



Annual General Assembly Meeting Minutes, 21 May 2013.

Meeting room at the Four Points by Sheraton, Dubai, Tuesday 10-13:00.

Delegates present at this 56th annual ISO General Assembly were the ISO members participating in the Congress 2013 in Dubai, see separate participation list. The *Management Committee* had in a meeting May 20 and same morning prepared the recommendations for approval by the GA according to separate *MC Meeting* minutes.

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

1. Welcome by the president.

Vice president *Dovydas Duoblys* welcomed the GA and Congress participants and excused the president *Tony Kramps*, who sends his greetings to the meeting from urgent business in France.

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

2. Absence apologies.

As earlier informed to all ISO members, past president *Kees Benschop*, 77, suddenly died from heart attack April 18 in his home in Holland. Many of us, if not all, remember Kees as a professional, good friend and colleague through many years and events in ISO. The GA honored Kees' memory in a quiet minute, where our thoughts went to the family and colleagues of his former company.

3. Approval of the minutes of the last GA, 16.03.2012

The meeting took place on board the M/S Princess Maria from St. Petersburg, Russia to Helsinki, Finland. The minutes are sent every year to all members by e-mail, as well as being accessible on the ISO Website under "Past events".

Decision: The minutes were approved.

4. Treasurers report and Budget.

The treasurer's audited report includes a 2012 account *loss* of € 2.890, and assets per 31.12.12 of € 33.352. The 2013 budget of originally plus € 225 however, was proposed in a revised version attached, showing an estimated deficit of € 5.775. It is worth noticing that the increased deficit is mainly due to the unexpected low participation, and consequently higher subsidy to this Dubai Congress.

However we thank the local ISO Member *DECO Emirates* sincerely for the hospitality and visit to their impressive factory, as well as sponsoring of transport, lunch, and a spectacular dinner at the Dubai Marina. It was mentioned that notwithstanding the so called Global "crisis", the assets of ISO by the end of 2013, according to the revised budget, € 27.577 is almost identical to what the present Treasurer and Secretariat took over in 2005, which is important considering ISO being tax free as an official not-for-profit organisation. The 2014 budget shows an estimated deficit of € 16.250.

The budget allows for a considerable subsidy to members (and their customers) visiting or joining the *ISO Meeting Point at the Euroshop 2014* in Düsseldorf, Germany, see below.

Decision: The 2012 annual account, the 2013 revised budget, and the 2014 budget were approved.

5. ISO MEETING POINT at the EUROSHOP 2014, 16-20 February, Düsseldorf, Germany.

The participation is based on promotion and administration by the ISO Secretariat, 6 co-exhibitors (at a price of € 5.900 each for 9 m²) and sponsored lighting by *Soberg Lystek AS*. Booth project manager is *Bybrübach GmbH*, Witzenhausen, who has made the draft lay-out and can handle the German technical requirements and VAT procedures, and stand-building is again offered by *Standex A/S*, DK, at a reasonable price.

Bybrübach investigate a floor sponsor. Best-in-Show Awards, and invitation vouchers to be sent out by as many ISO members as possible are like 2008 and 2011 are important elements of the show.

According to the budgets the direct ISO subsidy is estimated at € 10.000, the risk is high, but with 9 or more co-exhibitors a break-even or profit is possible.

Decision: The ISO Meeting Point project at Euroshop 2014 is approved.

6. Election of the management committee, MC, and treasurer.

The management committee at present consist of president Tony Kramps Holland, vice president Dovydas Duoblys Lithuania, treasurer Herman Jurrius Holland, past presidents Carsten Schemberg Germany, and Morten Gron-Hansen Norway. All are elected in 2012, and are willing to continue.

Immediate past president Francois Mathéron France has resigned, and the MC is according to the statutes inviting new members from all member countries except Holland (as 2 per country are max.)

Decision: Status Quo is maintained but new MC member proposals are very welcome at any time.

7. Election of the auditor for one year.

Auditor Jorgen Mikkelsen, DK just retired from Vangsgaard Instore A/S but is willing to be re-elected.

Decision: Jorgen Mikkelsen was unanimously re-elected.

8. ISO Congress in 2014.

The few participants this year, notwithstanding a high quality Congress program, does not give much hope for a better participation in 2014 due to the Euroshop in February, why the MC consider that a brief Annual General Meeting is more relevant.

Decision: The next Annual General Meeting takes place in Haarlem, Holland, April 26, 2014, in connection with a "short" 2 day/1 night program (Fri 25-Sat 26).

9. Coming ISO events:

Next MC Meeting. The Management Committee has decided for its next meeting to take place at Morten Gron-Hansen's place in Nice, France, Monday, 21.10.2013 at 10 a.m.

North Italy Factory + Retail Educational Study. To follow-up on the successful *Baltic Factory & Retail Study Tour* last October, a similar educational member tour, including a visit to the Fiera Milano (18-22/10) *HOST exhibition*, is suggested prior to the MC Meeting. Suggested parts of the program so far are e.g. fixture manufacturers and shopfitters *Cefla, Logika, Fidia, CRC, SCM, Biesse*, (The last 2 being woodworking machinery suppliers), and/or other members of *Federlegno Arredo*, as well as outstanding retail destinations.

