

## Minutes

### **Annual Members Meeting of the ShowCo Association, 2012**

Date: October 19<sup>th</sup> 2012, 9:00 h – 13:10 h

Location: **Dietzenbach**, Germany.

Hotel Sonnenhof  
Otto-Hahn-Str. 7.  
D-63128 Dietzenbach (near Frankfurt M.) Germany

Participants: See last page

## AGENDA

proposed per Invitation letter, dated September 12<sup>th</sup> 2012

- 1) Welcome and formalities.
- 2) General report of the President.
- 3) Finance report of the Director.
- 4) Report of the Finance-Auditors.
- 5) Formal approval of the actions of Board and Director for the past period.
- 6) Formal demission of the two Delegated Members of the Executive Committee.
- 7) Preliminary notes regarding the upcoming elections.
- 8) Determination of the Chairman and two Scrutinizers for the following elections.
- 9) Secret ballot of three Delegated Members for the Executive Committee.
- 10) Secret ballot of two Finance Auditors.
- 11) Secret ballot of two Substitute Finance Auditors.
- 12) Decision regarding statutory amendments.
- 13) The roots and the reasons for ShowCo, and the achievements of ShowCo.
- 14) Discussion of the strategy paper "Quantity or quality?"
- 15) Info regarding the upcoming "EuroTier-2012" in Hanover.
- 16) Info regarding new development of the "IPPE-Atlanta-2013".
- 17) Info regarding the "VIV-Asia-2013" in Bangkok.
- 18) Discussion regarding the "VIV-Europe-2014" in Utrecht.
- 19) Members perceptions and experience regarding recent "SPACE" and "VIV-China".
- 20) Miscellaneous

## TOPIC 1

### **Welcome & Formalities**

ShowCo President Paul de Schouwer opened at 9:00 h the Annual Member Meeting 2012 and welcomed all participants.

He especially welcomed all participants, which attend the first time a ShowCo Meeting, and named substitutional of all those, Mr Harish Garware from Gartech, India.

Mr Schouwer suggested, everyone should introduce themselves later short with name and company.

Then Mr de Schouwer asserted:

- The invitation to this meeting has been in compliance with the stipulations of our Bylaws,
- The meeting can legal decide resolutions, because more than 20% of our members participate.

As usual he asked all participants of the Meeting,  
to fill in their names, etc. in the circulating presence list, and  
to deposit a *new* Business Card at the table. Klaus Fahlbusch will collect them later.

Mr de Schouwer asked:

- Are there wishes for amendments of the actual Agenda?  
There are no wishes.
- Are there comments or complaints regarding the minutes of our meeting in Rennes last year (13.09.2011)?  
There are no comments or complaints.

Mr de Schouwer explained:

Today we have to elect due to our Bylaws:

- a) the Delegated Members of the Board (office period: 2 years)
- b) the Finance Auditors (office period: 4 years)
- c) the Deputy Finance Auditors (office period: 4 years).

Details would be given later.

In the last two years ShowCo holds its Annual Member Meetings during the SPACE. Because of the necessary formalities (reports, elections, etc.) remained little time for serious discussions. Today this is changed and I hope for engaged discussions of our topics, Mr de Schouwer said.

After the Meeting (approx. at 13:15 h) Mr de Schouwer invited in behalf of ShowCo all participants to a buffet lunch in the restaurant.

By this opportunity he thanked SALMET for sponsoring of the dinner last night.

Mr de Schouwer announced a coffee break of 20 minutes at 10:45 h.  
Before he led to the next topic he asked the participants for their short self-introduction with name and company.

