



Minutes ShowCo Annual Member Meeting 2019

Date: November 8, 2019

Location: Hotel Schiphol A4 Amsterdam, The Netherlands

Participants: 43 members/ 32 member-companies (see Attendance List)

TOPIC 1: WELCOME

President Paul de Schouwer opened the Annual Member Meeting 2019 and welcomed all participants. He specially welcomed our guest speaker Mr. Nan-Dirk Mulder of the Rabobank who will give a presentation about Developments and Trends in the Global poultry market.

He briefly outlined the situation that arose in Agri production in the Netherlands through a court ruling by the Supreme Court on CO2 emissions. Some Dutch political parties are now even calling for a 50% reduction in the agricultural sector. Many farmers' organizations are joining forces to express their dissatisfaction through mass protests and demand clarity about the future. A number of brave people started the ShowCo organization 11 years ago from a comparable situation and with the same objective "together we can achieve more".

Before a number of formalities had to be completed, he expressed the wish that the members would bring the many agenda items to a successful conclusion in an open and good discussion.

Formalities:

The meeting can legal decide resolutions, as more than 20% of our members participate.
(20% = 11 Companies; 32 member organizations participate)

There were no more amendments of the actual Agenda.

There were no comments or complaints regarding the Minutes of the Annual Member Meeting 2018 in Amsterdam and the member meeting in Bangkok in March this year.

TOPIC 2: PRESENTATION NAN-DIRK MULDER (RABOBANK)

Under the title "developments and trends in the global poultry market" our guest speaker gave a particularly interesting presentation. His lecture was subdivided into three chapters:

1. Global poultry and egg market outlook
2. Regional market perspectives
3. Strategic investment themes for next decade

For an hour he knew to fascinate his listener and provide insight into the present and future of our sector with the help of facts and figures and diagrams. Many members express the wish afterwards to receive a copy of this presentation. For this, you must send an e-mail request to the ShowCo secretariat, after which a print-out is made available as a pdf document.

TOPIC 3: YEAR REPORT OF THE PRESIDENT

The president mainly reflected the time since the last Member Meeting in Amsterdam 2018.

ShowCo exhibition year 2019:

1. IPPE Atlanta (12-14 February 2019)

The 2019 IPPE received 32,931 poultry, meat and animal food industry leaders from all over the world. There were 1,426 exhibitors represented and 8,315 international visitors from 133 countries.

The largest group from outside the U.S. was Canada with 1,283 visitors. The largest region represented was the Caribbean, Latin America, Mexico and South America with 3,271 visitors.

Besides 35 member companies exhibiting, ShowCo had also a business- and service booth at IPPE.

2. VIV Asia (13 – 22 March 2019)

VIV Asia 2019 at BITEC in Bangkok, attracted more than 45,000 visitors. About 65% of the total visits registered came to this show from outside of Thailand. With Asian markets in the lead, overseas visitors came from more than 120 countries. In total 1,245 exhibitors from 62 countries, covered the show ground. 43 Showco members participated with a booth this year at VIV Asia.

3. Space Rennes (10 – 13 September 2019)

SPACE 2019 brought together 1,400 exhibitors from 42 countries, and 105,318 visitors, including 14,706 international visitors from 122 countries. It is also important to point out the participation of many delegations from Africa. This edition of Space 22 ShowCo members participated with a stand.

Advertising campaign 2019

ShowCo supported 3 exhibitions (IPPE, VIV Asia and Space) by advertisements in international poultry magazines. Furthermore, promotion took place through ads in the special issue World Trends of Poultry International magazine.

ShowCo member meetings

Within the last 12 months, we had **3 Member Meetings**:

- the Annual Member Meeting in Amsterdam in November last year
- the extraordinary Member meeting in Bangkok on March 14, 2019
- and the Annual Member Meeting of today.

On all the 3 Member 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.

Board meetings

Location: Barneveld-NL January, 29

Presentation of DLG delegation about their plans for new exhibitions in China, Abu Dhabi and Latin America under the flag of EuroTier.

Location: Bangkok March 13

Special Member meeting to discuss among other the plans of DLG.

Location: Cuijk-NL April 25

Meeting with Mr. Aad vom Hove from CPM Europe. Mr. A vom Hove is commissioned by a number of companies in the compound feed industry to investigate the possibilities to start a similar club as Showco for international exhibitors from this sector. Showco has offered to advise and to be open to future cooperation.

So far, the president's report regarding the most important points of this year. No questions were asked by the members regarding this report.

TOPIC 4: ANNUAL FINANCIAL BALANCE 2018

The secretary gave a brief explanation of the figures. He compared the results of 2018 with the previous financial year 2017. He explained that for tax reasons the aim of our Association always is to make as little profit as possible by the end of the year.

