

Minutes Members Meeting Bangkok

Date: Thursday March 12, 2015

Location: 2nd Floor Bitec

Meeting room: Nr. 218

Agenda

- Perceptions and experience regarding the recent IPPE Atlanta
- Experience with the running VIV-Asia.
- Position and approach for the new VIV MEA show at Abu Dhabi
- VIV Russia
- Plans for next Yearly Members Meeting
- Other ShowCo matters.

1. Welcome and formalities

President Paul de Schouwer welcomes all the 40 members of 30 companies present and specially those participating the first time. He stated that more than 20% of the ShowCo companies are participating and therefore the meeting is able to legal decide resolutions. The meeting had no wishes for amendments of the actual agenda.

2. First impression on VIV Asia 2015

Most members were happy about the quality of visitors and the wide variety of nationalities. (Number of visitors first day: 17.000. Second day: 14.000. Total in 3 days: 38.425 people).

Hall nr.107(pavilion) hard to reach. Especially the connection from hall nr.106 was almost blocked by small bazaars.

In hall nr.106 to many combinations of large and small stands. 10m2 stands alongside large stands of > 100m2.

Wifi connection in all halls very bad or no connection at all.

Departure from the exhibition was a disaster first day (buses/ taxi/ sky train). By BTS station everybody locked in front of the coin dispenser. Tip for next time: walk 50 meters through to next entry of the station.

The VIV organization offered free BTS tickets to solve this problem but this was not communicated clearly enough. Moreover, there were only a limited number of 1000 tickets available.

Misunderstanding about opening and closing times for visitors / exhibitors.

Request to leave air-conditioning on during last day dismantling stands.

Air-co remains last day one hour after show time. A longer time is not allowed by BITEC as gasoline exhaust of forklifts damaging the filters. Replacing these filters is very labor intensive and costly. VNU has raised this problem at BITEC but is not possible to change this.

3. VIV MEA Abu Dhabi 2016

Aim is not more exhibitions but better shows for Middle East and Africa region
Intention of ShowCo for the future is to support only one exhibition in this region every two years. At this moment hard to say if VIV MEA can replace the AgraMe at Dubai. AgraMe is more local and broader in scope (agri / food/ tractors). AgraMe has a small number of visitors and is running back, however quality of visitors is really good.

Always be aware that a new exhibition like VIV MEA pulls away visitors from other shows (Space Rennes / Saudi Arabia / Poultry India Hyderabad/ AgraMe)

Question remains: Is there enough potential and enthusiasm among exhibitors for such a new show and in which way ShowCo is able to investigate this?

First of all we will asked ShowCo exhibitors and visitors of AgraMe to fill in Questionnaire and inform us in this way about their experiences with regards to this exhibition. In total 13 Showco members take part in this year at AgraME 2015.

ShowCo will also approach some non members in this matter.

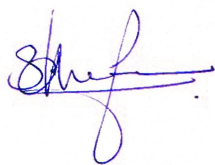
Among other things, on the basis of the results of the questionnaire, ShowCo will try to give a position regarding participation of VIV MEA 2016. More information will follow in early April.

4. VIV Russia Moscou - Date: May 19-20-21, 2015

20 ShowCo members will participate and there are no companies that want to retire caused by recent developments.

5. Yearly Meeting Members

Board proposal to hold annual meeting in Turkey was greeted positively. Date and details will follow at a later stage.

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 'Ted Seijnder'.

Ted Seijnder/ Director



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PARTICIPANTS

Name	Company
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Christoffer Ernst	Moba
Paul Buisman	Moba
Paul de Schouwer	Moba
Thomas Pollmeier	Reventa
Marcellas Hellmann	Hellman
Christian Laake	Elster
Hugo de Ruyck	Petersime
Rudy Verhelst	Petersime
Stefano Formosai	Facco Poultly Equipment
Massimo Finco	Facco Poultry Equipment
Markus von der Asten	Lubing
Stefan Warnking	Ilox
Ali Andin	Güres
Evran Tanriverdi	Güres
Roel Mulder	Vostermans
Arne van 't oor	Ridder Drive Systems
Christian Wiesner	Salmat
Loiz van der Heijden	TPI- Polytechniek
Bernd Meerpuhl	Big Dutchman
Itmar Berchman	Plasson
Zion Halfon	Rotem
Jacob Gazit	Rotem
Claudio Torresan	SKA
Dino Pozzato	SKA
Winfried ten Elsen	Specht
Mari van Gruijthuijsen	Jansen Poultry Equipment
Brian van Hooff	VDL agrotech
Christian Dyckerhoff	Farmers Automatic
Richard Wentzel	Impex
Nicola Cavezo	Techno
Mario Ardenghi	Agritech
Luis Guibert	Zucami
Pedro Ansoain	Zucami
Carlos de Magalhaes	Kuhl Corporation
Stig Veis Joergensen	Skov
Thomas O Hansen	Skov

