



STEP – Mfg. Team

**EMDA / FEMA Convention
Nov 5-7, 2019
St. Louis, MO**

TRIP REPORT



Overview/Mission Description

STEP led a business development mission to the EMDA/FEMA Joint Convention in St. Louis, Missouri from November 5th to 7th, 2019. EMDA and FEMA are membership-based organizations, operating individually, but coming together once a year to simultaneously hold their annual convention for the mutual benefit of both memberships. This convention spans roughly 2.5 days and offers a variety of keynote speakers, annual meetings, meetings of past presidents, product council meetings, supplier-partner meetings, and joint meals and networking events. The convention rotates throughout locations within the continental USA with periodic visits to Canada. The convention happens either the last week in October or the first week of November and brings out roughly 75-80% of the associations' membership.

STEP's participation at this convention served to give STEP Members an introduction to the marketplace, opportunities to develop contacts and networks in the region and provide opportunities to network with major company representatives. The mission included a group exhibit at the Industry Showcase, participation in the 1:1 meeting contact forum and several session and networking opportunities for attending STEP Members.

Summarized Agenda

- Tuesday, November 5th – How to Market to North America Session
- Tuesday, November 5th – Industry Roundtables
- Wednesday, November 6th – Joint Opening Session & Breakfast
- Wednesday, November 6th – EMDA Contact Session (B2B Speed Dating Meetings)
- Wednesday, November 6th – EMDA Corporate Annual Meeting
- Wednesday, November 6th – EMDA Partners Party
- Thursday, November 7th – Joint Industry Breakfast Buffet
- Thursday, November 7th – EMDA Industry Showcase
- Thursday, November 7th – Joint Industry Reception

Market Information

The North American Farm Equipment market continued its mediocre performance in 2019. The market forces that determine new equipment purchase patterns continue to stagnate, namely lower than average commodity prices, lower farm incomes and a US political environment that has put up trade barriers complicating the environment.

Results

STEP has been attending the joint conventions of EMDA (formerly AIMRA/FEWA) and FEMA, since the creation of STEP. For in excess of 20 years now, STEP has been a mainstay in promoting the interests of Saskatchewan manufacturers of Agricultural and Light Industrial Equipment to a North American wide network of potential business partners (intermediaries). While the possibilities of going to market have gradually changed over the years, to become more and more at the direct control of the manufacturer, this network and this meeting format, still holds tremendous benefits to several STEP members breaking ground in the US.

In total this year, STEP had three members participating in this event. The three members consisted of one first time attendee and two second time attendees. Event evaluations were distributed to all participating members.

Initial outcomes from participants and estimates include:

Quantitative Results

Trade Leads: 10

Deals: 6

Anticipated Sales: \$1,670,000

of Companies Participating: 3

of Companies Represented: 6

Recommendations

This event continues to support the marketing efforts of Saskatchewan agricultural equipment manufacturers. The format of the convention is very efficient because it brings the entire distribution channel (excluding retailers) together in one location. The convention is not overloaded with pre-scheduled events which allows space for numerous networking opportunities. For meeting manufacturer representatives and wholesale distributors for the first time, the Contact Session and the Industry Showcase certainly allow for matchmaking, rapid-fire meetings. STEP recommends going back to this event for any of our members who are looking to build incremental business in the USA/Eastern Canada, and who are seeking partners aid in their pursuit rather than trying to build direct.

STEP continues to have meaningful communication with the membership of EMDA and usually reaches out to them again in March/April in advance of our farm shows in Saskatchewan, namely CFPS. STEP will utilize CFPS to match member to member and hopefully create some initial interest in attending the fall conference. EMDA members can help explain their



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association and build some strong confidence for our STEP members, based on their direct feedback.

STEP Contact for Further Information

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Pictures



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