

## Minutes

of the annual ordinary ISO GM, General Meeting

Saturday, June 5, 2010, 9-11:20 a.m.

At the executive meeting room, NIP, Nordic Industrial Park, Ningbo, China.

---

Delegates present were ISO members participating in the China World Expo and Congress Tour 2010, see separate participation list, except for those on spouses' tour, or business meeting Saturday morning. The MC, Management Committee had in a meeting the previous day prepared the recommendations for GM approval.

### 1. Welcome by the president.

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

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

### 2. Absence apologies.

*Klein Merriman*, A.R.E, USA, *Elena Carnaroli*, Federlegno Arredo, I, were excused.

*Carsten Schemberg*, DLV, D (who had left same morning), *Morten Gron-Hansen*, NBF, N, and *Anders Jensen*, Detail-Forum, DK were represented by proxy. *Stephan Brübach* represented Germany, *Leiv Kaare Svindland* Norway, and because the Danish representative *Jorgen Jorgensen* was in a business meeting, President *Francois Matheron* represented Denmark.

The General Meeting was in accordance with the Statutes called in time by e-mail 04.04.10 and competent to make decisions and pass solutions with 5 out of 7 national members with voting right present or represented.

### 3. Minutes of the General Meeting 2009.

There were no questions or comments to the minutes of the General Meeting 6<sup>th</sup> June 2009 in Belfast, Northern Ireland. The minutes were approved and the original document signed by the president and secretary.

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

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

The audited "Annual Account 2009 and Budget 2010-2011" had been forwarded to all in advance in a scheme dated June 5, attached to the calling of the GA.

The result 2009 was €4.892, almost €3000 better than the original budget of €1900.

This, and next years result budgets of €1000/year are still both considered realistic, as decreasing member fee's, due to effects of the financial crisis, are expected to be compensated by other incomes and reduced expenses like in 2009, e.g. the result of the Belfast Congress, which incl. a MC Meeting, was almost in balance.

It is a problem to get competent volunteers as auditors, why the 2009 accounts are approved by only one elected auditor, *Per Sorensen* of Modul Retail Solutions, Danish Shopfitting Association (Detail-Forum).

The bookkeeping is made by *Anna Thornberg Bailey* in the Secretariat Thornberg-Bailey AB, Sweden, under Swedish tax laws and registered auditing, and approved by ISO Treasurer *Herman Jurrius* of CBM/WWI, NL.

The auditor suggested ISO's capital account (€27694) in ABM Amro Bank which had generated no interest in 2009 to be replaced. This has now been initiated with an interest of p.t. 1,8 % p.a.

It is noted that the budgets for 2010 and 2011, like in recent years, are based on unchanged cost of the Secretariat services and expenses, and unchanged annual members' fees, which are:

National members: €2000, Individual members €400, and associated members €350.

The General Meeting approved for both 2009 and 2010 that one elected ISO auditor (p.t. *Per Sorensen*, DK) is sufficient for the auditing of Congress-, Events-, and Annual- accounts of ISO.

The General Meeting also approved the audited accounts 2009 including the Belfast Congress, the budget update 2010, and the budget for 1011.

### 5. Confirmation of MC proposal for the election of office holders.

The MC proposed to the General Meeting to confirm the following office holders:

President *Francois Matheron*, F, and Vice President *Anders Jensen*, DK, have both served one year of their 3 year election period and continue.

Treasurer *Herman Jurrius*, NL, willing to re-election, was elected for 3 more years.

Auditor *per Sorensen* was elected for 2010.

The employment of the Secretariat with Thornberg-Bailey AB and Preben Bailey as Secretary General is continuing until terminated by one of the parties with 6 month's notice to the end of a calendar year. Anna and Preben Bailey's relocation to China ends this year, why the Secretariat is again operated from Sweden 01.01.11.

#### **6. Next General Meeting 26-28 May 2011 in Prague, Czech Republic.**

The Congress 2011 in Prague was strongly recommended by the GM after the ISO China Tour participants' successful visit to the Czech Pavilion at the World Expo on May 31. Prague was on that occasion presented very convincing by the manager, Jiri Suchanek, followed by a guided round tour, and a refreshment in the restaurant. The ISO Secretariat is also in contact with members Techno-Consult and New Store Europe CZ, and intends to visit Prague for preliminary Congress planning in July 2010.

The GM approved the next ISO Congress and General Meeting to take place in Prague May 26-28, 2011.

The Congress 2012 is considered to be in Helsinki, Finland, possibly combined with cruises overnight from and to Stockholm (like ISO did Copenhagen-Oslo some years ago, but the Finnish Silja line cruise ships are amazing, sailing "Shopping Arcades"), or a short day cruise Tallinn (Estland) return.

