

Minutes

Annual Members Meeting of the ShowCo Association, 2013

Date: October 22nd 2013, 9:08 h – 13:15 h

Location: **MUNICH-Aufkirchen**, Germany.
Mercure Hotel, Airport Munich
Dorfstr. 15 -A.
D-85.445 Aufkirchen (near Munich) Germany

Participants: See last page

AGENDA.

proposed per Invitation letter, dated September 17th 2013

- 1) Welcome and formalities.
- 2) General Report of the President.
- 3) Introduction of Mr Ted Seijnder.
- 4) Finance Report of the Director.
- 5) Report of the Finance-Auditors.
- 6) Formal approval of the actions of Board and Director for the past period.
- 7) Formal demission of the President and the two Vice Presidents of the ShowCo Executive Committee.
- 8) Preliminary notes regarding the upcoming elections.
- 9) Determination of the Chairman and two Scrutinizers for the following elections.
- 10) Secret ballot of the ShowCo President.
- 11) Secret ballot of the two ShowCo Vice Presidents.
- 12) General discussion regarding the need and activities of ShowCo in future.
- 13) Discussion regarding the upcoming VIV-Europe-2014 in Utrecht, NL.
- 14) Discussion regarding the upcoming IPPE-2015 in Atlanta, USA.
- 15) Members perceptions and experience regarding the recent "SPACE".
- 16) Discussion regarding an upgrade of the ShowCo Exhibition Calendar.
- 17) Miscellaneous

Coffee break due to opportunity and the Presidents suggestion.

TOPIC 1

Welcome & Formalities

ShowCo President Paul de Schouwer opened at 9:08 h the Annual Member Meeting 2013 and welcomed all participants.

He especially welcomed all participants, which attend first time a ShowCo Meeting, and named substitutional of all those, Mr Javier Ramirez (LTZ), who is the first Spaniard in the round and he congratulated Mrs Voctoria Bondareva, who got her first Baby three months ago.

Then Mr de Schouwer asserted:

- The invitation to this Meeting has been in compliance with the stipulations of our Bylaws,
- The Meeting can legal decide resolutions, because more than 20% of our members participate.

As usual he asked all participants of the Meeting,
to fill in their names, etc. in the circulating presence list, and
to deposit a *new* Business Card at the table. Klaus Fahlbusch will collect them later.

Mr de Schouwer asked:

- Are there wishes for amendments of the actual Agenda?
There are no wishes.
- Are there comments or complaints regarding the minutes of our Annual Member Meeting in Dietzenbach last year (19.10.2012)?
There are no comments or complaints.

Mr de Schouwer explained:

Today we have to elect due to our Bylaws:

- a) the President of ShowCo Association (office period: 2 years)
- b) the two Vice Presidents of ShowCo (office period: 2 years)

Details regarding the elections will be given later.

The good experience from last year encourage us, to hold our Annual Member Meeting independent from a running show as a separate Meeting again, he said. When we do it in combination with a show, remained little time for serious discussions, additional to the obligatory formalities (such as reports, elections, etc.).

Mr de Schouwer announced a coffee break of 20 minutes approximately at 10:45 h. After the Meeting (approx. at 13:15 h) Mr de Schouwer invited in behalf of ShowCo all participants to a buffet lunch in the "Diver-Restaurant".

TOPIC 2

General Report of the President.

In his Report ShowCo President Paul de Schouwer reflected the time and activities since the last Annual Member Meeting in Dietzenbach 2012.

Before he started his Report he remind

Mrs Mara Borriero, President of our member company SKA, from Italy.

Mrs Borriero died in March 2013, than their already overcome believed, insidious disease returned after a few years.

President de Schouwer said, Mrs. Mara Borriero was one of the most impressing personalities of our branch of trade and was known as a reliable and enthusiastic patron of the ShowCo- idea right from the beginning.

In her, we have lost a true friend, he said.

Mr de Schouwer asked all participants, to rise from their seats for a moment of silent remembrance. The Meeting followed.

Then Mr de Schouwer reported under 10 themes several facts, activities or developments, which have had impact to the last ShowCo- year.

The complete text of the report, please find as Addendum-I at the end of this Minutes. (After List of Participants).

