

Minutes

Annual Members Meeting of the ShowCo Association, 2014

Date: October 31st 2014, 9:00 h – 13:00 h

Location: **VENICE-Mestre**, Italy.
NH-Laguna Palace Hotel,
Viale Ancona 2
I-30.172 Venezia-Mestre
Venice / Italy

Participants: See last page

AGENDA

proposed per Invitation letter, dated October 7th 2014

- 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) Formal demission of the Delegated Members of the ShowCo Executive Committee.
- 7) Preliminary notes regarding the upcoming elections.
- 8) Determination of the Chairmen and two Scrutinizers for the following elections.
- 9) Secret ballot of the Delegated Members.

Coffee break ()*

- 10) General discussion regarding ShowCo's ongoing situation and its activities in future.
- 11) Reflection of the recent VIV-Europe-2014 in Utrecht, NL.
- 12) Reflection of the recent VIV-China-2014 in Beijing, China – and alternatives.
- 13) Discussion regarding the upcoming IPPE-2015 in Atlanta, USA.
- 14) Discussion regarding the upcoming VIV-Russia-2015 in Moscow, Russia.
- 15) Discussion regarding an upgrade of the ShowCo Exhibition Calendar.
- 15) Miscellaneous

() Coffee breaks due to opportunity and the Presidents suggestion.*

TOPIC 1

Welcome & Formalities

ShowCo President Paul de Schouwer opened at 9:00 h the Annual Member Meeting 2014 and welcomed all participants.

Venice is a historical location for ShowCo, he said, because here we decide on May 20th 2008, to establish ShowCo as an Association.

Now he especially welcomed all participants, which attend first time a ShowCo Meeting.

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. (22 Member companies are represented).

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?
Klaus Fahlbusch requested for extension by an additional Topic Nr. "13b",
Discussion of the upcoming VIV-Asia-2015 in Bangkok, Thailand.
- Are there comments or complaints regarding the minutes of our
Annual Member Meeting in Munich/Aufkirchen last year (22.10.2013),
Amsterdam (14.03.2014) and
Utrecht (22.05.2014 – during VIV-Europe) ?

There are no comments or complaints.

Mr de Schouwer explained:

Today we have to elect due to our Bylaws:

the **Delegated Members** of ShowCo's Executive Committee (office period: 2 years)

The Office period of our two Finance Auditors is 4 years. Therefore, their next election is in 2016.

Details regarding the elections will be given later.

Mr de Schouwer said, same as the last 2 years we decide in the Executive Committee, to have our Annual Member Meeting 2014 again as a separate conference, and not in combination with a running trade fair. Of course, it demands for a separate journey of

the participants, but I think, he said, Italy – and especially Venice – is a journey worth. When we do our Annual Meeting in combination with a show, remained little time for serious discussions, additional to the obligatory formalities (such as reports, elections, etc.).

The good experience from the last 2 years encourage us, to do it in the same way again, and I hope for engaged discussions of our topics.

Mr de Schouwer announced a coffee break of 20 minutes approximately at 10:30 h. He expected for the end of the Meeting at 13:00 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 Hotel-Restaurant.

With a reflection to the last evening, Mr de Schouwer thanked Vice President Massimo Finco for his assist in choice of the Meeting-Hotel, for his recommendation of the historic Casino as location for the Dinner and especially of his sponsoring of the Dinner Music.

Then Mr de Schouwer asked all participants of the Meeting for a short self-introduction. (Additional, Mr Seijnder had prepared Name Cards and Name Badges for all). After that, the Meeting went to the next topic.

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 Munich 2013.

He 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 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

Finance report of the Director.

Klaus Fahlbusch started his report with the statement, ShowCo's finance-situation was comfortable and solid also in 2013, as already known from recent years.

And it seems, he said, 2014 will be a positive year too.

