



LOHMANN VETERINARY EXPERT DR. ANDREAS BUBLAT VISITS CHINA

产蛋鸡 x TECHLEX 蛋鲜力 x 圣唐乐

蛋通·共好



第九届蛋亲节暨第二届蛋食材选品节

The 9th EggKin Festival and the 2nd Egg Ingredients Selection Festival

承办单位：中国蛋业协会、四川省农业科学院 联合主办：蛋鲜力·圣唐乐 协办：四川圣唐乐生态食品股份有限公司

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Amid the sweltering heat of August, China's egg industry reaches its peak harvest season. On August 4th, the "Innovation and Development Conference of the egg and poultry Industry" took place successfully in Yancheng, Jiangsu. Just a few days later, on August 8th, the ninth "Eggkin Festival" was grandly launched in Chengdu.



As a global leader in the industry, LOHMANN BREEDERS was honored to participate in both of these important events.

Dr. Andreas Bublat, a veterinary expert at LOHMANN, attended the conferences alongside Jiang Hua, Sales Director for China. During their visit, they engaged in extensive discussions with industry peers and conducted in-depth site visit to LOHMANN’s distributors.

These extensive exchanges and detailed inspections significantly strengthened collaboration and communication between LOHMANN, its distributors, and domestic counterparts.



NEWS | LOHMANN Veterinary Expert Dr. Andreas Bublat visits China



Jinji Forum—2024 Innovation and Development Conference of the poultry Industry

On August 5th, 2024, the second “Jinji Forum” took place in Taidong, Jiangsu, centered around the theme “Co-creating a New Quality Ecology for the Poultry Industry Chain.”

The forum addressed key topics such as poultry resource development, breeding technology, and industry innovation. Jiangsu is a leading province for poultry farming in China, with Yancheng serving as a significant industrial hub.

The region boasts an annual poultry stock exceeding 100 million birds, and Dongtai City, located within this region, is recognized as “China’s No.1 County for Poultry Farming.”



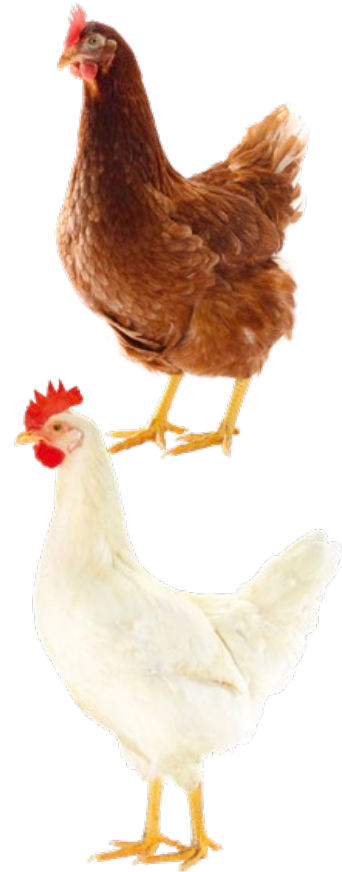
The 9th Eggkin Festival and the 2nd Egg Ingredients Selections Festival

On August 8th, 2024, the 9th Eggkin Festival opened grandly in Chengdu, Sichuan. The event was co-hosted by Jidantang and TECHLEX, and organized by Sichuan Sundaily Village Ecological Food Co., Ltd. As a key partner of Sundaily, LOHMANN actively participated in this event.

During the opening ceremony, Lei Wenyong, TECHLEX's Chairman, delivered a keynote speech titled "Together Towards the Future—Mutual Success, Ecological Harmony." He introduced the company's newly established mission: "Better food, Better life."

Dr. Andreas Bublat, LOHMANN's Global Technical Services Veterinary Expert, delivered a presentation titled "For every management, the right hen – for every market, the right egg".

In his speech, Dr. Bublat analyzed global trends in egg consumption and the recent changes in the market. He highlighted the advantages and genetic progress of LOHMANN BROWN, LOHMANN PINK, and LOHMANN GRAY layers, offering new perspectives and knowledge to his Chinese colleagues from a global standpoint.





This conference not only showcased cutting-edge developments within the industry but also laid a solid foundation for LOHMANN's further cooperation with the Chinese market.

Each conference offers a valuable platform for dialogue, while every onsite field visit serves as an opportunity for learning and exchange. LOHMANN places great importance on these moments for growth and advancement.

Following the conference, Dr. Bublat and Sales Director Jianghua took the initiative to visit Jiangsu Nongsheng (PS farm), further strengthening their collaboration and mutual understanding.



This exchange proved to be exceptionally productive, reflecting LOHMANN's commitment to "In China, for China." As we look to the future, LOHMANN is eager to engage in more high-quality exchange opportunities that will collaboratively drive the development and advancement of the sector.

