

Information

For members of the Showco Association

Refer:

Meeting of the Executive Committee (9:00a.m – 5:15 p.m)

Date: May, 12th 2009

Location: **Munich**, Germany
KEMPINSKI HOTEL, Airport München, Room 1123

Participants: Søren Ring, President;
Ruggero Segalla, Vice President;
Paul de Schouwer, Vice President;
Dr. Hans-Friedrich Finck, Delegated Member;
Massimo Finco, Delegated Member;
Klaus Fahlbusch, Director.

Dear all.

Please be informed regarding the main points of the meeting of the Showco Executive Committee as follows:

Agenda Topic (1) – Recruiting of new members.

The discussion was summarised in the following points for action:

- a. Ask all Showco members to try to recruit **one** new member each.
- b. Increase the communication to our member and non-member through our web site.
- c. Define the key-companies which are to be invited for special promotion meetings (i.e. incubation, meat processors, other).
- d. Define the key arguments to be used during recruitments meetings as well as on the web site.

Mr Segalla promised spontaneous to talk with Company Sperotto.

Mr Finco promised spontaneous to talk with Company Valli.

Agenda Topic (2) – IPE-Atlanta/USA.

All members of the Executive Committee confirmed the Showco policy, to participate on IPE-Atlanta every other year (the odd-numbered years).

Agenda Topic (3) – Exhibitions, recommendation and ranking.

Dr Finck presents a list, showing almost 60 exhibitions in 2009. There is consensus in the Committee, that Showco can not evaluate all these fairs. The Executive Committee discussed intensive the idea, to develop in the future a **Showco-internal ranking system** for exhibitions.

The Showco recommendations (such as given for the VIV-Europe 2010) are fully independent from this ranking system. The ranking system should be a support for our member companies and should make the intransparent exhibition landscape a little bit more transparent. Mr Fahlbusch will make an adequate questionnaire with 5 – 6 questions and he may already use it in Moscow May 2009.

Even though the VIV-Asia is a regional-international exhibition only, the Executive Committee decides to treat this show equal to the Top Events. VIV-Asia developed continuously since many years, is well accepted by the exhibitors and follows our preferred 2-year-rhythm. Therefore the Executive Committee will give on next opportunity for this exhibition the recommendation as usual for Atlanta, Hanover and Utrecht.

A longer discussion took place regarding our recommendation vocabulary. This must be simple and clear and should be a support for the participation decision. **“Participation strongly recommended”** must be reserved for the Top Events. For other fairs (lower category) possible characterising can be: **“Interesting exhibition”** and/or **“Not-preferred exhibition”**.

Regarding other upcoming shows (except VIV-Russia 2009 and Space Rennes 2009) the Committee gives the following estimation:

Mexico	FIGAP-VIV America-Latina (Guadalajara, 21. – 23. October 2010) (2-Y-R)	Poll required
China	VIV-China, (Peking, 19. – 21. October 2009) (1-Y-R)	“Not-preferred exhibition” .
	VIV-China, (Peking, 21. – 23. Sept. 2010) (1-Y-R)	“Interesting exhibition”

(See also next page)

India	ILDEX India, (New Delhi, 02. – 04. July 2009) (1-Y-R) (?)	“Not-preferred exhibition”.
	Poultry India, (Hyderabad, 02. – 04. Nov. 2009) (1-Y-R) (?)	“Interesting exhibition”
	VIV-India, (Bangalore, 01. – 03. February 2010) (2-Y-R) (?)	“Not-preferred exhibition”.
Spain	FIMA, Saragossa (? ? 2011) (1-Y-R)	“Interesting exhibition”
	EXPO AVIGA, Barcelona (? 2010) (2-Y-R) (?)	“Not-preferred exhibition”.

Agenda Topic (4) – VNU-reimbursements.

The Committee discussed the VNU-formula of the calculation for reimbursement, which is based on four parameters:

- Total number of visitors;
- Visitors invited by Showco members;
- Exhibitors show-rating;
- Visitors show-rating.

Mr Fahlbusch pointed out, that Showco (Showco members) only have direct influence to parameter Nr.2 (invited visitors). Each invited visitor more is equal to plus € 6,00. But it is not clear, what system should be used for invitation; invitation cards or an electronic registration system. Mr Fahlbusch will clear up this with VNU.

The Committee has consensus, not to try for another calculation formula.

But Mr Fahlbusch will discuss with VNU a global increase (of approximately 10%) of the Utrecht figures, because there is a very little difference between the VIV-Asia- and the VIV-Europe- figures.

Agenda Topic (5) – Usage of the payment.

VNU announced to pay € 28.500,00.

The Executive Committee discussed different models of usage of the payment.

By the experience of the running year we know, there is no money on the Showco account from January to April. The Executive Committee therefore decided to keep the total sum on the Showco account as a buffer.

Agenda Topic (6) – Role of the Board and the Director.

Mr Ring pointed out that the Executive Committee is the Leading Board of Showco. It is important to give the Director freedom to operate and he cannot ask the board for permission on all pending aspects.

It was agreed and confirmed that the Director has to act in compliance with the policy of the Executive Committee.

Mr Ring suggested for the members of the Executive Committee::

- the next meeting should be on September 28th.2009 scheduled directly before the ordinary member meeting;
- a telephone-conference should be made on 19th.June 2009, 10:00 a.m.
- a telephone-conference should be made on 28th.August 2009, 10:00 a.m.

Agenda Topic (7) – Ordinary yearly member meeting.

The ordinary yearly member meeting should be on 28 - 29 September 2009

starting with a common dinner on the 28th and with the working session on the following day.

Location will be decided later.

A longer discussion took place regarding the agenda. The agenda will be included in the official invitation.

Agenda Topic (8) – Showco website.

Till now the Showco website is served on voluntarily basic by our member ROTEM (Mr Jacob Gazit). But the obligation should be transferred to the Showco management. Dr. Finck suggested asking of two professional companies for their offers regarding the technical service of the Showco website which was agreed. The responsibility for delivery of news and for the general content, of course, is in every case matter of the Showco management.

Agenda Topic (9) – Miscellaneous

Mr Finco suggested, to check and settle a legal protection insurance for Showco.

20. May 2009

A blue ink signature of Søren Ring, written in a cursive style.

Søren Ring / President

A blue ink signature of Klaus Fahlbusch, written in a cursive style.

Klaus Fahlbusch / Director