

INTERNATIONAL PIG-BREEDING FAIR

REGGIO EMILIA, 16-18 APRIL 2009

REGULATIONS

ORGANIZER - NAME

Art. 1 – SIPER - Fiere di Reggio Emilia srl (hereinafter referred to as “SIPER”, “Organizing body” or “Organizing company”) organizes the “International Pig-Breeding Fair” which will be held at the fair district of Reggio Emilia (Italy) from the 16th to the 18th of April 2009. The trade fair management is located at the offices of SIPER in Reggio Emilia, Via Filangieri n. 15.

LOCATION, DATES, OPENING TIMES, ENTRANCES

Art. 2 – The show will take place on the premises of SIPER in Reggio Emilia via Filangieri n. 15 from 16th to 18th April 2009.

The opening times for visitors will be from 9:00 am to 6:00 pm without breaks.

Exhibitors, persons acting on their behalf and staff may enter the exhibition halls one hour before the opening times for the Visitors; the exhibition halls must be vacated half an hour after the closing time for Visitors. During this time the provisions of art. 20 regarding security and the resulting responsibility of the Exhibitor for theft or damage to the exhibited goods shall apply. SIPER reserves the indisputable right to modify the above-mentioned opening times and to suspend entry to the Visitors and every exhibition activity for certain periods of time or for organizational requirements.

PARTICIPANTS AND ADMITTED PRODUCTS

Art. 3 – The following subjects may take part in the event, either directly or through representatives: agents, dealers, industrial, trading or small business enterprises, cooperatives, consortiums, associations, public institutions, and Bodies and publishing companies operating in product sectors connected with pig-breeding and associated activities.

SIPER declines any responsibility which may be ascribed to any person, based on facts which can be attributed to participants of the Show also with regard to the provisions regulating the program of the Show itself, as well as any damage which may be caused to the exhibited items and animals, including those which may be attributed to unexpected facts or events.

APPLICATION FORM

Art. 4 – Exhibitors included in the categories indicated in the preceding art. 3, who wish to participate at the Show, must fill in the available application form which must be signed by the applicant, in the case of one-man businesses, or by the legal representative in all other cases.

By signing the application form the Exhibitor fully accepts these General Regulations which form an integral part of the application form, as well as the obligation to comply with all the rules and provisions which are provided or shall be provided subsequently, for the organization and the proper operation of the show.

Art. 5 – The application form must be filled in completely and accompanied by the receipt of payment for the amount of 20% plus VAT of the total amount indicated on the application form.

The application shall be accepted on condition that the Exhibitor fulfils the requisites indicated in the preceding art. 3 and that any pending administrative costs have been settled.

Should the application not be accepted, SIPER shall inform the applicant of the reasons and reimburse the amount paid, without interest.

The application form shall be considered an irrevocable contractual offer for the applicant. The application will be confirmed only when the confirmation of the exhibitor space has been sent. Furthermore, by signing the application, the applicant undertakes to pay for the requested services before the opening of the show.

Art. 6 – In order to safeguard the image of the Show and the qualitative level of the exhibited/promoted products, SIPER henceforth reserves the right to suspend, as a precautionary measure, the participation of any exhibitors at the Show who are undergoing criminal or administrative proceedings concerning any breach of the rules pertaining to the production, sale and competition of the products, until the outcome of the said proceedings.

The Exhibitor is obliged to exhibit/promote only the products/services indicated in the application form in line with the goods categories of the show and only in the exhibition space which will be assigned to him. The Exhibitor is forbidden from exhibiting/promoting products/services of firms for which the registration fee for such Represented Firms has not been paid to SIPER. The exhibition of used, second-hand, reconstituted or reconditioned products is also prohibited, except in the event of specific written authorisation on the part of SIPER Fiere di Reggio Emilia.

SIPER Fiere di Reggio Emilia reserves the right to suspend the participation at the show, even by closing of the exhibition space, or to terminate the relationship with the exhibitor, should this latter fail to comply with the said rules, without reimbursing

the paid amounts, and without any prejudice to SIPER's right to claim for further damages. Furthermore, the Exhibitor shall be obliged to pay the amount due for his participation in the show plus the remaining balance due for the requested services.

