

## Minutes

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

Date: April 22<sup>nd</sup> 2010 9:00 a.m.  
during the VIV-Europe 2010

Location: **Utrecht**, The Netherlands  
Beatrix-Gebouw  
Jaarbeursplein 6  
Room Nr. 417 (4<sup>th</sup> floor)

Participants: See last page

## AGENDA,

proposed per Invitation letter, dd. 25<sup>th</sup> March 2010

- 1) Welcome and formalities.
- 2) Short introduction of the president.
- 3) Feedback of the members regarding the success of the running exhibition. (Survey).
- 4) Report and discussion regarding negotiation and achievement concerning the IPE-Atlanta 2011.
- 5) Report and discussion regarding negotiation and achievement concerning the EuroTier 2012 in Hanover.
- 6) Discussion and evaluation of upcoming trade fairs in 2010 / 2011 / 2012 (Updating of the ShowCo Exhibition Calendar).
- 7) Ideas to recruit new members.
- 8) Miscellaneous.

### Agenda Topic (1)

ShowCo President Mr Paul de Schouwer opened at 9:00 am ShowCo's Member Meeting.

He welcomed all participating members, all guests and especially the representative of thus companies which joint ShowCo as member during the last weeks: Jamesway, Petersime, Pas Reform and Tavsan.

He asserts that the invitation for this meeting has been in compliance with the stipulations of the By-laws.

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

Mr de Schouwer asked all participants to fill in their name in the circulating presence list.

## Agenda Topic (2)

Mr de Schouwer reflected the very special situation of the running trade show regarding the Vulcan eruption and the closing of the most relevant air ports. Furthermore he reported regarding a meeting from the day before, which has been initiated by VNU, the VIV-organizer. The expected proposal by VNU for an additional exhibition has not been made. And there was also no interest of the invited companies for an additional show. But they ask VNU, beside of the welcome snack for all visitors of the running show, and the annulment of parking costs, for perceptible compensating actions. VNU confirms to think about a special support for the VIV-Asia-2011 in Bangkok. The idea is a takeover by VNU of the hotel costs for clients for two nights. But details are not clear at the moment.

## Agenda Topic (3)

Mr de Schouwer asked the company representatives for their experience with the first two days of the running trade fair.

The most persons which answers, reported the same facts:

- Few visitors at the booths;
- A lot of cancellations by the clients, which the companies invited;
- Many (via the companies) booked, but now not used hotel rooms;
- High money investment for a poor result.

But everyone underlines, that the organizer is not to blame for the bad result

A special aspect was also alluded short: There was discussions in the past regarding the comparison between the exhibitions in Utrecht and Hanover.

The results of this exhibition can not be used for a correct rating.

However ShowCo will continue with its efforts to hear the opinion of the exhibitors regarding the different shows. Therefore we ask for participating on the Survey with respect to the VIV-Europe-2010.

## Agenda Topic (4)

Mr de Schouwer reported about the negotiations with the management of the IPE-Atlanta. He underlines the change in the atmosphere from a clime of confrontation to cooperation. ShowCo complained regarding the unacceptable restrictions of the IPE-organizer with respect to hotel- and conference- rooms for non-exhibitors. The IPE-management promised to cooperate in future.

Generally was the discussion with the organizer future oriented.

The IPE-management follows the ShowCo suggestions or presented own very constructive proposals. Mr de Schouwer exemplified especially three points:

a) Common area for ShowCo exhibitors.

The IPE-management offered us the area A3 in Building A for all interested ShowCo-companies. (In years without ShowCo this area will be not used).

This area gets an own wide entrance door and an own connection to Building B. Therefore this area is perfect integrated in the show.

We think we have the chance, to develop the ShowCo-area in A-3 as the most attractive area of the exhibition.

b) Banner Guidepost.

On the level -1 of the exhibition centre before the last escalators, we want to install two big Banner- Guideposts with the logos and booth-number of all exhibiting ShowCo-members. These Banners should inform the incoming visitors early about the location of the ShowCo area. The IPE-management support the Banner installation.

c) Forum.

ShowCo suggest establishing of a Forum in the area of our booths. We believe such a Forum will attract this area a lot. (See floor-map).

There should be four Forum- events per day; each not longer than 20-30 minutes (including speech and discussion). Two of the lectures should be hold in English language and the other two in Spanish language.

The themes should be future oriented, with a little bit older European experience. The following subjects would probably be really good for the Forum:

- I) New enriched cage- systems or enrich-able cage- systems plus also concepts for alternative egg production (floor, free range).
- II) Thermo-chemical treatment of biomass (Solid bed gasification plant). There are big discussions about energy and the perfect use of biomass. There have been a lot of thoughts not only in Europe but also in the US on possibilities to use dried chicken manure (also broilers- and layers-manure) for the production of energy and heat.