In compliance with our Budget Plan, 2013 was the first year in ShowCo's history without Fee Reimbursement to our members. This was caused by the additional personal costs, which we had to expect for 2014. In 2013 we build up therefore net reserve in an amount of € 17.000,00

Economic Balance for 2013, confirmed by our Finance Consulting Office:

Before tax:	€ 24.221,65
After tax:	€ 17.672,19

Budget Planning for 2013

		<u>Real Execution</u>
Earnings	€ 110.940,00	€ 129.542,50
Expenses	€ 103.126,00	€ 105.320,85
Result before tax	€ 7.814,00	€ 24.221,65
Result after tax	€ 664,00	€ 17.672,19

Budget Planning for 2014

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

Budget Planning for 2015

Earnings	€ 115.940,00
Expenses	€ 112.980,00
Result before tax	€ 2.960,00
Result after tax	€ 1.760,00

Comment of Klaus Fahlbusch:

Unlike of my announcement at our Annual Member Meeting 2013, it seems now, that a partial Fee Reimbursement in 2014 will be possible.

From the Meeting came no additional questions regarding the report.

TOPIC 4

Report of the Finance-Auditors.

Mr de Schouwer asked the Finance Auditors for their Report 2013/2014.

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 Friday, October 17th 2014. Ted Seijnder participated also.

The check covered:

- a) the Account Status per 31.12.2013 and per 31.08.2014
- b) the Economic Balance per 31.12.2013
- c) the Budget Plan for 2013 and its execution.
- d) the Budget Plan for 2014 and its execution till 31.08.2014
- e) the Budget Plan for 2015
- d) the Travelling Costs 2013 + 2014
- 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 [3]. 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 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, gave their approval. Hereby the actions of the Executive Committee and of the Director were approved for the past period, Mr de Schouwer stated.

TOPIC 6

Formal demission of the Delegated Members of the ShowCo Executive Committee.

Mr de Schouwer stated formally the demission of the Delegated Members of the ShowCo Executive Committee, due to the end of the office period. Then he asked Director Klaus Fahlbusch, to take care for the upcoming elections.

TOPIC 7

Preliminary notes regarding the upcoming elections.

Klaus Fahlbusch stated, the Meeting now has to elect the Delegated Members. The office period is two years.

Due to our Bylaws the election has to be made as secret ballot. The election for all three Delegated Members can be made in one ballot.

Each member company will get **one** ballot booklet, to ensure one vote per company.

Prior our Meeting Klaus Fahlbusch talked with all three resigning Board Members.

All three run for a new office period. Therefore, and in behalf of the ShowCo Board,

Klaus suggested as candidates:

Mari van Gruijthuijsen, Prof. Dr. Rudolf Preisinger and Hugo de Ruyck.

The booklets are already prepared accordingly. But the Meeting can nominate additional candidates. The Election- Chairman will ask later for alternative candidates. In any case please mark **three** names for Delegated Members at the prepared booklet paper.

Prof. Preisinger stated:

In absence of my Board Colleague Javier Ramirez I will be a candidate. But I will keep Mr Ramirez well informed regarding all ShowCo matters. So he might run for this obligation next time.

TOPIC 8

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

Mr de Schouwer proposed Vice President Ruggero Segalla as Chairman. The Meeting voted unanimously for Mr Segalla, and Mr Segalla accepted.

Then Mr Segalla asked the Meeting for Scrutinizer- candidates. The Meeting nominated and elected Mrs Victoria Bondareva and Mr Paul Obers. Both accepted.

TOPIC 9

Secret ballot of the Delegated Members of the Executive Committee.

Mr Segalla asked the Meeting, whether it would like to suggest additional names.

– No proposals. – Then he asked for the secret vote of the Meeting.

Result: <u>Total voting member companies</u>	22
Votes for Mr van Gruijthuijsen	21
Votes for Prof. Preisinger	22
Votes for Mr de Ruyck	21

Mr Segalla asked Mr Mari van Gruijthuijsen, whether he accept the choice.

Mr Van Gruijthuijsen accepted.

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

Prof. Preisinger accepted.

Mr Segalla asked Mr Hugo de Ruyck, whether he accept the choice.

Mr de Ruyck accepted.

