

Minutes

Annual Members Meeting of the ShowCo Association

Date: September 13th 2011 , 16:00 h (4:00 PM)
during the SPACE 2011, Rennes.

Location: **Rennes**, France.
Administration Building
at Centre of the Fair-ground.
Room "H" (2nd floor)

Participants: See last page

AGENDA,

proposed per Invitation letter, dated August 16th 2011

- 1) Welcome and formalities.
- 2) General report of the President.
- 3) Finance-report of the Director.
- 4) Report of the Finance-Auditors.
- 5) Formal approval of the actions of Board and Director for the past period.
- 6) Determination of the Chairman and of two Scrutinizers for the following elections.
- 7) Secret ballot of the President.
- 8) Secret ballot of the two Vice Presidents.
- 9) Discussion and consensus finding regarding participation on SPACE in the future.
- 10) Discussion about the results of the Middle East Poll, perhaps formulation of a strategy for the future.
- 11) Recruiting of new members.
- 12) Miscellaneous.

TOPIC 1

Welcome & Formalities

ShowCo President Paul de Schouwer opened at 16:00 h the Annual Member Meeting 2011 and welcomed all participants.

He apologised for the absence of Vice President Dr Hans-Friedrich Finck and Delegated Member Mari van Gruijthuijsen. Both are excused because appointment-conflicts.

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.

He asked:

- Are there wishes for amendments of the actual Agenda?
There are no wishes.
- Are there comments or complaints regarding the minutes of our meeting in Rennes last year (14.09.2010)?
There are no comments or complaints.
- Are there comments or complaints regarding the minutes of our meeting in Atlanta in January (27.01.2011)?
There are no comments or complaints.

Mr de Schouwer asked all participants, to fill in their name etc. in the circulating presence list and to deposit a Name Card on each seat. (Klaus will collect later).

Mr de Schouwer reminded the invitation of the SPACE organizer for a common dinner at the evening. (If necessary, ask Klaus for tickets).

TOPIC 2

General Report of the President.

ShowCo President Paul de Schouwer reflected the time since the last Annual Member Meeting in Rennes 2010.

- The day after our meeting in Rennes in 2010, the Executive Committee has had a meeting with the management of SPACE (Mr Paul Kerdraon, Mrs Anne-Marie Quemener). Theme: Attending SPACE every other year. Our members got a copy of the minutes. We come back to the matter under Topic "9" .
- The new year (2011) started with a good message: ShowCo was able to reimburse again 25% of the Member Fees (2010) to our member companies. [Same as for 2009].
- Six new members jointed ShowCo since our last Annual Member Meeting. We are 46 members today.

Mr de Schouwer in this connection touched on, that the Executive Committee is in discussion, if a further growth of ShowCo is opportune for a clear ShowCo-doctrine. The opinion-finding is finalised not yet. When the Board comes to a common opinion, the matter should be discussed with the members too.

- Our participation on IPE-Atlanta was successful. ShowCo presented itself as a group. "A3" with the majority of the ShowCo companies was the most attractive part of Hal A. In the entrance area (near the escalators) we had large directory banners with the logos of all members.
With our Forum idea we cracked the PoultryEgg-philosophy, not to allow any event during the show time. The success of the Forum was satisfying, but could be better in future.
- Further achievements within the last 12 months (results of our negotiations or interventions):
 - # Extension of the "Early Booking Period" for VIV exhibitions from 10 days to 6 weeks now. (Generates discount of 25 €/m²)
 - # Change of the VIV-China rhythm from a yearly show to a **"every other year-show"**. (Next in 2012)
 - # Modification of the concept of the FIGAP/VIV-America-Latina in Guadalajara, Mexico.
 - # Revocation of the extension of VIV-Europe to 4 days.
VNU will continue with 3 days. Info about comes in due time.
 - # VNU payments for ShowCo's support of several VIV exhibitions:
More than € 32.000 . Of course, in case of our participation we must do our very best for the success of the exhibitions. Accordingly to our agreement with VNU, payment is oriented at the success of the trade fairs.
- At VIV-Asia, ShowCo had an own booth nearby a lot of members. Our booth was equipped with a separate Business Centre including PC, Printer, Copy machine and Fax. Our members could use the facilities free of charge. Several members used the possibility.
- For the upcoming EuroTier in November 2012 we are able to settle an agreement with DLG. Main points are an own booth for ShowCo, including a Business Centre and a compensation payment, oriented at the increase of foreign visitors.

After his report, Mr de Schouwer asked the Meeting, if there are any questions regarding the before mentioned points or if there are wishes for further discussion. Because there are no requests to speak, Mr de Schouwer leads over to the next topic.

TOPIC 3

Finance Report of the Director.

Mr de Schouwer asked Klaus Fahlbusch for the Finance Report.
Klaus Fahlbusch started it with the statement; ShowCo finance-situation is solid.
Then he reported in detail regarding different aspects.

Account Status per 31.12.2010: € 18.327,19
This includes the deferred liability for the Credit Notes for member reimbursement.

