



Minutes ShowCo Annual Member Meeting 2018

Date: November 9, 2018

Location: Hotel Schiphol A4 Amsterdam, The Netherlands

Participants: 34 members/ 25 member-companies (see Attendance List)

WELCOME

In his welcome speech, president Paul de Schouwer briefly paid attention to the 10th anniversary of our association. He indicated that during that period the necessary successes were achieved and that ShowCo made a substantial contribution to the quality of international poultry exhibitions. It is not for nothing that the ShowCo exhibition calendar is also used by non-members as a guide for the planning of exhibitions worldwide. We can be proud of that, but we must also continue to look critically at our objectives. This requires trust and commitment from all our members. Only then ShowCo is able to continue to play a permanent and influential role in the exhibition landscape of the future.

Because a number of very important decisions had to be made during this annual meeting, the president proposed to adjust the original order of agenda items. The meeting agreed. As a result, the somewhat more formal issues such as the approval of the actions of the board, the financial overview 2017, the budget 2019, the election of 3 delegated members and the advertising plan were moved backwards or will be only processed later in the minutes of the meeting.

GENERAL DISCUSSION REGARDING STRATEGIES AND TARGETS OF SHOWCO IN THE FUTURE

On the basis of a number of statements on the screen, the necessary guidelines and clear agreements about participation in trade fairs were discussed.

Below the most important conclusions and appointments:

- The starting point is always the ShowCo Global Exhibition Calendar. Preferable in every important poultry market one exhibition in a 2 year-rhythm.
- Each year at the Annual Member Meeting the concept of the current calendar is compiled and must be approved by the members
- The ShowCo calendar must clearly and irrefutably reflect the rules for participation yes or no. Credo is: "Let's do what we agree"
- ShowCo currently does not have enough power to give counterweight to exhibition organizers. By striving for more solidarity within ShowCo, it is possible to be more leader than follower in the future.
- Participation in exhibitions in non-ShowCo years, without the knowledge of the board, lead to termination of the membership.
- For some members, IPEE Atlanta still has an exceptional position.
In this context, ShowCo must continue look for a suitable exhibition location for the Latin American market.
- Dealers of ShowCo members are also expected to comply with the guidelines of the ShowCo exhibition calendar. In doubt, always consult ShowCo board well in advance.

DISCUSSION REGARDING AN UPGRADE OF THE SHOWCO EXHIBITION CALENDAR.

At each annual member meeting, the current ShowCo exhibition calendar is reviewed with a critical eye. A renewed setup is necessary, since the previous version often gave rise to confusion. For example, what is meant by an "interesting show" or by "under observation"? What to do with shows that are not mentioned on the calendar?

Various proposals for improvement were suggested by the meeting. Like using color codes, stars, emojis thumbs and compiling the calendar over a longer period (4 to 5 years). The new calendar must also provide clarity for every important poultry market. Congresses and seminars' will not be mentioned on the calendar. Non-ShowCo members must also be able to understand what the meaning is of the codes. The starting point must always be: the ShowCo calendar is the rule. Not mentioned on the ShowCo exhibition calendar is no rule! Exhibitions not mentioned on the ShowCo calendar means that every member company is free to participate. From a legal point of view ShowCo has to choose for a safe formulation of recommendations. Members who do not comply with the guidelines stated on the ShowCo exhibition calendar can be expelled. In the first instance an exception to this applies to the IPPE. At a later stage, immediately after IPPE 2019 a definitive position is taken in this matter. On short notice the ShowCo board will make a concrete proposal for a new structure of the exhibition calendar and submit it to the members for assessment.

FACTS AN FIGURES ABOUT RECENT PREMIUM EXHIBITIONS

(VIV MEA and VIV Europe)



SURVEY RESULT Exhibition: VIV MEA, Abu Dhabi U.A.E.

