

POULTRY NEWS

by **LOHMANN**

Special Edition



60 YEARS OF GROWTH

LOHMANN AND
SINGAPORE: A SHARED
STORY OF PROGRESS

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FACTS & FIGURES

ABOUT SINGAPORE

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STAY CONNECTED –

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FDM 2025 Franchise Distributor Meeting 60th Anniversary



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BREEDERS



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a LOHMANN egg –
now more than ever!*

**FOR EVERY MARKET
THE RIGHT EGG**



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BREEDING FOR SUCCESS... TOGETHER



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LOHMANN IN SINGAPORE – PERFORMANCE MEETS INNOVATION

Dear Partners, Friends and Members of the LOHMANN Family,

It is with great pride and personal joy that we welcome you to a very special edition of our Franchise Distributor Meeting – this time in **Singapore**, a place where innovation, global perspective, and cultural exchange come together like nowhere else in the world.

For both of us, this FDM marks a unique moment: **it is the first time we have the honour of welcoming you together as LOHMANN's Managing Directors.** It is a privilege to stand side by side – not only as colleagues, but as partners working towards a shared vision – and to host this event with all of you, who make up the heart of our global success.

This year also brings a meaningful coincidence: **Singapore celebrates 60 years of independence, and LOHMANN commemorates 60 years of the FDM.** Both journeys are stories of resilience, innovation, and strong international connections – values we continue to uphold as we move forward together.

In this vibrant and forward-thinking city, we are reminded of what defines LOHMANN: **a commitment to performance, driven by innovation, collaboration, and trust.**

Whether in science, service, or partnership, we aim to be not only a reliable companion, but a source of momentum for the global poultry community.

We invite you to take part in this celebration – to share your insights, exchange experiences, and enjoy the dynamic spirit of this meeting.

Because at LOHMANN, success has always been something we achieve **together.**



Jurek Grapentin

Jörg Heier



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60 YEARS OF GROWTH

LOHMANN AND SINGAPORE: A SHARED STORY OF PROGRESS

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The founding of the Franchise Distributor Meeting (FDM) by LOHMANN, and the lead-up to Singapore's independence, which...



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FACTS & FIGURES ABOUT SINGAPORE

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AGENDA

FROM MONDAY 03RD NOVEMBER TO FRIDAY 07TH NOVEMBER

Get all the information here!



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SPEAKERS

Evan Chen
Thanawut Ualapan
Teguh Y. Prajitno
Edison Liu (Liu Wen)
Prof. Ian C. Dunn
Dr. Ian Rubinoff
Dr. Sijne van der Beek
Daniel Fernandes
Mohallem
Ludio Martins Gomes, DVM
Gordon Butland
Marten Hazeleger
Nabil Chowdhury
David Wee

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DOWNLOAD THE FDM APP!

STAY CONNECTED

Don't miss a single update during the LOHMANN Franchise Distributor Meeting!

With the FDM App, you'll have the entire event at your fingertips...



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A PERFECT MATCH

SUSTAINABILITY MEETS INNOVATION AT PAN PACIFIC ORCHARD

Welcome to the Pan Pacific Orchard, the venue of this year's Franchise Distributor Meeting. By now, you have already experienced its striking design and...

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A CULINARY JOURNEY

OUR FDM DINNERS IN SINGAPORE

Singapore is a melting pot of cultures – and its cuisine reflects just that.

During our FDM, we invite you to experience the diverse flavors of the city through three very special dinner venues...



50

A TAPESTRY OF SINGAPORE

WEAVING CULTURE, HISTORY & INSPIRATION

This year's FDM social programme promises an unforgettable journey through the sights, sounds, and flavours of Singapore – a city where heritage and innovation go hand in hand.

Over two captivating days, we'll explore the vibrant cultural threads and...



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COMPANION PROGRAMME

DISCOVER, CREATE & TASTE THE SOUL OF SINGAPORE

While our FDM sessions dive deep into poultry performance and innovation, the Companion Programme offers a unique opportunity for our guests to experience Singapore's cultural heartbeat in the most...

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BEST FLOCK AWARD

WHO WILL BE THIS YEAR'S WINNER?

