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Title:

Statement: Agricultural machinery display

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STATEMENT

from the Premier

June 25, 1976

Date.....
1.00 p.m.
Embargo.....

State Administration Centre,
Victoria Square, Adelaide,
South Australia 5001
228 4811

AGRICULTURAL MACHINERY DISPLAY

South Australia is to mount a major display at the world's largest agricultural machinery exhibition in Paris next year, the Premier, Mr. Dunstan, said today.

The State Government will pay \$70,000 to meet most of the costs for six South Australian companies and the Department of Agriculture to take part in the S.I.M.A. Agricultural Machinery Fair in March, the Premier said.

Speaking at a ceremony to present Shearers of Mannum with a Good Design Certificate for the company's new 1070 header, Mr. Dunstan, said the S.I.M.A. exhibition was an exciting opportunity for South Australian companies producing agricultural products.

"The S.I.M.A. Fair is the most important display of its type in the world each year", Mr. Dunstan said.

It has the biggest display area and the most exhibitors of any similar exhibition and is recognised throughout the world as the most comprehensive show-place of agricultural machinery and techniques. More than 900,000 people attended this year's Fair to look at displays by 1,500 firms from 30 countries. The organisers expect more than one million people will visit S.I.M.A. next year.

"The South Australian Government is paying for a stand which will be shared by the Agriculture Department and South Australian companies such as Horwood Bagshaw.

"We will exhibit an integrated dry land farming technology, ranging from the technical expertise of the Agriculture Department through to the seeds, machinery and farm equipment made by South Australian firms.

"Our State leads the world in dry land farming, and our techniques and advances are being studied by very many countries.



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"Our State leads the world in dry land farming, and our techniques and advances are being studied by very many countries.

"The Government wants to give our local firms the widest possible markets and the S.I.M.A. Fair is a very significant opportunity to boost our exports to countries interested in dry land farming, particularly countries in the Mediterranean region.

"Some South Australian Companies have previously considered exhibiting at S.I.M.A., but were reluctant to do so on a one-company basis because of the costs. The South Australian Government will meet a major part of the costs involved for the companies.

"We will pay for the rental of the display area, the design construction and dressing of the stand, the provision of interpreters, the running expenses of the whole South Australian Display and the planning costs.

"As well, the Government will pay for a reception for senior officials from countries interested in our expertise and machinery".

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