When he finished his Report, Mr de Schouwer asked the Meeting, if there are direct any questions or comments regarding the mentioned themes.

No questions or comments came at that moment.

Therefore Mr de Schouwer led over to the next Topic.

TOPIC 3

Introduction of Mr Ted Seijnder.

Mr de Schouwer explained a new situation for ShowCo as follows:

During the recent VIV-Asia in Bangkok Klaus Fahlbusch informed the Executive Committee, due to his age, he will resign from his obligations as ShowCo Director per December 31st 2014 .

Although it is a relative long time to end of 2014, an extended ShowCo Board together with Klaus started direct activities for an adequate solution.

So we came in contact with Mr Ted Seijnder.

First Klaus and then an extended Executive Committee has had intensive consultations with Mr Seijnder (for instance during SPACE-2013). Mr Seijnder said after all discussions in the matter, that he is interested and able, to adopt from January 1st 2015 the office of the ShowCo Director.

After the Meeting at SPACE the extended Executive Committee voted per phone-round-call in a formal ballot unanimous for Mr Ted Seijnder. Klaus informed Mr Seijnder accordingly.

It is foreseen, that Klaus and Mr Seijnder use 2014 for transfer of knowledge and connections.

(Due to our Bylaws, the ShowCo President has to appoint a new Director).

Then President de Schouwer asked Mr Ted Seijnder, to introduce himself and to tell a little about his past career and his ideas and visions for ShowCo.

Mr Ted Seijnder thanked the President for the expressed confidence and for the possibility, to participate at the Meeting. He gives the Meeting some infos regarding his past career and his ideas for ShowCo's future.

A summary is enclosed as Addendum-II at the end of this Minutes.

(In short we can find a portrait of Mr Ted Seijnder in the Member Area at our website).

TOPIC 4

Finance Report of the Director.

Mr de Schouwer asked Klaus Fahlbusch for the Finance Report.

Klaus Fahlbusch started with the statement, ShowCo's finance-situation is comfortable and solid also in 2012, as already known from recent years.

And it seems, he said, 2013 will be a positive year too.

Economic Balance for 2012, confirmed by our Finance Consulting Office:

Before tax:	€ 10.847,40
After tax:	€ 7.922,10

Budget Planning for 2012

Earnings	€ 112.651,00	Real Execution	€ 132.088,33
Expenses	€ 110.291,00		€ 121.240,93
Result before tax	€ 2.360,00		€ 10.847,40
Result after tax	€ 1.535,00		€ 7.922,10

Budget Planning for 2013

Earnings	€ 110.940,00
Expenses	€ 103.126,00
Result before tax	€ 7.814,00
Result after tax	€ 664,00

Budget Planning for 2014

Earnings	€ 117.940,00
Expenses	€ 110.026,00
Result before tax	€ 7.914,00
Result after tax	€ 5.539,00

Comment of Klaus Fahlbusch regarding the budget Planning for 2013 and 2014:

The Expenses 2013 includes already a Provision for additional Personal Costs in 2014. In 2014 we have to consider increasing Personal- and Journey- Costs, caused by the activities of Mr Seijnder.

At the moment it seems, there are no possibilities in 2013 and 2014 for a partial Member-Fee reimbursement.

From the Meeting came no additional questions.

TOPIC 5

Report of the Finance Auditors.

Mr de Schouwer asked the Finance Auditors for their Report 2012/2013.

Mr Markus von der Assen reported (also in behalf of Mr Böske) for the Finance Auditors regarding the result of the Finance Check, which was performed at Monday, October 7th 2013. The check covered:

- a) the Account Status per 31.12.2012 and per 31.08.2013
- b) the Economic Balance per 31.12.2012
- c) the Budget Plan for 2012 and its execution.
- d) the Budget Plan for 2013 and its execution till 31.08.2013
- e) the Budget Plan for 2014
- d) the Travelling Costs 2012 + 2013
- e) the Cash on Hand

Mr von der Assen stated, the checks have been made on random sample basis. All finance-documents have been found properly organized, easy to check and in compliance with the figures, which have been presented under Agenda Topic [4]. No fault, no difference and no unclear position were found during the finance check. Mr von der Assen recommends the Meeting participants the formal approval of the actions of the Executive Committee and the Director for the past period.