## TOPIC 2

### **General Report of the President.**

ShowCo President Paul de Schouwer reflected the time since the last Annual Member Meeting in Rennes 2011 as follows:

- First of all he reminded Dottore Alessandro Cauzzo, General Manager of our member company TECNO from Italy.  
Dottore Cauzzo died on September 24<sup>th</sup> 2011 by a tragic traffic accident, not older than 39 years.  
Mr de Schouwer asked all participants, to rise from their seats for a moment of silent remembrance. The Meeting followed.
- The day after our Member Meeting last year, the Executive Committee has had a meeting with the management of SPACE (Mr Paul Kerdraon and Mrs Anne-Marie Quemener).  
Theme: Attending the show every other year, as already discussed one year earlier. It was the impression of our participating Board members, that Mr Kerdraon has spent in between not one thought to this situation. He was not open for arguments. But he praised the whole time the splendid exhibition he organized. – We will come back to this matter under “Topic 19”.
- In November 2011 we are surprised by the demission of the General Manager of LTZ, Dr. Hans-Friedrich Finck. As result of this, Dr. Finck was no longer able, to perform his duties as Vice President of ShowCo as of immediate effect.  
We had to find a new solution.

Also in November 2011 we got the message, that Dr Jochen Köckler, responsible general manager for all DLG trade fairs, changed over to Deutsche Messe AG, Hanover. Dr. Köckler was our partner in negotiations with DLG.  
(Since October 1<sup>st</sup> 2012 Peter Grothues is the new general manager for DLG trade fairs).

- On December 20<sup>th</sup> 2011 the ShowCo Executive Committee meets the whole day in Munich, discussing all actual interesting matters.

One result was after serious consideration, to nominate Mr Massimo Finco as new Vice President. Due to our Bylaws, the President has to decide this.  
Furthermore Klaus was asked, to contact Prof. Rudolf Preisinger (also general manager of LTZ), to win him as Delegated Member of the ShowCo Board.  
Prof. Preisinger accepted.

In August 2011 Klaus formulated a strategy paper for ShowCo: “Quantity or quality?” This also was a topic of the discussion in Munich. (A copy of this paper was accompanied with the Meeting Invitation). The Executive Committee voted for a three-step plan for the future:

- a) We will try to bring all members to the concerted attendance of the Premium Exhibitions.
- b) New members should be acquired, if they agree fully our Global Exhibition Plan.
- c) We will search discussion, with important companies, which are not ShowCo members now, to convince them regarding our ideas for an optimized exhibition landscape.

We want to discuss this matter also today. (Topic14).

The Board in Munich also discussed an upgrade of the “ShowCo Exhibition Calendar”. Regarding the lower trade fair category three substantial changes were agreed:

#### **India.**

In the old calendar we preferred a 2-year-rhythm for the Poultry India in Hyderabad.

But participating companies felt, this is a very dynamic growing market and they prefer for a while, to participate every year. This is also, to strengthen this show and to prevent the establishing or promotion of other shows. The Board decided, to recommend still every other year (odd years), but for the even years to say: “under observation”.

This opens all companies the possibility, to exhibit in the even years too, if they feel necessary.

#### **Egypt.**

Our Middle East Poll shows a significant preference for Agrena Cairo. The Board decided, also to include Agrena Cairo in our Exhibition Calendar. VIV-Turkey was already included in the odd years. We considered attendance of Agrena Cairo therefore in the even years.

#### **Mexico.**

The bad experience of the exhibitors and the downgrading by the organizer led the Executive Committee, to eliminate the FIGAP-VIV America Latina, Guadalajara/Mexico from the ShowCo Exhibition Calendar.

Our members got the new Calendar in the first quarter 2012.

Another point of the Munich discussion was an extension of the period, in which the Annual Member Meeting has to be held.

We come back to this matter under “Topic 12” today.

Our Bylaws stipulated that ShowCo is a non-profit organisation. That means, we should not have a substantial account over-plus at the end of the year. In the light of a very good financial situation in 2011 the Board decided for advertising campaigns promoting EuroTier-2012 and IPPE-Atlanta-2013. Especially for EuroTier it seems necessary, to communicate our absence in 2010 and our participation in 2012.

- Additional to our advertising campaigns ShowCo was able to reimburse 25% of the Member Fees back to the members. So the New Year starts with a good message for all members.
- We can be proud to achievements we have had the recent year, due to our negotiations or interventions:

Change of the VIV-China rhythm from a yearly show to a “**every other year show**”. The experience with the end of September finished exhibition underlines the very positive effect of this modification.

