



## **MINUTES ANNUAL MEMBERS MEETING 2016**

Date: **October 28, 2016**

Location: **Valk Hotel A4 Amsterdam(Schiphol)**

Participants: See page 10 of these minutes.

### **AGENDA**

TOPIC 1: WELCOME AND FORMALITIES

TOPIC 2: GENERAL REPORT OF THE PRESIDENT

TOPIC 3: ANNUAL FINANCIAL BALANCE 2015

TOPIC 4: FINANCE REPORT 2015 BY THE AUDITING COMMITTEE

TOPIC 5: APPROVAL OF THE ACTIONS OF BOARD AND DIRECTOR FOR THE PAST PERIOD.

TOPIC 6: FORMAL DEMISSION OF TWO DELEGATED MEMBERS OF THE EXECUTIVE COMMITTEE

TOPIC 7: PRELIMINARY NOTES REGARDING UPCOMING ELECTION

TOPIC 8: DETERMINATION OF CHAIRMEN AND SCRUTINIZERS FOR THE FOLLOWING ELECTION

TOPIC 9 : SECRET BALLOT OF THREE NEW DELEGATED MEMBERS

TOPIC 10: INSTALLATION THREE NEW DELEGATED MEMBERS AND INSTALLATION

TOPIC 11: GENERAL DISCUSSION REGARDING STRATEGIES AND TARGETS IN THE FUTURE

TOPIC 12: REFLECTION OF THE RECENT VIV CHINA 2016 BEIJING

TOPIC 13: DISCUSSION ABOUT PREFERENCE PARTICIPATION FOR MIDDLE EAST

EXHIBITION(VIV-MEA IN ABU DHABI OR AGRAME IN DUBAI)

TOPIC 14: DISCUSSION ABOUT UPCOMING IPPE 2017 IN ATLANTA USA

TOPIC 15: DISCUSSION REGARDING AN UPGRADE OF THE SHOWCO EXHIBITION CALENDAR

TOPIC 16: PRESENTATION ABOUT A PLANNED NEW FAIR FOR THE LATIN AMERICAN MARKET

TOPIC 17: MISCELLANEOUS.

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President: Paul de Schouwer, Barneveld-NL • Vice-President: Ruggero Segalla, Sandrigo-IT and Massimo Finco, Marsango-IT • Director: Ted Seijnder Cuijk-NL

## TOPIC 1

### WELCOME AND FORMALITIES

ShowCo president Paul de Schouwer opened at 09.10 hrs. the Annual Member Meeting 2016, and welcomed all participants.

He special welcomed all members participating a ShowCo Meeting for the first time and asked these members to introduce themselves shortly to the other members.

The president stated that a couple of important decisions for the future have to be made today. That is why he previously highlighted the attention at a couple of things regarding targets and results of ShowCo. The main target of ShowCo he said, is to implement a global network of premium trade fairs in the poultry industry. At the same time ShowCo strive to bring these shows to a higher quality level by participating with maximize delegation of member companies. Our aim is to bring forward an exhibition on each continent, taking place in a two-years-interval. This idea is reflected in the so-called Global Exhibition Plan developed by ShowCo.

Right from the start all involved parties were clear about the fact that this Global Exhibition Plan has to be refined and completed continuous. Of common interest was also to achieve our objectives in a good and constructive consultation with trade fair organizers.

In the course of time ShowCo also turns the attention to trade fairs of the next lower categories. Based on evaluations of polls and surveys the ShowCo Exhibition Calendar was developed to a more extensive level.

In the first few years the focus had been on Europe, North America, Asia and some macro-regional exhibitions in Russia, China and India. Recently the Middle East and North Africa area became part at the ShowCo exhibition calendar. Today we have to discuss about the possible introduction of a new trade show for the Latin America market. So you see the ShowCo global network for international poultry shows contains less and less white spots on the world map.

Then the president asserted that:

The invitation to this meeting has been in compliance with the stipulations of our Bylaws and the meeting can legal decide resolutions, as more than 20% of our members participate. (20% = 11 Comp.)

