

## MINUTES

### of the Members Meeting of the Showco Association

Date: December, 17<sup>th</sup> 2008  
Location: Steigenberger Airport-Hotel, **Frankfurt**, Germany  
Participants: See last page

1)  
Showco President Mr Søren Ring opened the meeting at 10:15 a.m. and welcomed all participants of the presentation meeting. He gave brief information regarding the agenda of the day. The agenda consisted of three topics:

- presentation of VNU-Utrecht;
- presentation of DLG-Frankfurt;
- internal discussion of Showco regarding the European exhibition in 2010.

Mr. Ring asked the representatives of VNU to start their presentation.

2)  
Mr Ton Otten, CEO of VNU-Utrecht introduced the members of the VNU-staff.

- Ton Otten, CEO
- Gerard Leeuwenburgh, Business Unit Manager
- Wendy Voermans, Project Manager Europe/Russia

Mr Otten asked Mr Leeuwenburgh to start the VNU-presentation.

3)  
Mr Leeuwenburgh divided his lecture into three parts:

- Global poultry development and VIV-strategy
- History: SHOWCO – VIV
- VIV Europe

The total lecture was mainly characterised by a view of the past. New impulses for the future were missing.

4)  
Then Mrs Voermans focused her speech on the VIV-Europe 2010. She divided her lecture into five parts:

- Visitors
- Themes
- Marketing instruments
- Hospitality program
- Why VIV Europe 2010 ?

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5)  
Visitors 2006:                      Total:                      22.000  
   International visitors    15.700                      (126 countries)  
   Poultry interest / total    17.000                      (>75%) Poultry exhibition!

**Visitors in 2010:                      Expected / total:                      20.000**

6)  
Themes:    Egg-Track and Meat-Track.  
The Egg-Track is pure poultry area. The Meat-Track is mixed area (poultry & pig).

7)  
Marketing instruments  
Client portal: support for catalogue, press centre, invitation cards, stand building, etc.  
Press program: conferences in different countries, press visits to exhibitors.  
Conference program: Not explained in details.

8)  
Hospitality program

- Entrance free of charges for visitors (Is this an advantage? Good for families!)
- Guest reception desk at Schiphol Airport, guidance at central stations (Utrecht, Amsterdam).
- Special arrangements of hotels and restaurants (whatever this means).
- Shuttle buses between several places in Utrecht city and the showground
- Tourist tours can be organised
- Accommodation-availability-system via the VIV-Europe website
- A numerical route-system during the building up and taking down phase to relieve traffic problems. (Not new, used for many years).

9)  
Mr Finco (FACCO) asked if there is a separate hall for the poultry industry in 2010.  
Answer: No. Poultry and other kinds of animals are mixed. But the show is mainly a poultry-show.

10)  
Mr Segalla (SKA) asked for special conditions for Showco-Members.  
Answer: VNU reduced the VIV-Europe frequency down to a four year rhythm.  
Further concessions are not possible.

11)  
Mr Finco pointed out that Showco has to be considered as a partner. Showco wants to be consulted before VNU changes or creates new shows.

12)  
Mr Brechters (SALMET) supported the statement of Mr Finco. He pointed out that VNU has to build up new confidence after the disaster of the VIV-Europe/Moscow. Showco requires to be heard early in such cases to avoid surprises.

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13)

Mr Finco asked if Showco-members can have their own business centre on the showground.  
Answer: Yes.

14)

Mr Meerpohl (BIG DUTCHMAN) gave regards to earlier explanations from Mr Leeuwenburgh. Mr Leeuwenburgh had offered that VNU could organise and manage customer data for Showco. Mr Meerpohl could not see any advantages in this suggestion. For Big Dutchman, he declared that it would be of no interest that VNU managed Big Dutchman client data on their behalf.

15)

Klaus Fahlbusch asked Mr Leeuwenburgh if he had already an answer regarding special conditions for Showco-exhibitors (VIV-Asia) because of the very complicated situation in Thailand.

Answer: VIV will give an answer no later than the end of week 2-2009.

16)

After their presentation and a short discussion the VNU-representatives left.

Lunch break from 12:00h to 13:45h.

17)

After the lunch break, Showco President Mr Søren Ring welcomed the DLG representatives and asked for their presentation.

18)

Mr Dr. Reinhard Grandke, CEO of DLG-Frankfurt introduced the members of the DLG-staff.

- Dr. Reinhard Grandke, CEO
- Dr. Jochen Köckler, Managing Director, DLG Exhibitions
- Dr. Karl Schlösser, Project Manager EuroTier

Dr. Grandke asked Dr. Köckler to start the DLG-presentation.

19)

Dr. Köckler informed that the DLG-presentation is divided into three parts:

- General concept of DLG exhibitions                      Dr. Köckler
- Development of EuroTier                                      Dr. Schlösser
- Future perspectives    Dr. Köckler

20)

Dr. Köckler about the general concept of the DLG exhibitions:

EuroTier is part of a general concept of Leading Agriculture Exhibitions in Europe.

