

**Minutes of the International Hologram Manufacturers Association AGM
Monday 28 November 2016
The Westin, Warsaw, Poland**

Present:

Novavision	Mike Messmer, (Chairman)
OpSec Security	Paul Dunn, (Board Member)
MTM Holografi	Nuray Yilmaz, (Board member)
Process Color	Rajan Thomas (Board member)
Pacific Holographics	Diana Newcomb, (Board member)
System Intelligence Products	Goran Milinovic, (Board Member)
Holoflex	Manoj Kochar
ASPA	Chander .S. Jeena
Bowater Holographics	James BV Bowater
Combustión Ingenieros	Ricardo Amezcuita Orozco
Combustión Ingenieros	Anna-Maria Nino Pastrana
Combustión Ingenieros	Sebastian Amezcuita
Computer Holography Centre	Anton Goncharsky
Computer Holography Centre	Anna Gorokhova
DEMAX Holograms	Valentin Monovski
Formas Inteligentes	Jorge Alejandro
Formas Inteligentes	Caballero Gonzalez
Giriraj Foils P. Ltd	Shobit Arora
Giriraj Foils P. Ltd	Ashish Narula
Hazen Paper Company	John Hazen
Hologram Company Rako	Ninja Duri
Holostik India	Sushant Kumar Agarwal
Holostik India	Dewaker Mahendru
Kumbhat Holographics	Sanjay Kumbhat
Morphotonix	Veronica Savu
MTM Holografi	Nuray Yilmaz
SURYS	Corinne Murcia Giudicelli
Uflex	Pankaj Bhasin
Uflex	Ganesh Prasad

In Attendance:

Mark Deakes
Kim Del Pellegrino
Ian Lancaster

General Secretary
Secretariat
Observer

1. ANTI-TRUST STATEMENT

The Chairman, MM opened the AGM by reminding members of the Anti-Trust Statement. All present agreed to abide by it.

2. APOLOGIES FOR ABSENCE

UK Gupta of ASPA

3. MINUTES OF 2015 AGM

These were accepted as a true record. Proposed by GH and seconded by PB.

4. CHAIRMAN'S REPORT

Mike Messmer introduced his Chairman's Report and outlined the major benefits to members:

- Hologram Benefits: Proven in use for anti-counterfeiting and added brand awareness and differentiation that many of our customers require.
- HIR: The crown jewel of the IHMA. Global registration for Custom Holograms.
- IHMA members: are top-tier producers who adhere to the Code of Practice and comply with industry security standards.
- Generate Customer Inquiries: Publicity and website
- IHMA Tender Alerts
- IHMA Patent Newsletter
- Representation for Industry Issues on Security Standards
- Subscription to Holography News®.

2016 Results and Accomplishments:

- Membership currently stands at 101 and is the highest it has ever been. A growth of 5 Members in 2016
- Tender alert service has grown from 104 tenders from 33 countries in 2015 to 183 tenders in 29 countries.
- IHMA Patent Newsletter – Is slightly down from 877 in 2015, compared to 845 this year
- Publicity has been a big focus this year. In 2015 we had 40 articles in 32 magazines, with a huge increase to 76 articles in 39 magazines in 2016. We believe this has contributed significantly to the growth of the IHMA Members.

Current IHMA Issues:

- HIR New Registrations: A disappointing decrease in new registrations of 146 from 260 last year. The Board has a consensus that Members are not utilising the HIR to the extent that it should be used, however the design checks have increased significantly, which is very encouraging. This would suggest that people are using the system, but not to its full capacity.
- We will continue training and encourage use. It seems to be working to a degree, hence the

increase in design checks but there are some response time issues that need to be address with the CIB. We are going to continue to Audit the CIB in order to work closely with them to continually improve the effectiveness of the HIR

- We are looking to setting up a parallel / back-up database to the HIR as currently, all 7500 images are being held at the CIB in London. This would act as a back-up precaution in the event of an issue with the database or we changed supplier.

ISO 14298:

For those that are already ISO 14298 certified it is mandatory for all holograms to be designed checked, include a covert feature, and have it registered on the HIR. For those that work with Clients that do not wish to have their Holograms registered, such as Government Agencies, the Client supply something in writing to state this. Moving forward the Board have agreed that there will be a IHMA Membership vote to ascertain that whether this will also be a mandatory requirement for all existing and future IHMA Members.

China Project:

There has been progress in China. The goal is to reduce counterfeiting of holograms. In China, holographers and printers are licenced by Government Agencies. The key agencies are: China Trade Association for Ant-Counterfeiting (CTAAC) for products, China Security and Protection Industry Association (CSPIA) (formerly China Anti-counterfeit Technology Association (CATA) for documents, ID and tickets etc.). CTAAC is a bureau of quality control for products and has 600 members of whom 40 to 50 manufacturer holograms. CSPIA (formerly CATA), is currently the Ministry of Public Security which will be changing to Border Management. They are responsible for visa, ID credentials and other security documents. There are 5000 members and 300 are involved in manufacturing holograms.