Further Paul de Schouwer asked:

1. Are there wishes for amendments of the actual Agenda?

No amendments were proposed.

2. Are there comments or complaints regarding the Minutes of our Annual Meeting in: Istanbul Turkey (October 23, 2015). There were no comments or complaints.

Paul de Schouwer explained:

Today we have to elect, due to our Bylaws: 3 delegated members of ShowCo's Executive Committee (office period: 2 years)

Additional details regarding the elections follow later in the minutes (Items 6 -10).

The president said: “same as the last years we decide in the Executive Committee, to have our Annual Member Meeting 2016 again as a separate conference, and not in combination with a running trade fair. He announced that when we do our Annual Meeting in combination with a show, there remains little time for serious discussions, additional to the obligatory formalities (such as reports, elections, etc.)”.

## **TOPIC 2**

### **GENERAL REPORT OF THE PRESIDENT**

The president reflected mainly the time since the last Annual Member Meeting in Istanbul, October 2015.

#### **The ShowCo exhibition year 2016**

EuroTier at Hanover is the only ShowCo Premium show this year. This exhibition will be held in a couple of weeks from now. Under the 2300 exhibitors, more than 40 of our member organizations are with a stand at this show. EuroTier takes place from Tuesday November 15 up to Friday November 18. ShowCo is also present with its own stand in Hall 3, stand number A 43. Members may use the service capabilities and equipment that are present there.

Other trade shows of our Exhibition Calendar in this year were:

- VIV Middle East and Africa in Abu Dhabi (held in February) and
- VIV China in Beijing (held in September)

Most attending members report their experience by filling out our Questionnaires. The President made an urgent call for completing the questionnaires by our participating members. These data are often decisive for the assessment of these fairs. Moreover, complaints on behalf of our members can be played central to the exhibition organizers.

#### **VIV MEA Abu Dhabi ( 16 - 18 March 2016)**

32 ShowCo members participated at VIV-MEA 2016. Most ShowCo members participated with an own booth and some were represented by their local organization. This first edition of VIV MEA perceived as very positive by the participating members. This was reflected in the answers to our Questionnaire. An average grade of all the votes of 39.52 (score from 10-50) may be called more than sufficient. In total 6,336 visitors out of 109 countries did visit VIV-MEA. Number of exhibitors: 279 companies. At topic 13 of the agenda we come back extensively on this fair and we compare the results with the AgraMe show held a month later in Dubai.

#### **VIV-China Beijing (6 - 8 September 2016)**

23 ShowCo members participated with a stand at VIV China.

Most members were not happy about the quality of visitors and the low variety of nationalities. The final low score of our questionnaire clearly indicated that this exhibition has not shown the expected quality and value. Next edition in 2018 will not be any longer situated in Beijing but will find a new home in the city of Nanjing. Later in the meeting, under topic 12, we will determine the status of this show on our exhibition calendar and talk about potential alternatives.

### **Restyling ShowCo website : [www.showco.org](http://www.showco.org)**

In April we launched the renewed ShowCo website. Because of ShowCo's international character, the Internet is the most important means of communication between our association and its members. That is why we revised our website thoroughly, suited it with a more contemporary 'look and feel' and extended as well as updated the content. Extra attention was paid to photography, so our new site is not only informative but attractive as well. It will function as a kind of business card to outsiders and show them in a nutshell what ShowCo is and what we stand for. The website also contains a shielded 'members area' for internal messages. You can log in by using your email address without capitals; your password hasn't been changed. Ideas for improving our website are always more than welcome.

### **ShowCo on Facebook**

ShowCo has opened a Facebook account for short messages and quick reactions to news and new developments. This way we want to respond quickly to current events. You will find us at: [www.facebook.com/ShowCo.org](http://www.facebook.com/ShowCo.org)

### **Newsletter ShowCo**

Also the first issues of the Showco electronic Newsletter had been mailed to all members in December 2015 and in March and August this year. We hope these issues will strengthen the bond with our members. In this way we will be able to inform you even better about international developments and new chances that arise for ShowCo and its members. The aim is that the ShowCo Newsletter will appear 4 times yearly.

