



LOHMANN -
YOUR
HARBOUR
OF SUCCESS

FRANCHISE DISTRIBUTOR MEETING 2023

And there it is over again, our absolute highlight of the year - our very special event - our LOHMANN Franchise Distributor Meeting!

For our first Franchise Distributor Meeting after the long pandemic-related break, we chose a very special city for us: Hamburg.

Hamburg is not only generally known as the gateway to the world, no, Hamburg is also the gateway to the world for LOHMANN in a certain respect, because our very first Franchise Distributor Meeting took place here in the year 1961.

This was the beginning of our worldwide success and also the great success of our so popular FDM, which has become a real long-running event.

Nowadays, of course, everything is more modern, bigger, more international. Always with the latest technology. And yet we have retained a family character and it is not only a meeting with customers and business partners, but also always a meeting with old and new acquaintances and friends.



What we have retained over the years is the always up-to-date and challenging selection of topics. Always in line with what moves and interests the poultry industry.

As LOHMANN always stands for innovation, we have once again examined certain topics from a different perspective.

We succeeded particularly well in doing so this year, as there was a wide range of topics and excellent internationally recognised speakers that we were able to attract to our event.

Many thanks for this!



TUESDAY
19th SEPTEMBER 2023

HOST
Jörg Heier
Managing Director Operations

Dr. Matthias Schmutz
Director of Research & Development



Prof. Dr. Georg Thaller
Head of AG Animal Breeding and Pet Genetics / Executive Board

HOST
Christoffer Ernst
Managing Director Sales

Nan-Dirk Mulder
Senior Global Specialist Animal Protein



Paul Buisman
Head Of Innovation at Moba Group

WEDNESDAY
20th SEPTEMBER 2023

HOST
Dr. Matthias Voss
Veterinary Scientific Director

Prof. Dr. Timm Harder
Head of the National Reference Laboratory for Avian Influenza at the Federal Research Institute for Animal Health, Friedrich-Loeffler-Institute



Dr. David van Grieken
Veterinarian at Hubbard

HOST
Juan Valle
Global Technical Service Nutrition

Dr. Wolfgang Siegert
Deputy for the professorship in animal nutrition physiology at the Georg-August-University Göttingen, Germany



Prof. Dr. Gonzalo González Mateos
Professor of Animal Production at UP Madrid and Co-Founder of FEDNA

THURSDAY
21st SEPTEMBER 2023

HOST
Mark Allen
Global Technical Service Flock Management

Jörg Hurlin
Managing Director, Agri Advanced Technologies GmbH, Germany



Dr. Kathrin Toppel¹ & Anna Louisa Reimers²
¹University of Applied Sciences Osnabrück in the field of animal husbandry and poultry welfare
²Research Associate at the University of Applied Sciences Osnabrück

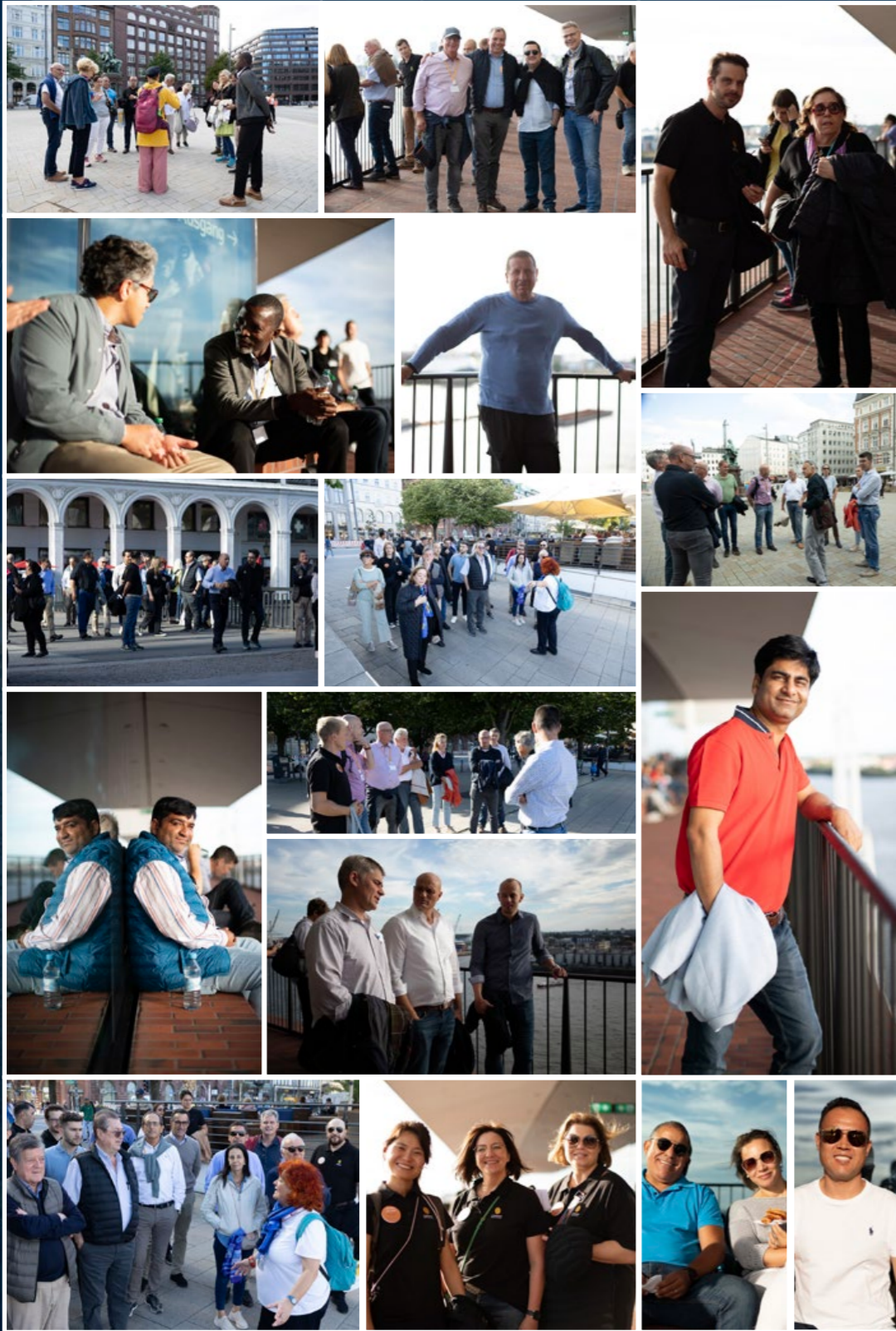
HOST
Farhad Mozafar
Director of Global Technical Service



