

Informal Report

VNU-Presentation regarding VIV-Europe-2014

Date: May 22nd 2013, 17:00 h – 18:00 h (p.m.)

Location: **Moscow, Russia**
Internat. Crocus Exhibition Center
Entrance Floor
Room Nr.: "F"

Participants: See last page of Report

AGENDA,

The Agenda consists of a Presentation by VNU regarding the upcoming VIV-Europe-2014 in Utrecht, The Netherlands, and of an unlimited time for questions and discussions

OPENING

Director Klaus Fahlbusch welcomed all participants and asked Mr Ruwan Berculo, Project Manager VNU [Asia-Pacific / Europe], to start the announced Presentation.

PRESENTATION

Mr Ruwan Berculo explains VNU's ideas, to attract more the upcoming VIV-Europe-2014.

A copy of the Presentation is enclosed as appendix.

VNU expect 20.000 visitors – 80% international. The net space of the used halls is 25.000 m². (Same as in 2010). VNU considers a relation 1 visitor : 1 m² net stand surface as ideal.

VNU tries, to fill the exhibition week with different business opportunities:

Conferences and Summits during the show;

Association Meetings and Technical Lectures around the trade fair and

Field Visits, to present Dutch best practice.

Mr Ruwan Berculo informed, that VNU decided to invest additional € 500.000, to win 100 additional exhibitors and to bring 300 VIP's from animal protein countries worldwide to the show in Utrecht. The VIP- program is mainly focussed to countries, where VIV- shows are organized. (Russia, South East Asia, China, South Asia, Mexico, Turkey, Europe). VNU will support the VIP- program with € 300.000 (from € 500.000).

Furthermore three Special Themes are promoted with Pavilion & Conference:

- # Feed-to-Meat concept
 - CropTech – FeedTech
 - MeatTech
- # Regional and global Animal Health issues
 - VIV Animal Health Summit

One theme was not made a subject of Presentation:

In earlier discussions the idea was launched, develop VIV-Europe to a pure Novelties Exhibition. Mr Ruwan Berculo said nothing about.

QUESTIONS & ANSWERS

In a first reaction the VIP- program was very appreciated by the participants.

In contrast to this the planned Field Visits were considered with huge reservations.

(See also under CLOSING)

Mr Berculo confirms that there are no restrictions in booth size. The booked size will be the delivered size.

The terminus “**B2B**” means Business to Business.

Then the discussion came to **VIV-Asia-2015** aspects. It was noticed that the VIV-Asia-2015 is announced by VNU without a concrete date.

Mr Ruwan Berculo justified this with not finalized decision regarding the show ground.

He appreciated very much the clear position of ShowCo in favour of BITEC.

He explained that the BITEC owner want to build an additional hall complex. But this may be ready for use earliest for the VIV-Asia-2017.

VNU expect for 2015 additional exhibitors and due to this (and due to booth extensions) additional demand on hall space. But the existing halls were in 2013 already fully booked. – In case of a decision for BITEC, VNU considers seriously the build-up of a “temporary construction” (= marquee, tent).

But then this construction must be fully equal in quality in comparison with the solid halls (regarding air conditioning, infrastructure and attractiveness for visitors).

To underline this equality, VNU will ask for the same price for solid halls and tent.

While the participants can understand the time problem regarding the build-up of a big new hall complex, they can not understand another unsolved problem:

The passage from the SkyTrain station to BITEC is unacceptable. On both ends the preparations for a Skywalk-connection are ready. But the Skywalk is missing.

Mr Berculo informed that BITEC will immediately build this connection. Planning and financing concept are ready. But the permission of the Bangkok Government is needed, and this is still open. He is hopefully, he said, the connection will be ready for the show in 2015.

Another discussion concerns the extremely huge costs for freight and handling of exhibition-goods. This is the same problem in Bangkok, Beijing, Moscow and Istanbul. Mr Berculo alludes to the fact, that VNU in all cases has a local co-organizer and is therefore not fully independent in decisions. But VNU will do its best, to better the situation. In case of VIV-Turkey VNU is fully out of the organization. The name was sold.

CLOSING

Mr K. Fahlbusch thanked VNU and especially Mr R. Berculo for the preparation, the Presentation and the participation on the discussion.

He closed the official part of the meeting at 18:00 h (p.m.), but he asked the ShowCo members to stay for few minutes too.

After leaving of the VNU representatives the discussion comes back to the announced Field Visits around VIV-Europe-2014.

The participants expresses huge sceptic regarding this planned undertaking.

Opinions:

An election of visited objects includes a hidden evaluation by VNU. VNU wins perhaps the supplier (of the visited object) as friend. But at the same time VNU earns 10 or 20 additional enemies. For all not visited objects of competitors it is like discrimination. But VNU is a show organizer for **all** companies. Dutch companies have a big advantage in comparison with other companies, which are not so present at the Dutch market. VNU generally should not organize such Field Visits.

The participants preferred, that VNU stopped the Field Visit project and increase instead the sum for the VIP- programme up to € 400.000 .

Mr. K. Fahlbusch should talk with VNU about this view of the matter.)*

A short reflection of the running VIV-Russia is not very satisfactorily.

At 18:15 h (p.m.) Mr Fahlbusch closed with thank to all participants the meeting.

July 15th 2013

A handwritten signature in blue ink, appearing to read "K. Fahlbusch", with a stylized flourish at the end.

Klaus Fahlbusch / Director

P.S.

)* This discussion took place during the VIV-Russia-2013. No concrete results at the moment.

List of Participants

BIG DUTCHMAN Intern.	Bernd Meerpohl + Andreas Böske
FACCO & C. s.p.a.	Massimo Finco
GASOLEC	Henk Ruiken
GRASSTECH	Jan-Jacques Kesteren
HELLMANN Poultry	Marzellus Hellmann
HOTRACO	Fred Kersten
IMPEX	N.N. (Alexandra)
JANSEN Poultry	Mari van Gruijthuijsen
LAE Anlagenbau	Klaus Wöhlkens
LUBING Maschinenfabrik	Jörg Rabbe
PETERSIME	N.N. + N.N.
SALMET International	Norbert Brechters
SANOVO	Michael Behrendsen
SCHULZ Systemtechn.	Johannes Siemer + Marco Kreienborg
SKA	Davide Pozzato
SKOV	Soeren Lundby
TEXHA	Alexander Anatolewich Wdowitschenko
TPI Polytechniek	Joost Koster
VALLI	Andrea Buscherini
ZUCAMI	Pedro Ansoain Sanzol
SHOWCO	Klaus Fahlbusch
VNU, Utrecht	Ruwan Berculo + Renate Wiendels + Yevgeny Antochin