

## **Minutes**

### **of the Members Meeting of the Showco Association**

Date: January, 29<sup>th</sup> 2009  
Location: Convention Centre, Building "B", Room B211, **Atlanta**, USA  
Participants: See last page

#### **1)**

Showco Vice President Mr Paul de Schouwer opened the Showco members meeting at 8:00 a.m. and welcomed all participating members. A warm welcome also to the guests who are interested in Showco ideas and activities.

Mr de Schouwer excused the absence of Showco President Mr Søren Ring, due to personal reasons, and introduced the actual agenda as follows (extended compared to the agenda announced in the invitation):

- Opening and welcome
- Short info regarding the negotiations with VNU about VIV-Asia 2009 and VIV-Europe 2010
- Recommendation for the European exhibition in 2010
- Atlanta exhibition in 2010 and 2011
- Result of the poll regarding VIV-Russia 2009, Moscow
- Two new shows, announced by VNU:
  - VIV-China 2009 (every year)
  - FIGAP-VIV, America Latina – Guadalajara, Mexico (bi-annual, first time: Oct.2010)
- Miscellaneous.

Mr de Schouwer asked Klaus Fahlbusch inform about the next point of the agenda.

#### **2)**

Klaus Fahlbusch informed as follows:

Regarding VIV-Asia 2009 Showco did not formulate concrete requirements in the past. But VNU has been asked in what way the organizer is willing to compensate Showco exhibitors for the special situation due to the Global Finance Crisis and the negative political situation in Thailand.

Regarding VIV-Europe 2010 Showco will present to VNU a list of requirements, mainly based on suggestions from our board member, Mr M. Finco.

In spite of several reminders, Showco received no answer from VNU till Friday evening, January 23<sup>rd</sup> 2009, 19:00 h.

The answer we got on Friday, January 23<sup>rd</sup> 2009, 19:30h, was related to VIV-Asia 2009, but not to our requirements regarding VIV-Europe 2010.

An appointment was agreed between VNU representatives and K. Fahlbusch on Tuesday evening in Atlanta in order to discuss the open questions. An additional meeting in this matter was fixed for Wednesday afternoon. As a result of this, we got a final offer from VNU late Wednesday evening.

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3)

Klaus Fahlbusch explained regarding the VNU proposals:

VNU is not able to give any compensation directly to exhibitors. But VNU will pay compensations to the Showco Association in case of good support from Showco regarding the aim to reach together with VNU a good and successful show.

A calculation model was presented by VNU.

### VIV-Asia 2009:

Showco Association can expect a reimbursement by VNU of minimum € 10.000,-- .

In case of a successful show (depending of the number of visitors) the amount will be higher.

### VIV-Europe 2010:

VNU accepts our requirements (free of charges for Showco) as follows:

- Booth for Showco, 20 – 25 m<sup>2</sup>, complete
- Business centre, close to the poultry area;
- Meeting room for 60 persons one day during the show for three hours
- WLAN-configuration on all booths of Showco members
- 1/1 page – colour, advertisement for Showco in the show catalogue
- Hotel booking service on demand for Showco members  
(the VIV service staff will find and offer hotel rooms for our members, and our members must confirm within 2 days)
- Option for a preferred placement of the booth for Showco members, if the booking is made within February 2009 (See also our mail of February 3<sup>rd</sup>. 2009).

Our requirement of a financial restitution in case of a negative development of the show in 2010 has not been accepted by VNU. Instead of that, VNU offered us a reimbursement model similar to the proposal for VIV-Asia 2009.

A reimbursement by VNU between 10.000 – 20.000 € may be expected, depending on the success of the exhibition.

4)

Vice President Paul de Schouwer formulated the opinion of the Executive Committee as follows:

Due to the fact that VNU accepted all Showco requirements, the Executive Committee recommends to consider “VIV-Europe 2010” as the preferred show of the Showco

“Global Exhibition Plan” in 2010.

This decision was accepted by all Showco members at the meeting.