Art. 7 – If the application form is accepted, SIPER will send a letter of confirmation, indicating the location of the allocated space on the exhibition layout attached.

TRANSFER, WAIVER, ABANDONMENT

Art. 8 – It is strictly forbidden to transfer exhibition spaces, even free of charge, either wholly or partially.

If, after submitting the application form, an Exhibitor is not able to participate at the fair, regardless of the reason, he must notify SIPER - Fiere di Reggio Emilia srl in written form by registered mail with return receipt by the 31st of October 2008; SIPER will consider the entire amount paid as a deposit.

In the event of late notification or if the exhibition space has not been occupied by 8:00 am of the day before the opening day of the "International Pig-Breeding Fair" (space considered abandoned), the Exhibitor shall be obliged to pay the entire exhibition space rent, the cost of the structures and installations which have been ordered and delivered and/or executed and not used in the reserved area, all the charges and taxes paid on his behalf plus the moral damages and damage to the image of the show due to his waiver or abandonment.

The waiver and abandonment, regardless of the reasons, shall entitle SIPER to use the relative exhibition spaces at their own discretion.

ALLOCATION OF EXHIBITION SPACES

Art. 9 – In compliance with the rules of these regulations and with the organizational requirements, SIPER shall allocate the exhibition spaces after the 31st of October 2007, under consideration of the following, in order of importance:

The pre-emptive right of those Companies reconfirming the same area occupied in the previous edition of the show.

The order of arrival of the individual reservations.

Any requests made by the Exhibitor in the application form shall be intended as indicative and may in any case not be considered conditions for the effectiveness of the application.

For technical reasons and with regard to the product categories, SIPER reserves the right to change the exhibition space allocated and if necessary to move it to another area; this does not imply any obligation to validate the reason and does not give the Exhibitor the right to damages or reimbursements for any reason whatsoever.

Art. 10 – The removal, in whole or in part, of goods, materials and other exhibited items left or placed in the exhibition spaces is not permitted throughout the entire period of the event, unless with SIPER's written authorisation.

SETTING UP AND DISMANTLING

Art. 11 – With the exception of special cases the areas shall be accessible to the Exhibitor three days before the beginning of the show, excluding holidays and Sundays from 8:00 am to 8:00 pm. The exhibition spaces must also be ready and set up by 12:00 am of the day before the beginning of the show. After this moment, any further completion and setting-up work on the booths may be carried out only in case of prior authorization by SIPER.

The dismantling may be carried out over the three days following the end of the show from 8:00 am to 8:00 pm and must in any case be completed without fail no later than 8:00 pm on the 23rd of April 2007, unless specific authorization is received in written form by SIPER. After this date the booths and their materials will be transferred by the service staff, without undertaking any responsibility, and with the right for SIPER to knock down doors and locks, to another area. Any costs incurred will be charged to the exhibiting company, in addition to a penalty of 250.00 Euro/day.

It is mandatory for the Exhibitor to return the exhibition space in the state in which he found it when he took it over.

RATES

Art. 12 – Registration for the International Pig-Breeding Fair requires payment of a registration fee of € 400.00 + VAT, which gives the Exhibitor the right to receive free two copy of the catalogue, 5 personal passes, 250 invitation cards to give away, 3 car parking vouchers, civil liability insurance with a maximum coverage of € 250,000.00 and insertion in the official catalogue in both paper and computerised form published on the Internet.

The Exhibitor may not carry out any form of advertising in his stand for companies that do not belong to the Exhibitor's group or are not represented by the Exhibitor. Companies belonging to the Exhibitor's group or represented by the Exhibitor must be communicated in writing to SIPER.

Each registered company belonging to the Exhibitor's group or represented by the Exhibitor must pay a fee of € 25.00 + VAT and will have the right to be inserted in the International Pig-Breeding Fair catalogue and to receive an entry pass, a car parking voucher and a catalogue.