Bernardo Crespo Velasco
CEO of Quantum Markethink Academic Director in Digital Transformation at IE Business School, Executive Education

At the end of each topic there was enough time to ask questions and discuss. After all, the exchange of experiences is always our first priority at this event.

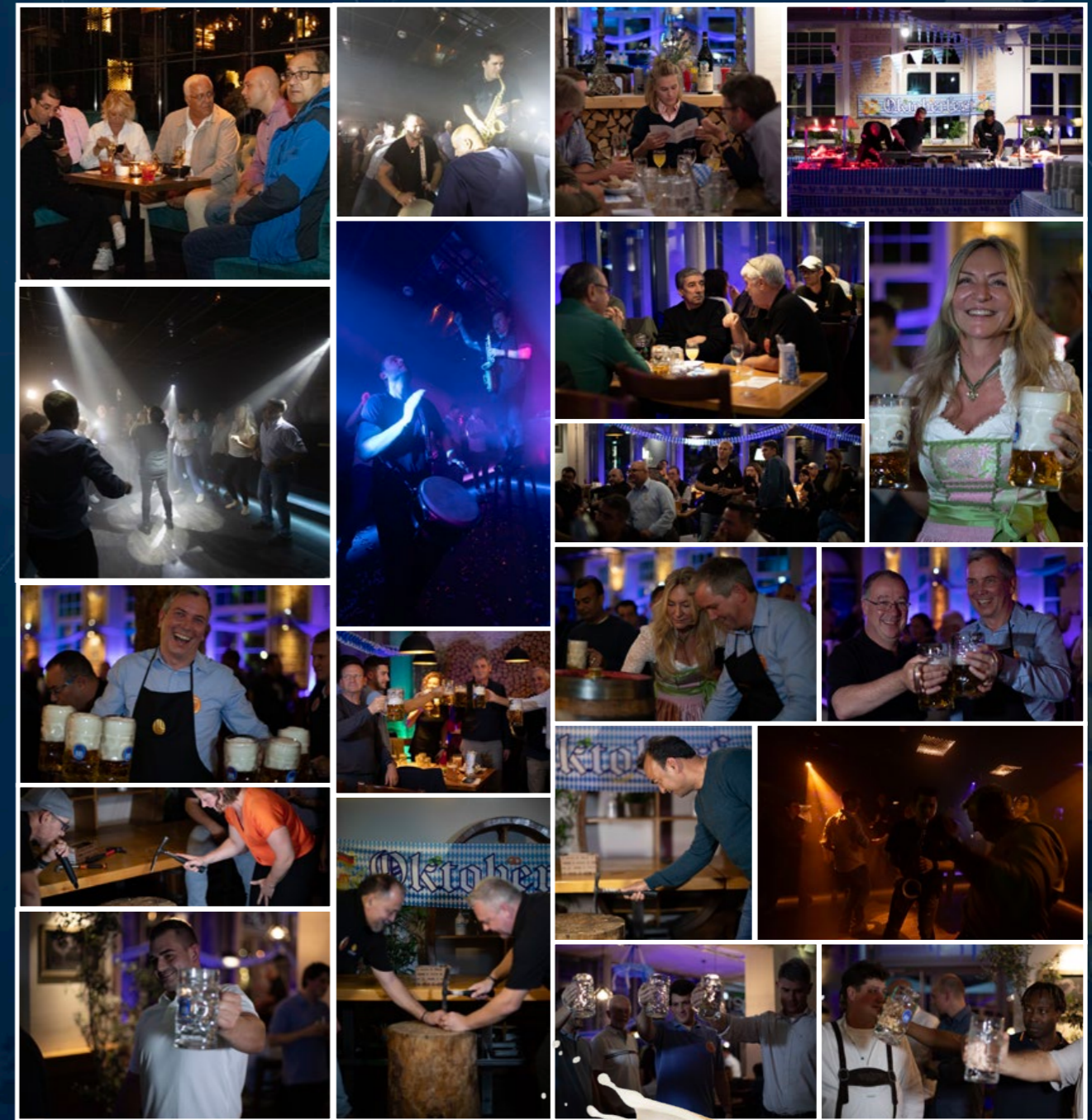




And there was plenty of time for this exchange of experiences outside the conference because you also have to explore a city like Hamburg. And this is what we all did together, on water and on land!



As LOHMANN is always good for a surprise, there was something special on all three evenings: On Tuesday a visit to the Reeperbahn, an absolute **MUST in Hamburg**. On Wednesday we brought the good and internationally known **Oktoberfest** to Hamburg with Bavarian food, drinks and games. Last but not least there was a breathtaking panoramic view of the most beautiful city in the world and a little North German singing performance at the gala dinner on the last evening.



Once again, we would like to thank all our guests and guest speakers. It was only because of them that this event became something very special.