TOPIC 6

Formal approval of the actions of Board and Director for the past period.

Mr de Schouwer asked the Meeting for its vote accordingly to the suggestion of the Finance Auditors recommendation.

All member companies, which are present at the Meeting, voted positive.

Hereby the actions of the Executive Committee and of the Director were approved for the past period.

TOPIC 7

Formal demission of the President and the two Vice Presidents of the ShowCo Executive Committee.

ShowCo President Mr Paul de Schouwer asked Director Klaus Fahlbusch taking care for the upcoming elections.

Then he stated his own demission and the demission of the two Vice Presidents Mr Ruggero Segalla and Mr Massimo Finco due to the end of the office period.

TOPIC 8

Preliminary notes regarding the upcoming elections.

Klaus Fahlbusch stated, the Meeting now has to elect the President and two Vice Presidents. The office period is two years.

Due to our Bylaws the election has to be made as secret ballot. The election should be made separate for the President and the Vice Presidents. Each member company will get **one** ballot booklet, to ensure one vote per company.

The Board suggests as candidate for President Paul de Schouwer.

The Board suggests as candidates for Vice President Ruggero Segalla and Massimo Finco. The booklets are prepared accordingly. But the Meeting can nominate for each function additional candidates. The Election- Chairman will ask later for alternative candidates. In any case please mark **two** names for Vice President at the prepared paper.

TOPIC 9

Determination of the Chairman and two Scrutinizers for the following elections.

Klaus Fahlbusch proposed Prof. Rudolf Preisinger as Chairman. The Meeting voted unanimously for Prof. Preisinger and Prof. Preisinger accepted.

Then Prof. Preisinger asked the Meeting for Scrutinizer- candidates. The Meeting nominated and elected Mr Markus von der Assen and Mr Paul Obers. Both accepted.

TOPIC 10

Secret ballot of the ShowCo President.

Prof. Preisinger asked the Meeting, whether it would like to suggest additional names.
– No proposals. – Then he asked for the secret vote of the Meeting.

Result:

Total voting member companies	19
Votes for Mr Paul de Schouwer	19

Prof. Rudolf Preisinger asked Mr Paul de Schouwer, whether he accept the choice.

Mr de Schouwer accepted.

Prof. Preisinger stipulated: Mr Paul de Schouwer is legally elected as President of the ShowCo Executive Committee and he congratulated the new (old) President.

TOPIC 11

Secret ballot of the two ShowCo Vice Presidents.

Prof. Preisinger asked the Meeting, whether it would like to suggest additional names.
– No proposals. – Then he asked for the secret vote of the Meeting.

Result:

Total voting member companies	19
Votes for Mr Ruggero Segalla	18
Votes for Mr Massimo Finco	18
Vote abstention	1 (each)

Prof. Rudolf Preisinger asked Mr Ruggero Segalla, whether he accept the choice.
Mr Segalla accepted.

Then Prof. Rudolf Preisinger asked Mr Massimo Finco, whether he accept the choice.
Mr Finco accepted.

Prof. Preisinger stipulated: Mr Ruggero Segalla and Mr Massimo Finco are legally elected as Vice Presidents of the ShowCo Executive Committee and he congratulated both new (old) Vice Presidents.

Then Prof. Preisinger asked Mr de Schouwer, to continue as Chairman of the Meeting.

TOPIC 12

General discussion regarding the need and activities of ShowCo in future.

The following course of the discussion yielded a simultaneous co-treatment of Topic 13 and Topic 14.

Mr de Schouwer got back to the last item of its Report under Topic 2.

He underlined, there is a big danger to lose all achievements, if we not consequently follow our targets and policy.

Mr Paul Obers said, he appreciates ShowCo's Trade Fair Surveys and the ShowCo Exhibition Calendar, and he plead for the members support.

Mr Massimo Finco at first thanked for the confidence of the Meeting, to elect him as Vice President again. Then he stated, the global market change is rapid, as never before.

ShowCo should act in this situation self-confidently and due to its interests. Our sight should not be focussed to Europe, but to the growing market-regions of the world. He appreciate an open and controversy discussion. Nothing is set for ever. But on the end of discussion there should be a decision, and he expect, all members respect the common decision, like he does, he said. He recommends, ShowCo should contact other exhibitor groups, which are not ShowCo member, which could support our targets.

