



## Minutes of ISO annual General Assembly 2011

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Time: Saturday, May 28, 2011 at 9:00 – 12:00.

Place: Meeting Room, Hotel Century Old Town Prague, Czech Republic.

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Delegates present at this 54<sup>th</sup> annual ISO General Assembly were the ISO members participating in the Congress 2011, see separate participation list, except for those who joined the spouses' tour. The *Management Committee* and Dutch members had in a meeting Thursday 26 prepared the recommendations for GA approval according to separate *MC Meeting* minutes.

### 1. Welcome by the president.

ISO President *Francois Mathéron* welcomes the assembly to the annual ISO Congress and meeting.

The meeting has been timely announced with a 60 days' notice according to the statutes, and is competent to pass solutions.

The welcome was well received; there was no request to speak, and no objections to the agenda.

### 2. Absence apologies.

MC Member and past president *Carsten Schemberg* is excused but has forwarded his proxy to ISO president *Francois Mathéron*, and a brief German Economic review.

Vice President *Anders Jensen*, Denmark, resigns due to the termination of the Danish Detail Forum's ISO membership.

### 3. Minutes and approval of the General Meeting June 5, 2010 in Ningbo, China.

*The minutes were approved and signed by the President and Secretary General.*

### 4. Treasurer's report and budget.

Treasurer *Herman Jurrius* presented and commented the financial situation:

The audited "Annual account 2010, Budget update 2011-2012" had been forwarded to all in advance in a form dated 26 May 2011, attached to the final calling of the GA.

The positive 2010 result was € 2.145 which compared to the original budget of € 1000 is very satisfactory.

€ 1400 of the profit is owing to the positive result of the successful China World Expo Tour and 2010 Congress.

The assets are € 47.506 whereof € 25.000 are deposited in ABM Amro Bank in Holland on a savings account with a reasonable interest (booked in 2011), while the rest are deposited on operations' accounts, mainly in Jyske Bank, Denmark.

The 2011 budget per June 5, 2010 allowed for a maximum risk on the Euroshop participation of minus € 15.000, revised in February to a max of € 19.000, resulting in an estimated total annual accounts deficit of € 16.000. The preliminary result per May 7, 2011 indicates a minus of only ca. € 9.500, which with an expected zero balance in normal operations leads to a 2011 total budget estimate of the same amount, approx. minus € 9.500. This is by the MC considered acceptable as an investment in the Euroshop participation.

The accounts 2010, including the separate result of the China World Expo Tour & Congress, has been audited according to a signed report dated March 1, 2011, by the elected ISO auditor *Per Sorensen* of Modul Retail Solutions A/S, Denmark, and is by the MC recommended to be approved by the GA.

It is noted that due to the reduced income from membership fees following the withdrawal of the Danish, Norwegian, and German associations, the Secretariat has agreed to reduce the annual administration fee from the previous € 10.000 to half of the budgeted fee income, i.e. € 7.500 in 2011, and according to the present budget, € 8000 in 2012. The loss of National Association members however is gradually compensated by an increase in individual memberships, why the MC recommends the budget to be approved by the GA without changing of the membership fees.

*The General Assembly approved the Treasurers report, and the audited accounts for 2010.*

*The Euroshop estimate, as well as budgets and comments for 2011 and 2012 were noted and accepted.*

### 5. Confirmation of MC proposal for the election of office holders, treasurer, and auditor.

As new Vice President, successor to the resigned *Anders Jensen*, Denmark, the MC recommends:

*Tony Kramps*, AVA Products, Holland (member of CBM/WWI).

According to procedure president *Francois Mathéron* resigns next year after 3 years of service, and is succeeded by the vice president, which means we are looking for a successor to *Tony Kramps* already from next year.

As new auditor for one year due to the withdrawal of Detail Forum Denmark, the MC recommends:

*Jorgen Mikkelsen*, Vangsgaard Instore AS, Denmark (direct member).

*The General Assembly unanimously approved the recommendations; Tony Kramps is Vice President, Jorgen Mikkelsen, Auditor.*

*The president and treasurer continue.*

### 6. Next General Meeting 2012, Helsinki Finland - St. Petersburg Russia is suggested.

A 2012 Congress in Helsinki Finland is suggested to be combined with a cruise to St. Petersburg Russia over two nights. It is not necessary to apply for Russian Visa for the one-day visit to St. Petersburg Friday, where the program is suggested to include:

- A brand new and highly renowned Shopping Mall.
- Information about the fast growing retail sector and shopfitting opportunities in Russia.
- Sightseeing of the famous historic St. Petersburg. The MC-, Member-, and Annual-Meetings take place on the cruise liner Thursday and Friday afternoon/evening.
- Good speakers or at least one attraction in form of a professional speaker should be an essential part of the Congress.