### **Advertising campaign 2016**

We established an advertisement campaign in for EuroTier and IPPE Atlanta (2017), covering an amount of € 24.000. Such advertisement campaigns support the concerning Premium shows. But of course, they are also image promotion of ShowCo and public relation for each of our members. In our advertisements we always use the logos of all our members. In the Watt Executive Guide we promote ShowCo four times yearly with an advertisement to clarify our objectives to potential members and other people out of the poultry industry.

### **ShowCo meetings in the recent report year.**

Within the last 12 months, we had 2 Member Meetings: the Annual Member Meeting in Istanbul and the Annual Member Meeting of today. On all Meetings the presence of our members was sufficient for legal decisions. Regarding all meetings you will get, a Protocol. You also can see all Minutes of the past at the member area of the ShowCo website.

So far, the report of the president regarding the most interesting points of this year.

## **TOPIC 3**

### **ANNUAL FINANCIAL BALANCE 2015**

Ted Seijnder, director of our Association showed by means of sheets an overview into the finance situation 2015. This picture clearly showed that the finance situation is very comfortable and solid. Even without reimbursements of VNU-VIV and DLG we are and must be able to pay all the necessary cost. No additional questions to this overview came from the meeting.

#### TOPIC 4

##### **FINANCIAL REPORT 2015 BY AUDITING COMMITTEE**

Markus von der Assen stated, also in behalf of the other auditor Andy Böske, that after studying the data and after a few random tests the financial report of Showco 2015 was found 100 % correct. The audit was performed at the office of ShowCo's accountant at Dinklage Germany at Thursday, September 29, 2016. ShowCo director Ted Seijnder also participated. Markus von der Assen recommends the meeting participants the formal approval of the actions of the Executive Committee and the Director for the past period.

#### TOPIC 5

##### **FORMAL APPROVAL OF THE ACTIONS OF BOARD AND DIRECTOR FOR THE PAST PERIOD.**

The President asked the meeting for its votes for the formal approval and demission of the board and director for the past period. The meeting agreed unanimously.

#### TOPIC 6

##### **FORMAL DEMISSION OF THE 2 DELEGATED MEMBERS**

Paul de Schouwer stated formally the demission of sitting two delegated members due to the end of their office period. He thanked both Hugo de Ruyck and Prof. Dr. Rudolf Preisiger for their commitment and positive contribution during past years. Mari van Gruijthuijzen already left in 2015 the Executive Committee.

#### TOPIC 7

##### **PRELIMINARY NOTES REGARDING UPCOMING ELECTION**

**Hugo De Ruyck** proposes re-election again and is in for a new office period.

The Executive Committee proposes the following candidates for the other two vacancies:

1. as the successor to Mari van Gruijthuijzen: **Norbert Brechtters** of Salmet.
  2. succeeding Prof. Dr. Rudolf Preisinger: **Michael Seidel** of Lohmann Tierzucht.
- Names of additional candidates had not been received before the meeting. Before the official vote all 3 candidates introduced themselves briefly. Each member company got one ballot booklet to ensure one vote per company.

#### TOPIC 8

##### **DETERMINATION OF THE CHAIRMEN AND TWO SCRUTINIZERS FOR THE FOLLOWING ELECTIONS**

The following members were asked to fulfil these temporary jobs:

Chairman: Victoria Bondareva

Scrutinizers: Jack Jenniskens and Janine Gisbertz

#### TOPIC 9

##### **SECRET BALLOT OF THE 3 DELEGATED MEMBERS**

Total votes member companies: 28.

After counting the votes, the Chairman Victoria Bondareva stated that the vote was valid and advice the board to respect the outcome.

## TOPIC 10

### **INSTALLATION OF 3 NEW DELEGATED MEMBERS**

Hugo de Ruyck, Norbert Brechtters and Michael Seidel were officially installed by the ShowCo's president. The selection as delegated members of the Executive Committee is for a period of two years. The meeting rewarded these appointments with a warm applause.