When the discussion came to regions outside of Middle Europe, the recent VIV-Russia was reflected. No company was really satisfied with this show.

Mr Hugo de Ruyck said, his company exhibits at AgroProdMash (Moscow) also, and the success was better. But there was another type of visitors, he said. With respect to the small "Consulting Group", which was mentioned under "5.)" of the Presidents Report, Mr de Ruyck said, in his opinion it is not ShowCo's obligation, to do the job of the organizer. This was supported by other participants.

Other members confirmed the impression of Mr de Ruyck with respect to AgroProdMash, Moscow, by own experience.

Mr Meerpohl can understand the wish of VNU. We can see the willingness of VNU, to follow all ShowCo requirements, he said. But he also is very sceptical, whether ShowCo should be engaged in that way.

Mr Brechters underlined, ShowCo should remain independent. ShowCo should have always the possibility, to decide for another (better) Russian show instead of the VIV-Russia. But this might be difficult in case, we are involved in the organization of the VIV-Russia. Mr Wentzel supported in full the argumentation of Mr Brechters.

There came questions regarding the so-called "RoadShows" to promote the upcoming VIV-Europe-2014. Mr van Gruijthuijsen explicated, this are seminar events in several countries. Beside of a basis program companies were invited from VNU, to present their products and services. Meeting participants are surprised, to hear, that individual companies have been invited, because they hear nothing from VNU in the matter. However, VNU presented this activities in Moscow already, but not very detailed.

Mr Brechters came back to a general discussion and asked: What is the Meeting expecting about the situation in 5 – 10 years? Mr van Gruijthuijsen added the question: What chance has Europe? And Mr Meerpohl specified the question canon: Whereto do the European Exhibitions want or need to go? Do we need European Premium Exhibitions?

Prof. Preisinger expected for EuroTier, Hanover, a stable development in future, because of the important Pig-, Cow- and Bio Energy- sector.

A prognosis for Utrecht was judged far more critical.

It followed a lot of comments. Tenor was: We have to follow the market. And the market was expected by all Meeting participants to be mainly in East Asia and South America. In Asia we have VIV-Asia, which is a very good show. But there are doubts, whether this exhibition can cover all Asia, especially China and India. It seems, with "Poultry India" in Hyderabad we have a trade fair with a good development potential. Regarding "VIV-China" such development potential seems to be not so clear. But is is a good basis at present time.

Then Mr de Schouwer led over the discussion to the American market and the IPPE in Atlanta. Several Meeting participants expressed, that the IPPE is more important for them with respect to Latin America instead of North America. Other complained, the IPPE organizer is still very insensitive regarding needs and wishes of exhibitors.

Klaus Fahlbusch said, in his opinion the IPPE is primarily not a problem of the organizer, but a special problem of ShowCo itself. The organizer reacts on ShowCo's policy with an opening of the trade fair for the red meat industry too. Due to the limitation of the hall capacity this might cause in mid term a split of the show every other year. (Poultry industry - Red Meat industry). Whether this is what we want, is another question.

The IPPE discussion caused a strong disputation related to the pros and cons of being consequently in regard to participate or not to participate at IPPE. There were many arguments, both, pro and con.

Until now our "soft stance" toward American companies in regards to IPPE did not result in a better participation in ShowCo. It actually lead to a discussion that some of the ShowCo members requested also an exception to participate in IPPE 2014. Again the pros and cons were discussed and even penalty ideas were expressed, but those are certainly not possible due to the Bylaws.

A couple of members said that a really good exhibition in South America would probably improve and strengthen the discussions with the IPPE, since for many of our members the IPPE is so important because of the Latin American market. In the following discussion one new concept was noted, which could be described as following:

1. We should again describe a 5 year open period for participation in IPPE for Americans or maybe even all members.
2. During the next year there should be a combined and **strong effort**, by all ShowCo members and the board, to have discussions with the major exhibitors with larger show floors, to entice them to join ShowCo, with the freedom to go to the IPPE.
3. At the same time we should find a good partner to set up a **South American** or **Latin American** show every other year. Within 5 years this should be achievable if the entire ShowCo group supports the Show (or all who see Latin America as important for their future).
4. At the same time we would set up a completely **new concept** and plan for "**World Exhibitions**" which could in very basic terms be described as following:
 - a. Every two years a "North American Show" (IPPE USA) [odd years]
 - b. Alternating every two years a "European Show" (EuroTier Hanover, VIV Utrecht). [even years]
 - c. Every two years the "South East Asian Show" (VIV Bangkok) [odd years]
 - d. Alternating with the "European Show" the "Latin American Show" (New, every two years) [even years]
 - e. There was the opinion that we may want to add a show in China and India.

