

Minutes Members Meeting Atlanta

Date: Thursday, January 29th 2015, 7:45 – 9:00 h

Location: GEORGIA WORLD CONGRESS CENTER (Show Ground)

Meeting Room: C 107

AGENDA

- 1) Welcome and formalities.
- 2) Finance report of the old Director.
- 3) Report of the Finance-Auditors.
- 4) Formal approval of the actions of Board and (old) Director for the past period.
- 5) Formal demission of the old Director Klaus Fahlbusch.
- 6) First reflection of the running IPPE-2015.
- 7) Short report of Klaus Fahlbusch regarding his discussion with Mr Ruwan Berculo. (VIV-China, VIV-Russia, VIV-MEA [Middle East & Africa])
- 8) Short report of Ted Seijnder regarding the Trade Fair Situation in South America (and his discussions with Mr Ruwan Berculo).
- 9) Discussion regarding the upcoming VIV-Asia-2015 in Bangkok, Thailand.
- 10) Discussion regarding the upcoming VIV-Russia-2015 in Moscow, Russia.
- 11) Miscellaneous

WELCOME AND FORMALITIES

Opening by vice-president Massimo Finco. He took over the role of chairman from Showco president Paul de Schouwer. Unfortunately Paul was not able to join this breakfast meeting. Mr Finco gave a warm welcome to all members and a special welcome to our brand new member Jeffrey Kuhl of Kuhl Corporation USA. He welcomed too the 2 companies (Alaso USA and EuroSilos Sirp Italy), who were invited to get acquainted with the ShowCo method and atmosphere.

Mr Finco confirmed that the invitation to this meeting has been in compliance with the stipulations of our Bylaws. Furthermore he stated that the meeting could legal decide resolutions, because more than 20% of our members participate. (20% = 11 Comp.)

The meeting had no wishes for amendments of the Agenda.

The Minutes of the Annual Member Meeting in Venice / Italy, last year (October 31, 2014) were approved without any comments or complaints.

One of the topics of the meeting is to decide our Annual Finance Balance for 2014. The reason is the transition from Klaus's office period, to Ted's office period.

At the end of his opening speech the chairman promised to finish this meeting before nine o'clock, so everyone can be on his booth, before the show opens.

FINANCE REPORT OF THE OLD DIRECTOR.

Klaus Fahlbusch showed a couple of sheets about facts and figures of 2014. He explained the difference between the budget planning and the execution. The budget planning 2015 indicated that the financial situation is also healthy for the near future.

REPORT OF THE FINANCE AUDITORS

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 2014 was found 100 % correct. The audit was performed at Friday, January 23, 2015. Ted Seijnder participated also. The check covered:

- a) the Account Status per 31.12.2014
- b) the Economic Balance per 31.12.2014
- c) the Budget Plan for 2014 and its execution.
- d) the Budget Plan for 2015
- e) Journey expenses
- f) the Cash on Hand

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.

With show of hands the formal approval was given unanimously by the meeting.

FORMAL DEMISSION OF THE OLD DIRECTOR KLAUS FAHLBUSCH

For Klaus Fahlbusch it was the moment to end officially his task as director. He thanked all members for their sympathy and their confidence during the 7 years that he fulfilled this job. He asked all members, to support Ted Seijnder in future in the same way as they support him. He wished everyone good luck and a successful IPPE show. With a warm applause the meeting thanked the outgoing director for his commitment and passion for Showco.

FIRST REFLECTION OF THE RUNNING IPPE-2015.