A sheet of the ShowCo Profit and Loss Account 2018 you find in the appendix

TOPIC 5: FINANCIAL REPORT 2018 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 October 24, 2019 at the ShowCo accountant office of Schuette AG in Dinklage Germany. After checking the journal and various random samples, the audit committee found that everything was in perfect order. Therefore, they recommend the meeting the formal approval of the board and the director with regards to the financial year 2018. The meeting agreed. The president thanked the two members of the audit committee for their work.

TOPIC 6: FORMAL APPROVAL OF THE 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 by majority vote.

TOPIC 7: ELECTION OF THE PRESIDENT AND 2 VICE-PRESIDENTS AND FORMAL DEMISSION OF PRESIDENT AND 2 VICE-PRESIDENTS

(Demission of: Paul de Schouwer, Massimo Finco and Diederik Fettel).

On this agenda item, the president proposed to make some changes.

Massimo Finco and Diederik Fetter our 2 vice-presidents have indicated that they are willing to fulfill this task for a new period of 2 years. After vote by hand the members agreed the appointments for the next 2 years. Later in the meeting, the newly elected vice-president Massimo made the following comment on his re-election. He was of the opinion that a new fresh wind should blow within the board. ShowCo must and can do more than just compile an exhibition calendar. First it must be clear what the members actually want. The world is changing in a rapid way, also the design and function of poultry exhibition are changing. ShowCo must follow these developments by changing too. Above all, manifesting more strongly in relation to the international trade fair organizations. In his last term of office, he wants to make a special effort to achieve this.

Despite several attempts the board could not find a new candidate for the position of ShowCo president till now. It has therefore been decided to postpone the appointment of a new president until the next annual member meeting. This gives the board more leeway to find a suitable candidate. Until that time, Paul de Schouwer will remain as president.

TOPIC 9: FACTS AN FIGURES ABOUT RECENT EXHIBITIONS

IPPE Atlanta USA, VIV Asia Bangkok Thailand, Space Rennes France

The secretary provided further explanation of the 3 surveys in response to submitted answers to the questionnaires. The complete surveys of these exhibitions is shown in the attachment. All this information can also be found on the member area of the ShowCo website.

TOPIC 10: 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. Attention was paid to the color codes that have been used for some time to indicate the ShowCo participation in exhibitions mentioned on the calendar. There should be no misunderstanding about the meaning of the tree color codes (green, orange and red). This proved to be sufficiently clear for all ShowCo members present.

VIV Asia

Relocation of VIV Asia 2021 to another location in Bangkok encountered many objections from our members. The main objectives are the long travel times to and from the exhibition center by bus and / or taxi (No sky train connection). Everybody likes to stay in hotels in the Bangkok city center and not in hotels close to the exhibition area. We cannot change much about this situation. The only thing we can do is to express our dissatisfaction about the fact that this decision was taken by VNU without any form of consultation with exhibitors (not even the ShowCo board).

IPPE Atlanta

As usual at every member meeting the agenda item about IPPE is a hot topic. Despite the fact that 2020 is a non ShowCo year, 12 member organizations will participate this edition of the Atlanta show. However, six of them have permission via a board decision in the past. This permission is primarily granted to members with headquarters in the USA. How to proceed on this never-ending story? How to deal with the IPPE organization and how to deal with members who have permission to participate every year? And how to deal with members who participate in a non-ShowCo year without permission of the board?

Although many suggestions were made, the meeting did not come to unanimous solutions. However, everyone is convinced that a structural decision must finally be taken. Certainly in view of the danger that exceptional positions for participation may also be required by ShowCo members for other fairs (Space Fr. / EuroTier Dld.). ShowCo must guard against a pick and choose mentality. More than ever, the board will have to make a strong effort to provide clarity about the guidelines and agreements which ShowCo members have to behave with regards to the ShowCo global exhibition calendar. The board intends to resolve this permanently in consultation with the members before the next meeting. In addition, we will have to take into account that significant changes will take place in the exhibition landscape within 5 to 6 years (more local trade fairs / fewer international visitors / cost reduction / smaller stand).

Poultry Africa

Despite the fact that this exhibition is not mentioned on our calendar, Poultry Africa can look forward to a growing interest, also from ShowCo members. To date, this show has been held once every 2 years in Kigali Rwanda. VNU/VIV recently announced that from now on it will be a traveling exhibition that will take place annually in another African country. In 2020 in Nairobi Kenya and in 2021 again in Rwanda. It has been agreed that ShowCo members only provide support in the odd years that the show is held in Kigali Rwanda. This means in 2020 **red** code on the calendar and 2021 code **green**.

Latin American Poultry Congress (Miami)

Advice not to include this show on the Showco calendar and not support LPN by advertising.

