



Minutes Member Meeting at VIV Asia Bangkok

Date: Thursday March 14, 2019

Location: Bitec conference area, room Nile 1

Time: 08:45 – 10:15 a.m.

Present 35 people from 20 member organizations (see attendance list in attachment)

AGENDA

TOPIC 1: WELCOME

ShowCo President Paul de Schouwer welcomes everyone and apologized for confusion around the starting time of the meeting. The agenda items were summarized briefly and the meeting agreed and there was no need to add other items to the agenda.

TOPIC 2: FIRST REFLECTION OF RUNNING VIV-ASIA

First exhibition day went very well for most exhibitors. Number of visitors and the quality of visitors are good. Correct figures about the number of visitors not yet known. (some say 20% more visitors compared to first day in 2017).

Much noise around the opening ceremony. This lasted 2 hours and was experienced as very disturbing for exhibitors in the neighbourhood of VIV Siam Square.

Air conditioning did not work satisfactorily. Temperature sometimes too cold in some places in the hall and sometimes too hot.

Old problem: Internet and WIFI connection very moderate to poor.

A paid subscription during exhibition days was the only possible solution.

TOPIC 3: REPORT REGARDING DLG INITIATIVE 3 EUROTIER TRADE SHOWS

1.  **Sept. 19-20-21, 2019 in Qingdao China**
(Annual show)
2.  **Sept. 2-3-4, 2019 in Abu Dhabi UAE**
(Biennial show, odd years)
3.  **July 23-24-25, 2019 in Brazil**
(Annual show, formal Avesui show)

We all were highly surprised by the initiative of DLG to introduced 3 new exhibitions under the flag of EuroTier. Quite a bit confusion arises because shows in China and Abu Dhabi are also part of the VIV organization's exhibition calendar. Both exhibitions in China (VIV China and EuroTier China) even take place this year on the same 3 days and in the same city of Qingdao! The show in Brazil is an existing exhibition that now continues under the name EuroTier South America.

During in meeting in Barneveld the Netherlands on January 29, 2019 DLG presented Showco their plans. As a result of this ShowCo promised to give feedback to DLG and to clarify our position after consultation with the members at this meeting. Time to show our strength by making a clear statement to DLG and making our disapproval known. After some discussion and an official vote, it is decided to mention EuroTier China and EuroTier Middle East on the

ShowCo calendar as no Showco participation. EuroTier South America is not included on our calendar as it is a local exhibition. However, this position does not mean that all future initiatives from both DLG and VNU organisations can count on resistance from ShowCo. If these plans fit in well with our strategy, ShowCo is always willing to cooperate.

TOPIC 4: DISCUSSION REGARDING NEW CONCEPT SHOWCO EXHIBITION CALENDAR

Explanation COLOR codes:

GREEN : "Global Exhibition". Participation is strongly recommended.

These exhibitions are supported with promotion by ShowCo.

ORANGE : "International/Regional Exhibition". ShowCo supports participation.

Each company decides participation according to its individual interests.

RED : No ShowCo participation and no support by ShowCo.

(Yearly) : Exhibition with a Yearly rhythm

ShowCo generally prefer a 2-Year-rhythm of poultry trade fairs. The concept of this exhibition calendar will be created and approved during the Annual ShowCo Member Meeting. Last update: March 2019

The above color code concept for the ShowCo exhibition calendar was presented and approved on a small change from **Y** to **Yearly**.

It was also proposed to spread the new version of the calendar over a period of 4 years. In the short space of time of this meeting it would not be possible to discuss all the listed and qualified exhibitions. It was therefore decided to submit the content of this proposal to all our members for criticism and approval.

Shortly after this meeting, mailing to the members will take place.

The aim is to have the final version of the ShowCo exhibition calendar ready within one month.

