

## Minutes

### **Annual Members Meeting of the ShowCo Association**

Date: September 14<sup>th</sup> 2010 16:00 h (4:00 PM)  
during the SPACE 2010, Rennes.

Location: **Rennes**, France.  
Administration Building  
at Centre of the Fair-ground.  
Room E (2<sup>nd</sup> floor)

Participants: See last page

## AGENDA,

proposed per Invitation letter, dd. August 17<sup>th</sup> 2010

- 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 Chairmen and of two Scrutinizers.  
for the following elections.
- 7) Secret ballot of the Delegated Members for the .
- 8) Info and discussion regarding the upcoming IPE-Atlanta 2011.
- 9) Info and discussion regarding the upcoming VIV-Asia 2011.
- 10) Discussion about the results of the ShowCo-Exhibition-Poll and  
determination of a ShowCo-Exhibition-Calendar.
- 11) Recruiting of new members.
- 12) Miscellaneous.

### Agenda Topic (1)

ShowCo President Mr Paul de Schouwer opened at 4:00 h PM ShowCo's Annual Member Meeting and welcomed all participating members.

He asserts that the invitation for this meeting has been in compliance with the stipulations of the By-laws. Furthermore he pointed out; the meeting can legally decide resolutions, because more than 20% of all member companies are present.

On his question, if anyone wishes amendments of the proposed Agenda, no requirement comes out of the auditory.

On his question, if there are any comments or complaints regarding the

a) Minutes of the last Annual Member Meeting (29. Sept. 2009) at Cologne or

b) Minutes of the last Member Meeting (22. April 2010) at Utrecht,

no requirement comes out of the auditory.

Mr de Schouwer asked all participants to fill in their name in the circulating presence list and to deposit a newest edition of business-card on each seat.

Furthermore Mr de Schouwer reminded the invitation for a common dinner after the meeting.

## **Agenda Topic (2)**

Mr de Schouwer reflected the time since the last Annual Member Meeting in Cologne.

2010 starts with good news for all members; 25% of the 2009 member fees could be reimbursed, because of the good finance situation of the association.

This underlines; ShowCo is not only very helpful for its member; ShowCo is very well priced too.

A very important breakthrough could be achieved around the VIV-Europe.

Three companies from the incubator sector becomes new ShowCo members.

(Jamesway, Pas Reform and Petersime). With Jamesway we have the first Canadian member. With Tavsan we have the first Turkey member.

Mr de Schouwer reported about a fundamental change in the relationship between ShowCo and PoultryEgg, the organizer of the IPE Atlanta.

There was a meeting between the management of PoultryEgg and our Board-members during the IPE 2010 in Atlanta. (January 28th 2010).

From a former Clima of confrontation both parties found a way to a future-oriented cooperation.

(Details of the discussed points you can find under topic [4] of the minutes regarding the Utrecht-meeting, dd. April 22<sup>nd</sup> 2010. The minutes could be found in the Member Area of the ShowCo website also).

Then Mr de Schouwer directed the attention of the meeting participants to our negotiations with DLG Frankfurt regarding the EuroTier 2012.

The negotiations were started in December 2009. An agreement was settled in February 2010. The agreed achievements with DLG stay not back in comparison with older agreements which we have had with VNU regarding VIV-Europe or VIV-Asia. We will inform about details, when the exhibition comes closer.

The next point of the report of Mr de Schouwer considers our negotiations with VNU, Utrecht. The very low number of visitors at VIV-Europe 2010 (volcano eruption) brought the calculation for the agreed reimbursement to a very poor and unsatisfactory result. We achieve a substantial increase in several negotiations.

For the VIV-China 2010 (meanwhile finished), the VIV-Asia 2011 and the VIV-Russia 2011 we achieve acceptable results.

At the VIV-Asia (March 2011 at Bangkok) ShowCo has an own booth. The ShowCo booth includes a Business Centre [PC, Printer, Copier, Fax] for ShowCo members only. The use is free of charge for our members. More details regarding the VIV-Asia follows under the upcoming Topic [9] of this meeting.

Mr de Schouwer asked for questions of the meeting-participants, in case, there are points unclear. There comes no questions. Therefore Mr de Schouwer leads over to the next Topic.