Another point is the revocation of the extension of VIV-Europe to 4 days. VNU continues with 3 days now, after our interventions.

Also the concession, which we got from VNU regarding the extension of the deadline under “early-booking” conditions for VIV-Europe-2014 (up to November 30<sup>th</sup> 2012), was only to achieve with the power of a group.

- Following an older suggestion of Paul Buisman (MOBA) we prepared a ShowCo Flyer. This Flyer can be presented at the booth of our member companies or it can be used in conversation with interested people. Please contact Klaus, if you are interested, to get a set of Flyers.

This was my report regarding the most interesting points of the recent year, Mr Paul de Schouwer said. Further themes will be treated and discussed more in detail under following agenda items.

Therefore there are no questions of the Meeting at the moment.

## TOPIC 3

### **Finance Report of the Director.**

Mr de Schouwer asked Klaus Fahlbusch for the Finance Report.

Klaus Fahlbusch started it with the statement; ShowCo finance-situation is solid also in 2011, as already known from recent years. And it seems, 2012 will be positive too.

Then he reported in detail regarding different aspects.

Account Status per 31.12.2011: € 23.029,98  
This includes the deferred liability for the Credit Notes  
for member reimbursement, issued 29.12.2011.

**Economic Balance for 2011**, confirmed by the  
German Financial Authorities:

Before tax: € 4.433,80  
After tax: € 3.007,85

## Budget Planning for 2011

Earnings	€ 122.368,75
Expenses	€ 119.628,00
Result before tax	€ 2.740,75
Result after tax	€ 1.780,75

## Real Execution

€ 112.871,79
€ 108.437,94
€ 4.433,85
€ 3.007,85

Budget Planning for 2012

Earnings	€ 112.651,00
Expenses	€ 110.291,00
Result before tax	€ 2.360,00
Result after tax	€ 1.535,00

From the Meeting came no additional questions.

## TOPIC 4

### **Report of the Finance Auditors**

Mr de Schouwer asked Mr Markus von der Assen for the Report of the Finance Auditors.

Mr von der Assen reported for the Finance Auditors regarding the result of the Finance Check, which was performed at Friday, October 10<sup>th</sup> 2012.

The check covered:

- a) the Account Status per 31.12.2011 and per 31.07.2012
- b) the Economic Balance per 31.12.2011
- c) the Budget Plan for 2012 and its execution till 31.07.2012
- d) the Travelling Costs
- e) the Cash on Hand

Mr von der Assen stated, the checks have been made on random sample basis. All finance-documents have been found properly organized, easy to check and in compliance with the figures, which have been presented under Agenda Topic [3]. No fault, no difference and no unclear position were found during the finance check. Mr von der Assen recommends the meeting participants the formal approval of the actions of the Executive Committee and the Director for the past period.

## **TOPIC 5**

### **Formal approval**

#### **of the actions of Board and Director for the past period.**

Mr de Schouwer asked the Meeting for its vote accordingly to the suggestion of the Finance Auditors recommendation.

All member companies, which are present at the Meeting, voted positive.

## **TOPIC 6**

### **Formal demission of the**

#### **two Delegated Members of the Executive Committee, the Finance Auditors and the Deputy Finance Auditors.**

President de Schouwer stated the demission of the Delegated Members Mr Mari van Gruijthuijsen and Mr Prof. Rudolf Preisinger due to the end of the office period.

Furthermore he stated the demission of the Finance Auditors Mr Andreas Böske and Mr Markus von der Assen as well as the of the Deputy Finance Auditors Mrs Katja Graf (Huning) and Mr Klaus Wöhlkens, due to the end of their office period.