A meeting was held this November in China with representatives for both CSPIA and CTAAC. The key objective is to build the relationship with China. As previous meetings, have proven the direct, business approach is not effective as they are very much about building relations over time. On the most recent trip they did express interest in a regional Hologram Register in China as well as having access to the IHMA's HIR. Whilst we wouldn't allow them access we may look at offering them free design checks as well as suggesting various free software options in order for them to develop their own register. If they do look to develop their own, the IHMA can look to endorse this.

Generally, China have very little interest in being ISO 14298 registered. There are a few companies that are working towards this as they export, and these are the same companies that have expressed interest in becoming IHMA Members.

We have a new liaison on China called Vivienne in place of Eddie Wong. She has great relationships with the Chinese Government and in conjunction with this we have revamped the IHMA China website.

Budget:

- Budget 2015: We increased spending in 2015 by £34k. This was down to 2 specific agreed projects - the China Initiative and a complete overhaul of the HIR.
- Budget 2016: To date we forecast a £25-28K surplus. This is significantly more than first anticipated and mainly down to the new additional IHMA Members gained in 2016. This will

have the reserves sitting at approx. £30k by the end of the year.

To date the reserves, sit at £9k. There is a small discrepancy which is being investigated as we previously assessed the reserves to be at £12k. We have had an additional £11.5k revenue on the back of 5 new additional members, we are £5k under budget for Director Travel. We also have had £2800 bought over from 2015 to 16, bringing it to £19k, with the projected reserves to be at £28k by the end of 2016. This is a significant increase on the initially projected £18k.

- Budget 2017: We want to keep the emphasis on the development of the HIR and improve processes at the CIB.

The China Project will continue to be the main focus. Building those relationships, so the budget will remain the same for that.

There has been a slight increase in the publicity budget as we hope to have equally, if not more success in 2017 in gaining more Members through this.

Currently the IHMA give ASPA a 20 % commission annually for their contribution and services to the IHMA. Moving forward it has been agreed that we will ask ASPA to re-justify this expense and there will be a membership vote in early 2017, as to whether this commission continues.

There has been a slight increase to the budget for Tender, Travel & Patent Bulletin, due to Brexit and the change in currency exchange rate.

In conjunction with the above, all non-UK based Members will in fact benefit from the decrease of the pound when it comes to their Membership fees, and taking this into account, there will be a 0% increase to Membership fee's in 2017.

5. SECRETARIAT REPORT

There has been great progress in 2016 with regards to growing the Members to a record breaking 101. This is primarily down to the agreed budget and focus on PR but in order to grow further and spread the IHMA message. MD requested that we build a database of new raw materials / Case Studies, Success Stories, any articles of significance regarding the HIR or ISO 14298 from Members that we can publish in order to reach out to a bigger audience.

6. TO APPOINT AUDITORS FOR FY 2016

The legal formality to re-appoint Durrants Calleva as auditor was accepted and agreed. Proposed MM seconded Rajan Thomas.

7. BUDGET AND MEMBERSHIP FEES 2017

This will follow in a separate email.

8. BOARD NOMINATIONS AND ELECTIONS

EU/EFTA Deputy Rep: Vacant.
E-Europe CIS/FSU Deputy Vacant.
Rep:
Deputy North America: Vacant.

The new Board comprises:-

Chairman:	Monaj Kochar, Holoflex (Two years to Serve)
Board Member:	Nuray Yilmaz, MTM
Board Member:	Mr Liu, Henan Wellking
Asia:	Rohit Mistry, Holographic Security Marking Systems (Two Years to Serve)
Deputy Asia:	Vacant
EU/EFTA:	Paul Dunn of OpSec Security (One Year to Serve)
Deputy EU/EFTA:	Corinne Murcia, SURYS (Two Years to Serve)
E-Europe CIS/FSU:	Goran Milinovic, System Intelligence Products (One Year to Serve)
Deputy E-Europe CIS/FSU:	Vacant
North America:	Diana Newcomb, Pacific Holographics
Deputy North America:	Vacant
ASPA Representative:	Mr UK Gupta, Holostik India Ltd

9. DATE AND LOCATION OF 2017 AGM

Members agreed *nem con* to continue the tradition of co-locating the AGM with The Holography Conference™, in Barcelona, Spain November 2017.

10. ANY OTHER BUSINESS MATTERS

There being no other business, the AGM was adjourned.