

Minutes

of the Members Meeting of the Showco Association

Date:	November, 13th 2008
Location:	Convention Centre on Showground, Hannover, Germany
Participants:	See last page

1)
Showco President Mr Soren Ring opened the meeting at 8:00 a.m. and welcomed all participants. These are existing and new potential members and also representatives of companies being interested in the ideas of Showco.

2)
Then Mr S. Ring repeated the purpose of Showco as follows:
- to have less shows - more bang for the bucks;
- to have better shows, that is shows with high quality visitors;
- to have time between shows to be able to show real product development and novelties on the exhibitions.

Scope and rules of the Showco Association are now formulated in the by-laws which can be handed out to everybody (by mail or through Klaus Fahlbusch).
Membership fees can be explained by Klaus.

3)
Mr S. Ring asked: "What have we achieved?"
And he answered his own question as follows:
On behalf of the industry we managed to create a communication with first of all the DLG and VIV organisers.
We have caught the attention of the show organisers.
We expressed our concern about too many international shows in Europe with a decreasing number of visitors.
VIV listened to us and postponed the Utrecht show, originally planned for 2005, to 2006.
DLG listened to us and offered a special poultry section (WPS) during the EuroTier show in 2004 as well as now in 2008.
We have successfully created an association which can gather the poultry industry companies and create a forum where a common opinion of the poultry industry can be formulated with regards to the planning of exhibitions.
Despite that many of us are sitting next to our competitors - we all have the same interest when it comes to spending time and money on shows: We want to have the best quality customers coming to the shows at the lowest possible investment.
To continue our efforts we have been so lucky that Klaus Fahlbusch joined in on the initiative.

4)

Mr S. Ring pointed out with regards to the future planning:

As a part of our previous planning and our global exhibition plans we aim to set up recommendations on various levels:

- One: Global and international level,
- Two: Regional level, and
- Three: National level.

Right now the first level has our highest priority and a recommendation for the international shows during the coming two years has to take place.

Next January the IPE in Atlanta will take place - and Showco members with business related to this show will participate in Atlanta.

In relation to Atlanta it has to be mentioned that the final target of Showco will be to participate every other year. We are aware that this is a process.

For the coming years it is important to understand and confirm the program and ideas of the two European based organisations - VIV and DLG, so that Showco can recommend a show in accordance with the articles of our by-laws.

The initial idea for 2010 was to go to the VIV show in Utrecht. Nevertheless, the Showco Executive Committee will approach VIV and DLG for their future ideas and concepts for the two shows. This will take place during one of the coming weeks.

(In between confirmed to the 17th Dec. 2008)

Based on these presentations, Showco will give you as members or potential members our recommendation for participation - which is expected at the latest during the Atlanta show.

In the meantime - please do not give any verbal or written commitments to the organisers. This could undermine the position of Showco - and thereby our strength in speaking with one common voice.

Input to list requirements to VIV and DLG - please contact Klaus Fahlbusch - or one of the members of the Executive Committee.

Remember: Together we can achieve more!

5)

Mr W. Folkeringa / Hendrix Genetics asked:

Is it possible to extend the Executive Committee by interested Showco members regarding the presentation of the exhibition organisers?

Common consensus regarding this question. Klaus Fahlbusch will inform and invite all member companies.

6)

Mr N. Brechtors / Salmat underlined that his company has not booked a booth for the VIV-Europe 2010. (And even not an option). The rumour, telling the opposite, is not true.