Mr Segalla stipulated: Mr van Gruijthuijsen, Prof. Preisinger and Mr de Ruyck are legally elected as Delegated Members of the Executive Committee and he congratulated the new (old) Board Members.

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

TOPIC 10

General discussion regarding ShowCo's ongoing situation and its activities in future.

President Paul de Schouwer started the discussion with a short review on ShowCo's development over more than six years. The number of members increased all the time and ShowCo's influence too. We should persistent follow this way also in future, he said. And we should not be worried, if things will not go on at the first try already.

Klaus Fahlbusch complain his impression, that the enthusiasm of our members becomes a bit tired. Nothing is going by itself, he said. We always must fight for our interests. The achievements of the past could be lost very easy, if we not permanently try to go forward. Our administration needs the support of all our members, especially in 2015, when Ted Seijnder is confronted with a lot of new obligations and new things.

TOPIC 11

Reflection of the recent VIV-Europe-2014 in Utrecht, NL.

The evaluation of the recent VIV-Europe was throughout positive. And this is in line with the results of our VIV-Europe-Survey.

The changed show period (out of May) was not discussed. By intervention of ShowCo the period was finally changed as follows: June 20.-22. 2018. This period is the earliest possible after Ramadan.

Mr B. Meerpohl reflected critical to "Block-Booking", which was mentioned in the Presidents Report.

Mr de Schouwer pointed out, we refuse generally a binding by an early Block-Booking of four trade shows. We want to decide a show participation latest possible, and only dependent on the individual interests of each company and dependent on the current situation.

TOPIC 12

Reflection of the recent VIV-China-2014 in Beijing, China.

The discussion regarding VIV-China was very intense and partially perplexed.

Mr Seijnder gave impressions of the different days. Many visitors at the first day. Less visitors at the second day. The western exhibitors were clear the minority. Quality of booths was pretty good, also regarding the Chinese companies.

Mr van Assen said, for him the show has one day only. The second day was very quiet. At the last day exhibitors started already at the morning, to dismantle their booths. We should complain about this at the address of VNU.

Mr Finco respectively his company was not an exhibitor. He preferred local shows, he said. He sees China still in a permanent change.

- Mr Gazit reported very good results for his company at CAHE. In comparison the results at VIV-China were bad.
- Mr van Ruyck stated, VIV-China 2014 was better regarding the booths, but not regarding the visitors.
- Mr Meerpohl said, VIV-China lose the character of an International Show. It is mainly a local show for local (Chinese) visitors. For instance: The recent show has less Russian or Ukrainian visitors in comparison with earlier shows here. His company was satisfied with the attendance. But the reason for the attendance was a seminar one day before the show opens. This was organized by his company. With other words: They recruited her visitors herself.
- Mr de Schouwer said, obvious the Chinese visitors prefer local shows. We must ask ourselves, want we to follow this trend?
- Mr Meerpohl complemented this question: Should we support in future perhaps several Chinese shows?
- Mr Fetter warned, to give up VIV-China. On VIV-China we have the chance, to impact the show. On CAHE we are a vanishingly small minority.
- Mr Finco said, there is only one question: What is the best show for us. To find the right answer for our group, he believed, it is too early, to bring Chinese members into ShowCo already now.
- Mr Meerpohl asked, what is Klaus Fahlbusch doing at Chinese booths during the show?
- Mr Fahlbusch stated, if ShowCo purport, to be representative of all exhibitors, our members have to be a mirror image of the international exhibitors landscape. Therefore, he introduced ShowCo and its ideas to global acting Chinese exhibitors. We learned by experience, he said, it takes years from the first contact with a candidate, to win finally a new member.
- Mr de Schouwer said, contact with Chinese exhibitors can generate benefit for both sides.
- Mr van Assen demanded, to push the organizer, to improve VIV-China under all aspects. One of the problems is, there are two co-organizers: VNU and a Chinese governmental organization.
- Mrs Bondareva complained, the erection time of the show was too short.
- Mr de Schouwer added, the costs are extremely high (show ground, freight & handling, hotels); perhaps caused by the two organizers.
- Mr Gazit complained the totally unsatisfying air conditioning in the halls.
- Mr van Gruijthuisen saw the biggest handicap of the VIV-show in its competition with the local shows. The biggest is CAHE. But this is a moving show with several locations.
- Mr de Schouwer said, it is the target of VNU, to establish an International show. ShowCo cannot change or stop this policy. But we should express against VNU our concerns regarding the ongoing development.
- Mr Finco supported this. But he asked, how powerful we are on local shows.
- Mr Wentzel believed, it is a cultural question, and VNU has not too much impact. Chinese customers likes to visit local shows. Perhaps VNU can find a cooperation with the organizer of CAHE.

