

Minutes

Informal Meeting of the ShowCo Association,

Date: March 15th 2013, 9:00 h – 9:50 h a.m.

Location: **Bangkok, Thailand**
BITEC (Showground of VIV-Asia-2013)
Bangkok International Trade & Exhibition Centre
2nd Floor of BITEC
Room Nr.: 222

Participants: See last page of Minutes

AGENDA,

There was not a comprehensive Agenda.
It should be discussed the experience with the running VIV-Asia-2013 and other ShowCo matters.

OPENING

After a short Breakfast snack outside the meeting room ShowCo President Paul de Schouwer opens at 9:15 a.m. the Meeting and welcomed all participants.

First of all he ask for a moment of silence in remembrance of

Mrs. Mara Borriero, President of the SKA Enterprises.

Mrs. Borriero was laid to rest at Sandrigo / Italy, while the most representatives of the International Poultry Industry are in Bangkok caused by the VIV-Asia.

Mr de Schouwer expressed his deepest sympathy to the family, to all staff members of the SKA company and in particular to our Vice President Ruggero Segalla.

DISCUSSION

1) ShowCo

Before Mr de Schouwer led over to a discussion regarding the running VIV-Asia, he underlined the impressive development of ShowCo. Few years ago ShowCo was considered by the organizers as a disagreeable troublemaker. Now they consider us as partner. They listen to our wishes and our arguments. And they sponsor for us such an impressive Meeting-room including food and decoration as we have here, he said.

Furthermore Mr de Schouwer stated a change of the character of the VIV-Asia. When the VIV-Asia started, the show was dominated by Western exhibitors. Now we can see a balanced mix of Western and Asian exhibitors. And the products, offered by the Asian companies, are for sure competitive. ShowCo should take into account this development, and Mr de Schouwer suggested, winning additional Asian ShowCo members.

2) Annual Member Meeting 2013

Mr de Schouwer suggested keeping the upcoming Annual Member Meeting 2013 again as a separate meeting. The experience with the recent Meeting in Dietzenbach was very good. When we instead scheduled the Meeting in combination with a running exhibition, (for instance: SPACE), the obligatory formalities occupied always the most time, and we have not enough time for serious discussions.

He suggested October / November and as location Hamburg, Amsterdam or Munich. Mr H. Leerhoff [LTZ] offered (caused by his local experience) his help in case of Munich. The Meeting accepted the proposal of Mr de Schouwer.

3) VIV-Asia-2013

The majority of the Meeting participants evaluated the running VIV-Asia as very good. The number and quality of clients is very good. The same is valid regarding organization and location. All participants saw a big win in the now effected connection of the showground with the SkyTrain traffic system. The most hotels are alongside the train route. The teething troubles (cause a long queue at the coin counter), are to overcome by a little practice-experience. It will be very helpful if the station gets a direct connection at the skywalk of the showground. There is a planning about; but a big question mark behind the execution.

4) Air conditioning during erection period

Several Meeting participants criticize the very bad situation during the erection period, caused by the not working air conditioning system. For the technicians it was nearly impossible to work. Only at the last afternoon prior the show it was a little bit better, because the system was started with half power.

ShowCo should intervene in the matter for the next show.

5) Rumour about another showground

Meeting participants reported about a rumour, that the next VIV-Asia will be at another showground in Bangkok. Klaus Fahlbusch confirms such considerations of VNU, because the existing hall-capacity comes too small. VNU expect additional booth demand for the next show. BITEC has indeed expansion plans. But the implementation will not be applied before VIV-Asia-2017. It should be another (bigger) show-ground there, but not connected to the SkyTrain and not well connected with the hotels. VNU will not decide in the matter before May / June 2013. [See Addendum].

6) Early booking conditions

Klaus Fahlbusch remind in connection to the before discussed item the special conditions for ShowCo members regarding early booking for VIV-Asia-2015.

Deadline for all other is April 30th 2013.

Deadline for ShowCo member is October 31st 2013. If you book before end of October you have safe your discount of 25,00 €/m2 and you can have your booth at the same place as in 2013. (Precondition for the last point is of course: BITEC is the showground again). [See ShowCo E-Mail, dt. March 7th 2013].

7) Irritations at booking for VIV-Europe-2014 and VIV-Asia-2015

Several Meeting participants reported, that VNU asked for smaller booths at VIV-Europe-2014 respectively VIV-Asia-2015. This surprised and irritated our members.

Normally organizers are happy when companies book big booths.

Why do VNU limit its business (and profit) themselves?

Vice President Massimo Finco assumed, perhaps there are not so many bookings for VIV-Europe. If all booked booths are reduced (for instance by 10%) VNU might be able, to rent a complete hall less and save at the end of the day money. But this can not be a valid legend for VIV-Asia-2015.

ShowCo President Paul de Schouwer asked Massimo Finco and Klaus Fahlbusch, to contact VNU in the matter during the running show. [See Addendum].

CLOSING

Because there are no additional themes to discuss at the moment, ShowCo President Paul de Schouwer closed at 9:50 a.m. the Meeting with best wishes for a good exhibition success to all participants.

