



## **Notes Additional Members Meeting - November 25, 2022**

Amsterdam Schiphol, the Netherlands

### **Opening**

The president, Elisa Finco, welcomed all members and expressed her pleasure that everyone had taken the time to attend. 7 members follow the meeting via an online live stream.

The president specially welcomes a new ShowCo member: Vencomatic Group and also Texha, who is present despite the difficult situation in the home country.

The 'new' Board and Director want to update the members on the activities that have been undertaken in the first 9 months of their functioning. The president emphasizes the importance of exchanging ideas and opinions.

### **Directors report**

The director, Fenny Straat, takes the members along in an overview of the activities carried out. These are listed in the appendix attached to these notes (power point presentation).

The director asks the members to pass on comments, questions and ideas to her. This offers the opportunity to provide the best possible service to members and to develop a strong organization. Internal communication is improving and a number of external communication tools are already being implemented. Others are work in progress. The goal is to develop a 2-year external communication plan.

### External communications

The director wants to adjust the external communication that has been carried out so far. Advertising in print media is no longer preferred. A lot of communication nowadays takes place online. We are working on a good strategy and a plan. Goals are: -ShowCo branding (as a basis for recruiting new members) -Communication for/about 'ShowCo trade fairs' . Partly to attract visitors and partly to show the exhibition organizers that ShowCo promotes their exhibitions. ShowCo is also working on building a database. Unfortunately, due to privacy legislation, this cannot be shared with the members. The sheet with the financial state of affairs shown contains inaccuracies for unclear reasons. The correct figures will be shared with the members shortly. The members discuss the budget for external communication.

In the past, a large budget was spent on advertisements in (print) media. A new strategy and activity plan are necessary for effective communication. It's work in progress. The financial consequences are not yet entirely clear. The budget is still based on a number of advertisements in (print) media.

MOBA has suggested that they actively follow ShowCo on LinkedIn and include the ShowCo membership in their own communication. This will be also part of the external communication plan.

Some members emphasize that the primary goal is to recruit more members. Others believe that recruiting members should mainly take place through member discussions with fellow companies. The benefits of ShowCo must be well communicated.

### Members marketing group

It is agreed that the plans and proposals will be discussed in a marketing group. In this way, all available knowledge within ShowCo can be used. The director will plan a meeting at short notice.



#### Agreements fair organizers

The agreement with VIV has been renewed and set for the coming years. An important part of this contract is the marketing (invitation) tool that VIV offers. Working with this tool offers advantages for ShowCo. VIV will soon send a video in which working with the (new) system is further explained. An agreement with EuroTier is still work in progress.

#### Stakeholders

Another important activity is establishing contacts with international sector organizations in the poultry industry and other parties in the poultry supply chain. Some of them are facing the same challenges in the world of exhibitions.

#### **IPPE and following recommendations**

The Board has evaluated the continuous returning discussions about IPPE.

It has been decided to talk to all members who do not follow the recommendations in the calendar. To make it easier to handle the issue, the ShowCo members are divided into four groups. The companies in the largest group of members (Housing equipment) have been contacted. As a result, a number of members who are unwilling or unable to change their policies have terminated their membership. Other members follow the calendar. OVO-Vision has changed its marketing strategy and hardly participates in trade fairs. Kutlusan has given her word to follow the calendar from 2024. *NB.* It has also been announced that Munters' membership will also be terminated.

The president informs that Sanovo will only participate in IPPE 2023 with veterinary products and not with eggs. Sanovo will be involved in the consultations that are organized with the 3 aforementioned member groups.

The member representing Once reports that after a heavy internal discussion it was decided that Once will not participate in IPPE 2023. The member emphasized the importance of a strong ShowCo. It is necessary to build internal understanding.

In 2023, talks will be held with the other members in the Eggs, Hatchery and Breeding groups. The ultimate goal is that all members follow the democratic agreements of the association. This may not be easy at the moment, but the board expects to find a good solution in the future. Reliability and trust are important pillars for working together. Reporting will follow in the annual meeting of 2023.

The members express their appreciation for the board's strategy. Also the members who follow the meeting online also respond positively to the approach chosen by the board.

The meeting concludes that it is wise to start with a blank page and work from there. The loss of a number of members ultimately makes ShowCo stronger and the departed members are of course always welcome to rejoin.

One of the members suggests a biennial participation in IPPE alternating with the MidWest Show in Minneapolis. ShowCo is asked to make a decision on this proposal. This point will be discussed further in the Board.

During a conversation with IPPE in Hannover, the director received information about visitor numbers. This presentation will be send to members. The figures show that there is a ShowCo effect in the ShowCo years. Unfortunately, some figures are from 2020. 2022 was not a good show. The director will send a request to IPPE to send the figures of 2022. In order to discuss the increasingly difficult and 'abrasive' relationship and IPPE's conditions, it is important to focus on the real issues.



For example: loss of seniority and availability of hotel space (for large users). Members are invited to send their additional comments on this to the director.

Customers in Latin America do not seem to know whether or not ShowCo companies are present at IPPE. Communication about this needs to improve. Both from ShowCo and from the members.