Companies not belonging to the Exhibitor's group and not represented by the Exhibitor that wish to be indicated in the stand in some form shall be required to pay the registration fee as set out in the 1st paragraph

SIPER reserves the right to grant special fee rates to category Associations, research centres and the press specialised in the product sectors related to the event, as well as to exhibitors of pigs admitted to the national and international competition regarding morphological characteristics.

Art. 13 – Fees for the exhibiting areas are as follows for reservations received by 31 May 2008:

- Covered areas = up to 64 sq.m. € 88.00/sq.m.; from 65 to 96 sq.m. € 83.00/sq.m.; more than 96 sq.m. € 78.00/mq;
- Open areas = up to 96 sq.m. € 38.00/ sq.m.; more than 96 sq.m. € 34.00/sq.m.

From 1 June 2008 these fees shall be as follows:

- Covered areas = up to 64 sq.m. € 92.00/sq.m.; from 65 to 96 sq.m. € 87.00/mq; more than 96 sq.m. € 82.00/sq.m.;
- Open areas = up to 96 sq.m. € 40.00/sq.m.; more than 96 sq.m. € 36.00/sq.m..

Corner positions (16 sq.m..) are subject to a surcharge of 20%.

The prices shown above are intended net of V.A..T. (20%)

PAYMENTS

Art. 14 – The payment of the reserved area and the registration fee must be made as follows: 20% of the amount plus VAT at time of submitting the application form, and the remaining balance must be paid by 28.2.2009.

Applications received after 28.2.2009 must be accompanied by the entire amount payable for the area reserved, plus the registration fee.

RESTOCKING TIMES

Art. 15 – Goods required for restocking may be brought into the booths from 8:00 to 8:30 am.

The Exhibitor's vehicles used for restocking must enter exclusively from the previously notified entrance, and then parked in the appropriate exhibitors' spaces.

The Exhibitor is aware that any vehicles parked in areas which are not permitted upon the opening of the show to the public will be removed by an authorized company and costs shall be charged to the Exhibitor.

ENTRANCES AND PASSES

Art. 16 – The International Pig-Breeding Fair is recognised as a "specialised fair", and is therefore reserved for professional operators. There will be a number of days, however, when the fair will be open to the general public, specifically 17 and 18 April for the 2009 edition.

The full entrance fee is € 6.00 and the reduced fee is € 3.00.

The Exhibitor may request Personal Passes, additional to those contractually attributable, at a price of € 13.00 plus VAT each. Upon request, the Exhibitor may also obtain special invitation cards to give to his clientele. These cards will be sold in blocks of 50 at a price of € 30.00 plus VAT for each block. When presented at the ticket office they give the holder the right to free access to the event. The cards must bear the Exhibitor's stamp in order to be accepted by the ticket office.

SUPPLY OF ELECTRICAL ENERGY

Art. 17 – The company will provide full lighting of the exhibition halls and lighting at night of the corridors. With regards to the technical possibilities for access to electrical energy in their allotted area, exhibitors may request connection to the centre's electricity supply.

The electricity supply is single-phase 220 Volts for lighting and 380 Volts for three-phase motive-power. Costs for connection and consumption are borne by the exhibitor and are calculated on the basis of the rates shown in the special form supplied separately. The application for connection must be made by, and not later than, 28 March 2009.

In the event that the requesting company wishes to cancel the order they must notify SIPER by, and not later than, 3 April 2009. The supply point for the electric energy requested by each exhibitor depends on the location of a socket specially calibrated with reference to the power requested, The Exhibitor must request separately the power required for lighting and for motive-power in relation to his needs. The use of power in excess of that requested will not possible, given the fixed setting of the socket.

A higher setting may be requested up to four days before the opening of the fair against the payment of connection costs, and after that date, the payment of the fixed rates with a surcharge of 50%. The Exhibitor shall arrange for the installation of electrical systems from the supply-outlet to the point of use at his own care and expense, undertaking to carry out the installation in compliance with legal regulations and exempting SIPER from every and any liability as a result of accidents.

