

## Minutes

### **Annual Members Meeting of the ShowCo Association**

Date: January 27<sup>th</sup> 2011 8:05 h  
during the IPE 2011, Atlanta.

Location: **Atlanta**, GA, USA.  
Georgia World Congress Center (The showground).  
Room Nr. B 216

Participants: See last page

## **AGENDA,**

proposed per Invitation letter, dd. January 10<sup>th</sup> 2011

- 1) Welcome and formalities.
- 2) Short introduction of the president.
- 3) First impressions regarding the running exhibition and general discussion of the IPE Atlanta.
- 4) Discussion regarding the upcoming VIV-Asia 2011, Bangkok, Thailand.
- 5) Discussion regarding the upcoming VIV-Russia 2011, Moscow, Russia.
- 6) Ideas to recruit new members.
- 7) Miscellaneous.

### **Agenda Topic (1)**

ShowCo President Mr Paul de Schouwer opened at 8:05 h the Member Meeting and welcomed all participating members and especially all guests.

He asserts that the invitation for this meeting has been in compliance with the stipulations of the Bylaws. Furthermore he pointed out; the meeting can legally decide resolutions, because more than 20% of all member companies are present.

Then he asked all participants for their short self-introduction.

On his question, if anyone wishes amendments of the proposed Agenda, no requirement comes out of the auditory.

On his question, if there are any comments or complaints regarding the Minutes of the last Annual Member Meeting (14. Sept. 2010) at Rennes, France no requirement comes out of the auditory.

Mr de Schouwer asked all participants to fill in their name in the circulating presence list and to deposit a newest edition of business-card on each seat.

## Agenda Topic (2)

Mr de Schouwer reflected our requirements against the organizer and asserts, that all main-points are fulfilled by U.S.Poultry & Egg Association. These are:

- # Common placement of the booths of the ShowCo members, as far as they want it. Our booths are in the area A3. This placement gives the organizer an easy possibility to close this area, when ShowCo not attend the trade fair. For the ShowCo members opens it the possibility, to get always the same location of the booth.
- # Directory banners are installed in the entrance area of building A. The banners are very impressive and their location was functional.
- # The Forum theatre, especially in hall A, has a very good location and the performance is good. With respect to the fact, that this is a new event, the acceptance by the visitors was satisfying. Dr. Sürle (one of the both ShowCo-speakers) suggested, to make the theatre still more transparent, perhaps with a complete open side.

Mr de Schouwer conclusion was, all these are steps in the right direction, and he leads over to the next topic.

## Agenda Topic (3)

The general evaluation after the first day of the exhibition was positive. It has been underlined, that the number of visitors is not as huge as it could be, but it seems clear to be bigger than 2010, (the year without ShowCo participation). The quality of the visitors is almost seen as good.

Several participants of the meeting underscored their good experience with the 2-year-rhythm of their participation at the show. The increase in visitors they caused with the fact, that also in the mind of the clients the 2-year-rhythm is recognised. After a lively discussion Mr de Schouwer resumed, that the ShowCo-policy improves the exhibition in the odd years.

**He asked for a vote of the meeting, to continue with the usual practise and a next participation at the IPE in 2013.**

**A huge majority of the meeting-participants voted for this.**

## Agenda Topic (4)

Mr de Schouwer asked K. Fahlbusch, to inform about the upcoming VIV-Asia 2011. (9 -11 March 2011)

- a) ShowCo has an own booth (Hall 1, Nr. R084). A business centre for members only is integrated. Our members can use free of charge: PC, Fax, Printer and Copier.

- b) Each exhibiting company should use the VNU-hotel-offer for two free nights. This offer is valid as well for foreign clients, as well for staff members (but not for Thais). Contingent booking is possible. (The rumour, that hotel-booking is only possible after flight-booking, is not true).
- c) VNU offers for VIV-Asia 2011 the so called "Maximum Effectiveness Program". (See ShowCo's Member-Email dd. Oct. 19<sup>th</sup> 2010). Our member Jansen Poultry Equipm. used the offer for free consultation und evaluated it very positive.
- d) We ask for a meeting-room-reservation. If it is opportune, we can have on the second show-day a member meeting (at the morning before opening of the trade fair). Details will be given later.

## **Agenda Topic (5)**

Mr de Schouwer asked K. Fahlbusch, to inform about the upcoming VIV-Russia 2011. (17 -19 May 2011)

This trade fair follows a 2-year-rhythm. In our ShowCo Exhibition Calendar this fair is evaluated as "Interesting Exhibition", but it is not a top-quality show. ShowCo has not an own booth there. And there is no intention for a ShowCo Member meeting.