- Mr Fetter suggested, to ask the Meeting, who want to participate at CAHE.
Result: 5 yes; 19 no.
- Mr van Ruyck pointed out, we are not right, if we think, VIV-China is an International show. It is a National Show! But it is a National show of an extremely big country.
- Mr Finco suggested, to consider this complex for a while internal, and perhaps decide in the matter at our meeting during VIV-Asia in Bangkok.

TOPIC 13

Discussion regarding the upcoming IPPE-2015 in Atlanta, USA.

- Klaus Fahlbusch reported, that Building “C” will be used for IPPE-2015 additional. This is a big challenge for both, for the organizer and for the companies of our group. The majority of our members have their booth in Building “C”. Ted and Klaus want to go to Atlanta in November, to study the situation during a running show.
- ShowCo has an own booth also in hall “C”. Our booth is equipped with a Business Centre, as known from other Premium Shows.
- ShowCo booth has the number “C 9124”.
- As during IPE-2011 and IPPE-2013 ShowCo sponsors the Tech-X-Change program again. In our behalf Prof. Dr. Windhorst and Dr. Christian Sürle hold lessons. We ask our members, to inform your clients regarding these high quality speeches.
(See a time schedule as Appendix “2”).
- Prof. Preisinger reported regarding the problems of his company, to get conference rooms last year. His company decided, not to participate at the IPPE-2015.
- Mr Luca Finco said, the show is scheduled for 3 days. In fact 1 day would be enough.
- Prof. Preisinger stated, the Atlanta show is the big International poultry show of USA.
- The Midwest show is a national poultry show of USA.
- Mr Meerpohl led the focus to another aspect: Atlanta is the American Broiler show. Midwest is the American Layer show, he said.
- He also remind our recent discussions regarding a South America Premium Show. All discussions regarding American shows are also connected with the development of the South American exhibition scene.
- Prof. Preisinger suggested, to verify in small steps, what progress is possible.

TOPIC 13b

Discussion regarding the upcoming VIV-Asia-2015 in Bangkok, Thailand.

- President Paul de Schouwer informed the Meeting, the IEC Spring Event 2015 will be held in Bangkok, direct before the VIV-Asia-2015. This can be an advantage for the show.

Klaus Fahlbusch informed, ShowCo has an own booth at the show in Bangkok. The booth is located in the tent **Hall H 107. Booth No.: H 091.** Most of the ShowCo Exhibitors have their booths in Hall H 107. The ShowCo Booth is equipped with a Business Center again. All ShowCo members are invited, to use the facilities free of charge. For the VIV-Asia in 2017 an additional, new Hall Complex will be ready for use; perhaps the connector between Sky Train Station and show venue also,

TOPIC 14

Discussion regarding the upcoming VIV-Russia-2015 in Moscow, Russia.

President Paul de Schouwer led over to a discussion regarding VIV-Russia. He asked Klaus Fahlbusch to inform about the Survey-2013. Klaus Fahlbusch stated, the VIV-Russia-2013 Survey has the worst rating for a show, we ever have had. The total result was “**28,0**”, and therewith below the average of “**30,0**”. We informed VNU in 2013 regarding the worst result. Now VNU published her intended efforts for a “New VIV-Russia”. A Summit is scheduled for the day before the show opens. (May 18th). Technical Seminars are planned; at the evening a Network Cocktail and Awards Ceremony

Mr Böske asked, is it opportune, to support the Summit? It could attract new visitors. Mr Meerpohl believed, it will be very difficult, to organize a successful exhibition, especially with respect to the unfavorable political and monetary situation. Regarding the intended Summit he has not a clear preference, he said. In case of VIV-China his company organized an own education conference, with very good experience.