## **TOPIC 7**

### **Preliminary notes regarding the upcoming elections.**

Mr de Schouwer asked Klaus Fahlbusch for few preliminary notes to this topic. Klaus Fahlbusch stated:

- Mr de Schouwer introduced already at the opening of the Meeting the today necessary elections. All personal elections have to be secret ballots. For this we prepared for each member company one ballot-paper-set.  
Due to our Bylaws the Board has to propose candidates for each function.  
Re-election for a new office period is possible and in compliance with our Bylaws.  
The Meeting can make additional proposals to each function.
- The Executive Committee suggests already at our last Meeting in Rennes, to extend the Board by one more Delegated Member, who represents the Incubator branch. Therefore we want to elect today three Delegated Members of the Executive Committee.
- We want to elect all Delegated Members together in one ballot. Furthermore we want to elect the Finance Auditors and the Deputies together in one ballot.



- The Executive Committee proposed as candidates for Delegated Member:  
Mr Mari van Gruijthuijsen / JANSEN (re-election),  
Mr Prof. Rudolf Preisinger / LTZ (re-election) and  
Mr Hugo van Ruyck / PETERSIME.
- The Executive Committee proposed as candidates for Finance Auditor:  
Mr Andreas Böske / BIG DUTCHMAN (re-election) and  
Mr Markus von der Assen / LUBING (re-election).  
As candidates for Deputy Finance Auditor:  
Mrs Katja Graf / REVENTA (re-election) and  
Mr Klaus Wöhlkens / LAE (re-election).  
Mrs Graf and Mr Wöhlkens are not present at the Meeting today. They are  
excused. Both want to run for Deputy Finance Auditor, and both want to accept  
re-election at the office.

## **TOPIC 8**

### **Determination of the Chairman and two Scrutinizers for the elections.**

Mr de Schouwer proposed Vice President Mr Ruggero Segalla as Chairman for the elections. The Meeting voted unisonous for Mr Segalla and Mr Segalla accepted.

Mr Segalla proposed as Scrutinizers:

Mrs Victoria Shylo and Mr Marzellus Hellmann.

The Meeting voted unisonous for the proposed persons.

Mrs Victoria Shylo and Mr Marzellus Hellmann accepted.

## **TOPIC 9**

### **Secret ballot of Delegated Members.**

Mr. Segalla asked the meeting whether it would like to suggest additional names.  
– No proposals. – Then he asked for the secret vote of the Meeting.

Result:

Total voting member companies	23
Votes for Mari van Gruijthuijsen	22
Votes for Rudolf Preisinger	20
Votes for Hugo de Ruyck	21
Vote abstention	1

Mr Segalla asked all three gentlemen, whether they accept the choice.  
All three accepted.

Mr Segalla stipulated: Mr Mari van Gruijthuijsen, Mr Prof. Rudolf Preisinger and  
Mr Hugo de Ruyck are elected as Delegated Member of the ShowCo Board.



## TOPIC 10 + 11

### **Secret ballot of Finance Auditors and Deputy Finance Auditors.**

Mr. Segalla asked the meeting whether it would like to suggest additional names.  
– No proposals. – Then he asked for the secret vote of the Meeting.

Result:

Total voting member companies	23
Votes for Andreas Böske	23
Votes for Markus von der Assen	21
Votes for Katja Graf	22
Votes for Klaus Wöhlkens	20

Mr Segalla asked Mr Böske and Mr von der Assen, whether they accept the choice.  
Both accepted.

Mr Segalla stipulated:

Mr Andreas Böske and Mr Markus von der Assen are elected as Finance Auditors.  
Mrs Katja Graf and Mr Klaus Wöhlkens are elected as Deputy Finance Auditors.

## TOPIC 12

### **Decision regarding a statutory amendment.**

Mr Segalla pointed out, that the Executive Committee recommends, changing our Bylaws under two articles. Reasons for both changes are practicability aspects. The affected articles are Article 10/a and Article 13/e.

#### **Valid version of “Article 10 / a”.**

The Meeting takes place:

- a) ordinarily at least once per a year, not later than 9 (nine) months after the end of each fiscal year;
- b) extraordinarily each time...

#### **Proposal, to change “Article 10 / a” as follows:**

The Meeting takes place:

- a) ordinarily at least once per a year, not later than **12 (twelve)** months after the end of each fiscal year;
- b) extraordinarily each time...