It was agreed that the ShowCo executive committee should prepare a clear and brief PowerPoint presentation before the end of the year to make a precise, understandable and saleable **World Concept** for us and new partners.

Another meeting should be held in **February/March 2014**, to discuss and decide the new concept and the way to go in future.

Mr. Pozzato proposed already a name, to underline that this is a new advanced concept: **“ShowCo World Series”**.

Since this would be a huge step and a **new direction** of ShowCo it would be extremely important that **all members** will participate in the next ShowCo meeting, so that we can find a strong way into the future and design a great, successful concept for the “ShowCo World Series”.

Together we can achieve more!

TOPIC 15

Members perceptions and experience regarding the recent “SPACE”.

There was not an in-depth discussion regarding the recent SPACE. From the Meeting came the expectance, that in 2014 all members would follow the ShowCo- recommendation.

TOPIC 16

Discussion regarding an upgrade of the ShowCo Exhibition Calendar.

President de Schouwer led over to the next Topic “ShowCo Exhibition Calendar”. Mr Obers suggested, in the next edition there should be a column for the booking deadline. The Meeting appreciated very much this idea.

The Meeting decided, to take no item of the calendar out, but to upgrade. The shows in Egypt and Moscow were setted “under observation”, implying a deterioration in the rating.

After modifications and amendments the upgraded calendar should be distributed to our members as early as possible.

There was a rumour, that VNU accepts a special discount in case a company booked for several VIV- exhibitions. Klaus will follow this rumour and will inform our members, if there is an additional possibility, to save money.

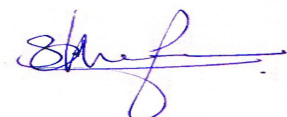
TOPIC 17

Miscellaneous.

Under this Topic no themes were discussed.

President Paul de Schouwer closed at 13:15 h the Meeting, with thanks for the engaged discussions and with best wishes for a safe travel home.

November 1st 2013



Paul de Schouwer / President



Klaus Fahlbusch / Director

List of Participants

(19 Member Companies present)

BIG DUTCHMAN International
CLIMA VISION – HOTRACO.
FACCO s.p.a.
FARMER AUTOMATIC
HATO BV
HELLMANN Poultry
iLOX
IMPEX
JANSEN Poultry Equipment
LUBING Maschinenfabrik
LTZ Lohmann Tierzucht
MOBA
PETERSIME
SALMET International
SKA s.r.l
SKOV A/S
TECNO Poultry Equipm. (IT)
TEXHA (UA)
VALLI s.p.a.
CREATED
SHOWCO Association

Bernd Meerpohl + Andreas Böske
Diederik Fetter
Massimo Finco
Christian Dyckerhoff
Paul Obers
Marzellus Hellmann
Stefan Warnking + Winfried Wagner
Richard Wentzel
Mari van Gruijthuijsen
Markus von der Assen
Prof. Rudolf Preisinger + Javier Ramirez
Paul de Schouwer
Hugo de Ruyck
Norbert Brechtters
Ruggero Segalla + Dino Pozzato
Stig Veis Joergensen
Nicola Cauzzo + Giuliano Mechini
Victoria Bondareva
Andrea Buscherini
Ted Seijnder
Klaus Fahlbusch

Addendum - I

General Report of the President per October 22nd 2013

(Topic 2 of the Meeting Agenda)

1. Approximately one month after our Annual Member Meeting **2012 the EuroTier** in Hanover was held. EuroTier is one of our European Premium Exhibitions. On the early morning of the third show day we have had an **Informal Breakfast Meeting** for members and guests with a huge resonance (40 participants). Aspects of the running show were discussed. In average the evaluation was quite good. Of the companies concerned was objected, that the quality of the halls 8 and 9 was not entirely comparable.
2. ShowCo in financial terms EuroTier was very satisfactory. This led to the fact, that **we** were able to **pay 50%** of the 2012-Member-Fees **back to our members**.
3. End of January 2013 the ShowCo group attend **IPPE-Atlanta**, due to our Global Exhibition Plan. The Survey-result of the 2013-show was some better than the 2011-result. The **exhibition** started, to **change its character**. First time red-meat processing companies were present. (In 2014 Pig equipment companies want to exhibit additional).