## TOPIC 11

### **GENERAL DISCUSSION REGARDING STRATEGIES AND TARGETS OF SHOWCO IN THE FUTURE**

Prior to the discussion, the president gave a brief explanation and justification with regards to the ShowCo sponsorship of the Canaan poultry project in Swaziland. A decision on this had been taken by the board just before the end of the year. Therefore, there was no time to align this decision with all members. The money is put 100% in the project by the IEC. More than 120 families derive their income to this poultry project. The president thanked all members for their financial contribution. The participation initiative came from our member Norbert Brechtters. He also ensured that all members were handed a copy of the IEC certificate. For more information about this project visit:  
<http://www.internationaleggfoundation.com/what-we-do/swaziland/>

#### **Remarks and advices regarding use of communication tools**

(Website/Facebook/ ShowCo Newsletter/ Leaflet/ Advertisements)

Through a number of sheets an impression has been giving of new, or updated versions of the used means of communication in this calendar year.

The advertisement design bearing the corporate logos of all members was also shown. Obviously recommendations or ideas regarding this issue are always more than welcome.

#### **Criteria for recruiting new members?**

A subject that is already for a longer period on our agenda is our growth potential. We tried to bring a board the slaughter and breeding people without a lot of success. It is fair to say that we do not like to grow with more compromises that we have done. I like to have a confirmation that this is still our view. We have a significant base with 54 members. In principal everybody related to the poultry industry is welcome but there is no absolutely need to grow. In the near future it will be more important to stay close together as a group especially with the expecting of shrinking market conditions.

#### **What to do with bad payers of membership contribution?**

After four e-mail reminders, there are still some members who did not pay their fee for ShowCo membership. The total outstanding amount is € 3.500,00. Although there are listed a number of disciplinary measures in the statutes, it is desirable to hear the views of the members on this. Approach from now on will be as follows: first find out whether the member is actively involved in ShowCo. If this is not the case and he also failed to respond to emails and moreover shows no further interest it is better for all parties to terminate the membership. The member shall be informed in writing and by no response he will be removed from the list at the end of this year.

### **What to do with the ShowCo surplus(profit) at the end of the year.**

As it is not the intention of ShowCo to produce profits the Board needs to decide on any use of surplus. For many years it was customary to credit a portion of the paid membership (usually around 15% of the total amount). Last year we decided to donate a substantial sum of money to charity. What we will do this year? Everybody agreed that we do not want to sponsor the German tax authorities. Therefore we like to support once again a good cause. All members agreed to offer ideas for this as soon as possible. During the EuroTier, Ted Seijnder surveys the views of members about this matter. The charity does not necessarily have to be oriented to poultry but it has our preference. If no appropriate goal can be found, part of the member fee will be credited. The final choice will be made by ShowCo's Executive Committee.

### **What to do with members participating in trade fairs in non-ShowCo years?**

From the foundation of ShowCo this topic has always been a point of discussion. If a ShowCo member still thinks he has a very valid reason to participate in a show that differs from the guidelines and exhibition calendar then he must inform the Executive Committee of ShowCo early enough. A period of at least 6 months prior to the date of the exhibition must be observed. The Executive Committee will make a binding decision on the relevant request.

### **New volume discount proposal for VIV Utrecht 2018**

Recently most members receive the new rebook rates for VIV Europe 2018. Below you will find the new rates and the % increase in comparison with 2014.

#### **New rates VIV Europe 2018:**

	% Increase	Rebook
	to 2014	rate /m2
Row stand	7%	€ 161, -
Corner stand	8%	€ 171, -
Head stand	9%	€ 181, -
Island stand	10%	€ 191, -

VNU also decided to expire the volume discount. This discount in 2014 was between 8% and 10% (depending on size of the stand). Cancellation the volume discount means for most ShowCo members an overall increase of m2 rates between 17% and 20%! Discount at volume construction did not provide any benefit as none of our members is building a second floor stand! After a complain of ShowCo a new proposal of the volume discount has been made by the VIV organisation. Based on this it is decided to offer a volume discount retroactively. Above 100 m2 a volume discount of € 18,00 p/m2 will be provided. The revised proposals will be sent to all exhibitors in due time.