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#### **Valid version of “Article 13 / e”, last sentence, regarding Delegated Members.**

In case during the two-year period, the delegated members elected by the Meeting are missing, they will be substituted by the first ones of the non-elected, according to the reported number of votes.

#### **Proposal, to change “Article 13 / e”, last sentence, as follows:**

In case during the two-year office period, the delegated members elected by the Meeting are missing, **they are substituted upon proposal of the President, and they hold office until the expiry of the running office period for delegated members.**

Mr Segalla asked for the vote of the Meeting.

Result:

Total voting member companies	23
Votes for the proposal regarding Art. 10 / a	22
Votes for the proposal regarding Art. 13 / e	22
Abstention from voting regarding Art. 10 / a	1
Abstention from voting regarding Art. 13 / e	1

Mr Segalla stipulated:

Both articles of our Bylaws are herewith legal changed, as proposed.

Klaus will adjust the Bylaws adequately and he will send a copy to all members.

## **TOPIC 13**

### **Roots and reasons of ShowCo.**

From now Mr de Schouwer is Chairman of the Meeting again. He asked Klaus, to introduce to the following topic. Klaus reflected the recent years as follows:

First activities of ShowCo go back to 2004. But ShowCo has not a perceptible structure. That was a handicap for negotiations with show organizers. Therefore we founded end of 2008 the ShowCo Association and started with 16 members. Today we have 48 members with increasing tendency.

Although constantly expanding and numerous achievements there is the dangerous, that by our members

- the enthusiasm exhausted,
- achievements are not recognised,
- the reasons for the establishing of ShowCo are forgotten and
- that due to lack of unity in our action the past achievements are at stake.

Mr de Schouwer asked the meeting, if there are comments.

Mr Bernd Meerpohl (Big Dutchman) said, ShowCo is a big chance for the companies, to form the exhibition landscape of our branch accordingly to our needs, and not to the interests of third parties. Each company alone never has the chance to achieve this. We should remember always the cost- savings; which each of our companies has every year, only because ShowCo. If we lose ShowCo, he is sure, he said, we have back the old relationships within less than two years.

Mr Massimo Finco (Facco) underlines it all, what Mr Meerpohl said. He pointed out, that ShowCo today is a respected partner of the show organizers. Our wishes are heard by the organizers and so far as possible implemented. And a lot of companies, which are not ShowCo members, follow with her behaviour the ShowCo strategy.

Mr Finco encourages all members, to canvass for the ShowCo idea and ShowCo policy, especially also in case, companies want not or could not join ShowCo. The more companies follow the ShowCo strategy, the better it is for our idea, he said.

Representatives of other companies supported the statements of Mr Meerpohl and Mr Finco.

## **TOPIC 14**

### **Discussion of the strategy paper “Quantity or quality?”**

President de Schouwer opens the discussion with the allusion to the discussions of the Board, during its meeting last December in Munich.

Vice President Segalla gives the Meeting a short compendium of the thesis paper, which was sent to all participants together with the invitation.

After an animated discussion the Meeting supports the recommendations of the Board as follows:

- We should try to bring **all** members to the concerted attendance of the Premium Exhibitions.
- New members should be acquired only, if they agree fully our Global Exhibition Plan.
- We will search discussion, with important companies which are not ShowCo members now, to convince them regarding our ideas for an optimized exhibition landscape.

## **TOPIC 15**

### **Info regarding the upcoming “EuroTier-2012” in Hanover.**

Mr de Schouwer asked Klaus to report regarding all available infos.

The upcoming EuroTier seems to become a mega event, Klaus said: Nearly 2.400 exhibitors, therefrom ca. 50% foreign (no-German) exhibitors from 50 countries.

Total 250.000 m<sup>2</sup> show ground, 6 additional halls (from 13).

210 exhibitors of the Poultry sector (+ 21%). Additional 70 companies for Clima technique. Part of international (foreign) exhibitors in the Poultry sector: > 70%.

