

Attention Interested AGRITECHNICA 11 Attendees and Participants:

As follow-up to our previous attendance in '05, 07 and 09, Manitoba Trade and Investment, a branch of Entrepreneurship, Training and Trade, is now inviting your organization's confirmation to participate in the upcoming AGRITECHNICA 11, the "World's Largest", bi-annually held trade fair focusing on all aspects of dry land farming technology – i.e. agricultural equipment, technology, and grain-based industries. In cooperation with our federal partners, this major "Canada Pavilion" branded export trade initiative will be *primarily focused to sector firms with a presence in Manitoba.*

Due to our industry sector diversity, plus AGRITECHNICA's strategy of each hall focusing on specific product families, Manitoba Trade is pleased to confirm **three** separate "Canada Pavilion" locations.

Preliminary booth plans are attached to this e-mail with the following companies having either confirmed or tentatively confirmed their participation to-date:

1. Harvesting, Tractors, Components & Spare Parts

- Buhler – Versatile
- Can-Agro Exports Inc.
- Elmer's Manufacturing Ltd. (tentative ~ TBC)
- Farmers Edge Precision Consulting (tentative ~ TBC)
- MacDon Industries Ltd.
- Mandako Agri. Mktg. Ltd.
- Monarch Industries Limited

2. Grain Handling, Storage & Processing Technologies

- AGI – Ag Growth International
- ArrowCorp Inc. (tentative ~ TBC)
- Buhler – Farm King
- Convey-All Industries Inc.
- IMEX Trade Inc.
- Nordstrong Equipment Ltd. (tentative ~ TBC)
- Norstar Industries Ltd. (tentative ~ TBC)
- Springland Mfg.

3. Seeding & Tillage

- Ag Shield Manufacturing
- Atom-Jet Industries
- Valmar Airflo Inc. (tentative ~ TBC)
- Walinga Inc.

The following Participation Fee schedule has been calculated to supplement Manitoba Trade's budget appropriation and is identical to the fee charged for the recently held AgroTech Russia 2010 event. Based on the SQM occupied by each exhibitor, your 'turnkey'* Participation Fee is as follows:

Booth Option "A" - 2m x 2m = 4SQM \$ 3,500.00 CDN (plus GST)

Booth Option "B" - 2m x 3m = 6 SQM 4,500.00 CDN (plus GST)

Booth Option "C" - 2m x 4m = 8 SQM 5,400.00 CDN (plus GST)

Booth Option "D" - 3m x 3m = 9 SQM 6,000.00 CDN (plus GST)

Booth Option "E" - 2m x 5m = 10 SQM 6,400.00 CDN (plus GST)

Booth Option "F" - 4m x 5m = 20 SQM 9,000.00 CDN (plus GST)

Booth option "G" - 6m x 6m = 36 SQM 21,000.00 CDN (plus GST)

Booth Option "H" - 5m x 8m = 40 SQM 22,600.00 CDN (plus GST)

Booth Option "I" @ \$500.00 CDN (plus GST) ... Primarily for cross-promotion benefit to Manitoba companies exhibiting elsewhere at AGRITECHNICA 11 and provides a 'table top' display for literature, business cards and promotional signage.

*** NOTE: A "Canada Pavilion" 'turnkey' booth package includes:** exhibit space; booth design & construction; furniture, carpet & electrical hook-up; promotional signage; tri-lingual promotional hand-out (German, Russian & English); video loop/monitor display; co-exhibitor & media/show catalogue registrations; provision of interpreters support; shared meeting rooms; central reception & hospitality area; kitchen & storage rooms; coordination of associated meetings, networking/hospitality events & room block/reservations; etc.

IMPORTANT! ... Accommodation for the "Canada Pavilion" contingent has been secured at the Novotel Hannover, Podbielskistrasse which is in close proximity to public trains and will provide efficient/fast transportation to the fairgrounds. Their room rates are as follows:

· November 10-12th 105,00 Euros per night

· November 12-19th 249,00 Euros per night

· November 19-20th 95,00 Euros per night

The hotel **MUST** have a 50% **CASH** deposit of your total hotel fee now to confirm/guarantee your rooming arrangements. Manitoba Trade can collect and transfer these funds on your behalf per our group booking. **Please indicate your rooming requirements, plus send a cheque for the appropriate amount to the writer as soon as possible!**

Thank you for your consideration to participate in the "Canada Pavilion" export trade initiative at AGRITECHNICA 11. Any questions or clarification please let me know. Your prompt response is appreciated!

W.J. (Bill) Teerhuis, Trade Specialist

Manitoba Trade and Investment - Entrepreneurship, Training and Trade

Tel: (204) 945-2428

Fax: (204) 957-1793

E-Mail: Bill.Teerhuis@gov.mb.ca

Web Site: <http://www.manitoba-canada.com>