



60TH LOHMANN FRANCHISE DISTRIBUTOR MEETING

PERFORMANCE MEETS INNOVATION

Nicole Rehse
PR/Communication



LOHMANN at its best

Months of preparation, coordination, and anticipation – and in the end, it all paid off.

The **60th LOHMANN Franchise Distributor Meeting in Singapore** was not only a success on paper; it was a genuine milestone that reminded us what LOHMANN stands for: **innovation, excellence, and a spirit of partnership that spans the globe.**

Every FDM brings its own questions long before the event begins:

Does our two-year concept truly work?

Is the program diverse, relevant, and inspiring for all participants?

Can we maintain the high technical standard we set for ourselves in previous years?

And, perhaps most importantly: are we offering our guests something truly special?

This year, the answer to every one of these questions was a clear YES.



Record participation – A strong signal

The numbers speak for themselves. With nearly 200 participants from **over 52 nations**, representing every region of the world, the FDM once again demonstrated its relevance and strength.

The two-year rhythm has proven to be the right choice, allowing us to build a program that was both **rich in expertise and broad in perspectives**.

Across three days, each themed with a specific focus, we combined LOHMANN's in-house excellence with valuable insights from distinguished external speakers. The result was a dynamic, engaging program that sparked discussions, broadened understanding, and strengthened the global LOHMANN network.



Singapore – A city that mirrors our ambition

Choosing Singapore as the setting for the 60th FDM was no coincidence.

For 60 years, this city has embodied the pursuit of progress: higher, faster, better. **Its spirit of innovation and reinvention reflects exactly what drives LOHMANN – in our genetics, our technology, and in the development of the FDM itself.**

Each edition of the FDM has grown: more participants, more global reach, more sophisticated venues, and higher technical standards. And this year was no exception.

From the moment our guests arrived at the breathtaking Pan Pacific Orchard hotel, it was clear that this would be something extraordinary.



Experiences to remember

The days in Singapore were filled with memorable moments: culinary highlights, cultural experiences, light shows, and iconic sites.

But the true showstopper was undoubtedly the Gala Dinner, hosted at a spectacular venue offering a panoramic, unobstructed 360° view of the dazzling Singapore skyline.

A moment none of us will forget – and a highlight worthy of the FDM's 60-year legacy.



The LOHMANN spirit – more than an event

What makes the FDM special is not only the program or the location – it is **the people**. All of you.

Thank you for your trust, for your presence, and above all, for your participation in the truest sense of the word.

Thank you for being fully involved – for learning, debating, exchanging ideas, and enjoying time together.

We laughed, we shared meals, we discovered new perspectives, and we strengthened what has always defined the FDM:

the LOHMANN Spirit – the feeling of being part of one global family.



Looking ahead – always reaching higher

The entire LOHMANN team is already looking forward to the next FDM.

And as always, we will set ourselves new goals, higher standards, and fresh ideas.

Who knows – after Singapore's skyline, maybe the next step is a flight to the moon?

What we do know is this:

We will continue to innovate, to connect, and to inspire ...together!

LOHMANN BREEDERS – It's the egg







LOHMANN
BREEDERS













Check the
gallery here!

PASS: **FDM2025**