The anticipation is building – soon we will reveal this year's Best Flock Award winners!

Will you be among them?





60 YEARS OF GROWTH

LOHMANN AND SINGAPORE: A SHARED STORY OF PROGRESS

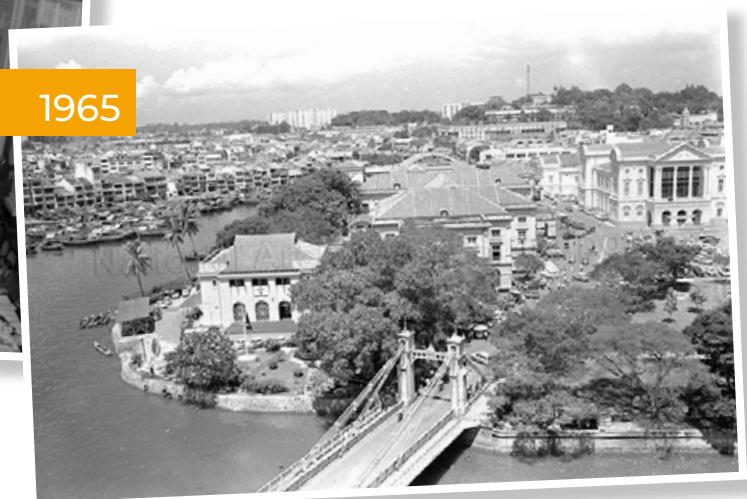
1961 marked the beginning of two remarkable journeys:

The founding of the **Franchise Distributor Meeting (FDM)** by LOHMANN, and the lead-up to **Singapore's independence**, which followed just four years later. While their origins lie in very different spheres, both have evolved into international success stories defined by **vision, resilience and innovation**.

Originally held in Germany, the **first FDM** took place in **Hamburg** – and over the decades, the event has grown from a small technical meeting into a **global platform for exchange**, bringing together poultry experts, distributors, and partners from all over the world. In parallel, **Singapore** has transformed itself from a small port city into a **leading global hub for innovation, business and connectivity**.



1961



1965

Adapting to Change, Embracing the World

Just as Singapore opened up to the world and built strong international ties, so too did the FDM.

In response to LOHMANN's expanding global network, the FDM ventured beyond Germany, hosting events in new regions, starting with Uruguay and Argentina.

Each location reflects our commitment to cultural exchange, openness, and meaningful dialogue – values that also define Singapore's own success story.

Japan



Madrid



Toronto



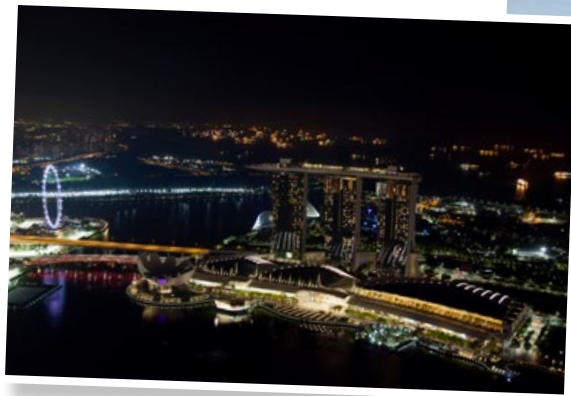


Connecting People, Ideas and Cultures

Both the FDM and Singapore thrive on the **power of people and knowledge.**

Over the years, the content of the FDM evolved from classic lectures on genetics and nutrition to include interactive workshops, diverse global perspectives, and cross-cultural exchange – always staying true to the idea that innovation happens when expertise meets open discussion.

Like Singapore, the FDM has become a meeting point of minds – and a place where performance meets innovation.



A Double Celebration

In 2025, we proudly celebrate **60 years of the Franchise Distributor Meeting** – in a country that also celebrates **60 years of independence**.

We could not imagine a better setting than Singapore to honour our past, celebrate the present, and shape the future — together.