DLG (the organizer) expected in totally 150.000 visitors.

ShowCo companies are almost in hall 9 + 8. ShowCo booth in hall 8 ( 8 C/07 ).

The ShowCo booth includes a Business Center for members, equipped with: PC, Internet access, Printer, Fax-, Scan- and Copy- machine. (Free of charge).

*ShowCo Breakfast Meeting* at Thursday, Nov. 15<sup>th</sup> 2012,

7:45 h. (Not longer than 60-70 minutes).

Location: Convention Center ( CC ) at the show ground,  
Room “Berlin”.

## TOPIC 16

### **Info regarding new development of the “IPPE-Atlanta-2013”.**

Mr de Schouwer asked Klaus to report regarding all available infos.

The upcoming IPPE changed name and time, Klaus said.

**IPPE** (Intern. Production & Processing Expo) instead of IPE (Intern. Poultry Expo). Reason: American Meat Institute becomes co-organizer and as result of this, approx. 150 exhibitors from the **Pig** sector. I believe, this is a reaction because ShowCo, Klaus said. If U.S.PoultryEgg can in the medium term acquire enough red meat exhibitors, they are able to split the show every other year for Poultry or Pig.

**New time schedule:** Tuesday, Wednesday and Thursday instead of Wednesday, Thursday and Friday. The second day is a complete show day only.

ShowCo exhibitors are placed at most in Hall “B”. U.S.PoultryEgg offers also a small booth for ShowCo in Hall “B”. (Without a business centre). We organise guidepost-banners (with our Logos) in the entrance area, as we have had in 2011 also.

ShowCo promotes a Forum Event in Hall “B”, (Nr.: 8939), nearby our booths. We organised two speakers (Prof. Windhorst and Dr. Sürrie). Both speakers refer to hen welfare aspects; Dr Sürrie additional regarding welfare aspects of pregnant sows.

**Please inform your clients about.** Event name: “**Tech X Change**”.

We intend to hold a Breakfast Meeting at the morning of the last show day. (Thursday). Details come later.

## TOPIC 17

### **Info regarding the “VIV-Asia-2013” in Bangkok.**

Mr de Schouwer said, VIV-Asia is the only conflict-free trade fair of our Global Exhibition Plan. This exhibition follows a 2-year rhythm and developed very well over the last years. ShowCo has a small booth (with business centre) again, as we have had in 2011 already. At the moment a Meeting during the Bangkok-show seems not to be necessary. Otherwise we will inform our members early enough.

## TOPIC 18

### **Discussion regarding the “VIV-Europe-2014” in Utrecht.**

Mr de Schouwer stated, we have to decide regarding our participation at the next European Premium Exhibition in 2014.

At first there came from the Meeting expressions of displeasure regarding VNU’s usual practice, to force our members extremely early for decisions for participation at VIV-Europe-2014. This is even more irritating than ShowCo previously not was been able, to discuss (and decide) the matter. VNU this fact was known.

Regarding the booking-practice the Meeting discussed generally guidelines, which ShowCo should agree with VNU. But it was too difficult, to formulate a simple rule. For ShowCo members the *early-booking-conditions* are valid till November 30<sup>th</sup> 2012.

There came suggestions from the Meeting, for a ShowCo decision regarding VIV-Europe-2014 after the upcoming EuroTier.

Klaus pleaded for a decision now, because there is in reality no possibility for a new meeting only because this matter. Furthermore he stated that VNU has accepted all our preconditions for participation. Of course, he said, VNU was not able to guarantee a number of visitors for the show. This will become the critical fact for the future. If the number of visitors drops down continuously we have to discuss seriously, to eliminate the show from our Global Exhibition Plan. VIV-Europe-2006 had 22.000 visitors. For 2010 VNU had expected 20.000 visitors (10% less!). In reality we have had 10.500 visitors in 2010. This was justified by the volcanic eruption. (But the question is: were 9.500 visitors in fact prevented to fly?) The VIV-Europe-2014 will be under very critical observation. But we should decide today to participate.

