

Minutes

Informal Breakfast-Meeting of the ShowCo Association.

Date: May 22nd 2014, 9:05 h – 9:50 h

Location: **UTRECHT**, The Netherlands.

Supernova Congress Center (inside the Show ground of VIV-Europe)

Room: Mission 1

Jaarbeursplein

NL – 3521 AL UTRECHT, The Netherlands

Participants: See last page

AGENDA

proposed per Invitation letter, dated April 29th 2014

- 1) First impressions and experiences regarding the running trade fair.
- 2) Short reports of the persons, who contacted Breeding- and Processing-companies, due to our discussions in Amsterdam (March 14th 2014).
- 3) Premium–Exhibition for South America. What want we to do?
- 4) Annual Member Meeting 2014. When? What location?

Welcome & Formalities

After a short finger food breakfast ShowCo President Paul de Schouwer opened at 9:05 h the Informal Member Meeting and welcomed all participants. This is an open Meeting, he stated. Guests are invited and present.

He appreciated very much the huge attendance of company representatives.

Then Mr de Schouwer asserted the formalities as follows:

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

As usual Mr de Schouwer 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.

Then Mr de Schouwer asked all participants for a short self-introduction.

TOPIC 1

First impressions and experiences regarding the running trade fair.

ShowCo President de Schouwer opened the discussion regarding the running show. First reflections of the majority of the Meeting participants are positive. It was approved, that the organizer invested a lot of efforts, to make the exhibition attractive for visitors. Several Meeting participants stated a not too huge number of visitors, but a good quality of the visitors.

There were also a number of deficits identified:

The traffic in town is at all times a catastrophe; and the later more so. Later (by car) coming visitors lose a lot of time for nothing.

The complete trade fair has one final entrance door in hall 9 only. This has the effect, that exhibitors in hall 7 and hall 12 get their visitors relatively late. In those halls the first hour after opening is very quiet.

If visitors are not pre- registered (>25%), they can do it in hall 9 only. Furthermore all visitors have to collect their badges in hall 9. The whole procedure costs a lot of time; this time is lost for visitors and exhibitors. (Nobody can enter the halls without this procedure). It was reported, people give up to wait for registration, if they are able, to get otherwise a budge.

One company make a complaint regarding an unfair practice of the organizer, to allow sales promotion. Carpet inserts in the reception hall 9 were not offered official to all exhibitors, but one company only got the permission, to do it.

TOPIC 2

Short reports of the persons, who contacted Breeding- and Processing companies.

At our conference in Amsterdam (March 14th 2014) few persons with good contact to companies of the Breeding- and Processing- branch promised, to try for a dialog regarding ShowCo.

Mr de Schouwer asked if there are already first results.

Mr Mari van Gruijthuijsen reported regarding his discussion with Meyn. He is not very optimistic, because Meyn underlined its policy of independence. Neither our special offer regarding Atlanta, nor our South America project could change the Meyn position.

Not quite logical with view to the independence statement, the well-known argument “all or neither” came also. But this can be a chance, Mr van Gruijthuisen said.

Prof. Rudolf Preisinger had a discussion with Aviagen. Mr Ted Seijnder was able to talk with Hendrix Genetics. In both cases no real progress regarding a ShowCo membership could be achieved. In the Breeding- branch not so much the independence argument, but especially the “all or neither”- principle seems to be important. This is very difficult, because the important companies have very different business interests (layer, broiler, turkey).

Mr Bernd Meerpohl recalled, that Atlanta could be no longer a problem, to join ShowCo. Without the Atlanta- problem he can't see a serious reason, to stay outside, he said. ShowCo is the only institution, who is a powerful counter weight against the trade fair organizers. There is no other possibility, to work successful for exhibitor interests.

In the following developed an intensive discussion between Mr Bernd Meerpohl and Mr Andy Miller (Linco Baader).

Mr Miller underlines for Linco Baader also the principle of independence. He justified this with very negative experiences in the past. Generally he appreciated the targets and actions of ShowCo, he said.

Mr Meerpohl accentuated also for all ShowCo members their independence. But this is not in contrast, to do logical things, he pointed out.

Mr Massimo Finco suggested, to ponder about a round table with few equipment companies and the important processing companies, to discuss the worldwide exhibition landscape and the interests of the industry in this regard.

Mr Andy Miller was open for this idea.

TOPIC 3

Premium–Exhibition for South America.

ShowCo President Paul de Schouwer said, in view of the above-discussed situation we should not push this project at the moment too much. ShowCo in its actual size is not powerful enough, to establish alone such an ambitious undertaking.

Mr Massimo Finco reported regarding a talk, he has had with Dr. Javier César Prida.

Mr Prida is President of CAPIA, Chamber of the Argentine Poultry Producers.

Mr Prida and CAPIA are interested in a Premium Exhibition for South America. CAPIA is alone not able, to establish such a show. Therefore they are very interested in a cooperation with ShowCo in the matter.

TOPIC 4

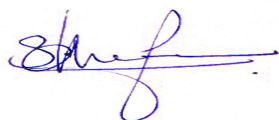
Annual Member Meeting 2014.

After several Member Meetings in Germany, The Netherlands, France, Thailand and USA ShowCo President Paul de Schouwer suggested to hold the Annual Member Meeting-2014 in **Venice, Italy**.

It seems the **last week in October** is without any time conflict with important other events. Klaus want to prepare the necessary things. Our Italian friends, especially Vice President Massimo Finco promised, to assist when ever necessary. (Recommendation regarding a convenient Meeting Hotel is much appreciated.)

Mr Paul de Schouwer closed at 9:50 h the Meeting with thanks for the engaged discussions and with best wishes for a successful after show business.

June 6th 2014

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: see last page.

List of Participants

BAADER LINCO	Andy Miller + Torsten Krausen
BIG DUTCHMAN International	Bernd Meerpohl + Andreas Böske
CLIMA VISION – (Ridder)	Arne van 't Oor
FACCO s.p.a.	Massimo Finco + Elisa Finco + Orlando Peruzzo
FARMER AUTOMATIC	Christian Dyckerhoff
FIENHAGE	Lutz Cramer
GARTECH	Harish Garware
HATO BV	Paul Obers + Robert Verberkt + Marcel Visschers
HELLMANN Poultry	Marzellus Hellmann
IMPEX	Richard Wentzel
JAMESWAY	Sharon Bouchard
JANSEN Poultry Equipment	Mari van Gruijthuijsen
LTZ Lohmann Tierzucht	Prof. R. Preisinger + Javier Ramirez + Michael Seidel
MELLER Anlagenbau	Frank Stombrowski
MOBA	Paul de Schouwer
ROTEM	Zion Halfon
PETERSIME	Hugo de Ruyck + Rudy Verhelst
REVENTA	Thomas Pollmeier
SALMET	Norbert Brechters
SANOVO	Lars Kops
SKA s.r.l	Dino Pozzato + Claudio Torresan
SKOV A/S	Joergen Yde Jensen
TECNO Poultry Equipm. (IT)	Giuliano Mechini
TEXHA (UA)	Victoria Bondareva
VALLI	Andrea Buscherini
VDL Agro	Brian van Hooff
SHOWCO Association	Klaus Fahlbusch + Ted Seijnder