Encouraged by ShowCo, PoultryEgg arranged **Forum events** in both halls; like as 2011, but with better success.
ShowCo has organized and sponsored two excellent speakers:
Dr Christian **Sürle** and Prof. Dr. Wilhelm **Windhorst**.
UEP asked Prof. Windhorst for the same lecture at its conference on the last show day.

An **Informal Breakfast Meeting** for members and guests was organized by ShowCo with good attendance (40 persons).
Participants reflected their first impressions with the running show.
4. In March the ShowCo group attend – in compliance with our Global Exhibition Plan – **VIV-Asia-2013**.
Due to the result of the ShowCo Survey, and due to the general impression, VIV-Asia has developed to the **best** of our **Premium Exhibitions**.
ShowCo organized a **Member Meeting** at the morning of the second show day (before the show opens).
There was a rumour concerning changes of the upcoming VIV-Europe-2014 and serious room problems regarding the VIV-Asia-2015.
Vice President Massimo Finco and Klaus Fahlbusch were assigned by the Meeting, to try for a **discussion with VNU**, to clear up the matter.
This discussion was held during the running show. The results were published to our members at the Addendum of the Meeting Minutes.

5. May 2013 several ShowCo members attend **VIV-Russia**, Moscow. This exhibition is item of our Exhibition Calendar.
The ShowCo Survey after the show reflect the discontent with the success of this trade fair. But the question for a better alternative brought no result.

Klaus has had a discussion with VNU regarding **VIV-Russia**.

VNU realised very clear the unsatisfactory situation. VNU asks ShowCo to delegate a small **consulting group** (ShowCo- members only), to assist for a better development of the show in compliance with ShowCo's requirements.

We should discuss this matter later.

As offered during the discussion in Bangkok (see Addendum of the Bangkok Minutes) VNU performed a **Presentation** for ShowCo members in Moscow regarding the intended promotions for the upcoming VIV-Europe-2014.

Planned are:

- # **"RoadShows"** in several countries,
- # a worldwide **VIP-Invitation Program** and
- # **Field Visits** around the VIV-Europe.

There is no experience with "**RoadShows**". In every case it can not harm.

For the **VIP-Invitation Program** VNU will invest add. € 300.000 .

ShowCo appreciate this idea and Klaus got in negotiation with VNU the commitment:

- a) VNU will publish the Invitation-List for ShowCo.
- b) ShowCo can add names to the Invitation List.

We should discuss this matter later.

Regarding the **Field Visits**, ShowCo underlines its huge reservation. Due to last info, the afternoon of the second show day (probably the best show day!) was foreseen for Field Visits.

We got after massive protest the commitment (at the moment only verbal), there will be **no Field Visits during the show days**.

(The total Field Visits are under critical discussion inside VNU now).

6. In September 2013 several of our member companies attend – in compliance with our Exhibition Calendar – **SPACE in Rennes**.

All booths requirements of ShowCo members (which were not present last year) have been reduced by 30%. With the experience of the smaller booth, many companies want not to come back with bigger booths in future.

ShowCo President Paul de Schouwer, Vice President Ruggero Segalla and Director Klaus Fahlbusch had an appointment with **SPACE General Manager Paul Kerdraon**. In opposite to earlier years it seems, Mr Kerdraon has accepted the 2-years-rhythm of the ShowCo group. But his problem was in preparation of the last show, there is another group too (20 – 25 companies), who follows the similar strategy like ShowCo and this in the same year as ShowCo.

He agreed with the other group, to come in those years in future, when ShowCo is absent. This should cause, that our companies get in future the booth size again, they asked for.

7. October 2013 Klaus Fahlbusch had a meeting in the **DLG** office in **Frankfurt** with the new **General Manager** for trade fairs, **Mr Peter Grothues** and EuroTier **Project Manager Dr. Karl Schlösser**.