April 4th 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

BIG DUTCHMAN Intern.	Frierich Otto-Lübker
CHOWDARY Enterprises	Chakradhar Rao Potluri
CLIMA VISION – HOTRACO.	Fred Kersten
FACCO & C. s.p.a.	Massimo Finco
HATO BV	Paul Obers + Robert Verberkt
Hy-Line International	Jerry Dreyer
JANSEN Poultry	Mari van Gruijthuijsen
La Meccanica	Roberto Reffo + Emanuele Zoppi
LUBING Maschinenfabrik	Markus von der Assen
LTZ Lohmann Tierzucht	Hinrich Leerhoff + Stella Schnor
MOBA	Paul de Schouwer
PETERSIME	Hugo de Ruyck
PLASSON	Giora Bracha + Itmar Berchman
ROTEM	Jacob Gazit
SALMET International	Norbert Brechtters
SPECHT Ten Elsen	Wilfried Ten Elsen
SKA s.r.l.	Renato Izzolino
TECNO Poultry Equipm. (IT)	Renato Zaramella
TEXHA (UA)	Victoria Bondareva
TPI Polytechniek	Loic van der Heijden + Joost Koster
VALLI s.p.a.	Andrea Buscherini
VAL-CO	Michael Kohls
VDL Agrotech	Marini Wijlaars + Sunny Sidhu
SHOWCO Association	Klaus Fahlbusch

Note:

Please see the following Addendum

REPORT

of a discussion between Vice President Massimo Finco and Director Klaus Fahlbusch with Mr Ruwan Berculo / VNU regarding VIV-Europe-2014 and VIV-Asia-2015

After the ShowCo Meeting, dated March 15th 2013, a discussion was scheduled.

Participants: ShowCo Massimo Finco, Vice President
Klaus Fahlbusch, Director

VNU Ruwan Berculo, Project Manager

Theme: Recommendation of VNU, Utrecht, to rent smaller booths
for VIV-Europe-2014 and VIV-Asia-2015

Mr Berculo confirms, that VNU has asked for smaller booths. But the reasons are different for VIV-Europe-2014 and VIV-Asia-2015.

VIV-Europe-2014

VNU expect in Europe a visitor-potential for Premium Exhibitions for Poultry of maximal 22.000 – 25.000 visitors.

If there are very big booths, there is the impression of a bad attended show
VNU prefer the parameter: 1 visitor per 1 m² hall space. (If there come 20.000 visitors, the total hall space should not be bigger than 20.000 m²).

Generally VNU want to create with VIV-Europe-2014 a fully new type of exhibition. VNU prefers, the companies should only exhibit novelties at the show. According to this, the demand of booth space is smaller. Instead of space for equipment- presentation, more space for consulting and discussion should be considered.

Mr Berculo contradict vehement the opinion, with this recommendation, VNU want saving one hall. The contrary is true, he said.

VNU expect, to win for VIV-Europe-2014 approximately 100 additional exhibitors. For this target and for promotion of VIV-Europe-2014, VNU want to invest a sum of € 500.000 additional, he said.

Mr Berculo suggested, holding a presentation regarding the new VIV-Europe-concept exclusive for ShowCo members during the upcoming VIV-Russia in Moscow. This show has the biggest time distance to VIV-Europe-2014, and allows the companies as response an adequate own strategy.

Mr Berculo will take care for a meeting room, etc. . This will be made in consultation with ShowCo.

The ShowCo-representatives accepted Mr Berculo's proposal.

VIV-Asia-2015

Here is a full different situation in comparison with Europe. The market in Asia is growing and has a huge dynamic.

Mr Berculo confirms considerations of VNU, to change the showground within Bangkok to a bigger complex. Already now the BITEC-complex is totally occupied with booths of VIV-Asia-exhibitors.

The big success of VIV-Asia-2013 and the continuous growth, which can one see the recent years, lead VNU to the conclusion, the BITEC-complex could become too small for the next show.

Mr Berculo confirms, the BITEC owner is planning an extension of the hall capacity. But the realization might be not ready before VIV-Asia-2017. The dilemma is, the alternative showground is not good connected to the SkyTrain-system and hotels, Mr Berculo said. In fact VNU has to decide between a showground with an optimal connection to the traffic system and an optimal infrastructure and a showground with enough hall capacity.

The ShowCo representatives encouraged Mr Berculo respectively VNU, Utrecht, not to change the showground BITEC. VNU should evaluate modifications regarding and at the BITEC showground. (For instance: Waiver of AQUATIC, smaller booths, additional marquee-hall. In case of an additional marquee-hall it must fulfil of course all demands regarding perfect air conditioning and perfect infrastructure, while the booth price [floor] is cheaper for exhibitors compared with the solid halls).

This will be considered as an interims-solution till an additional building is ready for use.

The ShowCo representatives require to be involved in all steps of the VNU-decision.

Mr Berculo said, the explanations of ShowCo are very important and helpful for VNU. He will keep us involved and informed in the matter..

Vechta, April 6th 2013

A handwritten signature in blue ink, appearing to read "K. Fahlbusch".

Klaus Fahlbusch / Director

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