

Minutes

Extraordinary Members Meeting of the ShowCo Association.

Date: March 14th 2014, 9:05 h – 12:15 h

Location: **AMSTERDAM**, The Netherlands.
Hotel Schiphol A4, Van der Valk
Rijksweg A4, Nr.3
NL – 2132 MA Amsterdam, The Netherlands

Participants: See last page

AGENDA

proposed per Invitation letter, dated February 18th 2014

- 1) Welcome of the participants by President Paul de Schouwer.
- 2) Formalities
- 3) Short statement of Mr Ir. Ing. Paul Obers, director of HATO B.V.
- 4) Introduction of the theme to discuss: **ShowCo World Series**.
- 5) Presentation of the new concept.
- 6) Discussion of the new concept
- 7) Decision for or against the new concept **ShowCo World Series**.
- 8) Miscellaneous

Coffee break due to opportunity and the Presidents suggestion.

TOPIC 1 & 2

Welcome & Formalities

ShowCo President Paul de Schouwer opened at 9:05 h the Extraordinary Member Meeting and welcomed all participants.

He appreciated very much the huge attendance of our members.

Then Mr de Schouwer asserted:

- The invitation to this Meeting has been in compliance with the stipulations of our Bylaws,
- The Meeting can legal decide resolutions, because more than 20% of our members participate.

As usual Mr de Schouwer asked all participants of the Meeting, to fill in their names, etc. in the circulating presence list, and to deposit a *new* Business Card at the table. Klaus Fahlbusch will collect them later.

Mr de Schouwer asked:

- Are there wishes for amendments of the actual Agenda?
There are no wishes.
- Are there comments or complaints regarding the Minutes of our Annual Member Meeting in Munich-Aufkirchen last year (22.10.2013)?
There are no comments or complaints.

Mr de Schouwer announced a coffee break of 20 minutes approximately at 10:45 h.

TOPIC 4

Introduction of the theme to discuss: ShowCo World Series.

ShowCo President Paul de Schouwer reflected the discussion, which we had at our Annual Member Meeting in Munich-Aufkirchen end of 2013.

The idea was born, to follow the market, and to support the development of a Premium-Exhibition in South America. This engagement could be the key, to win new the cooperation and membership of leading companies at the Breeding- and Processing-sector.

A Presentation (Title: ShowCo World Series) should be prepared for the Meeting today.

TOPIC 5

Presentation of the new concept.

Then Mr de Schouwer led through the different sheets of the prepared Presentation.

Mr Hellmann is surprised, that the 2018-sheet shows already a VIV-Europe, although the VIV-Europe-2014 has not started and the result of the 2014-show is not known yet.

Mr de Schouwer clarifies, that this sheet will not anticipate any decision. It only should explain the periodic schematic. A ShowCo decision pro or con VIV-Europe-2018 can earliest be made after the 2014-exhibition, and should be made as late as possible, and as opportune as possible. Both buttons "EuroTier" and "VIV-Europe" could be substituted by a neutral button "European Premium Exhibition".

(A copy of the Presentation will be an addendum of the Minutes)

TOPIC 6 & 7

Discussion of the new concept & Decision.

It developed an intense discussion.

Several statements of disputants - which are typical for the tenor of the discussion - can be seen below. In general can be stated:

- 1) Mainly, it was discussed whether it makes sense to soften the ShowCo doctrine with regard to Atlanta, so as to gain important new members.
- 2) A Premium Exhibition in South America was generally seen as positive. But there was no clear idea about whether the new trade fair could be developed from an already-existing show – or would have to be completely new designed. The Meeting did not want to commit itself, to make sure, new members keeps design influence.
- 3) Expressions of opinion about the location of a South America exhibition (country, city) were not formulated.

Statements / Questions:

- L. Cramer: Is there already an organizer for a South American Fair?
Answer: No.
- M. v.d. Assen: In Brazil is an organization like ShowCo: ANFEAS. President is Carlos Pulicy [cpulicy@lubing.com.br].
This can be a good partner to consult ShowCo.
- B. Meerpohl: Why do we consider a South America show, with all the expected implications?
- P. de Schouwer: ShowCo must grow to get more power. Under this aspect it is very advantageous, to win the big Breeding- and Processing- companies as ShowCo member. Those companies have very serious sales interests in South America. For them will be a Premium Exhibition in South America very attractive.
- J. Dreyer: What is the opinion of our customer about?
- P. de Schouwer: Perhaps they are not very enthusiastic at the first moment. But if the show becomes attractive because its quality, they will accept.
- M. v.d. Assen: Exhibitors in South America think like us: Exhibition costs have to be reduced. Trade fair quality must increase.
- B. Meerpohl: He believes, that ShowCo is able to initiate a Premium Exhibition for South America. It must be realized in cooperation with a local or international organizer. But then ShowCo must strong support that event.