Economic Balance for 2010, confirmed by the Financial Authorities:

Before tax: € 2.030,84
After tax: € **1.400,03**

Budget Planning for 2011

Earnings € 122.368,75
Expenses € 119.628,00
Result before tax € 2.740,75
Result after tax € 1.780,75

Budget Planning for 2012

Earnings € 112.651,00
Expenses € 110.291,00
Result before tax € 2.360,00
Result after tax € 1.535,00

In the Budget Planning for 2011 and 2012 a member reimbursement for 2010 respectively 2011 is considered.

From the Meeting come no additional questions.

TOPIC 4

Report of the Finance Auditors

Mr de Schouwer asked Mr Andreas Böske for the Report of the Finance Auditors. (Mr Markus von der Assen was not able, to attend the meeting. He is excused).

Mr Andreas Böske reported for the Finance Auditors regarding the result of the Finance Check per 31.07.2011

The check, which was performed at Friday, August 26th 2011, covered:

- a) the Account Status per 31.12.2010 and per 31.07.2011
- b) the Economic Balance per 31.12.2010
- c) the Budget Plan for 2011 and its execution till 31.07.2011
- d) the Travelling Costs
- e) the Cash on Hand

Mr Böske 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 [3].

No fault, no difference and no unclear position were found during the finance check.

Mr Böske recommends the meeting participants the formal approval of the actions of the Executive Committee and the Director for the past period.

TOPIC 5

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.

TOPIC 6

Determination of the Chairman and two Scrutinizers for the upcoming elections

Mr de Schouwer asked Klaus Fahlbusch for few preliminary notes to this topic. Klaus Fahlbusch stated:

- Today we have to elect – in accordance with our Bylaws – the President and the two Vice Presidents. The office period is two years.
- The Executive Committee proposed as candidates:
for President: Paul de Schouwer,
for Vice Presidents: Ruggero Segalla and Dr Hans-Friedrich Finck.
- Re-election for a new office period is in compliance with our Bylaws.
- Dr. Hans-Friedrich Finck is not able to attend today our meeting. But he is willing to run for one more office period. (We have a written declaration).
Election in absence is possible in compliance with our Bylaws.

Mr de Schouwer completed with the following statements:

- The Member Meeting can nominate additional candidates.
- The Executive Committee suggests, extending the Board by one more Delegated Member, which represents the Incubator branch. The even years are the years, to elect Delegate Members. [Not this year]. Perhaps the Incubator branch can consider this matter and announce to Klaus Fahlbusch a candidate in due time for the next elections.
- The last thing I can do in my old office period is, to suggest as chairman for the election procedure **Massimo Finco**.

There are no other proposals. Mr Massimo Finco was elected in unison as Chairman of the election procedure. Mr Finco accepts the election.

TOPIC 7

Secret ballot of the President.

Mr Finco opened the election procedure and asked for proposals for two Scrutinizers. Mr Dan Roumen and Mr Henk Ruiken are proposed. The meeting elected both in unison. Both gentlemen accepted the election.

Mr Finco started first with the election procedure for the president. He declared details of the secret ballot. Furthermore he said, that Mr Paul de Schouwer is proposed by the Executive Committee as candidate for President. Then he asked for additional candidates, nominated by the Meeting. There come no additional proposals.

The result of the secret ballot for ShowCo President is:

Total votes	20
Votes for Paul de Schouwer	18
Votes for Massimo Finco	1 (invalid)
Vote abstention	1

Mr Finco asked Mr de Schouwer, if he accepts the election.

Mr de Schouwer accepted.

Mr Finco stipulated: Mr Paul de Schouwer is elected as ShowCo President.

TOPIC 8

Secret ballot of the two Vice Presidents.

Mr Finco declared, the same election mode as for the President is also valid for election of the Vice Presidents. Furthermore he said, that Mr Ruggero Segalla and Dr. Hans-Friedrich Finck are proposed by the Executive Committee as candidates for Vice President.

Then he asked for additional candidates, nominated by the Meeting.

There come no additional proposals.

The result of the secret ballot for ShowCo Vice Presidents is:

Total votes	2 x 20
Votes for Ruggero Segalla	18
Votes for Dr. Hans-Friedrich Finck	18
Vote abstention	2 x 2

Mr Finco asked Mr Segalla, if he accepts the election.

Mr R. Segalla accepted.

Mr Finco stipulated: Mr Ruggero Segalla is elected as ShowCo Vice President.

Mr Finco declared that he has a written confirmation of Dr. Finck, to accept the election. Mr Finco stipulated: Dr. H.F. Finck is elected as ShowCo Vice President.

Mr Finco thanked the new and old President and Vice Presidents for their engagement in the past in favour of ShowCo and for their willingness to continue in this for one more office period.

For the future he wished "Good Luck!" and asked the new elected President to be the chairman for the rest of the meeting.

TOPIC 9

Discussion and consensus finding regarding participation on SPACE in the future.

