



MINUTES ANNUAL MEMBERS MEETING 2015

Date: **October 23rd 2015**

Location: **Cinar Hotel Istanbul Turkey**

Participants: See page 9 of these minutes.

AGENDA

- 1) Welcome and formalities.
- 2) General report of the President.
- 3) Finance overview 2015 and advertising schedule 2016
- 4) Formal approval of the actions of Board and Director for the past period.
- 5) Formal demission of the President and the two Vice Presidents
of the ShowCo Executive Committee.
- 6) Preliminary notes regarding the upcoming elections.
- 7) Determination of the Chairmen and two Scrutinizers for the elections.
- 8) Secret ballot of the ShowCo President.
- 9) Secret ballot of the two ShowCo Vice Presidents.
- 10) General discussion regarding strategies and targets of ShowCo in the future:
 - New Trade Fair for South America market?
 - More acquisition of members?
 - Memberships of breeding and processing equipment organizations?
 - Expansion of areas in the fields of common interest?
 - More information to customers of members?
- 11) Information regarding the upcoming VIV-MEA 2016 in Abu Dhabi, UAE.
- 12) Overview, facts and figures of Poultry Exhibitions over the past years
- 13) Discussion regarding upgrade of the ShowCo Exhibition Calendar.
- 14) Miscellaneous

TOPIC 1

WELCOME AND FORMALITIES

Showco president Paul de Schouwer opened at 09.00 hrs. the Annual Member Meeting 2015, and welcomed all participants.

He special welcomed all members participating a ShowCo Meeting for the first time. He explained why less people than usual were sitting behind the board desk. Two members of the board, Massimo Finco and Rudolf Preisinger were on a foreign trip. Both board members were very sorry they could not join and wished all a successful meeting. One other missing person in the board is Mari van Gruijthuijsen, he choosed for another career outside the poultry industry. First of all the president thanked the Turkeys member Güres Teknoloji, and especially Ali Aydin, for there advises and support in organizing this meeting.

Paul de Schouwer informed the meeting that our member Johannes Ten Elsen died recently at the age of 83 years. Mr Ten Elsen has always been a reliable and enthusiastic patron of the ShowCo-idea right from the beginning. In his memory the president asked the meeting to take one minute's silence.

Then the president asserted that:

The invitation to this meeting has been in compliance with the stipulations of our Bylaws and the meeting can legal decide resolutions, as more than 20% of our members participate. (20% = 11 Comp.)

As usual he asked all participants to fill in their names, etc. in the circulating presence list.

Further Paul de Schouwer asked:

1. Are there wishes for amendments of the actual Agenda?

No amendments were proposed.

2. Are there comments or complaints regarding the Minutes of the Meetings in: Atlanta / USA this year (January 29, 2015) and in Bangkok Thailand (March 12, 2015 during VIV-Asia)? There were no comments or complaints.

Paul de Schouwer explained:

Today we have to elect, due to our Bylaws: **the President and two Vice presidents** of ShowCo's Executive Committee (office period: 2 years)

Additional details regarding the elections follow later in the minutes.

The president said:

Same as the last years we decide in the Executive Committee, to have our Annual Member Meeting 2015 again as a separate conference, and not in combination with a running trade fair. Of course, it demands for a separate journey of the participants, however he said Turkey – and especially Istanbul – is a journey worth. Moreover we have 4 ShowCo members whose companies are located in Turkey. He announced that when we do our Annual Meeting in combination with a show, there remains little time for serious discussions, additional to the obligatory formalities (such as reports, elections, etc.).

The president announced a break for coffee (tea) at approximately 10.30 hrs. He expected the end of the meeting at 13:00 hrs. After the meeting he invited everybody,

in behalf of ShowCo, to a buffet lunch in the hotel restaurant. Then he asked all participants for a short self-introduction. After that the meeting went to the next topic.

TOPIC 2

GENERAL REPORT OF THE PRESIDENT

The president reflected mainly the time since the last Member Meeting in Atlanta, January 2015.

The “ShowCo show year” 2015

The Premium shows IPPE in Atlanta/USA and VIV Asia at Bangkok was in 2015 part of our Premium Exhibition Calendar. Other subjects of our Exhibition Calendar in this year are:
VIV Russia (held in May)
VIV Turkey (held in June)
Space France (held in September)
Poultry India (is held in November)
Attending ShowCo members reported their experience by filling out the Questionnaires.