Evaluation of Questionnaire	2016	2018	
Participants / Survey	25	23	
Evaluation result: (Average of all answers)			
Number of visitors: (from 10 – 50)	36,0	26,9	
Quality of visitors: (from 10 – 50)	42,8	37,4	
Price-performance-ratio of the exhibition (from 10 – 50)	35,2	28,3	
Organization of the Exhibition: (from 10 – 50)	41,2	36,9	
Performance of the total infrastructure (from 10 – 50)	42,4	39,6	
Will you participate on the next VIV-MEA:	Yes 20 Don't know 5 No 0	Yes 17 Don't know 6 No 0	VIV MEA is the most important poultry fair in the Middle East and remains a "Premium Show" on the Showco Exhibition calendar
Do you think VIV MEA has the potential To become the most important poultry fair In the Middle East.	Yes 19 Don't know 6 No 0	Yes 15 Don't know 7 No 1	
Average of all votes totally [form average = 30]	39,52	33,82	

SURVEY RESULT Exhibition: VIV Europe Utrecht The Netherlands



Evaluation of Questionnaire	2014	2018	
Participants / Survey	40	35	
Evaluation result: (Average of all answers)			
Number of visitors: (from 10 – 50)	38,5	32,9	
Quality of visitors: (from 10 – 50)	42,0	39,4	
Price-performance-ratio of the exhibition (from 10 – 50)	35,2	30,6	
Organization of the Exhibition: (from 10 – 50)	40,7	36,0	
Performance of the total infrastructure (from 10 – 50)	37,0	35,4	
Will you participate on the next VIV-Europe:	Yes 32 Don't know 8 No 0	Yes 28 Don't know 7 No 0	
Do you prefer to have this show in May instead of June and return to the old exhibition days: Tues-Wednes-and Thursday		Yes 26 Don't know 5 No 4	
Average of all votes totally [form average = 30] (including.the votes for the next participation)	39,9	36,7	

GENERAL REPORT OF THE PRESIDENT

The report of the president mainly reflected the time since our last Member Meeting in Ghent of October 27, 2017.

The “ShowCo exhibition year”

VIV MEA (5 - 7 March 2018)

The second edition of this feed-to-food trade show attracted 6660 visitors from 88 countries, just a little more than in 2016. The number of exhibitors grew significantly in comparison with last edition. 368 companies participated (in 2016: 279 exhibitors). In total 29 ShowCo members were present, some with their own booth, some represented by their local agents. The next VIV MEA will be held in Abu Dhabi on 9 -11 March 2020.

VIV Utrecht (20 - 22 June 2018)

VIV Europe, which is held every 4 years, took place at Utrecht in the Netherlands from 20 to 22 June 2018. This edition attracted 18.363 visitors from 144 countries. 591 exhibitors from 47 countries presented their products and services at the show ground. Among the exhibitors were 44 ShowCo members. Showco Association had its own service stand, this time decorated according to the ShowCo house style. Overall exhibitors rated this show with 7.6. points The ShowCo members gave a review of 7.3 compared.

VIV-China (17 - 19 September 2018)

The VIV China version 2018 was held this time in Nanjing. By choosing a new location, the VIV organization tried to revive this trade fair. The first reaction from our 11 participating members showed that no substantial improvement compared to the old setup in Beijing was observed. It remains therefore very questionable whether VIV China still has a right to exist in the future.

Latin American Poultry & Nutrition Congress Miami (23 - 25 October 2018)

ShowCo is still investigates the possibilities of exhibitions who manage to cover the Latin American market in the best possible way. In the past IPPE in Atlanta has always been the place where the decision makers from the poultry world of Latin America came as visitors. Due to all kinds of circumstances, this preferred position is increasingly being questioned in recent years. That is why Showco also wants to examine alternatives to trade fair presentations focused on this continent. New initiatives and concepts, such as the Latin American Poultry & Nutrition Congress in Miami, will be critically followed by ShowCo. Therefore, a delegation from the ShowCo board visited the organizer of this Congress "AgriNews" in Barcelona on March 8th ,2018. At their office a comprehensive presentation was given about their existing and future plans for this 2-yearly event. Upon request, ShowCo has given “AgriNews” permission to send invitations to all our members.