TOPIC 5: RESULTS QUESTIONNAIRE IPPE 2019 / POSITION FOR THE FUTURE SHOWCO PARTICIPATION

1.426 EXHIBITORS – 32.964 VISITORS (FROM 120 COUNTRIES) 8.254 international of which 40,3% L-America

36 SHOWCO MEMBERS PARTICIPATED WITH A STAND

IPPE Atlanta USA 2019 (February 12- 14) Evaluation of Questionnaire

		2017	(temporary) 2019
Participants / Poll		22	17
Evaluation result:			
Number of visitors: (from 10 – 50)		32,3	29,4
Quality of visitors: (from 10 – 50)		37,7	38,2
Price-performance-ratio of the fair (from 10 – 50)		29,6	25,8
Organization of the trade fair: (from 10 – 50)		34,6	34,1
Performance of the total infrastructure (from 10 – 50) (Traffic, Hotel, Halls quality, IT-support, Back staff availability, etc.)		32,3	31,7
Will you participate on the next IPPE?	Yes	20	12
	Don't know	1	5
	No	1	0
Do you think IPPE is potential also the best show for the Latin American market?	Yes	13	10
	Don't know	7	4
	No	2	3
The average of all votes totally: (including the votes for next participation)		35,6	33,8
Please give your ranking for 2019 edition of IPPE (10 = extremely good 1 = extremely bad)			6,6

This preliminary result of the IPPE Questionnaire was presented, based on 17 respondents. Once more a call to members who have not responded yet to do so. The more responses, the more accurate the survey will be.

After many unsuccessful attempts, ShowCo is convinced that adjustment or relaxation of IPPE rules and regulations is not possible for our members.

Therefore, we need a clear and uniform position how to record future Showco participation in IPPE Atlanta.

To meet this goal the meeting was presented with a choice about three alternatives:

1. A RHYTHM OF ONCE EVERY TWO YEARS CONTINUES TO PROCEED

(No Showco participation in even years RED Code and GREEN Code in odd years)

2. YEARLY PARTICIPATION OF MEMBERS IS PERMITTED

Each company decides participation according to its individual interest. (ORANGE Code)

3. YEARLY PARTICIPATION OF SOME MEMBERS IS PERMITTED. (A RHYTHM OF ONCE EVERY TWO YEARS CONTINUES TO PROCEED FOR ALL OTHER MEMBERS).

Option 3 was chosen with a majority of votes

However, an exception is maintained for members who had already the permission to participate every year in past (Hy-line / Jamesway/ Pas Reform/ Petersime/ Kuhl/ Gasolec).

TOPIC 6: MISCELLANEOUS

There was no need for further topics.

At 10:15 the President closed the meeting and thanked everyone for being present and wish them all a successful continuation of the two remaining exhibition days.

Cuijk, March 28, 2019

Paul de Schouwer(President)



Ted Seijnder(director)



SHOWCO – Members Meeting Bangkok 2019

Attendance List

NAME	COMPANY
Ramirez, Javier	Lohmann Tierzucht
Ruyck de, Hugo	Petersime
Meerpohl, Bernd	Big Dutchman
Böske, Andy	Big Dutchman
Brechters, Norbert	Salmet
Warnking, Stefan	Ilox
Wentzel, Richard	Impex
Laake, Christian	Ermaf
Hellmann, Mazellus	Hellmann
Obhuer, Hans	Hellmann
Obers, Paul	Hato
Arts, Henry	Pas Reform
Finco, Massimo	Facco
Finco, Laura	Facco
Schouwer de, Paul	Moba
Titaley, Constance	Moba
Telefri, Dayana	Eurosilos
Boel, Olav	Petersime
De Ruijk, Hugo	Petersime
Vanneste, Stef	Petersime
Baker, Krista	Jamesway
Jordan, Christian	Jamesway
Balasso, Frederico	SKA
Pazzato, Dino	SKA
Gobardhan, Phil	Jansen Poultry Equip.
Ten Elsen, Wilfried	Specht
Long, Louise	Hy-line
Brittney Roorda	Hy-line
Celik, Remzi	Tavsan
Atay, Bertan	Tavsan
Urzun, Hidir	Aytav
Seijnder, Ted	ShowCo Association