

Minutes

Informal Breakfast Meeting of the ShowCo Association,

Date: January 31st 2013 19th 2012, 8:00 h – 9:05 h a.m.

Location: **Atlanta**, GA, USA
Georgia World Congress Center
Building "B", Level 3
Room Nr.: 315

Participants: See last page

AGENDA

There was not a comprehensive Agenda.

It should be discussed the experience with the running IPPE and (if time enough) aspects of the upcoming VIV-Asia (March) and VIV-Russia (May).

DISCUSSION

After a short Breakfast snack welcomed ShowCo President Paul de Schouwer all participants. He was pleased that so many have accepted our invitation, especially so early at the morning. He opened the Meeting and led over to a discussion regarding the running IPPE. The participants of the Meeting have been asked, talking about their experiences with the show.

Representatives of several companies spoke about their impressions and experience.

- 1) LTZ is not satisfied with the success. Complaints came because extremely huge costs for several services. As an example: For hanging down at the hall roof a booth-logo display, the service-company charged \$ 1.200,00 per man and hour.
- 2) Plasson is very satisfied with the success. The company considered to come back next year.
- 3) Lubing evaluated the success as averaged. The company underlined her good experience with the 2-year-rhythm, although there has been big internal opposition at first.

- 4) FarmerAutomatic The company evaluated the success similar as Lubing. The 2-year-rhythm is a good practice.
- 5) Big Dutchman is more or less satisfied with the success. But the very confused placement of companies was criticized. The 2-year-rhythm is much appreciated.
- 6) SKA evaluated the success as averaged. The company considers IPPE as very important for Middle- and South- America. SKA criticized the general very huge costs of the trade fair. "EuroTier Hanover was better" is the opinion of the company.
- 7) Rotem evaluated IPE-2013 as an excellent show. The company underlines its dilemma with the 2-year-rhythm, caused by its American dealers.
- 8) Facco plead fervent for the 2-year-rhythm. There is no important international trade fair yearly, the company pointed out. Facco considered even a 3-year-rhythm as possible and not unusual for big international trade fairs.
- 9) Big Dutchman pointed out, that all companies have the same dilemma as mentioned by Rotem. But the ShowCo- group acted uniform, and achieves with her clear actions immense successes in the recent years.
- 10) **ShowCo President Paul de Schouwer underlined the complete ShowCo-group must communicate with her customers the 2-year-strategy much more than in the past. He stated, the 2-year-rhythm for Atlanta is out of discussion. The next year with ShowCo participation here is 2015.**
- 11) Salmat evaluated IPE-2013 better than IPE-2011 and before. The reason is seen in the 2-years-rhythm. The 2-year-rhythm is much appreciated by Salmat.
- 12) Facco stated: The style of IPPE-2013 is changed in comparison with recent Atlanta shows. IPPE becomes more an International Exhibition, especially every other year. This is very much supported by ShowCo. ShowCo and all ShowCo members should proactive communicate this trend.

- 13) Petersime considers IPPE as not so important. The company sees a lot of other possibilities to be and stay in close contact with her clients.
- 14) Specht, Ten Elsen evaluated IPE-2013 good, although there are no American visitors at the booth. Specht appreciated very much the practiced 2-year-rhythm.

ShowCo President Paul de Schouwer stopped because of the lateness of the hour at 9:05 h a.m. the discussion. Other themes might be discussed at an Informal Meeting during the VIV-Asia in March. Mr de Schouwer thanked all participants and closed the Meeting.

February 11th 2013

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 "Klaus Fahlbusch".

Klaus Fahlbusch / Director

List of Participants

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| AGRITECH | Mario Ardenghi + Marco Svoldi |
| BIG DUTCHMAN Intern. | Bernd Meerpohl + Andreas Böske + Clovis Rayzel |
| CLIMA VISION – HOTRACO. | Fred Kersten |
| EXAFAN | Jesus Haro + Jose Carlos Muniz Blanco |
| FACCO & C. s.p.a. | Massimo Finco + Orlando Peruzzo |
| FARMER AUTOMATIC | Christian Dyckerhoff + William Gr.Huelsewiesche |
| FIENHAGE | Martin Oostrum |
| GARTECH | Harish Garware + Devendra Garware |
| HATO BV | Paul Obers |
| HELLMANN Poultry | Hans Odhner + Winolt Kusters |
| IMPEX Barneveld | Richard Wentzel |
| JANSEN Poultry | Kees-Peter de Ridder |
| LUBING Maschinenfabrik | Markus von der Assen |
| LTZ Lohmann Tierzucht | Hinrich Leerhoff |
| MELLER Anlagenbau | Jan Kreyer + Frank Strombrowski |
| MOBA | Paul de Schouwer |
| PETERSIME | Michel de Clercq + Hugo de Ruyck |
| PLASSON | Bennie Hirsch |
| ROTEM | Jacob Gazit |
| SALMET International | Norbert Brechtters |
| SPECHT Ten Elsen | Johannes + Paula Ten Elsen + Josef Leuffen |
| SKA s.r.l. | Claudio Torresan + Renato Izzolino |
| TECNO Poultry Equipm. (IT) | Nicola Cauzzo + Giuliano Mechini |
| TEXHA (UA) | Victoria Shylo |
| VALLI s.p.a. | Andrea Buscherini |
| VDL Agrotech | Bob Versleijen |
| VOSTERMANS | Philip Lenaers |
| SHOWCO Association | Klaus Fahlbusch |