



## **STEP - Manufacturing**

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**SIMA**

**February 24-28, 2019**

**Paris, France**

## **TRIP REPORT**





## CONNECTING SASKATCHEWAN BUSINESS WITH THE WORLD

### Overview/Mission Description

STEP was approached by the show organizer to coordinate a North American Pavilion to showcase products from Canada and the United States. The space was really well positioned close to one of the main entrances on one main aisle very close to another and nearby one of the major manufacturing companies in the world. For the 5 days the show ran the booth saw large numbers of valuable attendees from the French market. The main purpose of this years show was to gather market intelligence for the 2021 show. We had a mix of exhibitors and show attendees walking through to see what it was like.

SIMA was also a good point of contact for STEP to correspond with the major distribution associations. CLIMMAR hosted a Dealer Day to discuss current issues effecting their industry, this years topic was Recruiting and Retention of qualified employees. Afterwards they had a few receptions and scheduled sit-down meetings with the President and some of the association heads to meet and discuss partnership opportunities.



CONNECTING **SASKATCHEWAN**  
BUSINESS WITH THE WORLD

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## Summarized Agenda

**SIMA**  
**Paris, France**

**February 24-28, 2019**

**⊕ Sunday, February 24, 2019**

08:30 – 18:00 SIMA Trade Show Hours

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10:00 – 12:00 **\*Designing Tomorrow's Cropping Systems Today – Roundtable**  
Hall 4 mezzanine

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**Monday, February 25, 2019**

08:30 – 18:00 SIMA Trade Show Hours

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10:30 – 12:30 **\*Enhanced Agriculture: A Reality Today and Tomorrow – Roundtable**  
Hall 3 mezzanine

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10:30 – 12:30 **\*SIMA Dealer's Day**  
Hall 4 mezzanine

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**Tuesday, February 26, 2019**

08:30 – 18:00 SIMA Trade Show Hours

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19:30 - 22:00 **Welcome Supper**  
Location TBD-

This supper is for STEP members. It will be an opportunity to discuss show results at this stage, to meet with colleagues and to enjoy a night of socializing. Participants are to meet at hotel lobby for group departure to chosen location.

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**Wednesday, February 27, 2019**

08:30 – 18:00 SIMA Trade Show Hours

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13:00 – 15:00 **\*How Agtech Increases the Profitability of Livestock Farming**  
Hall 2 Ring

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**Thursday, February 28, 2019**

08:30 – 18:00 SIMA Trade Show Hours

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*\*Pre-registration is required. Please go to: <https://en.simaonline.com/Events/Conferences>*

CONNECTING SASKATCHEWAN BUSINESS WITH THE WORLD

**Market Information**

- The market was well represented by the French community. Upwards of 250,000 attendees at the show and a small fraction were international attendees although there were a few from surrounding European countries.
- Large amount of local farmers were interested in North American Ag Machinery and willing to commit to purchase at the show.

## Results

STEP recruited 2 exhibitors and 4 walking members for the SIMA show as well offered support services to 4 other members exhibiting at the show in some capacity, 3 were with their distributors and 1 was exhibiting in the North American pavilion on their own. The show generated upwards of 250,000 attendees throughout the 5 days, it was a very busy show with lots of success both from a STEP standpoint and our members.

Good discussions were had with some of the French distributors as well as the major association that covers all of Europe. Conversations were conducted at length about our members, their capabilities and how a partnership could be beneficial to all parties, we concluded our conversation agreeing to send more information on the partnership and how they could help us both in promotion and services to their members. The president of the association also has a sprayer company of his own so we were able to discuss some opportunities for our members to provide some products to him.

Overall the program and show were a great success, everyone in attendance said they would return in 2021 to be present with us in the Canadian Pavilion and hopefully more business with distributors arises in the meantime.

### Quantitative Results

Trade Leads: 182

New In Market (NIM): 39

# of Companies Participating: 10

# of Companies Represented: 11

## Recommendations

- The show is a great representation for the French market and continues to be a popular show. Recommendation is to go back creating a bigger space for Canadian business's and allowing for private meeting space.
- Working with the associations to set up meetings prior to attending will be an added bonus to the show to further provide value and enhance the partnership.
- Continue to stay close to the airport (ie: Novotel Suites), the attendees all appreciated being close by the airport and the centre and there are plenty of restaurants and markets in the area.

## STEP Contact for Further Information

For further information, please contact:

Simon Stewart

Trade Specialist, Manufacturing

Phone: 1-306-787-9335

Email: [sstewart@sasktrade.sk.ca](mailto:sstewart@sasktrade.sk.ca)



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## Pictures







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