This last theme would be an ideal subject to bring up during such a Forum, especially since there seems to be also first projects going on in the US, which probably could work as a role model. We would need to discuss this with the companies involved, but could see that there is a possibility to get this together.

The distribution of obligations can be the following::

- for floor space, construction and facilities: by PoultryEgg-management.
- for themes, organisation and speakers: by ShowCo.

The audience of the meeting agrees with the explanations of Mr de Schouwer.

## **Agenda Topic (5)**

Mr Klaus Fahlbusch reported about the negotiations with the management of the EuroTier 2012 (DLG, Frankfurt).

The negotiations are started in December 2009 and finalised with an agreement February 2010.

All wishes of ShowCo are accepted by the DLG. This are: ShowCo booth; Business Centre; Meeting Room; WLAN access at all booths in the poultry-hall and refund of advertising costs.

Furthermore the DLG accepts the reimbursement for successful ShowCo efforts to increase the number of foreign visitors.

After closing of the negotiations with DLG the ShowCo Executive Committee **strongly recommends all ShowCo members to participate in “EuroTier2012” as the preferred trade fair of the “Global Exhibition Plan” in 2012, to realize the ShowCo target for a High-Quality-Fair with the complete product offer.**

## **Agenda Topic (6)**

The ShowCo management presented a first edition of a ShowCo Exhibition Calendar. Klaus Fahlbusch explained that only the calendar part of the “Global Exhibition Plan” is to understand as a serious and strong recommendation.

All other items, shown in the Calendar, are trade fairs of a lower category.

Only for few of them there is already a helpful ShowCo recommendation.

All other are under debate.

During the meeting it was not possible, to find a recommendation for the trade fairs without a comment. Mr Andy Miller (LINCO-BAADER) furthermore pointed out, that additional trade fairs are important for processing-companies.

It found consensus in the meeting, to prepare a poll for the now still comment-free exhibitions.

Klaus Fahlbusch will prepare this poll and asked already in advance for an active support in the matter.

## **Agenda Topic (7)**

Mr Massimo Finco described the ShowCo development from 16 founding-members to now 40 ShowCo-members. But even 40 members are not enough to give ShowCo an important voice in negotiations with trade fair organizers.

Important sectors of the poultry industry are still missing or not satisfactory represented in the ShowCo membership. (Processing, Breeding).

He encouraged the members to canvass for ShowCo. Furthermore he suggested, animating other companies to ask for a booth in the ShowCo area in Atlanta. He hopes that hereby these companies better understand the advantage of a ShowCo membership.

## **Agenda Topic (8)**

The in Atlanta discussed date for the annual member meeting of ShowCo is in collision with the VIV-China 2010. Therefore we must find another (previous) calendar date for the meeting. The Executive Committee will check other possibilities and will pre-inform the members early as possible. The meeting should held in Düsseldorf.

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No other topics are to discuss.  
Therefore ShowCo President Paul de Schouwer closed the meeting at  
10:12 h a.m.

April 30<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

AGRITECH srl	Floriano Zappettini + Mario Ardenghi
BIG DUTCHMAN Intern.	Bernd Meerpohl + Andreas Böske
COBB, Germany	Jan Mascheck
FACCO & C. s.p.a.	Massimo Finco
FARMER AUTOMATIC	Lutz Cramer
HATCH TECH GROUP	Martin Selles
HATO BV	Paul Obers
HELLMANN Poultry	Marzellus Hellmann
HENDRIX GENETICS	Wilfred Folkeringa
HOTRACO AGRICULTURE BV	Frank Schreuers
iLOX	Stefan Warnking
IMPEX	Richard Wentzel
JAMESWAY INCUBATOR	Sharon Bouchard
JANSEN Poultry Equipment	Mari van Gruijthuijsen
LAE Anlagenbau	Klaus Wöhlkens
LINCO FOOD SYSTEMS	Andy Miller + Mette Kristensen
LTZ Lohmann Tierzucht	Dr. Hans-Friedrich Finck
LUBING Maschinenfabrik	Markus von der Assen
MOBA	Paul de Schouwer + Paul Buisman
PAL INDUSTRIES	Pierre Joris
PETERSIME	Geert Callens
REVENTA GmbH & Co. KG	Thomas Pollmeier + Katja Huning
SALMET International	Gregor Zimmerer + Norbert Brechters
SANOVO TECHNOLOGY	Michael Behrendsen
SKA s.r.l	Ruggero Segalla
SKOV A/S	Mark van de Ven + Peter Neldorf Petersen
SPECHT TEN ELSEN	Johannes Ten Elsen + Wilfried Ten Elsen
TECNO Poultry Equipm. (IT)	Giuseppe Zorzi
TEXHA p.a. (UA)	Oleksandr Isaienko + Victoria Shylo
VAL-CO	Michael Kohls
VOSTERMANS VENT.	Dan Roumen
SHOWCO Association	Klaus Fahlbusch