Art. 18 – SIPER will not accept any responsibility for damages caused by any kind of power interruption, regardless of the reason. Electrical installations must be set up in a proper manner, complying with all legal regulations in force with reference to the prevention of accidents and the protection of third persons (CEI standards and AUSL regulations).

Electrical systems are subject to law no. 46/90, which requires their installation to be carried out by enterprises, whether single or associated, with the required technical-professional requisites. Upon conclusion of their work, such firms are obliged to issue a declaration of conformity of the systems installed, a copy of which must be delivered to the Organizer's technical office.

SIPER will not accept any responsibility deriving from the use of or alteration to the electrical wiring by the exhibitors. This declaration must be delivered to the technical office by 13 April 2009 and must be accompanied by the compulsory enclosures. Failure to supply the declaration will result in the connection to the electricity supply being refused. Exhibitors are also liable for damages caused by their electrical systems both to people and to moveable or immoveable objects belonging to SIPER or to third parties.

SECURITY

Art. 19 – SIPER will provide a general internal security service at night time of the areas used for the Show, without however undertaking any responsibility for any thefts or damages which may be caused also by chance to goods which are exhibited in the exhibition spaces or otherwise present in the fair district.

The safeguard and surveillance of the exhibition spaces are the sole responsibility of the individual Exhibitors for the entire duration of the Show. We therefore advise the persons-in-charge to remain inside their own exhibition space for the entire duration of the daily opening times, as only the exhibitors have the obligation of surveillance.

The Exhibitor will be responsible toward the show organizers for any damages, regardless of the reason, which he may cause, either directly or indirectly (including damages caused by electrical systems installed by himself or by appointed third parties) and for which, because of his default and/or negligence, the organizers may have to pay to other exhibitors, visitors, members of their own staff or other staff or other third parties in general, without any exclusions or limitations. The exhibitor hereby acknowledges that, with the payment of the registration fee, he will automatically receive third party liability insurance coverage with a single limit of liability of 250,000.00 Euro. The coverage will be extended to 3 days before and 3 days following the closure of the show. The insurance coverage excludes all other risks as well as any damages due to the negligence or fault of the Exhibitor. Any accident must be reported immediately following the event and in any case no later than the return of the exhibition spaces.

The insurance coverage described herein shall be valid even if the Exhibitor already is already covered for the same risks. For any amounts in excess of the limits of liability given above and for anything which is not covered by the insurance policy taken out by SIPER (for theft, fire, natural disaster etc.), the Exhibitor is obliged to undersign an appropriate insurance with his own insurance brokers, and in any case to release SIPER from any liability.

MACHINERY IN OPERATION

Art. 20 – Exhibited machines may only be operated in exceptional circumstances and subject to notification to the Organizers, provided that this does not cause any danger or nuisance.

Exhibitors are obliged to fit machinery with devices destined to prevent accidents, fires, noises, unpleasant smells and the emission of gases or liquids. Exhibited machinery must comply with the requirements provided for by Machine Directive 98/37/CEE. Machinery may only be operated subject to a declaration of complete undertaking of liability set out on a special form and issued to SIPER by the Exhibitor.

Hanging loads are strictly forbidden.

SAFETY

Art. 21 – Exhibitors must comply with the rules in force regarding safety in the work place, with particular reference to law 123/07, Legislative Decree 626/94 and subsequent amendments, Presidential Decrees 547/55, 303/56 and subsequent amendments, during booth set-up, during the show and when dismantling the booth, and shall undertake to inform their own staff and/or companies acting on their behalf during the above phases, of the above rules and make sure that these rules are complied with by the latter. Exhibitors also undertake to comply with the signs and arranged routes within the fair district and make sure these are complied with by their staff and/or companies acting on their behalf; to use the specific PPE (Personal Protection Equipment) for the activity carried out, with express reference to the operations of setting up and dismantling of the booths; they must also point out any situations and dangers in their own booth which might also affect third parties present in the same exhibition hall and the adjacent areas. The exhibitor must comply with any provisions which the police and people in charge of the prevention of fire and accidents and security in spaces open to the public, may impose on the organizing Company and the individual exhibitors. The exhibitor and third parties acting on his behalf in the fair district must employ staff who are properly covered with regard to social-security and provisions on safety and accidents in the work place in general.