## **TOPIC 12**

### **REFLECTION OF RECENT VIV-CHINA 2016 BEIJING**

Most participating members are far from satisfied about the recent VIV China. The evaluation and average score of the past two shows (2014 and 2016) clearly indicates that there is no significant improvement made. Moreover VIV-China is a relative expensive show. The CAHE show, a traveling show, held every year, is for

many of our members the best available exhibition. Especially considering the fact that more and more international companies participate. This means that CAHE is certainly not a local fair. Conclusion: VIV China 2018 will be placed “under observation” meaning for the individual members to decide to go or not to go. After the VIV China in 2018 in Nanjing there should be a new discussion on VIV position in the global calendar.

### **TOPIC 13**

#### **DISCUSSION ABOUT PREFERENCE PARTICIPATION FOR MIDDLE EAST EXHIBITION BETWEEN VIV-MEA ABU DHABI AND AGRAME DUBAI.**

During the meeting in Bangkok in March 2015 we agreed to support and participate the first VIV-MEA 2016 at Abu Dhabi. At the same time this would be parallel to the AgraMe Dubai exhibition were also some of our members are participating.

After showing the evaluation figures of both shows and a short discussion the members vote to choose for the VIV-MEA in Abu Dhabi, as a premium show..

Besides the outcome of the several Questionnaires the following matters have also played a decisive role:

- The two-year rhythm of VIV-MEA. (AgraMe is every year)
- VIV-MEA is a more poultry oriented exhibition.
- The higher square meter rates at AgraMe and the prices of hotel accommodation, rent of equipment in Dubai had a negative effect too.

Final conclusion: our members expect better performance and benefits by participating at the VIV-MEA show in Abu Dhabi.

VIV-MEA 2018 will be placed on the Global Exhibition plan of the ShowCo Exhibition Calendar as a premium show.

### **TOPIC 14**

#### **DISCUSSION ABOUT UPCOMING IPPE 2017 ATLANTA USA**

What to do in even years (non-ShowCo years) at IPPE Atlanta show in order to prevent problems with hotel accommodation and room reservations etc.

Is a special ShowCo booth (a kind of member service center) a possible solution?

After the expected strong debate about this subject the members gave the ShowCo board the mandate to make a fair acceptable deal with the IPPE management.

### **TOPIC 15**

#### **DISCUSSION REGARDING AN UPGRADE OF THE SHOWCO EXHIBITION CALENDAR.**

Ted Seijnder gave a brief explanation of the structure of the ShowCo Exhibition Calendar. The calendar consists of three types of exhibitions. For clarification find once again the definition of our ShowCo calendar.

Global Exhibition Plan: A two year plan of all important exhibitions for the p[oultry industry.

Premium Show: As tested by ShowCo for several years with a high quality and good results, ShowCo strongly recommends a participation.

Interesting Shows: The quality of the show has been improving and if further improved the show could become a Premium Show. ShowCo supports participation in this exhibition.



### Shows under observation:

The quality of the show has been deteriorating or is just starting or starts to improve. ShowCo suggests not to participate in these shows.

As always all fairs in the calendar will be critically monitored and evaluated through questionnaires. After some discussion the members agreed to adapt the new version of the ShowCo Exhibition calendar 2016-2018. This new version will be posted on the website ShowCo as soon as possible.

## **TOPIC 16**

### **PRESENTATION AND DISCUSSION ABOUT THE POSSIBLE VIV AMÉRICA LATINA SHOW 2018.**

Presentation by Ruwan Berculo (Manager VIV worldwide).