Other ideas are welcome, such as earlier mentioned USA, St. Petersburg Russia, and South Africa.

However no decisions about 2012 are made until next year's ISO GM in Prague.

#### **7. Membership situation.**

The GM accepted with regret the termination of the Norwegian Shopfitting Association from next year 2011. With a membership base of only 6 companies, whereof 2 CEO's have just been laid off by the foreign owners, the situation is understandable, and ISO thanks the NBF for their many years of fruitful, engaged membership. The MC is also happy to inform, that we welcome and approve in advance applications for direct membership from the companies *New Store Europe AS* and *Torger Svindland AS*, both represented at this congress.

Only 2 members did not pay in 2010 and are mentioned in ISO's web-site member list with "Name & Shame".

The GM also approved the agreement per 01.07.10 with A.R.E of a mutual membership, with exception of special terms regarding GlobalShop and Euroshop, likewise recommended by the MC (in accordance with e-mail from Klein Merriman 31.03.10). More information is to be forwarded to the members in connection with the first coming shopfitting exhibitions mentioned.

New associated ISO member is *Swede Wheel AB*, [www.swede-wheel.se](http://www.swede-wheel.se), Hillerstorp Sweden and Ningbo China (visited the previous day, and host of a light lunch), already listed on the web-site.

*Replica UK*, participant in the ongoing ISO 2010 China Tour and Congress, is member during the rest of 2010 with an option to prolong from 2011.

#### **8. Euroshop 2011**

According to the minutes of the Haarlem MC meeting in March, System Standex has offered the booth construction, and Messe Dusseldorf again offered attractive terms for the rent of space, for a repeat success of the **ISO Meeting Point**, like at the last Euroshop in 2008.

A draft budget with 3 alternatives was discussed as well as the risk, which is the committed cost of the booth we book, in case everything is cancelled before the event.

ISO's attractive offer to members is a 9m2 module with floor cover, walls, lighting, incl. catalogue & web entry (Media Pauschal), at €5000 plus German VAT. A.R.E members 10% more and no participation of non-members. It's an extra benefit to co-exhibitors that they can freely use the ISO Meeting Point lounge facilities, meeting tables/chairs, kitchen/backroom, coffee/beer/ wine/lunch service, as well as assistance, information-counter, and "dating" services of Anna and Preben Bailey of the Secretariat during the show.

At the last event, ISO Meeting Point, Euroshop 2008, we had 14 co-exhibitors, and a 14000 €profit due to sponsorships (floor, lighting, booth construction, signs, etc.) which we do not expect this time. However last time we missed VAT refund, why we this time will invoice differently to make sure it will not happen again. The budget minimum based on 10 co-exhibitors and 200m2 shows a small profit margin.

It is an important part of the project that as many members (particularly National Associations) as possible use the Voucher invitation system in their promotion campaigns.

Stores + Shops is promoting the ISO Meeting Point to their readers in the first coming issues of both the German and English magazine versions.

The MC recommended, and the General Meeting approved, the following decision:

“ISO MC and GM agree to the budget estimation for a 300m2 booth at Euroshop 2011, with a possibility of reducing to 200m2 or increase to 342 m2 by September 30, 2010.”

To evaluate the progress and the risk, the MC meets in Paris September 23 around 12 a.m., CFA (the French Shopfitting Association) is willing to assist with the practical arrangements of the meeting. Those MC members who are interested may combine it with a visit the previous day, or after the meeting, to Equip’Mag, which is 21-23/9-2010, daily 9:00-18:00, Paris, Porte de Versailles, Pavilion 7.1.

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

The president thanked the present members for the participation, and the Secretariat for a well organized China Tour with interesting factory and other visits, and a very informative China Business Seminar, which was widely applauded by the audience.

The secretariat thanked for great and engaged participation, and the members’ contribution to the positive result.

Nobody else from the audience wanted to speak, why the president adjourned the meeting with a:

“See you next year in Prague”.

---

The minutes above are approved and signed at the General Meeting in Prague, Czech Republic, May 28, 2011

Francois Matheron  
President

Preben Bailey  
Secretary General

---

After the GM, the assembly continued as an ISO member meeting with an open discussion, and preliminary conclusions of the China experience. The much valued Economic Reviews of the Member Countries were presented verbally by the present representatives of the National Associations. Individual members from Lithuania, South Africa, Hongkong, Sweden and China, completed the general impression and conclusion:

The “crisis” is over, but in an international perspective with very different time frames and opportunities.

The situation is not easy, and we still have a difficult period ahead.

Read more in the following reports from USA, F, NL, N, DK, and D (translated/commented English version to follow), and the minutes with individual comments and conclusion. PB.