IPPE Atlanta 2015

The 2015 IPPE featured more than 7.245 international visitors from over 103 countries. In total the Atlanta show had 30.500 attendees. The general impression was that Hall C, where most of the Showco member had their booth, had pulled considerably less visitors than Hall A and B. The walking distance from the main entrance to Hall C was too long and international visitor came often no further than Hall B. It was also felt that a couple of changes are absolutely necessary next time. Especially the services provided (for instance catering and promotion and installation at the showground) are particularly costly. Some had the feeling that Showco exhibitors were not treated as customers. However, most of the members were satisfied with the quality of visitors and did fairly well business. Useful to investigate whether a good substitute can be found for Atlanta yet. More and more “layer” people intent to move to the Mid-West show whereas Atlanta is the show to go for “broiler” people. It is for sure no option to register Showco for the IPPE each year. To have good alternatives on hand Showco is able to put firm pressure on the IPPE organization. In this way may be they will listen more to the wishes and desires of the ShowCo people.

VIV-Asia Bangkok 2015

Most members were happy about the quality of visitors and the wide variety of nationalities. Number of visitors: 38.422 out of 124 countries. As usual there were a lot of remarks and complains such as:
Wifi connection in all halls was very bad or no connection at all.
Departure from the exhibition was a disaster first day (buses/ taxi/ sky train).
Misunderstanding about opening and closing times for visitors / exhibitors. No air-conditioning on last day during dismantling stands.
Despite these complaints most of our members have the impression that VIV- Asia is one of the best international poultry show worldwide.

Visit to DLG Frankfurt

Klaus Fahlbusch and Ted Seijnder visited DLG head-office in Frankfurt in April. Main goal was to introduce Ted as the new ShowCo director to the management of DLG: Dr Grandke (CEO/DLG), Mr Grothues (General Manager, Exhibitions) and Dr Schlösser (Project Manager EuroTier). Furthermore they were informed about the plans and new layout of the exhibition halls of EuroTier 2016.

Visit of Informa Exhibitions

Informa Exhibitions is the responsible organization of AGRAME show in Dubai. Peter Hall (managing director) and Richard Parvitt (exhibition manager) visit ShowCo office in the Netherlands in July. They were informed that ShowCo strongly advice their members to participate the VIV-MEA in Abu Dhabi. For the AGRAME Dubai show there is no ShowCo recommendation. In exceptional case individual members are allowed to give freedom to participate. Informa Exhibitions still wanted to make a proposal to make it attractive for companies wishing to participate in both shows. About the content of their proposal you will be informed later on in the meeting.

Advertising campaign 2015

We established an Advertisement campaign in 2015 for IPPE Atlanta, for VIV-Asia Bangkok and for Space Rennes, covering an amount of € 24.000.

Such Ad-campaigns support the concerning shows. But of course, they are also image promotion of ShowCo and public relation for each of our members.

In our advertisements we always use the logos of all our members.

Promotion campaign 2015

A new leaflet to promote ShowCo and to use by acquisition was developed. Also the first ShowCo electronic Newsletter had been sent to all members in August. We hope this issue will strengthen the bond with our members. In this way we will be able to inform you even better about international developments and new chances that arise for ShowCo and its members. The aim is that the ShowCo Newsletter will appear 4 times yearly.

ShowCo Meetings in the recent report year.

Within the last 10 months, we had 3 Member Meetings:

- An informal Breakfast Meeting in Atlanta during IPPE in January
- An informal Breakfast Meeting in Bangkok during VIV-Asia in March
- The Annual Member Meeting in Istanbul.

On all Meetings the presence of our members was sufficient for legal decisions.

Regarding all Meetings you got (respectively, you will get) a Protocol. All protocols of the past can be found at the Member Area of the ShowCo website.

(www.showco.org).

So far, the report of the president regarding the most interesting points of this year.

TOPIC 3

FINANCIAL OVERVIEW AND ADVERTISING SCHEDULE

Ted Seijnder, director of our Association showed by means of a sheet an overview into the finance situation (status October 20, 2015). This picture clearly showed that the finance situation is very comfortable and solid. Even without reimbursements of VNU-VIV we are and must be able to pay all the necessary cost. Moreover he expected that for 2015 a fee reimbursement between 20 and 25% to our members is possible. The official finance check 2015, by the two finance auditors, will take place no earlier then the end of January 2016. No additional questions to this overview came from the meeting. The advertising plans and schedule 2016 had also approved by the meeting.

For details on both items see appendix: Meeting 23-10-2015.

TOPIC 4

FORMAL APPROVAL OF THE ACTIONS OF BOARD AND DIRECTOR FOR THE PAST PERIOD.

The director of ShowCo Ted Seijnder asked the meeting for its votes for the formally demission of ShowCo president Paul de Schouwer and the two vice presidents Ruggero Segalla and Massimo Finco. The meeting agreed unanimously.

TOPIC 5

FORMAL DEMISSION OF THE PRESIDENT AND THE TWO VICE PRESIDENTS

Ted Seijnder stated formally the demission of the president and the two vice presidents due to the end of their office period of two years.

