

# MEET THE TEAM! AFRICA



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INFOLOUNGE | Team Africa — Dr. Maher El Azab

## Market & Region

“ Dr. El Azab, within the team you are responsible for the Middle East region, which is closely connected to African markets. What specific requirements and opportunities do you currently see for our breeding programs in this region? ”

The Middle East region represents a unique combination of challenges and opportunities.

**Hot climatic conditions, variable feed quality, and the rapid expansion of the layer and poultry business in recent years shape the regional production environment.**

**Customers are increasingly looking for breeds that are easy to manage and combine high persistency with strong heat tolerance, the required egg size, attractive shell colour, and excellent shell quality.**

**Efficiency in terms of production level, persistency, and feed conversion under local conditions is also essential.**

**At the same time, the shift towards longer laying cycles, increasing sustainability expectations, and the need for robust performance across different production systems in the Middle East and Gulf region create significant opportunities for LOHMANN's breeding programs.**

**By offering a well-balanced layer breed that combines the highest egg number per cycle, high persistency, and strong resilience under challenging and stressful conditions, LOHMANN focuses on delivering the desired egg size, supported by excellent shell strength and an attractive shell colour that fully meets market demands. This performance translates into the highest income over feed cost (IOFC), helping producers optimize efficiency and secure sustainable returns throughout the production cycle. As a result, LOHMANN is well positioned to directly address the specific requirements of the region.**



### Partnership with Ommat

“Ommat is our largest customer in the region. From your perspective, what makes this partnership so successful, and how does it contribute to further developing sustainable poultry production in the Middle East?”

The partnership with Ommat, across farms and hatchery facilities in Saudi Arabia and the UAE, is highly successful because it is built on shared goals, transparency, trust, and a strong data-driven approach. This foundation consistently supports and strengthens flock performance.

**Through close cooperation, joint planning, and continuous field feedback, we have developed programs that enhance efficiency while maintaining exceptionally high performance levels.**

**A strong focus is placed on shell quality, hatchability, day-old chick quality, and technical support for sustainable table egg production.**

**Together, we emphasize long laying cycles, robust birds suited for hot climates, practical problem-solving, and solutions that help reduce breakage and optimize feed use.**

**This partnership serves as a model for elevating poultry production standards across the Gulf region and the wider Middle East.**



## Personal Perspective & Outlook

“ If you had to sum up the cooperation with our largest customer, Ommat, in a few words: what makes LOHMANN’s breeds and solutions so relevant in the Middle East market—especially under the local production conditions? ”

LOHMANN’s breeds and solutions are highly relevant in the Middle East because they consistently deliver resilience, efficiency, and excellent egg quality under challenging local production conditions.

**The combination of pronounced resilience under challenging conditions, higher egg numbers, increased persistence, the required egg size, and strong egg shell strength (supported by the balanced feed including Calcium supply) along the extended laying cycle aligns perfectly with the realities of farms in the region.**

Looking ahead, the industry will increasingly focus on sustainability, extended production cycles, and data-driven management.

**With its well-balanced genetics and strong technical expertise, LOHMANN is ideally positioned to support customers in meeting these future demands.**

## Your LOHMANN

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

For me, LOHMANN represents a culture of trust, partnership, and scientific excellence. My connection with LOHMANN began in 1988, when I first worked with LOHMANN layers in the Egyptian market, and continued when I officially joined the MEA team in 2015.

**I truly enjoy working with the Middle East and Africa team under Mo Chairi’s leadership, as it values practical field experience, listens carefully to customer challenges, and transforms innovation into measurable improvements on farms.**

**Seeing how our collaboration supports customers, strengthens flock performance, and contributes to long-term sustainability makes my work both meaningful and motivating every day.**