



EXPRESSION OF INTEREST

Australia Farm Equipment Mission September 15 – 29, 2023 Australia

Saskatchewan Trade & Export Partnership (STEP) is recruiting companies to participate in a Trade Mission to Australia. This mission will look to connect Saskatchewan manufacturers of farm equipment with importers, distributors & dealers. It will also serve as an exploratory mission for companies new to the market. Australia is the 2nd largest export market for SK machinery.

This trip is a chance to visit 2 of the major farming regions of Australia – New South Wales (east Australia) and South Australia. The focus of the trip is anchored around these 2 farm shows:

Henty Machinery Field Days

September 19-21, 2023

Henty, New South Wales (NSW)

<https://hmfed.com.au/>

Yorke Peninsula Field Days

September 26-28, 2023

Paskeville, South Australia (SA)

<https://www.ypfielddays.com.au/>

Components of the Trip:

- Visit 1 farm show in eastern Australia
- Visit 1 farm show in southern Australia
- Meetings with importers/distributors
- Farm tours
- Dealership visits
- Market Update by Consulate of Canada | Australia
- Other Industry Meetings

Jeff Cooper, Sr. Director, Manufacturing

#400 – 402 21st Street East

Saskatoon, Saskatchewan S7K 0C3

Tel: 306.291.4260

E-mail: jcooper@sasktrade.sk.ca

Website: www.sasktrade.com

Saskatchewan Exports Information: 1.888.XPORTSK (976.7875)

SASKATCHEWAN  CANADA



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Tentative Itinerary

September 15 – Depart Canada
September 16 – Enroute
September 17 – Arrive in Sydney
September 18 – Fly to Albury, NSW, Market Briefings
September 19 – Attend Henty Field Days (Walk Show, Pre-set meetings)
September 20 – Attend Henty Field Days (Walk Show, Pre-set meetings)
September 21 – Attend Henty Field Days, Local Dealer Visits
September 22 – Dealer Visits/Farm Tours. Fly Back to Sydney in the Afternoon
September 23 – Free Day in Sydney
September 24 – Fly to Adelaide
September 25 – Meetings with Government, Associations, Importers in Adelaide, Evening Reception Hosted by Local Chamber
September 26 – Distributor, Dealer & Farm Tours
September 27 – Attend Yorke Field Days (Walk Show, Pre-set meetings)
September 28 - Attend Yorke Field Days Days (Walk Show, Pre-set meetings), Travel Back to Sydney
September 29 – Travel Back to Canada

**** Itinerary is tentative, full schedule will be confirmed based on company participation/interest****

Please complete and remit the attached form if you are interested in participating. I would appreciate all responses by May 31, 2023. Should you have any questions please contact me at (306) 291-4260 or by email at jcooper@sasktrade.sk.ca.

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Cost for Participating

Members will be responsible for their own airfare and accommodation costs. STEP will organize hotel room bookings in each location. STEP will provide a list of flight options for members to book. STEP will organize group transportation in each market.

STEP Market Access Program (MAP) - a funding program for new market development efforts may be available for regular members. If approved, STEP MAP would provide reimbursement on eligible expenses for 1-2 company representatives as well as booth space rental fees. For complete information on the program, please refer to https://www.sasktrade.com/services/details/market_access_program_map.html or indicate below that you wish to discuss.

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- I am interested in participating in the mission.
 - I am interested in applying for funding through STEP MAP. Please send contact me to discuss further.
 - I am unable to attend, but would like you to represent me during the mission. Please contact me.

Company Name: _____

Contact Name/Title: _____

Telephone: _____ E-mail: _____

Signature: _____

Your signature confirms your company's intention to participate in this program. No refunds are offered unless a replacement participant is found.

Please return this form to Jeff Cooper, Sr. Director, Manufacturing
jcooper@sasktrade.sk.ca

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