

MEET THE TEAM! AFRICA



DR. AMRSAAD
**Commercial Technical
Manager Africa & Middle East**

INFOLOUNGE | Team Africa — Dr. Amr Saad



Selection & Market Fit

Amr Saad, LOHMANN offers a broad portfolio — ranging from LOHMANN LSL-CLASSIC and LOHMANN BROWN-CLASSIC to the LITE lines as well as EXTRA, SANDY, and TRADITION.

When you think about customers in Africa: according to which criteria do you decide which line is the best fit — for example egg size, shell color, production system (cage/cage-free), or efficiency?



The choice of the optimal LOHMANN line in Africa depends on market demands, climatic conditions, housing systems, and feed availability.

When looking at Africa, the egg market preferences differ widely between regions and countries.

Product differentiation in one sentence – and what it means for the customer

“ Many customers ask: CLASSIC or LITE or EXTRA?

How do you explain the differences between CLASSIC, LITE (efficiency/smaller eggs), and EXTRA (XL eggs) in a way that makes the economic benefit immediately clear? ”

 **CLASSIC = Balanced & safe profitability**

 **LITE = Lowest feed cost per egg**

 **EXTRA = Highest revenue from L-XL eggs**



Personal perspective & role

“ You work at the interface between product, technical support, and the customer. From your point of view, what is the most important factor in building trust and supporting customers in the long term — especially in very diverse markets such as Africa and the Middle East? ”

For me, long term trust in Africa and the Middle East is built by always being present for the customer — through strong technical support, transparent and stable pricing, active marketing support, solving challenges quickly, and developing a personal relationship that shows we are true partners, not just suppliers.

To break it down:

Technical support. Providing reliable, practical, on farm support is the foundation. Customers trust you when they see consistent performance and solutions that work in their environment.

Fixed and transparent pricing. In volatile markets, stable pricing builds confidence. Customers value predictability and fairness — it reduces risk and strengthens long term partnerships.

Marketing support. Helping customers promote their product, position themselves in the market, and communicate the strengths of LOHMANN birds helps both sides grow together.

Solving challenges quickly. When issues appear — management, feed, climate, mortality — fast and effective troubleshooting is what truly builds trust. Customers remember who stands beside them during difficult moments.

Personal relationship. In our region, personal trust is essential. Spending time with customers, understanding their reality, and being available creates loyalty that lasts for many years.

“ Trust comes from strong technical support, stable pricing, marketing partnership, fast problem-solving, and a genuine personal relationship. ”

Your LOHMANN

“ What does LOHMANN mean to you personally — and why do you enjoy working for the company every day? ”

For me, LOHMANN is more than a company — it is truly my family.

As a veterinarian who has always admired the life of the chicken, I feel that I am exactly in the right place.

Working at LOHMANN was a dream that started in 2011 in the LOHMANN SCHOOL, and becoming part of the team in 2023 made that dream finally real.

Every day, I enjoy the work because I am contributing to a brand I believe in deeply, working with people I respect, and supporting customers across Africa and the Middle East with passion and purpose.