Every year, in the second week of November, there is a big agricultural exhibition event on the Hannover showground: In the odd-numbered years: "Agritechnica" with 240.000 visitors and in the even-numbered years: "EuroTier" with actually 130.000 visitors.

The theme of Agritechnica is cropping farming and all needs for this.

The theme of EuroTier is livestock husbandry and all activities in connection with this.

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Other DLG exhibitions, partially in cooperation with other exhibition organisers:

- AnugaFoodTec, Colon
- AgroTech Russia, Moscow
- AgroFarm Moscow

21)

Dr. Schlösser explained about the EuroTier development.

Increasing number of visitors, foreign visitors and exhibitors year by year.

Visitor counting not by the DLG, but by an independent Institute (Wissler & Partner, Basel)

Visitors 2008	Total:	130.000	
	International	22.400	40% Poultry Visitors = 9.000
Integrated in EuroTier:	WPS WorldPoultryShow		(shop in shop character)
	BioEnergy-Europe		(shop in shop character)
Supporting factors:	Feed Industry		participating
	Animal Health Industry		participating
	Agro-IT Industry		participating

For the next 20 years no collision with the Ramadan (2. week of November).

Praying-room for Muslim visitors on the showground.

High satisfaction with the exhibition by visitors and exhibitors.

22)

Dr. Köckler explained about the future perspectives of EuroTier.

In line with the development during the last 10 years he prognosticated the following regarding EuroTier:

- Increase of total visitors.
- Increase of the foreign part of the visitors.
- Increase of the foreign part of the exhibitors.
- Increase of the ground floor used by exhibitors.

Permanently, DLG tries to improve all services of the exhibition and will be thankful for relevant impulses and suggestions from outside. (f.i. from Showco)

DLG is interested in a partnership with Showco and in a participation of the Showco group on each coming EuroTier.

Dr. Köckler pointed out that in case of non-participation of the Showco group in 2010, DLG will have to spend a lot of money on communicating this fact.

He thinks it is better to have the Showco group on the show and to spend a sum to Showco for their needs. **In this connection, he nominated a sum above € 10.000,00 .**

23)

Mr Folkeringa (HENDRIX GENETICS) wants to know how DLG will react in case that Showco decides not to participate in EuroTier 2010.

Answer: There is no decision within DLG so far.

In case the Showco decision is negative for 2010, DLG of course has to consider their own interests towards the interests of EuroTier very carefully. The decision for a reaction of DLG is fully open.

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24)

After their presentation, the DLG representatives left the meeting.  
Then the internal discussion started.

Consensus was that the VNU presentation (especially the part of Mrs Voermans) has been good. The DLG presentation has been excellent.

In a very serious and engaged discussion, all arguments pro and contra Utrecht respectively Hanover were considered. The presentation today is one aspect of lots of additional other aspects.

Mr. Finco proposed that in case Showco decides to participate in Utrecht in 2010, we should make decision for the same moment for Hanover in 2012.

The meeting decided to hand over to VNU a list consisting of concrete questions.

Showco will wait for the answer of VNU before the decision for the recommendation regarding the 2010-exhibition will be made.

25)

Showco President Søren Ring thanked all participants for their support and the engaged discussion.

With best wishes for a Merry Christmas and a successful and healthy New Year he closed the meeting at 17:00 h.

A handwritten signature in blue ink, appearing to read "Søren Ring".

Søren Ring / President

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

Klaus Fahlbusch / Secretary

## **List of participants**

Sanovo Staalkat  
Moba  
Vostermans Ventilation  
Hendrix Genetics  
Lubing  
Hellmann Poultry  
Farmer Automatic  
Impex Barneveld BV  
Salmat  
Big Dutchman  
Meller Anlagenbau  
Lohmann Tierzucht  
Specht Ten Elsen  
Valli s.p.a.  
Facco s.p.a.  
SKA s.p.a.  
Showco Association

Søren Ring,  
Paul de Schouwer, Paul Buisman  
Dan Roumen  
Wilfred Folkeringa  
Markus von der Assen  
Marzellus Hellmann  
Lutz Cramer  
Richard Wentzel  
Norbert Brechtters  
Bernd Meerpohl, Andreas Böske  
Werner Solcher  
Michael B. Seidel  
Hans Theo Ten Elsen  
Andrea Buscherini  
Massimo Finco  
Ruggero Segalla  
Klaus Fahlbusch

## **Temporary:**

VNU-Utrecht  
DLG-Frankfurt

Ton Otten, Gerard W. Leeuwenburgh, Wendy Voermans  
Dr. Reinhard Grandke, Dr. Jochen Köckler,  
Dr. Karl Schlösser