TOPIC 8: GENERAL DISCUSSION REGARDING STRATEGIES AND TARGETS IN THE FUTURE

The plan was suggested to make the exhibition calendar no longer visible for everyone who visits the ShowCo website? Make this calendar exclusively visible to ShowCo members via the member area of our website? As soon as the ShowCo exhibition calendar for 2020-2012-2022-2023 is ready (early January 2020) a decision will be made by the board.

The wish was also expressed that Showco has to also pay attention to local exhibitions. Not that these shows should be included in the exhibition calendar, but that ShowCo indicates direction and makes recommendations about participation. Members are requested to provide a list of local shows that are eligible for this.

TOPIC 11: ADVERTISING PLAN 2020.

The proposed advertising budget of € 29,500.00 has been approved by the members present and will be implemented according to the media planning.

See budget advertising Showco 2020 in the attachment.

TOPIC 12: PROPOSAL BUDGET 2020.

After an explanation by the secretary, the 2020 budget planning of € 132,200.00 was approved by the members present.

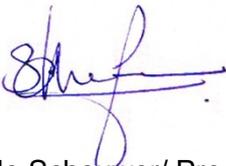
See sheet about budget 2020 in the attachment.

What should finally happen with any surplus at the end of the year 2020 is submitted for approval at the next Annual Member Meeting (Refund ??% of the annual fee to the members/ Charity donation in poultry project / Hotel and accommodation costs AMM?).

TOPIC 13: MISCELLANEOUS.

At 12.50 hrs. president Paul de Schouwer closed the meeting and thanked all participants for their contribution in the meeting. Immediately after termination of the meeting, Paul de Schouwer was thanked on behalf of the board and members for all his efforts and merits as president of ShowCo. For 10 years he was the face of the ShowCo organization. A role that he always filled with enthusiasm. Partly because of that, he contributed to the success of ShowCo. A suitable gift was handed to him by the secretary. With a loud applause the members expressed their appreciation for all his efforts as president in the past years.

December 5, 2019



Paul de Schouwer/ President



Ted Seijnder/ Director

ATTENDANCE LIST – Annual Members Meeting 2019



NAME	COMPANY
Abi Daher, Rachel	Poultec
Balasso, Federico	SKA
Bergui, Giacomo	Munters
Böske, Andy	Big Dutchman
Brechtters, Norbert	Salmat
Buscherini, Andrea	Valli
Celik, Remzi	Tavsan
Cramer, Lutz	Farmer Automatic
Dyckerhoff, Christian	Farmer Automatic
Ekeström, Johan	Munters
Engsted, Vicky	Sanovo
Fetter, Diederik	Hotraco
Finco Massimo	Facco
Finco Elisa	Facco
Geraerts, Niels	Signify
Geurts, Kim	Hato
Gisbertz, Janine	Ovo-Vision
Gothche, Tina	Spanvall
de Haan, Paul	Ridder
Haverkamp, Martijn	Jansen Poultry Equip.
Hellmann, Mazellus	Hellmann
Jenniskens, Jack	Ovo-Vision
Malovana, Natalya	Texha
Meerpohl, Bernd	Big Dutchman
van Nierop, Thommes	Hato
Ostergaard, Jacob	Spanvall
Poll van de, Peter	Holland Heater
Ruyck de, Hugo	Petersime
Scala, Maddalena	Tecno
Schouwer de, Paul	Moba
Ten Elsen, Hans Theo	Specht Ten Elsen
Traboulsi, Tarek	Poultec
van Diem, Hans	Signify
Veis Jørgensen, Stig	Skov
Velthuisen, Els	Ridder
Vignati, Leonida	Ridder
Vidali, Federico	Sime-tek
von der Assen, Markus	Lubing
Warnking, Stefan	Ilox
Wentzel, Richard	Impex
Wöhlkens, Klaus	LEA Anlagenbau
Wijlaars, Marini	VDL Agrotech
Guest:	
Luttels, Frank	Chore-Time

Showco Profit and Loss Account 2018

Description	Earnings		Expenses	
	2018	2017	2018	2017
Member Fees	€ 65.300,00	€ 74.147,13		
Reimbursement VIV Europe	€ 25.467,50			
Reimbursement VIV MEA	€ 16.342,00			
Reimbursement EuroTier		€ 49.566,00		
Advertisement/Exhibitions			€ 21.344,91	€ 41.575,06
Member meeting			€ 21.472,40	€ 2.039,99
Fee and services			€ 34.800,00	€ 34.800,00
Accountant /other costs			€ 4.792,40	€ 5.028,70
Office expenses			€ 2.513,00	€ 1.570,09
Travel Expenses			€ 6.014,23	€ 8.418,78
Various taxes			€ 2.330,14	€ 1.315,95
Insurance			€ 892,44	€ 968,72
Gift or % refund member fee				€ 36.125,00
Other operating costs			€ 413,21	€ 1.151,62
Sum	€ 107.109,50	€ 123.713,13	€ 94.572,73	€ 130.362,01
Profit/Lost			€ 12.536,77	€ 6.648,88