Decision: The Secretariat should plan and promote an educational tour to Northern Italy as described.

Dates 16-18.10.2013, flying in Tuesday 15th, out Saturday 19th Oct, meeting point Milan.

In case there are less than 10 registered (max. 20) by the end of August, the Tour will be cancelled.

ISO Congress 2015. A great Congress, a shopfitting CONVENTION, may again be considered in 2015, and destination Turkey where our member company Ücge is again open to a visit by his international colleagues, is a very interesting possibility.

Decision: The Secretariat will investigate further, before a decision can be made by the next year's General Assembly in April 2014 in Holland.

10. Any other business, open discussion, no decisions at the meeting.

Possible succession of the Secretariat after 2014. After the financial year 2014, preferably for the ISO AGM & Congress 2015, Anna and Preben hopes somebody else will "carry on the torch" of the Secretariat, while we are still young (!!?) and able to assist our successors with advise and support in the difficult beginner's period of the new Secretary General, and a new Secretariat.

Vice president Dovydas Duoblys suggested to consider involving retailers more in our activities. Visits to IKEA (which A+P just had in the Malmö test store with German EHI (Stores + Shops, Euroshop sponsors etc.) is a very interesting and good example. Others are Swarovski (member) and Ferrari (now a brand of clothes, perfume and much more, with their flagship stores, factory, and museum in North Italy).

We shall emphasize on education, new inspiration, relations, and make sure that the ISO events are recognized as the the hard *work* it actually is to participate in such intense, and full programs, as the congresses, exhibitions, and study tours actually are!

The North Italy "Educational" Tour targets second level management like business developers, purchasing, production, and product-engineering of the members.

Dovydas also suggested to create a questionnaire to all visitors at the Euroshop ISO Meeting Point, and talk to them, maybe 100-200 during the show, to give us information about what they want, and facts to act upon, to blow fresh ideas into ISO. He will talk to a professional "opinion poll" company in Vilnius about the matter and report to the Secretariat and MC.

11. Meeting adjourned.

Nobody else wanted to speak to the GA, why Dovydas thanked the audience, and opened the issue of reporting and commenting the Economic situations of the shopfitting industry in the member countries. Please see separate reports. Discussions and "shop-talk" continued over Lunch, and at the remaining part of the intense 4-5 day Congress program in the United Arab Emirates.

Preben Bailey

Secretary General

info@iso-shopfitting.com

www.iso-shopfitting.com

+46 4653 202, Fax: +46 4653 229

24.06.2013

ISO INTERNATIONAL SHOPFITTING ORGANISATION

Revised budget 2013 and 2014.

For approval by the GA in Dubai 21.05.2013



21.05.2013

All amounts in €	Result 2012	Budget 2013	Rev. Budget 2013	Budget 2014
INCOME:				
Membership fees	15.075	15.075	14.975	16.000
Congress, net income	0	1.000	0	0
Income Euroshop/congress/studytours*)	8.350	9.000	15.000	35.000
Interest + currency exchange diff.	1.035	300	300	300
	24.460	25.375	30.275	51.300
EXPENSES:				
Secretariat fee **)	8.200	7.500	7.500	8.000
Secretariat expense budget	3.600	5.000	4.000	5.000
MC and congress/GA meetings	3.325	3.500	3.500	3.500
Euroshop	1.600	0	0	50.000
Events/congress/studytours ***)	9.690	8.000	20.000	0
Internet, IT	800	900	900	900
Bank fee's, auditing	135	150	150	150
	27.350	25.050	36.050	67.550
RESULT	-2.890	225	-5.775	-16.250

*) Congress 2012 deficit 981€ Baltic Study Tour 2012 deficit 354 € Euroshop 2011 delayed 2012 expense 1607 €
The Euroshop 2014 is totally depending on sponsorship, co-exhibiting members and massive promotional use of invitation vouchers by members. The "risk" is a deficit of up to 25.000 € which will empty the assets of ISO!

**) The secretariat fee in 2011 - 2012 was as agreed 50% of the member fee income *budget*.
The same model is used for the revised 2013 and the 2014 budgets.

***) The "guesstimated" 2013 Congress result may be a subsidy/deficit of 5000 € A study tour and HOST visit in Italy Oct. 2013 should balance. No new events in 2014 except a proposed MC and GA meeting in April (NL?)

The budget 2013 was agreed by the MC and recommended for approval by the ISO GM in Dubai, UAE, 21.05.2013, but the same event, the Dubai Congress causes the revision of the budget above.

The net capital per 31.12.12 was €33.352

According to the budgets above, the net capital by the end of 2013 will amount to €27.577

And 2014 €11.327

With a worst case result of the Euroshop 2014 as indicated by the max. risk, the capital by the end of 2014 is gone!

The ISO auditor 2011 and 2012 Jorgen Mikkelsen from Vangsgaard Instore A/S Copenhagen is just retired, but willing to undertake the task for 2013 and 2014 also, unless other qualified candidates are appointed by the AGM.

Bookkeeping & Secretariat
Thornberg – Bailey AB
Preben Bailey, Secretary General

Herman Jurrius,
Treasurer
CBM/WWI, Holland