Mr Keith McGlone – Jamesway, leads the attention to security aspects regarding the Moscow-show. (After the meeting K. Fahlbusch has a dialogue with Mr Gerard Leeuwenburgh – VNU and brought over this theme.

Mr Leeuwenburgh promised to follow seriously this suggestion).

## **Agenda Topic (6)**

Mr de Schouwer underlines the importance that ShowCo grows also in future.

There comes out of the auditory the question, if ShowCo are missing special groups of exhibitors. K. Fahlbusch named especially the Breeder-sector, the Processing-sector and generally exhibitors from North America (USA + Canada).

There developed a lively discussion between Mr B. Meerpohl – Big Dutchman and Mr R.de Borst – Meyn, Food Processing Technology. Mr de Borst pointed out, that there is no important exhibition in the Latin America region. By this fact Meyn considers the IPE-Atlanta as the best show for the Latin America market. As such it justifies for Meyn, to have this event on an annual basis. And with this strategy, of course, he is in conflict with the ShowCo policy.

Mr P. Buisman – MOBA suggested a ShowCo-Flyer, which should inform about the aims of ShowCo, and which could be displayed and distributed on the booths of ShowCo members.

## Agenda Topic (7)

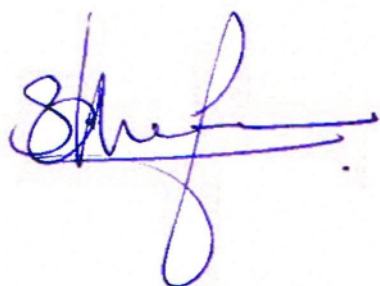
Mr de Schouwer leads the attention to the first edition of the ShowCo Exhibition Calendar 2011 / 2012, which was forwarded to all members, and which lays out in the meeting. This calendar should be an orientation and a help for individual decisions of companies.

The advanced time allows not talking especially regarding the SPACE Rennes. We will discuss this matter in the next time by email.

K. Fahlbusch asked for apology, because he forgot to organize soft drinks, coffee/tea. Mr de Schouwer thanked for participation and wished a successful trade fair for all companies.

He closed the meeting at 9:08 h.

February 14<sup>th</sup> 2011

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 'K. Fahlbusch'.

Klaus Fahlbusch / Director

## Participants:

See last page

## List of participants

AGRITECH srl	Mario Ardenghi
BIG DUTCHMAN Intern.	Bernd Meerpohl
FACCO & C. s.p.a.	Massimo Finco + Orlando Peruzzo
FARMER AUTOMATIC	Ludger Huelsewiesche + Ludwig Strietholt
FIENTHAGE	H.J. Fienhage + Martin Oostrum
GASOLEC B.V.	Henk Ruiken
HATO BV	Paul Obers
HOTRACO	Frank Schreurs
HY-LINE International	Jerry Dreyer
IMPEX	Richard Wentzel
JAMESWAY INCUBATOR	Keith McGlone
JANSEN Poultry Equipment	Albert Jansen + Herb Jansen + Kees-Peter de Ridder
LTZ Lohmann Tierzucht	Dr. Hans-Friedrich Finck
MELLER Anlagenbau	Werner Solcher + Frank Stombrowski
LUBING Maschinenfabrik	Markus von der Assen
MOBA	Paul de Schouwer + Paul Buisman + A. Abraham
PETERSIME	Geert Callens
REVENTA GmbH & Co. KG	Thomas Pollmeier
RIDDER DRIVE SYSTEMS	Roland Fidder
ROTEM	Zion Halfon + Jacob Gazit
SALMET International	Norbert Brechters + Gregor Zimmerer
SANOVO TECHNOLOGY	Michael Behrendsen + Jim Nield
SKA s.r.l	Davide Pozzato
SPECHT TEN ELSEN	Wilfried Ten Elsen
TECNO Poultry Equipm. (IT)	Renato Zaramella
TEN ELSEN – SPECHT	Paula Ten Elsen + S. Montiel + Dr. Brettschneider
TEXHA	Sergey Bondarev + Viktoriya Shylo
TULDERHOF (ClimaVision)	Alex Kronenburg
VOSTERMANS VENTILAT.	Henk Vostermans + Roel Mulder
SHOWCO Association	Klaus Fahlbusch

## Guest Participants

EHS EggHandl.Systems	Peter de Neef
LINCO Food Systems	Mette Kristensen
MEYN Poultry Proc.Solut.	Roel de Borst + Martin Vonk
VETERINAR. UNIV. HAN.	Dr. Christian Sürle
WSLP Consult GmbH	Markus Antonius Willenborg