



INTERNATIONAL COMMITTEE MEETING

The Ritz Carlton

Laguna Niguel

June 27, 2017

11:40 AM – 12:40 PM

A-G-E-N-D-A

- I. Call to Order
- II. Welcome, Introductions and Acknowledgements
 - First Time Attendees Highlight
 - Working Group Acknowledgement
 - Co-Chairs: Patrice Painchaud & Brandon Woods
 - Members: Frederic Dangel, Jim Kline, Fred Springer, and Hans van der Maarel
- III. Approval of Minutes from February 26, 2017 meeting (International Committee)
- IV. International Committee Overview & Purpose
- V. Oversea Association Research: Indian Society of Bakers – Brandon Woods
- VI. International Trade Shows
 1. Past Tradeshows
 - i. MOBAC 2017 – Michael Cornelis
 - ii. Interpack 2017 – Patrice Painchaud
 2. Future Tradeshows Briefing
 - i. Gulfood Manufacturing, Dubai, Oct 31- Nov 2, 2017 – Kerwin Brown
 - ii. IBA 2018 – Cathleen Speerschnieder
- VI. Old Business
- VII. New Business
- VIII. Adjournment



INTERNATIONAL COMMITTEE MEETING
The Hilton Chicago- Williford B
February 26, 2017 -9:00 am – 9:45 am

MINUTES

Call to Order

Mr. Patrice Painchaud welcomed the committee and called the meeting to order at 9:03 am.

Those member that were in attendance:

Bryan Hobbs	Ashworth
Mike Day	Banner-Day
Justin Atkins	Bettendorf Stanford Inc
Chad Roberts	Bettendorf Stanford Inc
John Hunter	Buhler Inc
Clay Miller	Burford Corp
Frank Achterberg	CBF Bakery Systems
Doug Petrovich	Foodtools Consolidated
Delia Justable	Forbo Sieglie LLC
Fred Pfening IV	Fred D Pfening Company
Dave Hipenbecker	Hostess Brands
Hans van der Maarel	International Bakery Consulting
Mike Gentile	Moline Machinery
Tamer Elzarka	Rademaker USA
Patrice Painchaud	Rexfab, Inc.
Rod Harris	Shick Solutions
Rich Wall	Sottoriva America
Clint Adams	Tromp Group

Those also in attendance:

Tracie Sheehan	ARYZTA
Kelly Wiens	BEMA
Kerwin Brown	BEMA
Sravani Janga	Campbell Soup Company
Ben Fox	Rehrig Pacific
Jim Blum	Shaffer - A Bundy Baking Solution

First Time Attendees

Mr. Patrice Painchaud requested that the committee share those in attendance and introduce first time members.

Approval of Minutes

Mr. Hans van der Maarel motioned and Mr. Fred Springer second to approve the minutes from the June 23, 2016 meeting.

Industry Brand & Needs Assessment Report

Mr. Patrice Painchaud shared with the committee the executive summary from the Industry Brand & Needs Assessment report. He added that one of the challenges that was noted was to help members expand internationally. There was a discussion on the challenge and different perspectives from those in attendance. It was stated to be clear on the level of international expansion due to some member companies are located internationally and the need is more for those member companies that are located in the United States. It was stated that one challenge is having contacts in the various countries and identifying qualified representatives. There was a discussion on securing a member's brand and the multiple dynamics as a challenge more so than getting into the markets. Mr. Patrice Painchaud stated that the goal of the committee is to bring to the BEMA membership research completed overseas such as Mr. Frederic Dangel will be presenting to the committee today on the European region and Mr. Brandon Woods will be presenting to the committee the Central America region. It was stated that there are foreign commercial services for resources internationally and local states have economic resources such as the step program. Mr. Russell Hood stated that he can share with the committee the online resources of the

mentioned services and resources. Mr. Hans van der Maarel stated that several years ago the committee did do work on an international database with resources for members and recommended finding the historical data. It was recommended to identify specific regions/countries and then share the findings with the BEMA membership in a simple, sharable format. Mr. Patrice Painchaud stated that the information is valuable and moving forward this committee will be focusing on solutions to this challenge.

Oversea Association Investigation: EKIP – Frederic Dangel

Mr. Frederic Dangel shared a handout in support to his presentation of the Oversea Association Investigation of EKIP. Mr. Dangel stated that EKIP is 80% dedicated to bakeries with both suppliers and bakers as members. Mr. Dangel presented on slides regarding the functions of EKIP and its focus. He added that the association has companies that knowledge share for best practices and experiences. Mr. Dangel noted the export commission and involvement to be a resource. It was inquired regarding the language from French to English and it was determined that there would be a need for translation. Mr. Dangel shared that EKIP is dedicated to innovation and there are seminars and resources. It stated that all the slides he presented will be available on the BEMA website under international tradeshows. Mr. Dangel shared that there is a local consulate to help with local market inquiries for a fee. It was stated that Ernst Young also provides services for research on the local market. See slide presentation attached.

Future Tradeshows Briefing

Interpack, Dusseldorf, 4-10, May 2017

Mr. Patrice Painchaud stated that any BEMA members in attendance are welcome to a dinner that is being planned for the Sunday following the Interpack meeting. Mr. Ryan Kleem presented to the committee on the Interpack meeting in May. He stated that this is the biggest show in Dusseldorf and it is held every 3 years. Mr. Klemm reported that there are about 1700 exhibitors and the previous show hosted over 175,000 attendees with 110 countries represented. He stated that the show covers all areas of the supply chain. Mr. Klemm shared that the show will now introduce a new area called components that is showcasing technology. He stated that they will be at the BEMA general membership meeting today to address any questions or needs regarding the show. There was a discussion on the show's booth selection process. It was stated that Interpack is not a tradeshow event it is a participant tradeshow which is a tight floorplan. There was a discussion on the cost and length of the show. It was discussed the demand on space and the operations side of the show. It was recommended to consider breaking the show floorplan to accommodate those growing needs.

Gulfood Manufacturing, Dubai, Oct 31- Nov 2, 2017

Mr. Russell Hood from Oak Overseas stated that there is a similar situation with the Gulfood Manufacturing tradeshow as Interpack with its growth as a challenge. Due to time restrictions Mr. Hood will be available at the BEMA general membership meeting for any questions regarding exhibiting at GFM in October.

Old Business

None

New Business

Mr. Patrice Painchaud requested international suppliers tell what they are looking for and bring information to the June 2017 meeting.

The meeting was adjourned at 9:55 am.