Mr de Schouwer reflected the older discussions in the matter and the voting of the Meeting last year, to attend Space in future every other year. This also is already included in our Exhibition Calendar 2011/2012. Furthermore he reported regarding the meeting last year with the management of SPACE. We do not know if the SPACE management considers a modification of the trade fair for the future. For instance we suggested last year, the exhibition could especially promote every other year Pig & Poultry respectively Cattle, Sheep & Goats.

Perhaps we can hear more at our meeting with the SPACE management, which is scheduled for Thursday, September 15th 2011. But Mr de Schouwer pointed out, if the SPACE management modified the exhibition - or not; it can not effect our decisions, which we make only in line with our own interests.

Attending SPACE in the odd years has the advantage, to be on this trade fair always between the big European events EuroTier and VIV-Europe, which take place in the even years.

After this introduction by ShowCo President Paul de Schouwer followed an intensive discussion of the Meeting participants. For ShowCo it is the first time, dealing intensive and focused with a trade fair, which is not in the Premium category and therefore not part of the Global Exhibition Plan.

After discussion Mr de Schouwer asked for a fully informal vote. A majority of more than 80% supports the line, to attend SPACE every other year (in the odd years).

[In reality is the majority even higher, because all companies not present at the meeting because not present at the trade fair, votes already by doing].

Mr de Schouwer promised, to keep the members informed regarding the scheduled meeting with the SPACE management.

TOPIC 10

Discussion about the results of the Middle East Poll, perhaps formulation of a strategy for the future.

Mr de Schouwer asked Klaus Fahlbusch, to report regarding the ShowCo Middle East Poll.

30 companies participated on the Poll. 28 of the answers are considered in the evaluation. Two answers come too late, but are more or less in line with the majority. For 21 countries we asked if the companies exhibit already there or want to exhibit.

Only for two countries we got more than 50% YES-votes. This are:

Egypt / Agrena, Cairo (17 of 28) [Every year show]

Turkey / VIV-Turkey, Istanbul [17 of 28] [Every-other-year show]

[Saudi Arabia / Saudi-Agriculture, Riyadh, remains just below. (13 of 28)].

For all other countries respectively trade fairs the NO-votes predominated.

Egypt is geographical in a very central position of the region and in a political unstable situation too.

Turkey might be political the most stabile country of the Poll-countries. But there is the question, if the other countries consider Turkey as representative for the Middle East region.

Perhaps it is too early now, to decide in the matter. It could be a way, to have both as "Interesting Exhibition" in our Exhibition Calendar; Agrena in the even years and VIV-Turkey in the odd years. The Executive Committee will deliberate on the matter.

TOPIC 11

Recruiting of new members.

Mr de Schouwer, with respect to Topic 2 [see last break at page 2], pointed out, that new members, which supports 100% of our line, always are a win for ShowCo. But we should be careful, he said, to import with new members compromises regarding our targets. Of course, there is still a big potential of companies, which could strengthen ShowCo, if they become members. Such companies we should permanently try, to get in our boat.

TOPIC 12

Miscellaneous.

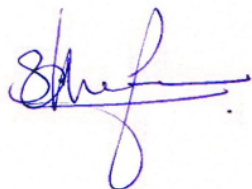
Mr Andreas Böske alluded to the fact that in India two trade fairs [VIV-India & ILDEX] merged respectively act together in future. In his opinion we should carefully observe the development.

Mr Bennie Hirsch underlined that POULTRY-INDIA is organized by the Indian Poultry Industry and in the better poultry region of India.

[Poultry-India is at present every other year object of our Exhibition Calendar: "Interesting Exhibition".]

Mr de Schouwer thanked for the engaged participation and wished a successful exhibition for all exhibiting companies. **He closed the meeting at 18:10 h.**

September 30th 2011



Paul de Schouwer / President



Klaus Fahlbusch / Director

List of participants

BIG DUTCHMAN Intern.	Andreas Böske
CLIMA VISION Vostermans V.	Dan Roumen
FACCO & C. s.p.a.	Massimo Finco
FARMER AUTOMATIC	Lutz Cramer
GASOLEC B.V.	Henk Ruiken
HATO BV	Paul Obers
HELLMANN Poultry	Marzellus Hellmann + Hans Odhner
HY-LINE	Jonathan Cade
iLOX	Winfried Wagner
JANSEN Poultry Equipment	Ron de Zwarte
LTZ Lohmann Tierzucht	Michael B. Seidel
MOBA	Paul de Schouwer
PAL INDUSTRIES	Vincent Heughebaert
PETERSIME	Geert Callens
PLASSON Poultry Division	Bennie Hirsch
SALMET International	Norbert Brechtters + Wolfgang Schreyer
SANOVO TECHNOLOGY	Leopoldo Peschi
SKA s.r.l	Ruggero Segalla
SKOV A/S	Ole Haubro
TECNO Poultry Equipm. (IT)	Antonio Cauzzo + Renato Zaramella
SHOWCO Association	Klaus Fahlbusch

Guest Participants

EUROPEAN LAYER DISTR.	Enno Herlyn
I.S.A.	Servé Hermans
TPI Polytechniek Aps	Jeroen van der Heijden