**Welcome to Singapore. Welcome to the 60th FDM.
Breeding for success... together!**



FACTS & FIGURES ABOUT SINGAPORE

Facts & Figures about Singapore

FUN FACTS

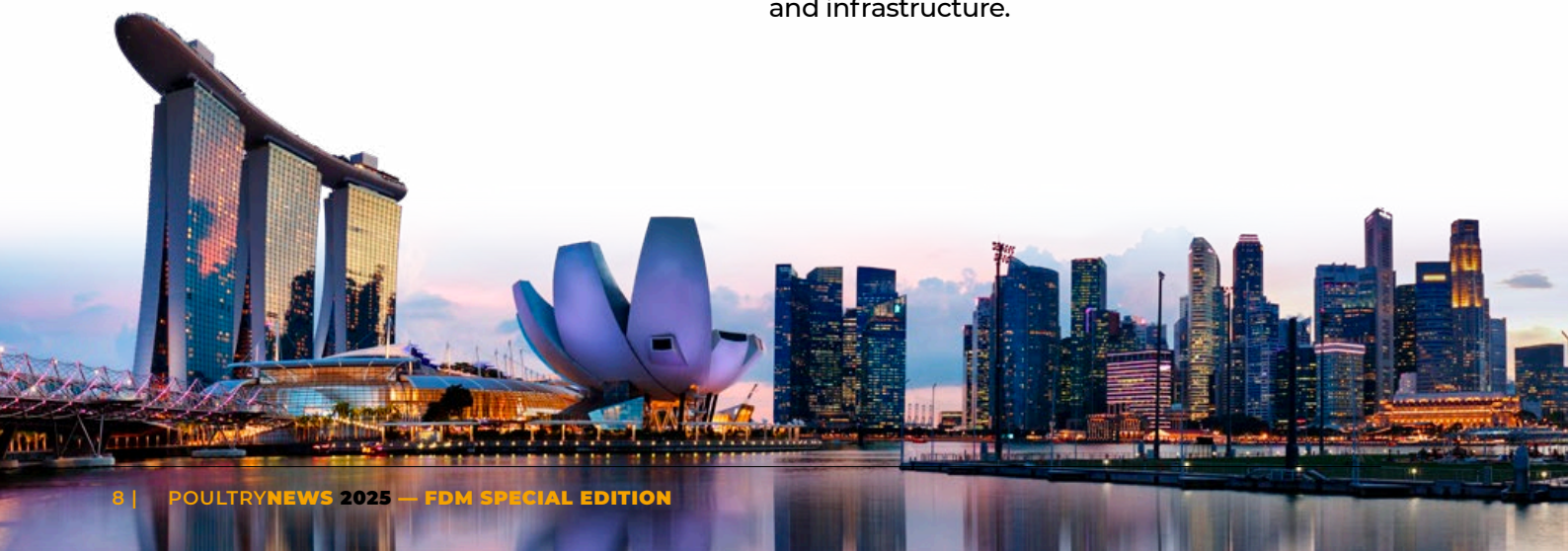


Where East meets Efficiency

Geography & Growth

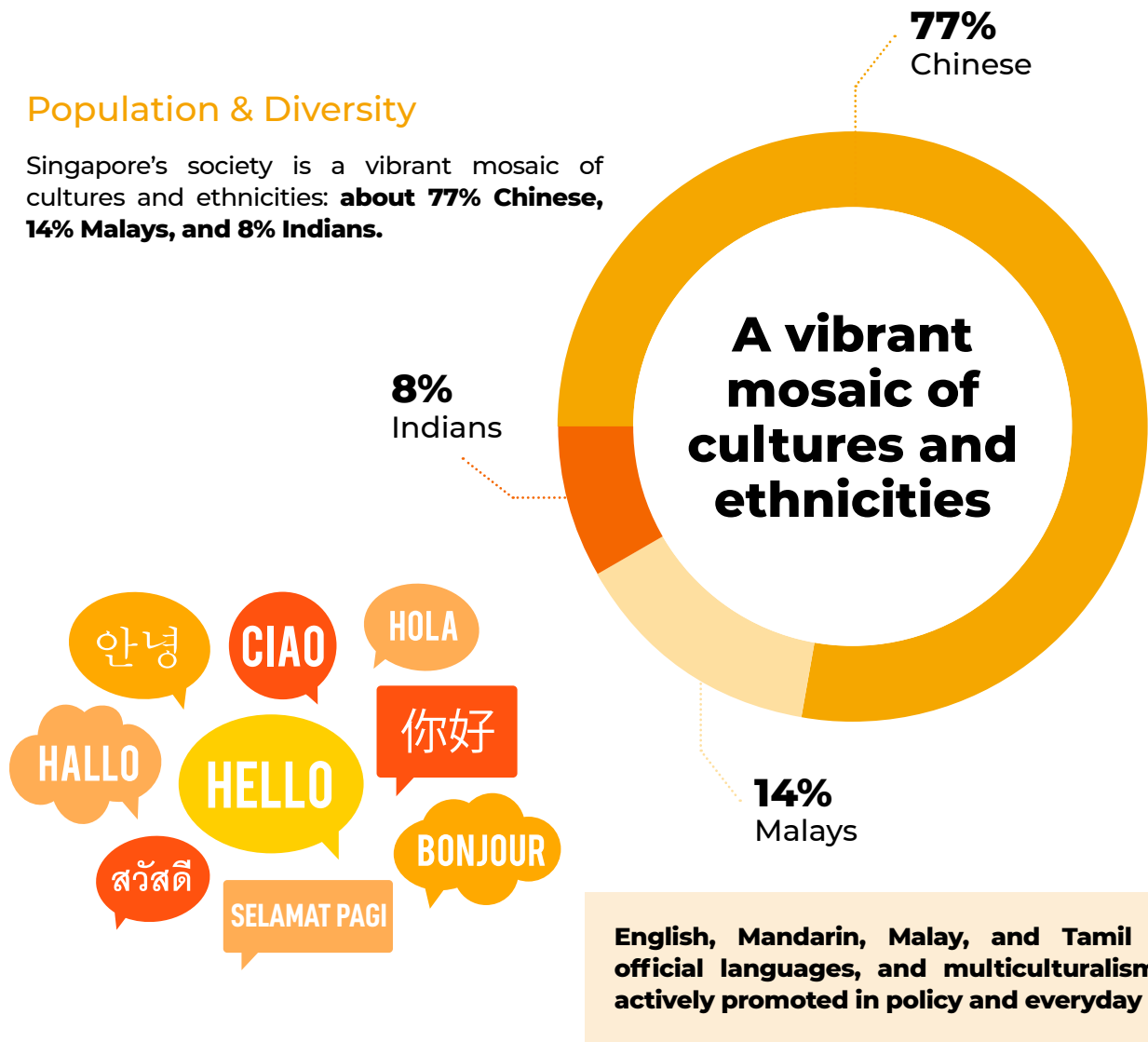
Singapore, a city-state at the southern tip of the Malay Peninsula, is one of the smallest countries in Southeast Asia – yet among the most dynamic. With a land area of just 728 km² and over 6 million inhabitants, it has one of the highest population densities in the world.

Thanks to ambitious land reclamation projects, Singapore's territory has grown significantly over the past decades – a testament to its forward-thinking approach to urban planning and infrastructure.



Population & Diversity

Singapore's society is a vibrant mosaic of cultures and ethnicities: **about 77% Chinese, 14% Malays, and 8% Indians.**



Religious Harmony

Religious diversity is lived peacefully in Singapore. Buddhism, Christianity, Islam, Hinduism, and Taoism all coexist side by side – with temples, mosques, and churches often located just steps apart.

Inclusive practices, such as halal options in school canteens, reflect the nation's deep commitment to religious respect and coexistence.



Etiquette & Social Norms

Politeness, respect, and indirect communication are highly valued – strongly influenced by Confucian ideals.

Common customs include exchanging business cards with both hands and avoiding public confrontation to help others “save face.”

Harmony often takes precedence over individual expression in professional and social settings.



Traffic & Public Transport

Singapore takes traffic seriously – and innovatively.

Strict ownership regulations and high vehicle taxes make cars a luxury.