Mr Finco underlined, within few months there are three shows in Russia. His company participate at DLG AgroFarm. This is a trade fair with a yearly rhythm.

Mr Brechters pointed out, in opposite to VIV-Russia, all other Russian trade shows have a yearly rhythm. If we should decide for DLG-AgroFarm, the exhibition should be changed into a 2-year-rhythm.

TOPIC 15

Discussion regarding an upgrade of the ShowCo Exhibition Calendar.

President Paul de Schouwer started the discussion regarding an upgrade of our Exhibition Calendar. The show-period of VIV-Asia-2015, as in the draft, is wrong and has to be changed. Mrs Bondareva reported negative experience with “Animal Farming, Kiev”. The Meeting decided, to eliminate Animal Farming from the Calendar.

Mr Finco asked, what can we do more, to publish our Exhibition Calendar. He suggested a publishing, for instance, in Poultry Magazines.

Ted Seijnder said, he intend a new concept of electronic communication in future.

Mr Gazit criticized prior the upcoming EuroTier the bad communication of DLG with respect to the presence of Poultry Industry (respectively its absence).

Klaus Fahlbusch expressed his not-understanding with the (German-)lobby-influenced anguish of DLG, regarding a clear communication of the 4-year-rhythm, concerning the Poultry Industry attendance. This is an unfair act against both, the exhibitors and the visitors, he said.

On the other hand side we can assert, that all our requirements for a participation in 2016 are confirmed by the DLG. I suggest a formal decision of the Meeting for a ShowCo participation in 2016, he said.

When President Paul de Schouwer asked for a vote, the Meeting decided in unison for our participation in 2015.

Hereby the ShowCo Association strongly recommends all ShowCo members to participate at "EuroTier-2016" as the preferred European show of our "Global Exhibition Plan" in 2016, to realize the ShowCo target for a High-Quality-Fair with the complete product offer.

Mr Brechters demanded, now as a return for our positive decision, DLG must in future clear communicate the 4-year rhythm of her self-created WPS.

TOPIC 16

Miscellaneous.

Under this Topic the South America Project was discussed. The question comes up, whether we should include a South America show in our Exhibition Calendar. But it becomes rather clear, that too many questions are open in the matter.

Mr von d. Assen recommended, to contact "Anfairs/Brazil". He can contribute the name of a contact person and the address.

Mr Meerpohl underlines the importance of the upcoming market South America.

Mr. Finco supported this assessment.

Mr Brechters indicated huge barriers, to enter the South America market. (Import tax). This is the reason, that his company is not engaged in Brazil, for instance.

Mr. Finco suggested, to use all possible contacts, to get more information regarding the existing situation. He recommended, to use the opportunity during the upcoming IPPE-2015, to contact organizations and associations, involved in the South America trade fair business.

Ted Seijnder promised, to present at the Atlanta Meeting already results of this research.

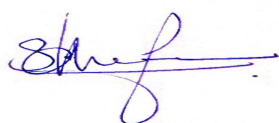
President Paul de Schouwer closed then the discussion regarding this matter.

President Paul de Schouwer then comes to a special occasion. He led the attention of the Meeting to the fact, that this is the last Annual Member Meeting during the office period of Klaus Fahlbusch. With warm words he appreciated the cooperation with Klaus during a period of more than six years. In behalf of ShowCo, Mr Andy Böske had prepared a special gift. It shows three hens, typical coloured to the three continents of our Premium Exhibitions; Asia, Europe and USA, and equipped with the Logos of all ShowCo members. Furthermore, Mr de Schouwer handed over a voucher for a classic music event in Berlin.