Complementary suggestions are welcome; see also the report of the following Members' Workshop Meeting. A day in Helsinki should be dedicated to shopfitting, but early departure on the Saturday is an option.

The dates were seriously discussed as May-June is a very busy period why many participants, who would otherwise want to join, cannot find time in their calendar. On the other hand, earlier dates are cold in the North. However a thorough discussion pro & con concluded:

The Secretariat is requested to continue the planning of an ISO Congress 2012 **Finland-Russia 15-17 March 2012**. At those dates an optional early arrival to Helsinki allow a visit to the *Myymälä Helsingfors* shopfitting exhibition by easyFairs, Wednesday-Thursday 14-15 March, and the return to Helsinki Saturday morning 17<sup>th</sup> means that an overnight stay in Helsinki till next day Sunday is not necessary.

*The Secretariat will work on a preliminary, flexible and highly professional program according to the GA's wishes, to be presented and decided at the coming MC & Members Meeting in Milan, Italy October 21, 2011.*

## **7. Proposal of a new section of the statutes: Multinational Membership.**

With a small change in the suggested addition to the Statutes, the MC recommends the following new section of Article IV:

**Statutes, Article IV: Membership, Section 3.**

*Companies with international presence should obtain Multinational Membership at double ordinary individual member annual fee. The membership includes 2 votes and optional registration in the ISO members list of all the group companies up to a maximum of 10.*

*The GA unanimously approved the recommendation.*

## **8. Euroshop 2011 report, and workshops/Next MC & members' meeting.**

The financial result, an expected total cost of approximately €9.500 is already approved, and considered to be satisfactory.

Special thanks are extended to the sponsors, co-exhibitors and new members: PLC Lighting Shanghai, Standex Denmark, user and supporter New Store Europe, co-exhibitors Logika and De Blasi Italy, AVA Products Holland, and RLI Magazine UK.

New members, a successful "Best-in-Show" award event, and 451 validated admission tickets (plus some exhibitor cards), as well as plenty and good "PR" were the positive results.

A cooperation with Export Promotion Denmark resulted in a great saving due to the VAT refund.

An illustrated report can be read in Stores + Shops No. 2, 2011, as well as on the ISO web-site.

A workshop theme is next MC Meeting, which is suggested to be open to members:

Place and date is **Milan, Italy, Friday October 21, 3 p.m. at the "HOST" exhibition, Fiera Milano**, followed by a dinner.

Those who are interested can visit the Host 2011 "World of Shopfitting" exhibition same place next morning Saturday.

*The Secretariat was requested to go on with the planning in accordance with any ideas or conclusions of the workshop meeting.*

## **9. Any other business.**

A total of 11 new member applications have been approved by the MC since the last GA, and all are displayed on the web-site:

New Store Europe A/S, Norway - Th. Schemberg Einrichtungen GmbH, Germany – System Standex A/S, Denmark, Vangsgaard Instore A/S, Denmark - Altar A/S, Norway – Martin Hoft A/S Rolgros, Denmark – The PLC Group, China - Ganter Interior GmbH, Germany – Shang You Industrial Co. Ltd, Taiwan - Asia Flexproduction Ltd, China – Cemu, China.

3 individual members have left: N&H Distributors Australia, Pido Sweden, and Mobidec Greece.

Dovydas Duoblys of Solid Supply, Lithuania, individual direct member, is joining the Management Committee. The MC Members are hereafter Francois Mathéron F, Tony Kramps and Herman Jurrius NL, Carsten Schemberg D, Morten Gron-Hansen N, and Dovydas Duoblys LT.

*The information was noted and accepted; the new members are hearty welcome.*

*Nobody else wanted to speak to the GA, why the president thanked the audience for their participation, and the Secretariat for a well organized ISO Congress, and adjourned the General Assembly.*

Preben Bailey  
Secretary General

For a report of the Economic reviews and the "Workshop Meeting" following the GA and a coffee break, please see separate minutes.