CLEANING

Art. 22 – SIPER will provide general cleaning of the aisles and open areas overnight and during the day for the collection of rubbish. Exhibitors must deposit stand rubbish in the special containers placed outside the stands in order to facilitate the collection of rubbish on the part of relevant staff as much as possible.

The Exhibitor is responsible for the cleaning of his own booth, either independently, or by making a request for cleaning services, at least two days before the show opening, to SIPER, who will subsequently charge for this service in the final invoice.

PIGS – SANITARY REGULATIONS

Art. 23 – The exhibition of pigs is regulated by the sanitary regulations in force and by any other provisions established by SIPER both with regards to the admission of the animals and the organisation of the event.

Such provisions will be communicated to the exhibitors in good time for the carrying out of any precautionary controls.

The presence of the pigs at the event depends, in any case, on the approval of the competent authorities in relation to the sanitary conditions in place during the event.

ADVERTISING

Art. 24 – SIPER will print and distribute the official catalogue containing the list of exhibitors and participants at the Show, as well as all the other forms of advertising, both inside and outside the fair district. SIPER will not accept any responsibility for any omissions or errors in the official catalogue caused by the incomplete compilation of forms and by delay in their submission. Costs relating to various advertising initiatives (official catalogue, posters, etc) are calculated on the basis of the rates set out on the appropriate form.

S.I.A.E. rights [Italian copyright licensing agency]

Art. 25 – Any Exhibitors who wish to use visual and audio apparatus inside their booth for background music must give prior notice to the S.I.A.E. or ask SIPER for this service. SIPER, shall then subsequently charge the applying Exhibitor for the relative amount.

BANS AND RESTRICTIONS

Art. 26 – It is expressly forbidden:

- to switch on the machinery exhibited, except in those cases provided for by art. 20;

- to light or cause fire or introduce explosive materials, detonating or dangerous products, or smelly products, or any products which are otherwise likely to cause damages or a nuisance;

- to use fires even for preparing food and drinks;

- to exhibit products which are not provided for in the application form and do not in any case correspond to the product categories of the Show, unless specifically authorized by SIPER;

- to sell products with direct delivery to the public, with the exception of craft and farming products exhibited in the gastronomic sector;

- to hang around inside the fair district when the Show is closed, except in those cases provided for by art. 15;

- to drive or park vehicles of any kind (even in the case of a breakdown) inside the fair district; any vehicles parked outside the allocated spaces will be removed at the charge of the Exhibitor;

- to allow the removal of animals, products and materials during and at the end of the show without the written consent of SIPER (exit permission, which will be issued only to those Exhibitors who have settled their accounts).

- to leave lorries or other vehicles parked, during the show, either in the fair district or close to the gates, even if they are empty or serve for advertising purposes; any vehicles parked in forbidden areas from the moment of the opening to the public will be removed;

- to distribute advertising material (magazines, catalogues, brochures, leaflets, etc.) which do not pertain to the Exhibitors, who may however distribute such material only in their exhibition space;

- to use the trademark of the Organizers;

- to carry out any political propaganda of any form in the fair district;

- to cover or conceal the exhibited items during the opening times to the public;

- to abandon booth parts, carpet or any other residual material in the fair district;

- to bring in animals not intended for exhibition, with the exception of dogs for the blind;

- to cause a nuisance or trouble, of any kind, to the regular program of the Show; this will lead to the immediate exclusion from the fair district;

- for Exhibitors or persons acting on their behalf or their customers to hang around in the exhibition spaces and in the entire fair district when the Show is closed, without special authorization to do so;

- to begin dismantling operations before the Show has been closed;

- to smoke inside the exhibition halls (Law dated. 16th January 2003, n. 3 Official Gazette n. 300 dated. 23 December 2004 art. 51).