For Klaus Fahlbusch it was a very emotional moment. He thanked all friends he found, for their sympathy and their confidence all the time. This are the two wings, with which I was able to fly for ShowCo, he said. He begged all members, to support Ted Seijnder in future in the same way. Thank you all, and good luck for all of you, and for our common baby, ShowCo.

President Paul de Schouwer closed at 13:00 h the Meeting, with thanks for the engaged discussions and with best wishes for a safe travel home.

January 12th 2015



Paul de Schouwer / President



Klaus Fahlbusch / Director

List of Participants: See next page

List of Participants

(22 Member Companies present)

AGRITECH s.r.l.	Mario Ardenghi
BIG DUTCHMAN International	Bernd Meerpohl + Andreas Böske
CLIMA VISION	Diederik Fetter (HOTRACO)
	Dan Roumen (VOSTERMANS VENTIL.)
	Gjalt van Hes (TULDERHOF)
FACCO s.p.a.	Massimo Finco + Elisa Finco + Luca Finco
FARMER AUTOMATIC	Christian Dyckerhoff
FIENHAGE	Lutz Cramer
HATO B.V.	Paul Obers
IMPEX	Richard Wentzel
JANSEN Poultry Equipment	Mari van Gruijthuijsen
LAE Anlagenbau	Klaus Wöhlkens
LUBING Maschinenfabrik	Markus von der Assen
LTZ Lohmann Tierzucht	Prof. Rudolf Preisinger + Javier Ramirez +
	Michael Seidel
MOBA	Paul de Schouwer
PETERSIME	Hugo de Ruyck
ROTEM	Jacob Gazit
SALMET International	Norbert Brechters
SKA s.r.l	Ruggero Segalla
SKOV A/S	Stig Veis Joergensen + Thomas O. Hansen
TECNO Poultry Equipm. (IT)	Antonio Cauzzo + Nicola Cauzzo +
	Giuliano Mechini
TEXHA	Victoria Bondareva
VALLI	Lorenza Valli + Andrea Buscherini
ZUCAMI	Pedro Ansoain
SHOWCO Association	Klaus Fahlbusch + Ted Seijnder

Addendum I

General Report of the President per October 31st 2014

(Topic 2 of the Meeting Agenda)

I will reflect mainly the time since our last Member Meeting in Munich/Aufkirchen, October 2013.

Poultry India 2013

Due to our Exhibition Calendar Poultry India 2013 was the next ShowCo-attended exhibition after the Munich-Meeting.

The expectancy for business possibilities was low, caused by the currency exchange rate, which has dropped significantly. And the reality confirmed the sales expectancy. However, the Indian market has a huge potential, and it seems, patience is needed.

The “ShowCo show year” 2014

The yearly repeating shows IPPE in Atlanta/USA and SPACE in Rennes/France were **in 2014 not part of our Exhibition Calendar.**

Pig & Poultry in Stoneleigh/England (May)

VIV-China in Beijing (September) and

Animal Farming in Kiev/Ukraine (October) are subjects of our Exhibition Calendar.

Attending members might report regarding their experience during our discussion later.

VIV-Europe-2014 in Utrecht/NL

This was ShowCo's only Premium Exhibition in 2014.

After the Volcano-disaster in 2010, the show was expected with a lot of scepticism. But huge efforts of exhibitors and organizer achieved a impressive and successful trade fair. We will come back to this matter later.

Premium Exhibition for South America

During our last Annual Member Meeting in Munich the idea was born, for South America to promote, – or if necessary, to initiate – a Premium Exhibition.

There are two reasons for this idea:

- # We believe, that the growing markets of the future will be in East Asia and in South America. But South America has not a general accepted Premium Exhibition for the Poultry Industry.
- # To win influence regarding the development of a new Trade Fair in South America, could be a reason for important Breeding- and Processing- Companies, to join ShowCo as a member.

Klaus & Ted should prepare a Presentation, which explains details of this idea. The Presentation was ready in December 2013 and could be used already at IPPE-2014 in Atlanta for first discussions.