Advertising campaign 2017 - 2018

In the past report year ShowCo established an advertisement campaign in several international poultry magazines for VIV MEA (Abu Dhabi) and VIV Europe at Utrecht, covering an amount of approx. € 34.000,00. Such advertisement campaigns support the concerning poultry exhibitions. 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 some magazines, like Poultry Trends, we promote ShowCo with a more general 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 Ghent Belgium in October 2017 and the Annual Member Meeting of November 9, 2018. During all Meetings the presence of our members was sufficient for legal decisions. Regarding these meetings you got, respectively you will get a protocol. Be informed that you can find all Minutes of the past at the member area of our website.

Tree Board meetings in 2018

1. Conference call on March 29, 2018.

The main reason of this meeting was the reactions upon the letter of the president. The contents of the letter had been interpreted by some members in such a way that they understood that the IPPE was removed from the Showco exhibition calendar. Unfortunately, that was not the intention. The president just wanted to warn that if we go on as some members recently did this could be the potential consequence. ShowCo likes to get everybody lined again and at least that the board has a common opinion on this matter which can be communicate clearly to our members. In other words, to adopt a clear position and to lay down rules regarding future participation of members regards to Premium shows at the ShowCo calendar.

2. Board meeting on June 22, 2018.

Location: the ShowCo booth at VIV Europe.

This extraordinary meeting of the board was proclaimed in response to the letter received from Big Dutchman. For that reason, Bernd Meerpohl and Andreas Böske were also invited to this meeting. In the letter BD expressed her indignation and dissatisfaction that some ShowCo members promise to adhere to the agreements but did participate in the IPPE 2018. Moreover, BD was very unpleasantly surprised that IPPE was removed from the one on the other day of the ShowCo exhibition calendar. All those present were convinced that there must be clarity once and for all about participation in IPPE. Of course, this also applies to participation in other shows such as EuroTier. Better fewer members, who keep to the rules than a larger number of members with many who hold their own exhibition calendar. The board has to make clear to all members what happens when ShowCo cease to exist and what could possibly be the consequences. During the meeting the plan was proposed to organize an Open Forum Discussion on the theme: Poultry exhibitions 3.0. Non-members of ShowCo should be invited to participate too in order to have the widest possible cross-section of the poultry sector.

Special Board meeting on September 26, 2018

Briefing to Dr. Henk Bleker about planning and setup of the Open Forum Discussion on November 8. So far, the report of the president regarding the most important points of this year.

FINANCIAL REPORT 2017 BY AUDITING COMMITTEE

Markus von der Assen also presented on behalf of the other audit committee member Andy Böske a report of the cash check on 18 October 2018 at the ShowCo accountant office of Schuette AG in Dinklage Germany. After checking the journal and various samples, they found that everything was in order. Therefore, Markus recommends the meeting participants the formal approval of the financial statements 2017. The meeting agreed. The president thanked the two members of the audit committee for their work.

ANNUAL FINANCIAL BALANCE 2017

SHOWCO profit and loss account 2017

Description	Earnings	Expenses	
Member Fees	€ 74,147,13		
Reimbursement VIV-Asia	€ 40.938,00		
Reimbursement VIV-Russia	€ 8.628,00		
Advertisement/exhibitions		€ 41.575,06	
Member meetings/ travel expenses		€ 10.458,77	
Fee and services		€ 34.800,00	
Accountant		€ 5.028,70	
Various taxes	€ 1.315,95		
Insurance		€ 968,72	
Other operating costs/office expenses		€ 2.721,71	
50% refund member fee		€ 36.125,00	
Loss 2017			€ 6.648,88
SUM	€ 125.029,08	€ 131.677,96	

Cash and bank balance 31-12-2017	€ 80.903,18		
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FORMAL APPROVAL ACTIONS OF BOARD AND DIRECTOR FOR THE PAST PERIOD.

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

PROPOSAL BUDGET 2019.