Any music played under any form, must be heard only inside the booth in which the reproduction apparatus is placed; in any case, the volume of both speaking and music must not cause any nuisance for the other exhibitors or for the visitors.

In the event of any breaches of these regulations and/or any provisions which may also be issued during the Show by SIPER, this latter may terminate the legal relationship with the Exhibitor and also exclude the Exhibitor from the Show, without giving

this latter the right to any reimbursement and/or damages, and without prejudice to SIPER's right to claim for further damages.

TAKING PHOTOGRAPHS

Art. 27 – No photographs, films, drawings of products and goods exhibited or measurements may be made/taken by any person, without the written consent of the party involved.

SIPER shall not be responsible for any unauthorized reproductions of the exhibition spaces or the goods exhibited.

INFORMATION NOTICE PURSUANT TO ART. 13 OF LEGISLATIVE DECREE 30.6.03 N. 196

Art. 26 – Please refer to the following information notice further to the entry into force of Legislative Decree 196/03 (concerning the protection of personal data):

all contact information collected directly for the purpose of the shows are necessary and serve only for the acceptance and follow-up of the exhibitor's application to the event, in compliance with the General Regulations, under the rules and at the participations rates of the show itself;

the information collection are kept at SIPER and may be treated with or without the assistance of electronic tools according to criteria which are strictly related to the purposes for which they are requested and such to guarantee their safeguard and confidentiality.

unless an explicit refusal of consent is received, the information collected will be distributed to the visitors of trade shows and events organized by SIPER by inserting them in informative, advertising or publicity material.

the party interested has the specific rights listed in art. 7 of legislative decree dated 30th June 2003 n. 196 concerning the treatment of personal data;

the controller of personal data is: S.I.P.E.R. – Fiere di Reggio Emilia srl in the person of its legal representative. The person-in-charge of the treatment of the personal data is the President of the said Company.

REMOVAL OF GOODS – CREDIT RECOVERY

Art. 29 – The removal of the exhibited products and any other goods at the end of the Show, is subject to the issue of an "exit permission" and to any rules which will be issued to this end.

An "exit permission" will not be issued to any Exhibitors who have not arranged for the prior settlement of all pending accounts with SIPER.

The exhibited goods represent a guarantee in SIPER's favour until all fees have been fully settled, even if the said goods have been taken to the warehouse.

GENERAL PROVISIONS

Art. 30 – SIPER has the discretionary and undisputed right to change the dates of the Show without giving the Exhibitor the right to withdraw or free himself from the commitment made with the Show organizers. Up to 15 days before the beginning of the Show, the organizing Company has the right to reduce or cancel the show, either wholly or partially, sending notification there of to the exhibitors by registered mail with return receipt, without being obliged to pay for any penalties or damages, SIPER's responsibility being limited to the reimbursement to the Exhibitor, without interest, of any amounts which have been paid by the latter. No liability or reimbursement are provided for in the event of the cancellation or reduced duration of the fair due to unpredictable events at any time.

Should the fair be cancelled or interrupted at any time for causes which cannot be referred to the wish or responsibility of SIPER, the booth owner or assignees will not have the right to claim for any damages or reimbursement of costs incurred for the rental of the exhibition spaces or for the set-up of the booth or the transportation of materials and persons or for anything else.

The above cases exclude, by explicit agreement, any right of the participants to appeal against SIPER, for any reason or cause whatsoever.

Art. 31 – SIPER reserves the right to make and notify any variations to these regulations in order to make any service improvements deemed necessary.

Art. 32 – Claims of any nature concerning the organization and program of the fair will be examined only if sent in written form to SIPER before the end of the Show. Any decisions on such matters taken by SIPER will be final and irrevocable.

Such rules and provisions will have the same value as these regulations.

Art. 33 – SIPER declines any responsibility for any contracted services and work carried out by suppliers.

Art. 34 – The elected legal domicile of the Exhibitor is in Reggio Emilia at the head office of SIPER and acknowledges for all intents and purposes the jurisdiction of the Lawcourt of Reggio Emilia.