One of the members notes that ShowCo should focus more on International Regional Shows in Latin America. As ShowCo would be more visible in these markets, this could also contribute to increasing the number of members. Visibility is not only necessary in new markets, but also in existing ones.

Vencomatic Group once again emphasizes the importance of following the ShowCo calendar. The goal is to create strong trade fairs and a strong ShowCo. Clear decision-making is a precondition for this. As a result, ShowCo does not lose members, but ShowCo makes clear what we stand for. Vencomatic also emphasizes the importance of branding for ShowCo and leveraging the marketing knowledge within ShowCo. Finally, members themselves must actively recruit members.

### **ShowCo Calendar**

The director explains that from March 2022 the calendar will no longer be published on the website. In this way it can be determined what interest there is in the calendar. Interested parties can request the calendar and ShowCo has the opportunity to approach these companies.

It has been found that the calendar has a certain value for parties. The working method regarding the calendar can be discussed again in the annual meeting of 2023.

### Upcoming ShowCo fairs VIV MEA and VIV ASIA.

The members have no questions or comments about VIV MEA 2023.

The transportation and early date of delivery of goods for VIV ASIA is a point of discussion. Not all members seem to have a transportation issue. The director will check whether the date of February 13 (for arrival of the goods in Bangkok) is a decision of VIV or of the Freight forwarder.

A members meeting will be organized on the 3rd day of VIV ASIA (early morning). Similar to the one during VIV Utrecht.

### Poultry Africa

The director informs the members about the participation of 18 members in the Sub-Saharan show Poultry Africa 2022. The Board recommends adding this trade fair to the calendar. The advantages are that VIV will probably not change the frequency (now every two years) and that the focus will remain on 1 poultry trade fair in the region.

### Poultry India

The participation in Poultry India is not clear. It is decided to discuss the situation with the current participants and to report on this to the members.

### VIV Turkey

It is noted that the dates of VIV Turkey have changed. These are requested from the organization and included in the calendar.

### Space 2023

It should be noted in the calendar that participation in Space 2023 is not recommended. This will be taken care of.



The Director proposes to thoroughly discuss the Calendar at the Annual Members Meeting in 2023.

### **ShowCo Guidelines**

The members discuss the guidelines and the interpretation of certain articles in the By-Laws. This concerns in particular the possible cancellation of membership, meetings and financial reports. Also the used terminology (recommendations) is discussed. The complexity and especially the antitrust laws are emphasized and explained. The board will review and discuss the By-Laws and, where necessary and/or desired, to change them or explain them in more detail.

### **International Regional shows and National/local shows**

Members discuss at length international regional and national/local shows and the support by ShowCo.

In Italy initiatives have been developed to advise Italian companies to work together according to the ShowCo formula. Italian members emphasize that the attention for national/local shows is not only important for Italy. In general the importance of regional/national trade fairs is increasing according to these members. An organization is needed in Italy to be able to organize the cooperation.

Facco's initiative in Italy brought companies together to discuss the number and quality of Italian shows. Italian members are asking whether ShowCo can play a role in this by adding weight as an authority to the cooperation of the companies. Another request is whether the director of ShowCo can act as spokesperson and take the lead in this cooperation process. ShowCo's involvement can lead to a strong cooperation and can add value to the ShowCo membership.

According to Sime-Tek ShowCo should rethink its duties and goals. New long-term goals must be set. Possibly in combination with other adapted services. Sime-Tek point out three questions to ShowCo :

- how can ShowCo contribute to a solution in the current Italian situation
- can Italian companies work locally/nationally under the flag of ShowCo
- can ShowCo be the spokesperson and communicate on behalf and with all Italian parties involved.

Board members emphasize that ShowCo likes to look for solutions. At the same time, it must be noted that ShowCo cannot solve local issues in all countries. ShowCo has chosen to support global and (to a lesser extent) leading international/regional trade fairs. ShowCo members can use the ShowCo network to collaborate on a solution in a specific country. Members always can consult each other and exchange ideas. Board members suggest using ShowCo as a blueprint for local/national markets and emphasize that the current goals and boundaries of ShowCo involvement are clear.

Valli Italy (online) agrees with the opinion of the board. Experiences during the years shows the complexity of working together at a global and international regional level. According to Valli ShowCo needs to keep the working area simple to stay relevant.

Additional to the discussion members make a number of suggestions.

- ShowCo must get acquainted with exhibition organizers in South America and discuss cooperation.
- ShowCo could help companies on a national/local level without being visible in the calendar.
- ShowCo must adapt to the changes in the world of trade fairs.
- ShowCo should develop a future strategy.
- ShowCo should set up a platform where members can discuss specific national situations.



-The director should set up a Teams meeting for members interested in Italy. With a set date. Members then decide whether they want to participate in this group. These points will be discussed further in the Board.

**Other business**

Members (including the online participants) do not have further points to discuss.

**Annual Members meeting 2023**

The Annual Members meeting is scheduled for 15 and 16 June 2023. VDL will host this meeting. Additional information will be sent in due course.

**Closing**

The president is expressing her thanks to all members - including the members who participated on line - for their attendance and their positive and constructive contribution.

Fenny Straat, Director  
December 12. 2022