SHOWCO budget planning 2019

Description	Earnings	Expenses	
Member Fees	€ 70.000,00		
Reimbursement VIV-ASIA 2019	€ 40.000,00		
Advertisement		€ 35.000,00	
Member meetings/Travel expenses		€ 15.000,00	
Fee and services		€ 34.800,00	
Office expences		€ 1.200,00	
Travel expenses		€ 3.200,00	
Various taxes		€ 10.000,00	
Insurance		€ 2.000,00	
Discount member fee		€ 12.000,00	
SUM	€ 110.000,00	€ 110.000,00	

ELECTION OF 3 DELEGATED MEMBERS

This time no candidates were registered for the three elected delegated members of the board. That is why the ShowCo president asked to vote by hand for the three sitting members: Hugo De Ruyck, Norbert Brechters and Javier Ramirez. The plenary assembly agreed with the appointments for the next 2 years.

ADVERTISING PLAN 2019.

Planning budget advertising ShowCo 2019

Promotion 2019: IPPE/ VIV-ASIA/ ShowCo (general)

Magazine	Nos. of editions	Language	Promotion of	Size	Costs/total (FC)	Budget 2018
Industria Avicola	1	Spanish	IPPE 2019	2/3 page	\$ 3,000.00	
Poultry International	3	English	IPPE 2019/ VIV Asia	2/3 page	\$ 9,000.00	
Poultry Trends	1	English	ShowCo (general)	1/1 page	\$ 3,000.00	
Poultry Int. China	1	Chinese	VIV Asia	2/3 page	\$ 2,500.00	
Egg Industry	1	English	IPPE 2019	2/3 page	\$ 2,500.00	
IPPE Show Guide	1	English	IPPE 2019	2/3 page	\$ 3,000.00	
Watt Executive Guide	1	English	ShowCo (general)	1/1 page	\$ 3,000.00	
Asian Poultry	2	English	VIV-Asia	1/2 page	€ 3,620.00	
					\$ 26,000.00	\$ 26,500.00
					€ 3,620.00	€ 10,730.00

Planning budget advertisement 2019 \$ 26,000.00 = ± € 22,900.00 + € 3,620.00 = ± € 26,520.00

Budget 2018: 34,080.00

Insertion schedule

Industria Avicola	January 2019
Poultry International	January - February - October 2019
Poultry Trends	November 2019
Poultry Int. China	March/April 2019
Egg Industry	January 2019
IPPE Show Guide	January 2019
Watt Executive Guide	November 2019
Asian Poultry	January - February 2019



MISCELLANEOUS.

At 13.00 o'clock president Paul de Schouwer closed the meeting and thanked all participants for their contribution in the meeting.

December 10, 2018

Paul de Schouwer/ President

Ted Seijnder/ Director

ATTENDANCE LIST – Annual Members Meeting 2018



NAME	COMPANY
Abi Daher, Rachel	Poultec
Arts, Henry	Pas Reform
Assen von der, Markus	Lubing
Bergui, Giacomo	Munters
Böske, Andy	Big Dutchman
Brechtters, Norbert	Salmet
Buscherini, Andrea	Valli
Castelnuovo, Mauro	Ermaf Honeywell
Cramer, Lutz	Farmer Automatic
Fetter, Diederik	Hotraco
Finco Massimo	Facco
Finco Elisa	Facco
Güres, Mustafa	Güres
Güres, Selim	Güres
Haverkamp, Martijn	Jansen Poultry Equip.
Hellmann, Mazellus	Hellmann
Jenniskens / Gisbertz	Qwinsoft
Kaempfer, Juergen	Meller International
Kottsieper, Kevin	Meller International
Mechini, Giuliano	Tecno
Meerpohl, Bernd	Big Dutchman
Obers, Paul	Hato
Poll van de, Peter	Ilox
Ramirez, Javier	Lohmann Tierzucht
Ruyck de, Hugo	Petersime
Schouwer de, Paul	Moba
Traboulsi, Jeanine	Poultec
Veis Jørgensen, Stig	Skov
Voogd, Bart	Ermaf Honeywell
Vostermans, Henk	Vostermans
Vostermans, Joris	Vostermans
Warnking, Stefan	Ilox
Wentzel, Richard	Impex
Maddalena Scala	Tecno