An Extraordinary Member Meeting was scheduled for March 2014.

It was held on March 14th 2014 in Amsterdam.

The Presentation was discussed, and we decided for special conditions for new members, if they have problems regarding Atlanta.

It becomes fast clear, that many other problems must be solved additional.

Should be a new exhibition created or is it better, to develop an already existing show?

Can we find a good organizer for the show?

What is the best location for the show?

Will be the idea of a Premium-Show for South America sufficient supported by other market partners?

Is ShowCo powerful enough, to put such a project into practice?

At the Amsterdam-Meeting we formed two small groups of members with special connections to Breeding-companies or Processing-companies. They should find out the opinion of those companies regarding a membership in ShowCo and the South America project.

Both groups should give a first report at an intended Member Meeting during the VIV-Europe in Utrecht.

In Utrecht both groups reported concordantly, that neither the special conditions for Atlanta and nor the offered influence on creating a Premium Exhibition for South America, animated the contacted companies to join ShowCo.

In spite of this for ShowCo unpleasant insight, the general idea, to inspire and promote a Premium Exhibition for South America remains correct and valid.

Of course, our originally scheduled timing cannot be maintained. But we should in the coming years insistently follow our defined target.

We were able to reach the following corrections regarding VIV-Asia-2015 and VIV-Europe-2018

VIV-Asia-2015

Caused by the expected increase of visitors, VNU originally planned, to have opening hours for the show as follows:

Wednesday, March 11 th 2015:	10:00 – 18:00 h
Thursday, March 12 th 2015	10:00 – 20:00 h
Friday, March 13 th 2015	10:00 – 18:00 h

We argued our concerns, that many companies usually at the second day have booth parties after 18:00 h. This will disturb serious negotiations at other booths, if this should be the official business time.

VNU took our concerns seriously and decided for the following modified scheme:

Wednesday, March 11 th 2015:	10:00 – 18:00 h (20:00 h)
Thursday, March 12 th 2015	10:00 – 18:00 h (20:00 h)
Friday, March 13 th 2015	10:00 – 18:00 h

On the both first show days, the exhibition remains open for visitors and exhibitors till 20:00 h .

Exhibitors can choose this additional time, as they want; they can invite their clients for negotiations or parties.

There is no obligation to stay at the booth after 18:00 h.

VNU just enables the industry to stay longer (with full service) on the first 2 show-days. Security will be present.

The total scheme should be an additional service of the organizer.

It seems to me, it could be an interesting modification.

Perhaps in 2017, when the show is still growing and the new hall complex is ready, we should consider 4 instead of 3 show-days.

VIV-Europe-2018

During the recent VIV-Europe VNU announced official the period for the VIV-Europe-2018 as: **July 3 – 5, 2018**

Already during the show we told VNU, that we see a trade fair in July very critical.

In many countries, this is the start of summer holidays.

At our [VIV-Europe-Survey](#) we asked the exhibitors, whether they find for this exhibition July the better choice than May.

10% said “yes”.

15% said “don’t know” and

75% said “no”.

VNU justified the July date with **Ramadan**.

But also in this matter we reached a modification. VNU revised the already published exhibition period as follows new: **June 20-22, 2018** (in Utrecht).

This period is the earliest possible after Ramadan.

Also this matter underlines: Together we can achieve more!

Special conditions for Block-Booking of VIV-shows.

At our last Annual Member Meeting in Munich, there was a rumour, that VNU offers special conditions, if companies booked for several VIV-shows in advance. Klaus contacted VNU for more info in the matter with the following result:

Yes, there is a possibility for an additional discount or additional “special services”, but the barrier is very high, to reach it.

You must book for 4 VIV-shows **in advance** for a period of 2 years.

(For instance: VIV-Asia-2015, VIV-Russia-2015, VIV-China-2016 and VIV-ASIA-2017)

The total value of the participation in 4 VIV-exhibitions should be at least **€ 60.000** (“calculated on the revenues of net space paid”).

Another pre-condition is, that the registration (booking) and costing is made through Jaarbeurs Utrecht/VNU EE, and not made through the local VNU-partners.