The general impression was that Hall C, where most of the Showco member had their booth, had pulled considerably less visitors then Hall A and B. The walking distance from the main entrance to Hall C was too long and international visitor came often no further than Hall B. It may be a good suggestion for the next time to reduce Hall B to 2/3 of the size and increase Hall C by 1/3 additional floor space. It was also felt that a couple of changes are absolutely necessary next time. Especially the services provided (f.i. catering and promotion and installation at the showground) are particularly costly. Some had the feeling that Showco exhibitors were not treated as customers. However, most of the members were satisfied with the quality of visitors and did fairly well business. Useful to investigate whether a good substitute can be found for Atlanta yet. (MidWest Show Minnaepolis and a new Latin-America Show?). More and more "layer" people intent to move to the MidWest show whereas Atlanta is the show to go for by "broiler" people. It is for sure no option to register Showco for the IPPE each year. To have good alternatives on hand Showco is able to put firm pressure on the IPPE organization. In this way may be they will listen more to the wishes and desires of the ShowCo people.

REPORT AND DISCUSSION regarding VIV-China, VIV-Russia, VIV-MEA [Middle East & Africa]

As this discussion did not fit in the limited time schedule it was decided to move it to the next breakfast meeting in Bangkok. Date: Thursday March 12th.- Time 08:45- 10.00 hrs. Information and invitation about this meeting will follow soon.

SHOWCO ASSOCIATION



Operative Office: Marter-Revier 14, 5431 KD Cuijk The Netherlands T. +31 485 314891 Email: ted.seijnder@ziggo.nl

REPORT regarding the TRADE FAIR SITUATION IN LATIN AMERICA

First the new director Ted Seijnder gave some insight into the Latin American poultry market. Then he explained what criteria a good exhibition for Showco should meet. In the enclosure you are able to find all details of his report in the pdf file "**Showco S-A Show**".

MISCELLANEOUS.

(VIV-MEA-2016 in Abu Dhabi)

At the last days we got the info, that VNU is planning a new Poultry Show (VIV MEA-2016) in Abu Dhabi. All agreed that it is too short to make decisions whether Showco likes to support this initiative. In the enclosure you find a report about the new setup of this show. Showco informed VNU that a position (neutral, interesting or premium) on the matter can be taken only after the next members meeting in Bangkok March 12th, 2015. ShowCo will at a positive decision for inclusion VIV-MEA 2016 in the Showco exhibition calendar require that the discount for early booking continues until April 1, 2015.

Exactly at time schedule a proud Vice President and Chairman Massimo Finco closed the meeting with the wish that everyone should have a successful final exhibition day.

February 12th 2015

Paul de Schouwer / President

Ted Seijnder / Director

List of Participants: See next page

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List of Participants Members meeting Atlanta (January 29th, 2015)

(26 Member Companies + 2 Guest Companies present in total 42 people)

BIG DUTCHMAN International Bernd Meerpohl

ELSTER Christian Laake

FACCO s.p.a. Massimo Finco + Elisa Finco + Dale Latshaw

HATO B.V. Paul Obers

HELLMANN Mazellus Hellmann

HOTRACO Diederik Fetter

HY-LINE Brittney Roorda

IMPEX Richard Wentzel

JANSEN Poultry Equipment Kees-Peter de Ridder

KUHL Corporation Jeffrey B. Kuhl

LUBING Maschinenfabrik Markus von der Assen

LTZ Lohmann Tierzucht Prof. Rudolf Preisinger + Javier Ramirez

MOBA Paul Buisman

PETERSIME Hugo de Ruyck +Rudy Verhelst

PLASSON Itamar Berchman

ROTEM Jacob Gazit + Zion Halfon

SALMET International Norbert Brechtters

SKA Dino Pozzato

SKOV A/S Thomas O. Hansen

SPECHT Paula Ten Elsen + Josef Leuffen

TAVSAN Remzi Celik

TECNO Poultry Equipm. (IT) Alberto Bertoncello + Giuliano Mechini

TEXHA Victoria Bondareva + Olexandr Nadijkto

VALLI Lorenza Valli + Andrea Buscherini

VOSTERMANS Henk Vostermans + Roel Mulder

ZUCAMI Pedro Ansoain + Louis Guibert

SHOWCO Association Klaus Fahlbusch + Ted Seijnder

Guest companies:

ALASO Carla Marconi

EURO SILOS SIRP Maria Gabriella Maggini + Dayana Telefri