

News Release

For immediate release

November 18, 2021

New Name for REAL’s International Trade Centre

Regina, Saskatchewan – The International Trade Centre will now be known as the Viterra International Trade Centre (VITC), as a result of a new naming rights agreement reached between Regina Exhibition Association Limited (REAL) and Viterra.

"We're pleased to be strengthening our partnership with REAL by supporting this modern and multi-purpose facility," said Kyle Jeworski, CEO for Viterra North America. "The VITC will continue to act as a setting for world class agricultural shows, as well as other events that will bring people together and support Regina's reputation as a great place to do business."

The VITC opened in 2017. It is 150,000 square feet of indoor multi purpose event space, costing \$37 M to build. The original funding for construction was a partnership between the federal and provincial governments, the City of Regina, Regina Hotels Association, and Canadian Western Agribition.

The Viterra International Trade Centre was the final piece to connect every facility on the REAL Campus, except for Mosaic Stadium. Its completion made REAL the largest connected events complex of its kind in Canada. In total, REAL has about 1.9 million square feet of indoor and outdoor show space on 100 acres in the heart of Regina.

"REAL and Viterra have been fixtures in Regina for more than 100 years," said Tim Reid, President and CEO of REAL. "A partnership like this is only natural as we look to build our Campus and Regina's place as the centre for agriculture and innovation in Canada."

Viterra is also the presenting sponsor of Canada's Farm Show which will take place from June 21 – 23, 2022.

The naming rights deal is for 10 years.

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About Viterra

At Viterra, we believe in the power of connection. Our world-leading, fully integrated agriculture network connects producers to consumers with sustainable, traceable and quality-controlled agricultural products. With more than 17,500 talented employees operating in 37 countries, our strategic network of storage, processing and transport assets enable us to offer innovative solutions and open pathways for our customers, creating successful partnerships that last. Together, we are stronger, and achieve more.



About Evraz Place

Owned by the City of Regina and situated in the heart of Regina, Regina Exhibition Association Limited is the largest interconnected event complex in Canada. It is the centre of sport, business and entertainment for the community. REAL is a not-for-profit corporation that operates the 100-acre property. REAL hosts the majority of Regina's major events, including Canada's Farm Show presented by Viterra, Queen City Ex presented by Sasktel, and Canadian Western Agribition. It is also home to the Saskatchewan Roughriders, Regina Pats, Regina Soccer Association, many minor and recreational sports, and numerous concerts, trade shows and conventions. Visit www.real1884.ca.

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