



News Release

Monday, September 22, 2025

The International Trade Centre at REAL District Rebranded to Bunge International Trade Centre

REGINA, SK – The International Trade Centre at REAL District has been rebranded to the **Bunge International Trade Centre** following the successful merger between Bunge and Viterro.

Kyle Jeworski, head of Bunge in Canada, and Rick Bennett, President & CEO of Regina Exhibition Association Ltd. (REAL), officially opened the rebranded facility today, marking both the launch of the new name and the strengthening of the ongoing partnership between REAL and Bunge.

"We are delighted to continue our valued partnership with Bunge, not only through their ongoing commitment to the Bunge International Trade Centre, but also as the title sponsor of Canada's Farm Show," said **Rick Bennett**. "Bunge's continued support underscores their dedication to agriculture and to strengthening our community, and we look forward to building on this meaningful partnership to expand the reach and impact of the event."

The Bunge International Trade Centre with its modern infrastructure, flexible configuration options, and capacity to accommodate thousands of guests through 150,000 square feet of space, stands out as a premier destination for large-scale indoor events in Regina. These events include **Canada's Farm Show Regina, SK, presented by Bunge (CFS). The 2026 show will run March 17-19.**

"The Bunge International Trade Centre 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," said **Kyle Jeworski**. "We're especially looking forward to welcoming everyone at Canada's Farm Show next March, which is an important forum for innovation, collaboration, and education in our industry."

Canada's Farm Show Regina, SK presented by Bunge was successful in a date and format change for 2025. Planning for 2026 is well underway and the show is built on three key pillars:

- **Innovation** - Recruit, evaluate and support quality innovations in the agriculture industry in dryland farming. Our goal is to ensure innovation remains a strong and driving force behind our economy.
- **Education** - We are a centre of excellence for education that influences the dryland farming industry and works to provide opportunities for learning and growth. We are committed to engaging and educating our youth.
- **Collaboration** - Our commitment to provide opportunities for producers, decision makers and influencers to connect, collaborate and advance dryland farming practices around the world.

These pillars shape every aspect of the event, ensuring it remains a cornerstone for the agricultural community.

CFS 2026 will feature product launches, guest speakers, networking opportunities, and a chance to build relationships with partners, innovators, businesses, and others working in the agricultural industry.

Exhibitor booths sold out for the 2025 show and will go on sale for the 2026 show on October 1, 2025.



The Bunge International Trade Centre is designed to host dozens of events each year, with three column-free halls – Exhibit A, SaskMilk Exhibit Hall B, and Exhibit Hall C – offering a combined 90,000 square feet of flexible space. An additional 7,800 square-foot Regina Hotel Association Mezzanine overlooks all three halls and can serve as a staging area, reception space, or meeting venue. The connecting hallway and foyer add another 33,000 square feet, allowing the facility to adapt to virtually any event. The centre has hosted some of the province's most notable events, including:

- Canada's Farm Show Regina, SK, presented by Bunge
- Frost @REAL
- Montana's Brier Patch
- Gift of Giving Gala
- Majestics Car Show
- Skills Canada National Competition
- Canadian Western Agribition
- Our Best to You Arts and Craft Show
- Navaratri Festival
- Sask Volleyball Cup

With the rebranding of the Bunge International Trade Centre, we celebrate a space that strengthens partnerships, fosters innovation, and creates meaningful connections—truly Designed to Bring Us Together.

-30-

About Bunge

At Bunge (NYSE: BG), our purpose is to connect farmers to consumers to deliver essential food, feed and fuel to the world. As a premier agribusiness solutions provider, our team of ~37,000 dedicated employees partner with farmers across the globe to move agricultural commodities from where they're grown to where they're needed—in faster, smarter, and more efficient ways. We are a world leader in grain origination, storage, distribution, oilseed processing and refining, offering a broad portfolio of plant-based oils, fats, and proteins. We work alongside our customers at both ends of the value chain to deliver quality products and develop tailored, innovative solutions that address evolving consumer needs. With 200+ years of experience and presence in over 50 countries, we are committed to strengthening global food security, advancing sustainability, and helping communities prosper where we operate. Bunge has its registered office in Geneva, Switzerland and its corporate headquarters in St. Louis, Missouri. Learn more at [Bunge.com](https://www.bunge.com).

About Canada's Farm Show Regina, SK, presented by Bunge

Canada's Farm Show (CFS) is an annual event that brings farmers, exhibitors and partners together to kick off the growing season. Featuring hands-on learning opportunities, a vast tradeshow and engaging entertainment. The event provides a platform to explore new products, innovations and strategies for success. Grow Starts Here, March 17-19, 2026. canadasfarmshowreginask.com

About REAL



Owned by the City of Regina and situated in the heart of Regina, Regina Exhibition Association Limited (REAL) is the largest interconnected event complex in Canada. It is the home of the REAL District and is the centre of sport and rec, business, entertainment, and agriculture for the community. REAL is a not-for-profit corporation that operates the 100-acre property. The REAL District hosts most of Regina's major events, including Canada's Farm Show Regina, SK, presented by Bunge, 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, concerts, trade shows, and conventions. Visit realdistrict.ca

For more information, please contact:

Tim Day, Manager, Community Engagement and Public Relations
Regina Exhibition Association Limited
communications@real1884.com