- P. de Schouwer: He underlined, complete presence of all important companies is the key for the success of the intended South American trade fair.
- D. Roumen pointed out, the more member ShowCo has, the more compromises must be accepted.
- P. de Schouwer confirmed this problem. But he underlined, ShowCo should accept compromises only in exceptional cases. And ShowCo should very critical check out beforehand advantages and disadvantages.
- M. Finco said, for many years we tried, to get the important companies of the Breeding- and Processing- sector in our boat. We offered them exceptional conditions regarding IPPE-Atlanta. All without success!
- What is new now?
Now we can present a new concept and we can offer those companies the chance, to get big influence regarding the upcoming development of the exhibition landscape in South America.
- But whatever we do, we should hear beforehand the opinion of the local manufacturers. This is not only current for South America, he said. This is also important in China, for instance.
- J. Dreyer said, ShowCo must be much more global, to understand international market situations and to achieve for its policy the acceptance of the local market partners (clients and manufacturers).
- B. Meerpohl asked, what compromises is ShowCo willing, to accept?
- K. Fahlbusch said, in his opinion there is one conflict only; the yearly attendance of the Atlanta show.
- B. Meerpohl assumed, the situation with new members could become much more complicated. Atlanta might be not the only problem. For instance Cobb attend in the past each EuroTier.
He can perhaps accept a compromise regarding Atlanta. He will not accept compromises regarding other shows too.
- P. de Schouwer: Our discussion today should be focussed to the international Premium Exhibitions. Basis for all our activities in the future must be: We want to achieve more in the future. But we never want to lose, what we have achieved already in the past.

Then Mr de Schouwer interrupted the discussion for a 20-minutes Coffee break.

TOPIC 3 (inserted)

Short statement of Mr Ir. Ing. Paul Obers, director of HATO B.V.

After the coffee break President Paul de Schouwer informed the Meeting, that a lunch buffet will be prepared at the end of our discussions. This lunch buffet is sponsored by our member company HATO BV. In behalf of all participants Mr de Schouwer thanked HATO Director Paul Obers and asked Mr Obers for a short statement.

Mr Obers gave a brief report regarding the continuous development of HATO BV, specialised at lighting technology. Today the company generate more than 90% of its turnover in the poultry industry.

This year the company celebrate its 40th anniversary, and by this reason Mr Obers want to invite the Meeting participants to the lunch buffet.

ShowCo President Paul de Schouwer congratulated in behalf of all ShowCo members. He wished HATO BV a still prosperous future and thanked once more for the invitation.

TOPIC 6 & 7 (continuation of the interrupted discussion)

[Discussion of the new concept & Decision]

Now President Paul de Schouwer led back to the interrupted discussion.

He stated, that till now the ShowCo members follow in huge majority the commonly defined ShowCo policy.

- H. de Ruyck: There is no chance, to win new members, if we not will accept exceptions from our strict doctrine. In my opinion Cobb, for instance, will never accept a 2-year-rhythm for Atlanta. This year (ShowCo-free year) Cobb organized in Atlanta a seminar for more than 1.000 clients.
- M. Finco will accept for (important) new members special Atlanta conditions, if those members will work active together with ShowCo, to find a good and future oriented solution for South America and China.
- M. v.d. Assen supported the statement of Mr Finco.
- M. Hellmann suggested, to consider different categories of members (Gold- or Silver- members).
- B. Meerpohl guess, that is a not practicable method. At the same time he reminded, that all coming new members had advantages over years from the ShowCo activities.