## **Agenda Topic (3)**

Klaus Fahlbusch gives the Finance Report. He starts it with the statement; ShowCos finance situation is solid.

The Economic Balance per 31.12.2009, after subtraction of the amount for the member fee reimbursement and after tax has an overplus of **€ 1.580,15**

The Budget Plan for 2010 expects per 31.12.2010 under consideration of all today known or estimated earnings and obligations an overplus (after tax) of approximately **€ 7.000,00**

This result considers not a member-fee-reimbursement. The final decision about should be made at the end of the year.

The Budget Plan for 2011 expects per 31.12.2011 under consideration of all earnings and obligations, which can be estimated today an overplus (after tax) of approximately **€ 12.500,00**

This result considers not a member-fee-reimbursement.

## **Agenda Topic (4)**

Mr Andreas Böske reported for the Finance Auditors regarding the result of the Finance Check per 31.07.2010.

The check, which was performed at Sept. 3<sup>rd</sup> 2010, covered:

- a) the Account Status per 31.12.2009 and per 31.07.2010
- b) the Economic Balance per 31.12.2009
- c) the Budget Plan for 2010 and its execution till 31.07.2010
- d) the Travelling Costs
- e) the Cash on Hand

The checks are made on random sample basis.

All finance-documents are properly organized, easy to find 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.

## **Agenda Topic (5)**

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.

## **Agenda Topic (6)**

Mr de Schouwer asked Mr Fahlbusch, to introduce the election formalities.

Mr Fahlbusch asserted, that the office period of the Delegated Members of our Board ends today. He thanked Mr Massimo Finco and Mr Mari van Gruijthuijsen for their engaged cooperation in the past. Furthermore he informed the meeting, that both gentlemen announced their willingness, to candidate for one more office period. Mr Gruijthuijsens absence is excused because a serious health problem in his family. There are no additional proposals out of the meeting.

Klaus Fahlbusch suggested, completing the Board at the next Annual Member Meeting by a representative of the new member sector.

The election must be performed as a secret ballot. One anonymous ballot-paper was prepared for each member-company.

The meeting has to determine the Chairman for the election procedure and two Scrutinizers.

Mr de Schouwer was concordantly determined as Chairman.

Mr Lutz Cramer and Mr Paul Obers are concordantly determined as Scrutinizers.

## **Agenda Topic (7)**

Mr de Schouwer leads the election procedure.

Election results:

Mr Massimo Finco:	Yes	:	18
	Abstention from voting:	:	1

Mr Mari van Gruijthuijsen:	Yes	:	19
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Mr de Schouwer asked Mr Finco, if he accepts the election.

Mr Finco accepted.

(Mr van Gruijthuijsen declared already in advance the acceptance of election).

Mr de Schouwer congratulated and appreciated the cooperation in future.

## Agenda Topic (8)

Mr de Schouwer asked K. Fahlbusch, to inform about the IPE Atlanta 2011.

Since the last IPE we stay in a permanent discussion with PoultryEgg.

We achieve a clear defined area for our booths. All our booths – as far as a company want it – are placed close together. (Hall A3)

ShowCo announced the Forum idea, which is accepted by PoultryEgg. ShowCo takes care for the (neutral) speakers. PoultryEgg sets up the theatre including the facilities for simultaneous translation and a native speaker for Spanish.

The Forum is located near our booths area (Hall A3).

Meanwhile PoultryEgg is so enthused from the Forum-idea, that PoultryEgg will copy it for hall B also. The “Tech-X-Change” education-programme is created for that.

K. Fahlbusch recommended the ShowCo members, to ask PoultryEgg for time slots for a presentation.(30 minutes max). The presentation-theme must be neutral.

- *Copies of the Time Table for the Forum and the Tech-X-Change form are enclosed to this minutes.*

If any assistance is needed, ask Klaus Fahlbusch.

## Agenda Topic (9)

Mr de Schouwer asked K. Fahlbusch, to inform about news regarding VIV-exhibitions.

We settled an agreement with VNU-Utrecht for the next upcoming VIV-exhibitions;

- VIV-China 2010 (already finished),
- VIV-Asia 2011 and
- VIV-Russia 2011.

VIV-Asia 2011 is part of the ShowCo Global Exhibition Plan.