TOPIC 6

PRELIMINARY NOTES REGARDING UPCOMING ELECTION

The meeting was asked whether there are additional names for candidates for both the function of president or vice presidents. No proposals were made, so the secret election could start. Each member company will get one ballot booklet to ensure one vote per company. Prior to this meeting Ted Seijnder talked to the three resigning board members and all were in for a new office period.

TOPIC 7

DETERMINATION OF THE CHAIRMEN AND TWO SCRUTINIZERS FOR THE FOLLOWING ELECTIONS

The following members were asked to fulfil these temporary jobs:

Chairman: Andreas Böske

Scrutinizers: Diederik Fetter and Jacob Gazet

TOPIC 8

SECRET BALLOT OF THE SHOWCO PRESIDENT

Total votes member companies: 23.

Votes for Paul de Schouwer : 22, 1 invalid vote.

Chairman Andreas Böske asked Paul de Schouwer if he accepted the choice.

He accepted.

TOPIC 9

SECRET BALLOT OF THE 2 SHOWCO VICE PRESIDENTS

Total votes member companies: 23.

Ruggero Segalla and Massimo Finco : 22 votes, Thomas O Hansen: 1 vote.

Chairman Andreas Böske declared officially that Ruggero Segalla and Massimo Finco were selected as vice presidents of the ShowCo board for another two years.

Then Chairman Andreas Böske asked the new president Paul de Schouwer to continue the meeting.

TOPIC 10

GENERAL DISCUSSION REGARDING STRATEGIES AND TARGETS OF SHOWCO IN THE FUTURE

New Trade Fair for South America market?

There is no chance that VNU or DLG will start a new South-America show.

Latin American Poultry Congress is a maybe a good alternative every 2 years

Further investigation and look if ShowCo can support and strengthen this rotating exhibition will be necessary. Next Latino America show takes place in Mexico 2017.

We will come with feedback about the possibilities as soon as possible.

More acquisition of members?

Memberships of breeding and processing organizations?

How to deal with our drive and ambition to grow further in the future? Many times we tried to get the big breeding organizations and the producers of slaughter equipment to join ShowCo. They refused for several reasons. We have to accept this and will therefore make no more attempts to bring them in our group. Because of this stance we do not have to compromise on a lot on serious items. Most of these companies follow the ShowCo calendar despite the fact that they are non-member of ShowCo. Statement: we only want to grow if we do not have to compromise on our regulation! In order to grow there are still enough companies who want joining our group.

Maybe a helpful tool can be that ShowCo asked non-members, like the breeding and slaughter people, to fill in our Questionnaires. In this way we get more input and know their opinion and ideas about the exhibitions.

Let's make clear by promoting in magazines and by making use of social media (Linkedin / Twitter, Facebook etc.) where ShowCo stands for. The ShowCo newsletter is only spread to members now. Maybe it can be also used for acquisition in the near future? We have a lot of more followers than we realize! ShowCo must be open to this people if they like to join our Association.

At 10.30 the president stopped the meeting for a short coffee break

TOPIC 11

INFORMATION REGARDING THE UPCOMING VIV-MEA IN ABU DHABI, UAE and AGRAME IN DUBAI.

During the meeting in Bangkok we agreed to support and participate the VIV-MEA at Abu Dhabi. At the same time this would be parallel to the AGRame Dubai exhibition where also some of our members are participating. We decided that a final choice for one of these exhibitions is to be made after the end of both shows end of March

2016. ShowCo has no interest in 2 trade shows for this area). One show for poultry in the Middle East/Africa area every two years is our goal.
Further information about both shows you find in the appendix: Meeting 23-10-2015.

TOPIC 12

OVERVIEW, FACTS AND FIGURES OF POULTRY EXHIBITIONS OVER THE PAST YEARS

Detailed information about all international poultry shows you find in the appendix: Meeting 23-10-2015.

TOPIC 13

DISCUSSION REGARDING UPGRADE OF THE SHOWCO EXHIBITION CALENDAR.

Exhibitions in China

Most members are far from happy about the recent VIV China.
VIV-China is a relative expensive show. CAHE show, a traveling show, held every year, is for many of our members a good replacement. Especially considering the fact that more and more international companies participate, so CAHE show is certainly not a local fair. Conclusion: VIV China will be placed “under observation” meaning for the individual members to decide to go or not to go. After the VIV China in 2016 there must be a quick decision on the status of this show at the ShowCo calendar.

Space Rennes France

Out of the four exhibition days the first and the last day showed a very low number of visitors. Some are in favour to bring this show back to a three days event, however there is little to no chance to reach this goal through a dialog with the organisation. We know from experience that the Showco influence at the Space organization is close to zero but we keep on trying. The meeting decided to keep Space on our exhibition calendar, as the (French speaking) visitors from Africa give this show an international character. However ShowCo stays at the rhythm of participating every two years.