**Therefore, Showco Association strongly recommends all Showco members to participate in “VIV-Europe 2010” as the preferred show of the “Global Exhibition Plan” in 2010, to realize the Showco target for a High-Quality-Fair with the complete product offer.**

5)

A discussion regarding the Atlanta exhibition followed.

Mr B. Meerpohl pointed out, that a serious evaluation early in the morning of the  
(Big Dutchman) second day of the show is not possible.

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Mr W. Folkeringa (Hendrix Genetics)	reported that (in comparison with earlier years) the groups of visitors are smaller. But the quality of visitors is similar. He missed customers representing the broiler sector.
Mr N. Brechters (Salmét)	stated for the first day an increase of visitors in comparison with earlier years. He assumed that this perhaps could be a result of the 2-year-rhythm.
Mr M. Finco (Facco)	supported the 2-year-rhythm. But he asked what would happen if a Showco member – of any reason – intends to participate every year He asked if a very small info booth could be a solution for the years that have not been recommended.
Mr W. Folkeringa (Hendrix Genetics)	asked if the Showco board intend to meet the IPE-board.
Mr M. v. d. Assen (Lubing)	offered to arrange a meeting with their American representative who was a former member of the IPE-board for several years.
Mr K. Fahlbusch (Showco)	answered that he is very interested in a meeting with the IPE-board. But because of the absence of Showco President Søren Ring it might not suitable to arrange this meeting for the moment. He considered the appointment, offered by Mr von der Assen, a helpful option. Regarding the show frequency he pleaded for a 2-year-rhythm (as already realised).
Dr. H.-F. Finck (Lohmann Tierzucht)	voted clearly for a 2-year-rhythm.
Mr O. Peruzzo (Facco)	recommended Showco a proactive communication with the customer regarding the Showco targets and the preferred shows of the “Global Exhibition Plan”.
Mr B. Meerpohl (Big Dutchman)	informed about a statement of the American Big Dutchman Broiler- and Layer- staff. Both can accept a 2-year-rhythm in Atlanta. In his opinion a disadvantage of the 2-year-rhythm can be that hatchery companies may not become Showco members (eventually). Furthermore, he suggested a poll during the running meeting to clarify the intentions of the members.
Mr Paul Buisman (Moba)	suggested to present the growing Showco “Global Exhibition Plan” and the recommendations for the preferred shows on the Showco website. (Actual the Showco website is not in function. K. Fahlbusch will clear the reason for this together with our member company Rotem.
Mr M. Finco (Facco)	recommended as an important target to gain American companies as Showco members.
Mr G. Zimmerer (Salmét)	stated positive experience with the 2-year-rhythm and supported it clearly for the future.

Mr P. Schouwer,  
(Moba)

the chairman of the meeting asked the present members for their votes/opinion about the matter.

An unanimously vote was given for the 2-year-rhythm and a participation in 2011.

This is congruent with the recommendation given by the Executive Committee.

**Therefore, Showco Association strongly recommends all Showco members to participate in the “IPE/IFE 2011, Atlanta” as the preferred show of the “Global Exhibition Plan” in 2011, to realize the Showco target for a High-Quality-Fair with the complete product offer.**

6)

Vice President Paul de Schouwer asked Klaus Fahlbusch to report the result of the poll regarding VIV-Russia 2009, Moscow.

The result as per Thursday, January 22<sup>nd</sup>, 2009, is:

Member answers, total	26
Exhibition participants	17
Exhibition non-participants	7
Companies with open decision	2

If a member wants more detailed information, contact K. Fahlbusch.

7)

Vice President P. d. Schouwer asked K. Fahlbusch to report about the available info that Showco has about both the new shows announced by VNU-Utrecht.

VIV-China 2009, Beijing, (19. – 21. Oct. 2009)

This show is announced by VNU as an annual show because the governmental Chinese partner of VNU required a yearly rhythm.

VNU themselves classified this show as a national show, (perhaps each other year as a show with international participation).

**The Showco members do not consider VIV-China 2009 an important fair.**

**Participation not recommended.**

(Regarding VIV-China 2010 Showco will give its validation later on).

FIGAP-VIV, America Latina 2010, Guadalajara/Mexico (21. – 23. Oct. 2010)

This show is announced by VNU as an exhibition every other year.