- 7)
Mr A. Böske / Big Dutchman gave the same confirmation on behalf of his company. He formulated his irritation about a letter from VNU-Utrecht, in which it is asserted that Big Dutchman has already booked a booth for VIV-Europe 2010.
- 8)
Mr M. von der Assen / Lubing confirmed that Lubing has already booked a booth by a mistake. But the booking has been cancelled this morning.
- 9)
Mr W. Folkeringa informed that he has been contacted by VNU. He made it clear to VNU that the decision regarding participation is not yet made. But Hendrix took an option.
- 10)
Dr. H.-F. Finck / Lohmann Tierzucht pointed out that his company will act and decide independently and does not want to be manipulated by show organisers or driven by rumours. He supported the intended decision procedure of Showco.
- 11)
Mr B. Meerpohl / Big Dutchman underlined the importance of the power of Showco and the need to speak with one common voice in negotiations with the organisers to avoid such irritations for the future.
It is a big success for Showco already to realise the two-year-rhythm in Europe.
The choice of Utrecht or Hannover is a secondary question.
- 12)
Mr B. v. Hooff / VDL-Agrotech asked if there was any intention for two alternative cities or for one exhibition place only in the future.
Mr S. Ring answered: The initial idea was to alternate between two different locations, and for 2010 Utrecht. But this option is made a long time ago and may be wise to verify. Therefore, we ask for a presentation of the concepts of both organisers. This presentation and a lot of other facts should be the basis for the recommendation of the Executive Committee.
Mr. M. Finco / Facco, pointed out: For the future we should also have two competitive organisers in order to make sure that we always get the best exhibition for our money. Furthermore, he noted that the profile of the visitors (provenience) is different on both shows. If we choose only one place only, we might loose a part of the market.

SHOWCO ASSOCIATION

13)

Mr B. Meerpohl adverted to the fact, that pig equipment suppliers do not want to go to Utrecht in 2010. Therefore, companies with a programme for the pig- and poultry-branch might get the dilemma to go to both exhibitions in 2010.

14)

Mr W. Folkeringa recommended an early decision (at the latest in Atlanta) regarding the place for the exhibition in 2010.

15)

Mr R. Segalla / SKA testified a significant better quality of the actual EuroTier in comparison to the show in 2004. He cognized in that also a success of the Showco policy.

16)

Mr T. Pollmeier / Reventa recommended to extend Showco to include the pig branch. Klaus Fahlbusch drew the attention to the fact that in this case we might get a lot of additional problems. (See "13"). In any case it should not be considered within the next couple of years.

17)

Mr S. Ring closed the meeting at 9:00 a.m. by thanking all participants for a committed discussion and with good wishes for a succesful EuroTier 2008.

03. December 2008

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

Soren Ring / President

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

Klaus Fahlbusch / Secretary

List of participants

Vostermans Ventilation	Dan Roumen
Texha	Aleksandr Nadykto, Sergey Bondarev, Elena Lubenko
Lohmann Tierzucht	Dr. Hans-Friedrich Finck
Exafan	Jose Carlos Muniz Blanco, Jesus Haro Borobio
OvoPro	Michael Deblaere
MOBA	Paul de Schouwer, Paul Buisman
Valli	Marcello Valli, Giuliano Maltoni, Paolo Zazzeri
Prinzen	Carlos de Magalhaes
SKA	Ruggero Segalla, Dino Pozzato
Petersime	Philippe Delodder
VDL Agrotech	Brian van Hooff
Impex Barneveld BV	Richard Wentzel
Jansen PoultryEquipment	Mari van Gruijthuijsen
Farmer Automatic	Lutz Cramer
Sanovo Staalkat	Soren Ring, Lars Kops
Vencomatic	Niels Geraerts, Erik Helmink
SKOV	Jorgen Yde Jensen, Peter Neldorf Petersen, Stig Veis Jorgensen
Lubing	Markus von der Assen
Hellmann Poultry	Marzellus Hellmann
Specht Ten Elsen	Johannes Ten Elsen, Richard Kuntzelaers, Gerd Koenen
Big Dutchman	Bernd Meerpohl, Andreas Böske
Salmat	Norbert Brechtters, Gregor Zimmerer, Christian Wiesner
Hendrix Genetics	Wilfred Folkeringa
FACCO	Massimo Finco, Orlando Peruzzo
TECNO	Alessandro Cauzzo, Antonio Cauzzo, Piero Lupi
Reventa	Thomas Pollmeier
HatchTech	Joost ter Heerdt, Mariska van Dam-Roelofsen
Gasolec	Henk Ruiken
Cobb	Jan Mascheck
Rotem	Jacob Gazit
HATO Lighting	Paul Obers
iLOX	Stefan Warnking
Showco Association	Klaus Fahlbusch