Mr Berculo gave an explanation of the plans for a possible VIV Latin America show. All members had already been extensively informed by an earlier ShowCo e-mail on this topic. Mr Berculo exposed the first objective of his presentation:

- First impression of possible support
- Review of possible venues and alternatives
- Set a joint road map for development

The proposed set-up for this show can be summarized as follows:

- Abu Dhabi-concept with a strong Latin American touch
- full-range exhibition from Feed to Food, not too big, affordable
- to ensure the best facilities to welcome relations
- daily at the beach after show-hours
- hosting country meetings by associations from Latin American countries
- room nights for your key relations offered by VIV
- quality booth packages and service from our well-known team

He also mentioned the two possible exhibition locations in Florida:

Miami Beach CC and or Fort Lauderdale CC.

Both are good locations however with differences in appearance, accessibility and prices of hotel accommodations.

After the presentation there was an open discussion only with the ShowCo members. Some stated that this show will never be able to replace the position in the non-ShowCo IPPE years. The Atlanta show is a real historical monument for the US poultry industry and can, therefore, never be replaced by an other show in the future. Is this really what we need some members asked themselves?

The common feeling is that 2018 is too early to organize such a new event.

2020 seems a more realistic deadline. Members like to have more time to check the feeling of their customers before they are able to make a good decision.

They will asked the opinion of customers and visitors at coming exhibitions and pass this information through to the director of ShowCo. On short term Ted will inform Ruwan Berculo about Showco's point of view in this matter.

## **TOPIC 17**

### **MISCELLANEOUS.**

#### **Next Annual Members Meeting**

It is a little bit early to pin an exact date now. The board will look for a suitable location.

At 12.45 o'clock vice president Ruggero Segalla closed the meeting and thanked all participants for their contribution in the meeting.

## Participants Annual Members meeting Amsterdam

October 28, 2016

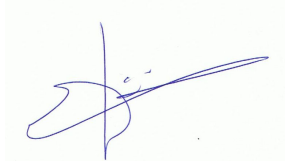
In total 29 member organizations, 37 persons.

Organization	Name
<b>FARMER AUTOMATIC</b>	Christian Dyckerhoff
<b>VOSTERMANS</b>	Raissa Pietersen
<b>HATO</b>	Marcel Visschers
<b>SALMET</b>	Norbert Brechters
<b>ROTEM- MUNTERS</b>	Paolo Bedin
<b>SKOV</b>	Thomas O. Hansen
	Stig Veis Jørgensen
<b>ZUCAMI</b>	Luis Guibert
<b>HOTRACO</b>	Diederik Fetter
<b>ILOX</b>	Stefan Warnking
<b>JANSEN Poultry Equip.</b>	Martijn Haverkamp
<b>PETERSIME</b>	Hugo de Ruyck
<b>LOHMANN Tierzucht</b>	Michael Seidel
<b>IMPEX</b>	Richard Wentzel
	Joppe Schouten
<b>QWINSOFT</b>	Jack Jenniskens
	Janine Gisbertz
<b>LUBING</b>	Markus von der Assen
<b>RIDDER</b>	Arne van 't Oor
<b>GURES</b>	Mustafa Güres
<b>VALLI</b>	Andrea Buscherini
	Lory Valli
<b>FACCO</b>	Massimo Finco
	Elisa Finco
<b>TEXHA</b>	Victoria Bondareva
<b>HOLLAND HEATER</b>	Jan van Dijk
<b>SKA</b>	Dino Pozzato
	Ruggero Segalla
<b>BIG DUTCHMAN</b>	Bernd Meerpohl
	Andy Böske
<b>TECNO</b>	Antonio Cauzzo
<b>MOBA</b>	Paul de Schouwer
<b>HELLMANN</b>	Mazellus Hellmann
<b>REVENTA</b>	Thomas Pollmeier
<b>SPECHT TEN ELSSEN</b>	Hans-Theo Ten Elsen
<b>VDL AGROTECH</b>	Brian van Hooff
<b>SHOWCO Association</b>	Ted Seijnder

December 8, 2016



Paul de Schouwer / President



Ted Seijnder / Director