



The highly anticipated International Event for egg producers has been an astonishing success

On the occasion of the celebration of its **60th Anniversary** and coinciding with its **57th Franchise Distributor's Reunion**, Lohmann Tierzucht is organizing an international macro event in **Cancun from November 9th to 14th**, gathering the highest representatives of the global egg producing industry.

Unprecedented success of the event

The **2019 FDM Lohmann** event has had an overwhelming reception, with more than **400 attendees** that have traveled to Cancun-Mexico from 45 different countries. At this macro event, more than **25 languages** have been heard with the presence of more than **100 companies**.

This event has managed to reunite the distributors, collaborators, and friends of the sixty-year-old Lohmann family with the world's most representative egg producers in Mexico.

Cancun, an idyllic paradise enclaved in the Mexican Caribbean, has been the chosen venue for the Lohmann Tierzucht macro event for the celebration of its **60th Anniversary** and its **57th Franchise Distributor's Meeting**. To this end, the organization of this macro event reserved the exclusive "**Club Med Cancún Yucatán**", a luxury resort to accommodate the entire Lohmann Tierzucht family from **November 9th to 14th**, 2019.

Resounding success of the FDM Lohmann celebrated in Cancun-Mexico.





Javier Ramírez, Managing Director at Lohmann, welcoming more than 400 attendees to the event.

*“On behalf of the **Lohmann Tierzucht macro event**, we would like to show our appreciation for the excellent reception that this congress has had among the main representatives of the global egg producing industry.*

*We would also like to thank our distributors, collaborators, and friends for making this project possible. The grand **Lohmann Tierzucht** family has celebrated its anniversary together and this is a success for all”*

A technical program worthy of a macro event

This special macro event has had the honor to welcome a highly-acclaimed group of international lecturers that discussed the past and present of the poultry business with a huge number of attendees.

The event started with the participation of **Juan Manuel Gutiérrez Martínez**, President of the Board of Directors of the National Union of Mexican Poultry Producers, a leading figure among the Mexican poultry producers.



Mr. Juan Manuel Gutiérrez during his presentation in the opening ceremony of the event.

On **November 11th**, the technical session followed the motto **“Look into the past and experience the future with us”**, with the participation of star speakers that showed us the past and future of the poultry business.



Prof. Dr. Dietmar Flock, discussing the past and future of the poultry business with Dr. Matthias Schmutz on the first day of the technical congress.



Dr. Romina Hellmich, Ph.D. student specialized in Reproductive Biotechnology at TU Munich, during her presentation titled "Gene Editing: Bright Future for Poultry Breeding?".



Later on, the session on nutrition started with the moderation of **Robert Pottgüter** and the participation of **Prof. Dr. Josef Kamphues**, Professor and Director of the Animal Nutrition Institute at the Faculty of Veterinary Medicine of the University of Hannover and **Dr. René P. Kwakkel**, Associate Professor at the University of Alberta (UofA) in Edmonton, Canada.

Prof. Dr. Josef Kamphues, Professor and Director at the Animal Nutrition Institute at the Faculty of Veterinary Medicine of the University of Hannover.

The veterinary session took place under the technical moderation of **Dr. Matthias Voss**, featuring **Dr. Egon Vileitz**, veterinary consultant for Lohmann Group, and **Prof. Klaus Osterrieder**, Virology Professor and Coordinator at the Free University of Berlin, Germany, and Assistant Professor in Virology at the University of Cornell.



Prof. Klaus Osterrieder, Virology Professor and Coordinator at the Free University of Berlin, Germany, and Assistant Virology Professor at the University of Cornell, during his lecture in the veterinary session.

The highlight of the first day of this technical conferences came with the presentation titled **“From the past into the future: LOHMANN APPS – our way forward to new”** with **Mr. Javier Ramírez Villaescusa**, Managing Director at Lohmann, and **Mr. Farhad Mozafar**, Coordinator of the Global Technical Services Team.



Participating lecturers on the first day of the FDM Lohmann in Cancun with Javier Ramírez, Managing Director at Lohmann.



Dr. Aidan Leek during his presentation “Future of feed protein supply for the laying hen”

November 12th, a prosperous future with Lohmann

On Tuesday, **November 12th**, the event started with the moderation of **Juan Valle Díez**, a specialist in poultry nutrition, for the lecture **“Future of feed protein supply for the laying hen”** imparted by **Dr. Aidan Leek**, who reviewed the findings of his Nuffield Farming grant centered on the potential use of insects as a new environmentally sustainable source for poultry nutrition.

Afterward, the poultry management session started with **Mark Allen** as the moderator and the participation of **Mr. David Speller**, who tackled the future innovations in poultry management with a large attending audience.

During his presentation, Mr. David Speller tackled future innovations in poultry management with a large attending audience.



Closing this fantastic technical program, **Matthias Schmutz**, Chief Geneticist at Lohman, shed light on some of the enigmas surrounding genetics.

Mr. Matthias Schmutz, during his presentation, shed light on the enigmas surrounding genetics.



The technical program of this spectacular event came to an end with a roundtable with all the lecturers invited to the event that attracted the attention of the large attending audience.

The roundtable closed the technical event with the participation of all the lecturers that were invited.



The **FDM Lohmann 2019** event has been an absolute success, with more than **400 attendees** speaking in more than **25 languages**. Therefore, on behalf of the organization would like to extend our appreciation to all the participants, collaborators and friends of the sixty-year-old Lohmann family, as well as to the main representatives of the global egg-producing sector.



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