- M. Seidel pleaded for a clear ShowCo-line, if possible without any deviation. He attenuated his postulation later, because few members join ShowCo already under compromise conditions regarding IPPE-Atlanta.
- F. Stombrowski said, we should not see too much the problems for ShowCo with big new members. We should see also the benefit for ShowCo, if those companies join our association.
- K. Fahlbusch asked, why do we discuss exceptions regarding Atlanta? Is it, to attract new members generally? Or is it, to make a new show in South America possible? If there is no serious interest for a Premium Show in South America, why should we try for new members, who we can win only via exceptions of our doctrine?
- Chr. Dyckerhoff said, we also have to consider, that not all of our member companies have the same strong interest regarding the South America market.

ShowCo President Paul de Schouwer summarised the discussion. He stated, today we cannot decide pro or con a South America show. And especially we cannot decide regarding a location of such a show. For both decisions we must know more about the opinion of other big players at the market, he said.

What we can decide today is a pro or con of a yearly attendance at IPPE-Atlanta of potential new members.

The question for a voting was:

“Will we accept new members, who attend IPPE-Atlanta every year?”

All present member-representatives have voted: **“Yes”.**

The earlier discussed “test period” of 5 years (see Munich-Minutes, page 9) was not discussed and was not basis of the above mentioned decision.

An informal poll follows and underlined:

All at the Meeting present companies want to continue their Atlanta attendance at a status quo basis.

After this vote now we want intensive to contact the important Breeding- and Processing-companies, President Paul de Schouwer said.

He suggested, to build small groups, which have good connections to those candidate-companies and into those sectors of the poultry industry.

For the Breeding- sector the group consists of:

Jerry Dreyer, Michael Seidel, Ted Seijnder.

For the Processing- sector the group consists of:

Paul de Schouwer, Mari van Gruijthuisen.

Both groups want to give a first report at an intended Member Meeting during the upcoming VIV-Europe-2014 in Utrecht, NL.

TOPIC 8

Miscellaneous.

VIV-Europe-2014.

It was agreed, to have an Informal Member Meeting during the upcoming VIV-Europe-2014 in Utrecht. The Meeting should be at the morning of the second or third show-day.

Klaus will organize the necessities.

All members are strongly requested, not to sign a rebooking for the VIV-Europe-2018 during the running VIV-Europe-2014 or close behind.

ShowCo has a special Agreement with VNU, Utrecht, for a substantial extended Early-Booking deadline. Placement, etc. will not be started before end of the ShowCo- deadline. Therefore nobody loses any advantage by waiting.

ShowCo will have a Member Meeting before a decision pro or con VIV-Europe-2018 .
This Meeting will be early enough, to lose no early-booking privilege!

Because there are no more themes to discuss, ShowCo President Paul de Schouwer closed at 12:15 h the Meeting with thanks for the engaged discussions and with best wishes for a safe travel home.

March 20th 2014

A handwritten signature in blue ink, appearing to read "Paul de Schouwer".

Paul de Schouwer / President

A handwritten signature in blue ink, appearing to read "Klaus Fahlbusch".

Klaus Fahlbusch / Director

List of Participants: see last page.

List of Participants

(27 Member Companies present)

BIG DUTCHMAN International	Bernd Meerpohl + Andreas Böske
CLIMA VISION – Hotraco	Diederik Fetter
Tulderhof	Gjalt van Hes
Ridder	Arne van 't Oor
Vostermans	Dan Roumen
FACCO s.p.a.	Massimo Finco
FARMER AUTOMATIC	Christian Dyckerhoff
FIENHAGE	Lutz Cramer
HATO BV	Paul Obers
HELLMANN Poultry	Marzellus Hellmann
HY-LINE International	Jerry Dreyer
iLOX	Stefan Warnking + Winfried Wagner
IMPEX	Richard Wentzel
JANSEN Poultry Equipment	Mari van Gruijthuijsen
LUBING Maschinenfabrik	Markus von der Assen
LTZ Lohmann Tierzucht	Michael Seidel
MELLER Anlagenbau	Frank Stombrowski
MOBA	Paul de Schouwer
PAS REFORM	Henry Arts
PETERSIME	Hugo de Ruyck
SKA s.r.l	Ruggero Segalla + Dino Pozzato
SKOV A/S	Stig Veis Joergensen
TAVSAN	Suleyman Remzi Celik
TECNO Poultry Equipm. (IT)	Nicola Cauzzo + Giuliano Mechini
TEXHA (UA)	Victoria Bondareva
TPI	Loic van der Heijden
VDL Agro	Brian van Hooff
SHOWCO Association	Klaus Fahlbusch + Ted Seijnder