

Canadian Western Agribition Partners with Alberta Show

For Immediate Release
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EDMONTON, AB – Canadian Western Agribition (CWA) today signed a Memorandum of Understanding (MOU) with Farmfair International, to collaborate on international marketing and promotional activities to attract international buyers to both shows in 2013.

Marty Seymour, CEO of CWA and Richard L. Andersen, CFE, President and CEO of Northlands were at Northlands today to sign the Memorandum of Understanding.

“This MOU demonstrates the strong working relationship between Agribition and Farmfair,” said Marty Seymour, CEO of CWA. “Working together provides a greater opportunity to develop international markets for the betterment of the industry.

“We believe this is a great opportunity for our shows to work together and it sets the stage for future opportunities,” said Richard L. Andersen, CFR, President and CEO of Northlands. “Through collaboration, we’re building a larger contingent of international buyers, creating commerce and making it more attractive for exhibitors to attend both events.”

In 2013, CWA in Regina, Saskatchewan will take place November 11-16 and Farmfair International at Northlands in Edmonton, Alberta is scheduled for November 3-10. With both events showcasing top quality livestock and taking place so closely together, there is a natural collaborative opportunity.

The main objective is to cooperate in international marketing and promotion as well as a joint Inbound Buyers Program for international buyers interested in attending both shows.

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Canadian Western Agribition, located in Regina, Saskatchewan, is the largest livestock show in Canada. The event is anchored by beef cattle and features horses, bison, sheep, goats and an extensive agribusiness trade show. Canadian Western Agribition continues to promote the expansion, development and interest in agriculture.

For 39 years, Northlands has been hosting Farmfair International, one of Canada’s top agricultural shows. In 2011, more than 93,000 guests came to the Edmonton EXPO Centre to show and sell top quality livestock. This year’s event will feature 17 purebred beef breeds, equine competitions, clinics, and exciting western entertainment, Farmfair International 2012 is proud to welcome international guests from the United States, the United Kingdom, Mexico, Australia and Brazil in addition to local ranchers.

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