The possibility was discussed, to have the ShowCo group back at the EuroTier-2016 – in case, all ShowCo wishes would be accepted by DLG.

The discussion was very open and constructive.

DLG accepted all ShowCo wishes, as there are:

- # ShowCo booth in the middle of the member booths (35m2)
 - # Integrated Business Center, full equipped.
 - # Meeting Room for 70 persons, with facilities. (3 hrs.)
 - # WLAN in the poultry halls, in best-possible quality.
 - # € 3.000 for Ads.
 - # Max. € 50.000 compensation payment (calculate-mode).
- (Booth, Business Center and Meeting Room for free).

There is now no barrier for a ShowCo decision in favour of a participation at EuroTier-2016 in Hanover.

8. In the recent years, and also in the last year, we have performed several **Ad- campaigns** in favour of:

- # VIV-Asia, Bangkok
- # EuroTier, Hanover
- # IPPE, Atlanta
- # SPACE, Rennes

Now we intend to have an Ad- campaign also in favour of the upcoming VIV-Europe-2014.

We placed Ads in English, Spanish, French and Russian language.

9. Since the creation of the show, ShowCo evaluated the **VIV-America-Latina** in Guadalajara / Mexico as “**not preferred Exhibition**”. (See ShowCo Exhibition Calendar).
Now we have the info, that VNU cancelled this show.
The recent disaster show will be the last for ever.

10. We can be proud to achievements we have had the recent year, due to our negotiations or interventions.
ShowCo is an established organization in the Exhibition Landscape.
From a phase of confrontation we are in a constructive dialogue with all important Trade Fair Organizers. The organizers listen to our arguments and wishes.

But this must be motivation for all of us, to support and strengthen ShowCo in every way.

First of all, each company should follow without reserve the ShowCo recommendations and strategy for Trade Fairs.

Strategy and recommendations are not abstract doctrines, but they are products of our common ideas and discussions.

So **we fight for our own targets**, and we only get impact to exhibition organizers, if we act **as a strong alliance**.

But not only the big points are important. **Please, support our Association** also with:
your attendance of **Meetings**,
your participation on **Surveys**
and the presentation of our **Stickers** at your exhibition booth.

So far my Report regarding the most interesting points of the recent year. Further themes will be treated and discussed more in detail under several agenda items.

Paul de Schouwer / President

Addendum - II

Introduction of Ted Seijnder. (Summery)

Attending this meeting offers me the possibility to get in touch with most of the Showco members and to listen to their ideas, wishes and advices and of course to taste the atmosphere within the group.

My name is Ted Seijnder, I am 67 years old and married for over 46 years. I have two children a son and a daughter. Currently I am living with my wife in "Cuijk" a small town in the South East part of the Netherlands.

After graduating from High School I worked a few years as sales representative at several companies. In 1971 I became assistant sales manager Middle East for the Euribrid breeding organisation. After studying a couple of marketing and public relations courses Euribrid offered me the chance to become manager of their publicity department. For over 8 years I exercised this job with great pleasure. During that period I also was responsible for the planning of visiting programmes. Many times I guided clients and potential customers from all over the world to broiler and layer facilities in the Netherlands. Moreover I was responsible for the organisation and building of the Euribrid booth at national and international poultry and pig fairs.

After my Euribrid period I worked for a couple of years as advertising manager for the Hendrix feed division, to get finally in charge of the Marketing and Communications department at the parent company of BP Nutrition.

In 1994 I choose to start my own advertising agency called "Created" concept & design. For almost 20 years I was able to earn a good living in the advertising business. Our clients can be found among others in the agricultural and food sector. Last year I sold my agency and as part of the deal I agreed to stay for 2 more years in order to learn the new owner the tricks of the business. And that task finishes exact at the same date that Klaus Fahlbusch has the intention to stop his work as director of Showco.

As I already had serious plans to stay involved in business the Showco train came passing by just at the right moment. I see it as a challenge and honour to continue the excellent work that Klaus Fahlbusch has done for the Showco association. It will not be easy to follow in his footsteps. For sure I will do it in a different way. However with the support of the board and the members of Showco I am convinced that my mission will lead to a lasting success in the future.

Ted Seijnder.