Survey IPPE Atlanta USA

Participants / Poll		2017	2019
		22	17
Evaluation result:			
Number of visitors: (score from 10 – 50)		32,3	29,4
Quality of visitors: (score from 10 – 50)		37,7	38,2
Price-performance-ratio of the fair (score from 10 – 50)		29,6	25,8
Organization of the trade fair: (score from 10 – 50)		34,6	34,1
Performance of the total infrastructure (score from 10 – 50) (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)		32,3	31,7
Will you participate on the next IPPE?	Yes	20	12
	Don't know	1	5
	No	1	0
Do you think IPPE is potential also the best show for the Latin American market?	Yes	13	10
	Don't know	7	4
	No	2	3
The average of all votes totally: (including the votes for next participation)		35,6	33,8
Please give your ranking for 2019 edition of IPPE (10 = extremely good 1 = extremely bad)			6,6

Comparison annual figures: green is better, red is less, black is equal or not applicable

Survey VIV Asia Bangkok Thailand

		2017	2019
Participants / Poll		28	34
Evaluation result:			
Number of visitors: (score from 10 – 50)		38,6	33,2
Quality of visitors: (score from 10 – 50)		43,2	41,5
Price-performance-ratio of the fair (score from 10 – 50)		33,9	33,8
Organization of the trade fair: (score from 10 – 50)		37,9	38,2
Performance of the total infrastructure (score from 10 – 50) (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)		37,1	37,6
Will you participate on the next VIV Asia in 2021?	Yes	28	33
	Don't know	0	1
	No	0	0
Do you think VIV Asia is the no 1 international trade fair to serve the Asian poultry market?	Yes	27	33
	Don't know	1	1
	No	0	0
The average of all votes totally: (including the votes for next participation)		40,1	39,0
Please give your ranking for 2019 edition of VIV Asia (10 = extremely good 1 = extremely bad)			7,6

Comparison annual figures: **green** is better, **red** is less, black is equal or not applicable

Survey Space Rennes France

		2019
Participants / Poll		15
Evaluation result:		
Number of visitors: (score from 10 – 50)		32,0
Quality of visitors: (score from 10 – 50)		40,7
Price-performance-ratio of the fair (score from 10 – 50)		34,7
Organization of the trade fair: (score from 10 – 50)		37,7
Performance of the total infrastructure (score from 10 – 50) (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)		31,3
Will you participate on the next Space in 2021? (2021 = <u>ShowCo</u> exhibition year)	Yes	15
	Don't know	0
	No	0
Do you think Space Rennes is still sufficiently attractive for international visitors in the field of poultry?	Yes	12
	Don't know	2
	No	1
The average of all votes totally: (including the votes for next participation)		37,7
Please give your ranking for 2019 edition of Space Rennes (10 = extremely good 1 = extremely bad)		7,3

Planning Budget advertising ShowCo 2020

Magazine	No of editions/month	Promotion of	Size	Costs/FC in €	Cost/FC in \$	Language
Industria Avicola	1 x Dec	IPPE 2021	1/1 pag		\$3.000,00	Spanisch
Poultry International	4 x Febr/Oct/Nov/Dec	VIV MEA/EuroTier/IPPE	1/1 pag		\$12.000,00	English
Poultry Trends	1 x Nov	ShowCo general	1/1 pag		\$3.000,00	English
IPPE Directory	1 x Nov	IPPE 2021	1/1 pag		\$3.000,00	English
Egg Industry	2 x Oct/ Dec	EuroTier/IPPE 2021	1/1 pag		\$5.000,00	English
Poultry World	1 x Oct	EuroTier	1/2 pag	€ 2.500,00		English
Poultry ME&Africa	1 x Febr	VIV MEA	2/3 pag	€ 1.500,00		English
Asian Poultry	1 x Febr	VIV MEA	1/2 pag	€ 1.810,00		English
			Totaal	€ 5.810,00	\$26.000,00	



Budget 2020: ± € 29.500,00

SHOWCO budget planning 2020

Description	Earnings	Expenses	
Member Fees	€ 65.000,00		
Reimbursement VIV-MEA	€ 17.000,00		
Reimbursement EuroTier	€ 50.000,00		
Advertisement/ exhibitions		€ 38.500,00	
Member meeting		€ 12.000,00	
Fee and services		€ 34.800,00	
Accountant/ other operating cost		€ 5.200,00	
Office expences		€ 2.000,00	
Travel expences		€ 7.500,00	
Various taxes		€ 2.500,00	
Insurance		€ 1.000,00	
Gifts or % refund member fee		€ 28.000,00	
Other operating cost		€ 500,00	
SUM	€ 132.000,00	€ 132.000,00	