There came other comments of the Meeting, which supports a decision now.

President Paul de Schouwer summarized the discussion and pleaded for a formal decision now in the matter. He asked for the votes for a ShowCo participation in 2014. All present members votes for a participation at VIV-Europe-2014.

President de Schouwer stated:

**Hereby the ShowCo Association strongly recommends all ShowCo members to participate at “VIV-Europe-2014” as the preferred European show of the “Global Exhibition Plan” in 2014, to realize the ShowCo target for a High-Quality-Fair with the complete product offer.**

Then President de Schouwer suggested updating of the ShowCo Exhibition Calendar. The Meeting discussed all items of the calendar and decided for the upcoming years. Klaus want to update the calendar in compliance with the Meetings decisions and then he will send a copy to all members.

## **TOPIC 19**

### **Perceptions and experience regarding recent “SPACE” and “VIV-China”.**

First Mr de Schouwer led to the recent SPACE. Visiting members reported unimportant participation of well-respected poultry equipment manufacturers. The most Breeders were present, but often represented by local branches. From our members a small number of companies have participated, as announced before. It was the impression of wider gangways and additional catering facilities in the halls.

Mr de Schouwer pointed out that the first time of absence always is difficult. But we should continue on the chosen path.

Regarding VIV-China-2012 participating members reported about a very good first day, a normal second day and an extreme bad last day. General the show was better than the last VIV-China. It seems, the new 2 year rhythm improve the exhibition. A discussion took place, whether Beijing is the right place for such a show. There are several other shows in China. But nobody could give a recommendation for a better trade fair in China at the moment.

## **TOPIC 20**

### **Miscellaneous**

Mr de Schouwer asked the Meeting, whether there are open points, which should be discussed under this topic.

Mr Mari van Gruijthuisen (Jansen Poultry Equipments) reported to the last day of the recent VIV-China. Official show end was 15:00 h. Exhibitors started to leave their booths before 11:00 h and already before 12:00 h the **organizer** started, to take away the carpets in the walkways and take booth inventory away (flowers, furniture).

In my opinion, he said, we should make clear to all organizers of shows that the quality of the last exhibition day should not be decreased by early dismantling of the show infrastructure. At the same time we must motivate our members to keep their booth in shape until the official closing time of the show.

Klaus want to discuss this matter with VNU.

Mr Markus von der Assen suggested, preparing a paper with all achievements of ShowCo. This could both, strengthen the motivation of our members, as well as for interested companies to make the benefits of ShowCo significantly.

Because there are no additional points,  
President Paul de Schouwer closed at 13:10 h the Meeting, with thanks for the engaged discussions and with best wishes for a safe travel home.

November 22<sup>nd</sup> 2012

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.	Bernd Meerpohl + Andreas Böske
CLIMA VISION – HOTRACO.	Pieter Everts
FACCO & C. s.p.a.	Massimo Finco
FARMER AUTOMATIC	Christian Dyckerhoff
FIENHAGE	Martin Oostrum
GARTECH	Harish Garware
HATO BV	Paul Obers
HELLMANN Poultry	Marzellus Hellmann
iLOX	Winfried Wagner
JANSEN Poultry Equipment	Mari van Gruijthuijsen
LUBING Maschinenfabrik	Markus von der Assen
LTZ Lohmann Tierzucht	Prof. Rudolf Preisinger + Hinrich Leerhoff
MOBA	Paul de Schouwer
PETERSIME	Hugo de Ruyck
REVENTA	Thomas Pollmeier
SALMET International	Norbert Brechters + Lutz Götze
SKA s.r.l	Ruggero Segalla
SKOV A/S	Stig Veis Joergensen
TAVSAN	Hilmi Bilgin
TECNO Poultry Equipm. (IT)	Antonio Cauzzo + Giuliano Mechini
TESO, TEN ELSEN	Josef Leuffen
TEXHA (UA)	Victoria Shylo
VDL Agrotech	Marini Wijlaars
SHOWCO Association	Klaus Fahlbusch