VNU determined not a lump-sum percentage for the additional discount now; it will depend to the individual business relationship.

With other words:

This is more a theoretical, but not a practical possibility, and to realize by big exhibitors only.

Agreement with VNU (and DLG) regarding Advertisement

For all VIV-Exhibitions, which are item of our Exhibition Calendar, and which are recommended there as Premium Exhibition or as “Interesting Exhibition”, we can charge VNU with **€ 3.000** for Advertisement.

We have the same agreement with DLG for the EuroTier, but of course, this is not so effective, because we have one exhibition with DLG only within 4 years.

Still now we have not such agreement with U.S.Poultry/Egg. But we will try to get it too.

It was planned, that that Klaus Fahlbusch and Ted Seijnder want to visit Dr Grandke (CEO/DLG), Mr Grothues (General Manager, Exhibitions) and Dr Schlösser (Project Manager EuroTier) during the EuroTier-2014, to introduce Ted Seijnder. Because Klaus and Ted are in Atlanta in the EuroTier-week, to study the situation of the new Hall "C" under operating conditions, the introduction of Ted will be made during the first quarter 2015 in Frankfurt.

Advertising campaign for IPPE Atlanta-2015 and VIV-Asia-2015

Similar to earlier practice, we established an Advertisement campaign for IPPE-2015 and for VIV-Asia-2015, covering an amount of

€ 22.000

Such Ad-campaigns support the concerning shows. But of course, they are also image promotion of ShowCo and public relation for each of our members.

In our Ads always we use the Logos of all our members.

ShowCo Meetings in the recent report year.

Within the last 12 months, we have had four Member Meetings:

- # the Annual Member Meeting 2013 in Munich (October 2013),
- # the Extraordinary Member Meeting in Amsterdam (March 2014),
- # an Informal Breakfast Meeting in Utrecht during VIV-Europe (May)
- # the Annual Member Meeting 2014 in Venice, today.

On all Meetings the presence of our members was sufficient for legal decisions.

Regarding all Meetings you got (respectively, you will get) a Protocol. You also can see all protocols of the past at the Member Area of the ShowCo website (www.showco.org).

Cooperation of Klaus Fahlbusch and Ted Seijnder.

In compliance with the info, which I gave you at our Annual Member Meeting, October 2013, in Munich, I closed an Agreement with Mr Ted Seijnder in December 2013. Hereby Ted Seijnder become ShowCo Director, starting January 1st 2015.

A further agreement between ShowCo and Ted Seijnder stipulate, that Ted Seijnder in the period January 1st – December 31st 2014, will cooperate in a flexible way with the officiating ShowCo Director Klaus Fahlbusch.

This was executed in that way, that Ted participated at all ShowCo events of the year, and together with Klaus he visited all trade fairs with ShowCo participation.

Furthermore two trainee sessions of 2 days each were performed in ShowCo's Operative Office in Vechta. The reason was, to learn all about the complete range of ShowCo operations. Included were conferences with our responsible bank officer and with our finance advisor in their offices each. Another visit was made at the office of our public relation agency.

Ted Seijnder also had a Meeting at the MOBA office in Barneveld, NL. Target was to get support by the MOBA organisation for his activities in the future.

At last, Ted assists during the finance audit, which was made by Andreas Böske and Markus von der Assen in preparation of the Meeting today.

From Klaus Fahlbusch the Executive Committee got on June 24th 2014 the written Termination of the Director-Contract with official validity per December 31st 2014.

Unofficially we made an agreement with Klaus, to extend his office period up to January 31st 2015. This is necessary, to close all business processes from 2014 properly, and to have, especially in financial matters, a clear defined start situation for Ted.

During January 2015 our Finance Advisor also will finalize all work regarding the official Finance Status per December 31st 2014.

This is formal necessary, to give Klaus the exculpation of all his obligations of the past. We can do this at a Member Meeting during the upcoming IPPE-2015 in Atlanta.

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

Paul de Schouwer / President