ShowCo has an own booth on the fair. The ShowCo-booth includes an own Business Centre [PC, Printer, Copier, Fax], only for ShowCo members.

The use is free of charge for our members.

As a compensation for the unsatisfying VIV-Europe 2010 (Volcano eruption) we try to find an agreement, regarding a discount for floor-rent at VIV-Asia.

Despite big pressure from our side, VNU follows not this idea.

But VNU offered its KAP model instead. Ground-idea is VNU-sponsoring of two night's hotel-costs during VIV-Asia. This is available for all exhibitors of the VIV-Europe 2010.

We achieve better conditions now for this programme.

Now the programme can be used not only for foreign customers\* (\*not for Thai citizen), but also for our own staff members. Early contingent booking is possible. It is enough, to give individual names 1 -2 weeks before opening of the trade fair.

It is not necessary to leave (change) the hotel after two days. When charging the total stay, the two nights will be reduced from the hotel invoice.

Necessary is, knowledge of a company-individual code-number and presentation of a voucher, who can be collected during the trade fair.

VNU will send instructions end of September to all VIV-Europe exhibitors (including the individual company-code).

Please note: First-come, First-serve!

If any assistance is needed, you can also ask Klaus Fahlbusch.

## **Agenda Topic (10 )**

All participants of the meeting got a copy of the results of the ShowCo Exhibition Poll.

Many well-known exhibitions are not very much preferred by our members.

Mr de Schouwer leads the discussion to concentrate the list to the most interesting exhibitions. The result should be the basis for the ShowCo Exhibition Calendar.

In any case, the final calendar (2011 / 2012) should be available for our members during this year.

## **Agenda Topic (11 )**

Mr de Schouwer appealed to all ShowCo members, to canvass for ShowCo and its achievements. Each new member increases our power, to be successful for our interests. Especially our members can with their own experience speak regarding ShowCo and its several services.

If each member is able, to win a new member next year, we doubled our members within one year.

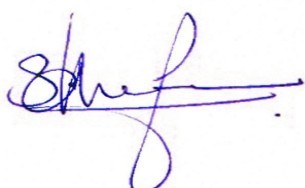
## **Agenda Topic (12 )**

There are no request, to speak about additional topics.

Mr de Schouwer thanked for the engaged participation and wished a successful exhibition for all companies.

He closed the meeting at 17:50 h

October 11<sup>th</sup> 2010

A handwritten signature in blue ink, appearing to read 'Paul de Schouwer'.

Paul de Schouwer / President

A handwritten signature in blue ink, appearing to read 'Klaus Fahlbusch'.

Klaus Fahlbusch / Director



## List of participants

BIG DUTCHMAN Intern.	Bernd Meerpohl + Andreas Böske
FACCO & C. s.p.a.	Massimo Finco
FARMER AUTOMATIC	Janson Clark + Lutz Cramer
GASOLEC B.V.	Henk Ruiken
HATO BV	Paul Obers
HELLMANN Poultry	Marzellus Hellmann
iLOX	Stefan Warnking + Winfried Wagner
IMPEX	Richard Wentzel
JAMESWAY INCUBATOR	Sharon Bouchard
JANSEN Poultry Equipment	Mari van Gruijthuijsen
LTZ Lohmann Tierzucht	Dr. Hans-Friedrich Finck
LUBING Maschinenfabrik	Markus von der Assen
MOBA	Paul de Schouwer
PAL INDUSTRIES	Rudi Schelstrate
PETERSIME	Geert Callens
REVENTA GmbH & Co. KG	Thomas Pollmeier + Katja Huning
SALMET International	Norbert Brechters
SANOVO TECHNOLOGY	Michael Behrendsen
SKA s.r.l	Ruggero Segalla
SKOV A/S	Mark van de Ven
SPECHT TEN ELSEN	Wilfried Ten Elsen
TECNO Poultry Equipm. (IT)	Renato Zaramella
TULDERHOF (ClimaVision)	Alex Kronenburg
SHOWCO Association	Klaus Fahlbusch

## Guest Participants

PLASSON Ltd.	Bennie Hirsch	Israel
I.P. PLANTEC Co.Ltd.	Masaynki Akamatsu	Japan