Instead, the city offers one of the world’s most advanced public transport systems: clean, affordable MRT trains, buses, taxis, and even a scenic cable car to Sentosa.



In a Nutshell

Singapore is more than a modern metropolis – it’s a global model for smart growth, cultural integration, and social stability.

As a hub where performance meets innovation, it’s the perfect setting for this year’s LOHMANN FDM.



Gum is banned!

Since 1992, chewing gum (except for medical use) is banned to keep public spaces clean and public transport functioning.



A city in a garden

Nearly 50% of Singapore is covered in greenery – including rooftop gardens and vertical forests on skyscrapers.



Clean, cleaner, Singapore

You'll rarely see a public trash bin... or litter.

Strict fines keep the city spotless – and almost entirely rat-free!



Drinking water from the future

Singapore produces ultra-clean recycled water called NEWater – safe enough to drink and key to the country's water security.





The national bird fits in your hand

The tiny **Crimson Sunbird**, no bigger than a thumb, is Singapore's unofficial national bird.

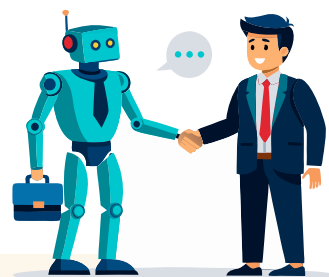
National Day = Sky Spectacle

Every **9 August**, Singapore celebrates independence with fireworks, military parades, drone shows and aerial flyovers.



Tech-savvy nation

Autonomous buses, AI toilets, and biometric passport controls? **Singapore is a global testbed for smart city solutions.**



One of the most expensive cities

Singapore regularly tops global cost-of-living rankings – beating cities like New York, Zurich and Tokyo.



Politeness matters

From handing over business cards with both hands to avoiding public confrontations – **manners are everything in Singaporean culture.**

AGENDA



MONDAY, 03rd November 2025

Arrival Day

20:00 - 23:00

Welcome Reception at Garden Terrace

LEVEL 11

TUESDAY, 4th November 2025

8:30 - 9:30

Registration at Cloud Terrace

LEVEL 18

9:30 - 9:45

Welcome to Singapore

Jurek Grapentin - Commercial Managing Director

9:45 - 11:15

Session: From Shell to Success - Asia's Path of Innovation

Eggs in Singapore. An Asian trend?

Eduardo Bernardi -
Regional Commercial Technical Manager

Eggs-ploring Asia - Philippines

Evan Chen -Bounty Plus Inc., Philippines

Eggs-ploring Asia - Thailand

Thanawut Ualapan - Saeng Tong Foods, Thailand

Eggs-ploring Asia - Indonesia

Teguh Y. Prajitno - JAPFA, Indonesia

Eggs-ploring Asia - China

Edison Liu (Liu Wen) - TECHLEX Foods, China

Discussion

11:15 - 11:45

Coffee Break

11:45 - 13:15

Session: Out of the Shell

Innovations Shaping the Future of Poultry Farming, from Hatch to Health

Farhad Mozafar - Technical Marketing Manager

Incubation: Innovations in Incubation:
The Next Generation of Hatching

Davide Assirelli - Global Technical Manager Hatchery

Management: Revolutionizing Management: Real-Time
Data, Predictive Analytics, and Responsive Actions

