



19th March, 2012.

ANNOUNCEMENT REGARDING THE IRCC CONFERENCE IN FRANCE 2012

Dear IRCC Members and Interested Industry Participants;

On behalf of the Coopex Montbeliarde and OS Normande breed organisations and the executive of the IRCC, it is with much regret and sadness that we must inform you of the decision to cancel the July 2012 IRCC that was to be held in France.

The decision to take this action was not an easy one for our host country and the organising committee. The Pre -Tour was set and much of the planning for the Conference Program was in the final stages.

However several factors weighed heavily on our hosts to force a decision at this stage:

- Paramount, is the economic atmosphere affecting Europe at this time and particularly, France. Obtaining the much needed sponsorship and government subsidies to off-set costs has proven near impossible under this atmosphere of economic uncertainty. Funds normally available for such events have simply dried up.
- The host organisation also felt a lack of enthusiasm by potential participants which could be attributed to the same feelings of caution regarding expenditure at this time. Also the website lacked activity but this could be attributed in part to our own poor advertising of the site and event.
- The cost of the conference venue itself. With July being the optimum time to travel to Europe high season also sees inflated costs with other events on at the same time.

- Finally a lack of resources and time at this point, to re-organise for another location.

We thank those people who made the commitment early and apologise for any inconvenience that cancelling now, has caused.

Of course participants who have registered and paid will be fully reimbursed.

I would like to use a direct quote from Coopex and the OS Normande Team as a final expression on this :

“Both organisations know the implications of such a decision on the Red Cow Organisation and more generally the participants and speakers already motivated by assisting. Once again, we apologize for the circumstances of this cancellation”

Personally, it is with a heavy heart that I am again writing about cancelling the event.

However, its important to take the positives out of this and I hope that members will continue to commit to the IRCC as it is truly the only forum we have to come together to discuss common goals and objectives in a social and learning environment.

There will be another IRCC and I will liaise with the IRCC Working Committee in the coming weeks to determine where and when the conference will be held. It is not a question of “if” but rather, “when”.

On a closing note, I want to thank Tristan and Alberic and the team of the Coopex Montbeliarde and OS Normande organisations for their efforts. It takes time to put programs together and I am sure that under a different set of circumstances, it would have been every bit the success it promised to be.

I look forward to communicating with you all again soon with better news.

With Best Wishes to You All,

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