**This announcement is too short to form an opinion regarding this show today.**

The name “VIV-America Latina” is earlier used for an exhibition in Sao Paulo/Brazil.

Mr B. Meerpohl  
(Big Dutchman)

suggested that Showco should make a poll within a couple of months to hear the opinion of the members.

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Mr P. d. Schouwer  
(Moba)                      signaled that the Executive Committee intends to create an exhibition calendar within the next months to help the members in their decision.

### 8)

Under the topic “Miscellaneous” Vice President P. d. Schouwer paid attention to the very confused exhibition landscape in India in 2009/2010:

- ILDEX India 2009  
International Livestock, Dairy, Meat processing and Aquaculture Exhibition  
Pragati Maidan, NEW DELHI / India  
Thursday, 2<sup>nd</sup>. – Saturday, 4<sup>th</sup>. July 2009  
Hall : 11A, 11B, 12, 12B
- POULTRY INDIA 2009  
HYDERABAD / India  
Monday, 2<sup>nd</sup>. – Wednesday, 4<sup>th</sup>. November 2009  
(Organized by: “IPEMA”, Indian Poultry Equipment Manufacturer Association)  
We got informed that show was better than “VIV-New Delhi 2007”. (?)
- VIV-INDIA 2010  
BANGALORE / India  
Monday, 1<sup>st</sup>. – 3<sup>rd</sup>. February 2010  
Bangalore International Exhibition Centre (BIEC)  
(First edition : New Delhi, at the same time as POULTRY INDIA – HYDERABAD.  
Therefore not very successful.)

Mr K.Fahlbusch  
(Showco)                      asked the members to send him their comments and opinions.  
He will give the members feedback on the comments.

### 9)

Mr N. Brechters  
(Salmet)                      reflected to the financial compensation of VNU. He pointed out that it is important for Showco to be financially independent and to focus only on the original targets. Showco and its opinion can not be bought!

Mr K. Fahlbusch  
(Showco)                      answered that the offer from VNU was the answer to our requirements.  
NVU does not try to change our mind by payment.  
Another aspect is that this fact underlines that Showco is accepted by VNU as an important business partner.

### 10)

Chairman of the meeting, Mr Paul de Schouwer, thanked for the engaged participation and wished a successful exhibition for all companies.  
He closed the meeting at 9:10 a.m.

09. February 2009

A blue ink signature of Paul de Schouwer, consisting of a large, stylized 'S' and 'P'.

Paul de Schouwer / Chairman

A blue ink signature of Soren Ring, written in a cursive style.

Soren Ring / President

A blue ink signature of Klaus Fahlbusch, featuring a stylized 'K' and 'F'.

Klaus Fahlbusch / Director

**List of participants**  
(See last page)

## List of participants

Moba	Paul de Schouwer, Paul Buisman
Facco s.p.a.	Massimo Finco, Orlando Peruzzo
Lohmann Tierzucht	Dr. Hans-Friedrich Finck
Rotem	Zion Halfon, Oren Kaspi
Jansen	Kees-Peter de Ridder
Impex Barneveld BV	Richard Wentzel
Salmet	Norbert Brechtters, Gregor Zimmerer
Sanovo Staalkat	Lars Kops
Gasolec BV	Henk Ruiken
Fienhage	Hans-Jürgen Fienhage
Agritech	Mario Ardenghi
Hato BV	Paul Obers
Termotecnica Pericoli	Mauro Pericoli
Valli SpA	Andrea Buscherini
Big Dutchman	Bernd Meerpohl
Hendrix Genetics	Wilfred Folkeringa
Meller Anlagenbau	Werner Solcher, Ulrich Wiechmann
Pal Industries	Pierre Joris
Lubing	Markus von der Assen
Farmer Automatic	Ludger Gr. Huelsewiesche
Cobb	Brian Cosgriff
Aviagen	Dave J. Burnham
Specht Ten Elsen	Paula Ten Elsen, Susanne Nickel
Techno-IT.	Antonio Cauzzo, Dott. Alessandro Cauzzo
Showco Association	Klaus Fahlbusch