION HIGHLIGHTS:

- **Major Networking Events:** STEP and our partners are collectively organizing events on-site and in our pavilion to connect Western Canadian exporters with international buyers and partners, fostering valuable business relationships.
- **Pre-Show Intelligence:** In the lead-up to Agritechnica, STEP and its partners will host **webinars** with important topics related to international business and the show to prepare exporters for Agritechnica and international markets.
- **Sales Enablement:** STEP in collaboration with its partners will be promoting our presence at the show to dealers, distributors, and farmers to drive traffic to the pavilion.
- **Turnkey Experience:** Whether you're walking or exhibiting Agritechnica, our team will provide you with a seamless experience to make the show a success for you and your team.

Together, we will showcase **Western Canada's innovations and leadership** in agriculture equipment, machinery, components, and technology to the world.

LET'S BUILD SUCCESS TOGETHER!

We invite Western Canadian exporters to join us in showcasing the best of Canadian agriculture at Agritechnica 2025.

SECURE YOUR PARTICIPATION IN THE WESTERN CANADIAN PAVILION

I'm interested in exhibiting the show:

I'm interested in a turn-key 12 sqm space for **\$14,000 CAD**.

I'm interested in a larger turn-key space with the opportunity to display equipment with a size of _____ sqm. Please contact me with pricing.

A turnkey package with STEP in the Western Canadian pavilion space will include:

- Wall with custom graphics with desk/kiosk (lockable) with logo graphic on the front of the kiosk
- Bar stool (additional furniture options available, contact STEP for pricing)
- Flatscreen TV with USB/HDMI input and access to WiFi
- Access to all services/amenities of the pavilion (i.e. hospitality, meeting rooms)
- Up to 6 full week show passes (additional passes can be purchased separately)



I'm interested in walking the show:

Walker Package 1: Includes all features of package 1 in addition to being listed in the show directory, logo inclusion of graphics in designated areas of the pavilion, and option to display promotional video on the video wall at the pavilion for 7 days for **\$2,500 CAD.**

Walker Package 2: Access to the Canadian pavilion and access to hospitality and meeting rooms, and invitation to the Canadian reception at the Canadian pavilion. Note: This does not include a listing in the show directory for **\$1,000 CAD.**

Sponsorship Opportunities:

I'm interested in sponsorship opportunities for the Western Canadian pavilion, please contact me with more information.

Logistical Support:

STEP Coordinates an advanced consolidated shipment to Agritechnica 2025. I am interested in information and pricing on having my demo equipment and/or marketing materials part of this shipment.

I am interested in information and pricing on hotel accommodations.

PARTICIPATION AGREEMENT:

Company Name:

Participant Name(s) / Title(s):

Tel. Number(s):



E-mail(s):

On behalf of my company, I agree to participate in this trade mission in the selected capacity above. I understand if my company can no longer attend this mission, we are responsible for any costs incurred by STEP unless a replacement participant is found.

Signature: _____

Date: _____ (dd-mm-yyyy)

Please send your completed form to Peter Siarkos, Director, Manufacturing & Technology at psiarkos@sasktrade.sk.ca by Friday, January 31, 2025.