Poultry India IPEMA Hyderabad

This show is already for many years on the ShowCo agenda. India is huge and potential market for business. It is a pity that we hardly are able to deal with the organization of Poultry India. We have the feeling that international exhibitors are discriminated with regards to position of their booth in the buildings and level of price they have to pay for floor space. Another reason why Hyderabad is on our exhibition calendar is to prevent that members are participating every year and moreover to prevent that people are going to other Indian poultry shows. If we are not unified about this we risk that we end with 4 or 5 shows in India. About 10 members will participate this year (2015) at the Hyderabad show. It was a pity that no Indian members were at the meeting to hear their opinion about this matter.
The direction to talk with the organization will be that ShowCo will strongly recommend their members to participate in India only at Hyderabad every other year.

VIV Russia Moscow

It is very important to know what VNU plans with the VIV Russia in the future.

There are rumours that VIV Netherlands wants to quit as co-organizer of this show. VIV Netherlands works together with a local organization. Only the Russian partner is pushing exhibitors to participate in the next show, while VIV Netherlands is not active in acquisition. For ShowCo the opportunity to make clear whether we go before VIV makes a decision to stop. The challenge is not to evaluate the exiting exhibitions on today's business, because then almost every trade show in Russia will not survive. For that reason we have to look for long term and not for a short-term solutions on this topic. The meeting agreed that we first wait for feedback of VIV Netherlands (VNU) about their ideas and plans around this show before ShowCo takes a final decision.

The updated new ShowCo Exhibition Calendar

Two shows were removed from the ShowCo exhibition calendar:

Egypt: Agrena Cairo and England: Pig and Poultry Stoneleigh.

These shows are local fairs and do not fit into our basic ideas

More details can be found in the appendix: ShowCo exhibition calendar

TOPIC 14

MISCELLANEOUS.

Expansion of areas in the fields of common interest?

Vice president Ruggero Segalla explained:

Until now we have only been talking with each other about exhibitions matters.

Sometime, in our field, there are subjects that may be of common interest for the members. I wondered if ShowCo, as a group of people knowing the poultry business very well, can start to open talks about other subjects.

As an example he presented a sheet with the following text:

*Should the EC regulations 1935/2004 and 2023/2006
applicable to the feed and egg handling equipment?*

The a.m. regulations are about equipment that come in contact with food

*This means that feeding systems, silos, egg conveyors, egg graders, etc. should be
manufactured as per the a.m. regulations.*

He suggested that perhaps a committee consisting of some ShowCo members lead the way to a common position for these issues. A further suggestion from the meeting was to make use of a platform on the website for these kind of questions. Another possibility can be to invite a guest speaker who gives a presentation about an interesting and current topic during the Annual Members Meeting.

Next Annual Members Meeting

It is a little bit early to pin an exact date now.

In any case, the next annual members meeting should not coincide with the Hanover show in November 2016. The plan is to look for a date prior to the EuroTier in the second part October. The board will look for a suitable location.

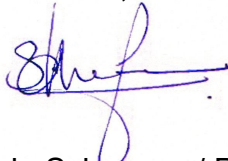
At 12.00 o'clock the president closed the meeting and he thanked all participants for their contribution in the meeting.

Participants Annual Members Meeting 2015 (October, 23rd Istanbul Turkey)

Firma	Name
Aytav Poultry Equipment	Hidir Uzun
Big Dutchman	Andreas Böske
Big Dutchman	Bernd Meerpohl **
Farmer Automatic	Christian Dyckerhoff
Güres Teknoloji	Ali Aydin
Güres Teknoloji	Ozan Peker
Güres Teknoloji	Mustafa Güres
Hato	Paul Obers
Holtraco	Diederik Fetter
Impex	Richard Wentzel
Ilox	Winfried Wagner
Jansen Poultry Equipment	Martijn Haverkamp
Lohmann Tierzucht	Michael B. Seidel
Moba	Paul de Schouwer
Reventa	Thomas Pollmeier
Ridder	Arne van 't Oor
Petersime	Hugo de Ruyck
Rotem	Jacob Gazit
Salmat	Norbert Brechters
Ska	Ruggero Segalla
Ska	Dino Pozzato
Skov	Stig Veis Jørgensen
Skov	Thomas O Hansen
Tavsan	Hilmi Bilgin
Tavsan	Remzi Çelik
Texha	Victoria Bondareva
Valli	Andrea Buscherini
Valli	Lorenza Valli
Vostermans	Joris Vostermans
Tecno	Giuliano Mechini
ShowCo	Ted Seijnder

** not present at the meeting day

November 12, 2015



Paul de Schouwer / President



Ted Seijnder / Director