Mark Allen - Global Technical Manager Management

Health: Proactive Health Management:
The Role of AI in Disease Detection

Dr. Andreas Bublat -
Global Technical Manager Veterinary

Nutrition: Nourishing the Future: Advancements in Nutrition

Juan Valle Díez - Global Technical Manager Nutrition

Discussion

13:15 - 14:15

Lunch at Hotel

15:00 - 19:00

Sightseeing - TAPESTRY OF SINGAPORE I

Meeting Point: Hotel Lobby

19:00 - 19:30

Back to hotel to refresh for dinner

19:30

Transfer to the restaurant

Meeting Point: Hotel Lobby

20:45

Garden Rhapsody Show

21:00 - 23:30

DINNER Tung LOK Seafood - at Garden by the Bay

23:30

Transfer back to the hotel

All About Batik – A Journey Through Patterns and Heritage

10:00 - 10:30

Transfer

Meeting Point: Hotel Lobby

10:30 - 12:30

All about Batik

12:30 - 13:00

Bus transfer to the hotel

COMPANION
PROGRAM

AGENDA |

9:30 - 9:45	Welcome of the day	LEVEL 18	Dr. Matthias Schmutz - Director of R&D
9:45 - 11:15	Session: Success out of the Shell- Innovation meets Genetics		
	Breeding for the Long Run: Performance meets Resilience		Dr. Matthias Schmutz - Director of R&D
	Navigating the Long-Life-Layer on the Journey through Egg Quality and Bone Health		Prof. Ian C. Dunn, University of Edinburgh's Roslin Institute
	Discussion		
	BEST FLOCK AWARD		
11:15 - 11:45	Coffee Break		
11:45 - 13:15	Session: Success out of the Shell – Unleashing Performance through Data Insights		
	Learning from your Peers: “The Power of Benchmarking”		Thomas Calil - Product Manager
	How Do the Largest Egg Producers in the World unleash Performance Through Data Benchmarking		Dr. Ian Rubinoff - ILD North America
	Unlocking Performance: What does the data tell us?		Dr. Sijne van der Beek - EW GROUP
	Towards 600 Eggs in a Single Cycle: a Success Story		Daniel Fernandes Mohallem - Planalto OVOS
	Discussion		
13:15 - 14:15	Lunch at Hotel		
15:00 - 19:00	Sightseeing - TAPESTRY OF SINGAPORE II		Meeting Point: Hotel Lobby
19:00 - 20:00	Back to hotel to refresh for dinner		
20:00 - 20:45	Transfer to the restaurant		
20:45 - 23:00	DINNER at Tan Xiang Chai Chee – “A Local Hawker Affair”		Meeting Point: Hotel Lobby
23:00 - 23:30	Transfer back to the hotel		
Singapore Flavours with Cookery Magic			
10:00 - 10:30	Transfer		Meeting Point: Hotel Lobby
10:30 - 12:30	Cookery Magic Ruq		
12:30 - 13:00	Bus transfer to the hotel		



AGENDA



THURSDAY, 6th November 2025

9:30 - 9:45	Welcome of the day	LEVEL 18	Jörg Heier - Managing Director Operations
9:45 - 11:15	Session: The Shell of Protection		
	Avian Influenza Update 2025: Global Situation in Domestic Birds	Dr. Matthias Voss - Veterinary Scientific Director	
	Avian Influenza: The Fine Line within Vaccination and Immunization	Ludio Martins Gomes, DVM - Vaxxinova Asia Pacific GmbH	
	Poultry and Eggs: The Next 25 Years	Gordon Butland ACWA	
	Discussion		
11:15 - 11:45	Coffee Break		
11:45 - 13:15	Session: From Shell to the World		
	Tiny Birds, Big Puzzle: The Logistics of Day old Chicks	Marcos Ramirez - Head of Planning & Logistics	
	Day-Old Chicks on Route	Marten Hazeleger - Chickliner	
	Climate-Controlled Compassion: Safe Handling of Your Sensitive Products	Nabil Chowdhury - Qatar Airways	
	From Guidelines to Global Practice: How IATA Shapes Animal Transport Protocols	David Wee - IATA	
	Discussion		
13:15 - 14:15	Lunch at Hotel		
	GROUP PICTURE - FLOOR GARDEN		Meeting Point: Garden Terrace Lawn - LEVEL 11
15:00 - 19:00	FREE TIME		
19:00	Transfer to the restaurant		
20:00	Gala Dinner at Monti		Meeting Point: Hotel Lobby
1:00	Transfer back to hotel		

AGENDA |

COMPANION PROGRAM

Tea & Traditions: A Chinatown Journey

10:00 - 10:30	Bus transfer	Meeting Point: Hotel Lobby
10:30 - 11:30	Harmony in a Teacup	
11:30 - 12:30	Explore Chinatown	
12:30 - 13:00	Bus transfer to the hotel	

FRIDAY, 7th November 2025

Departure Day

THANK YOU!

See you in the next edition!



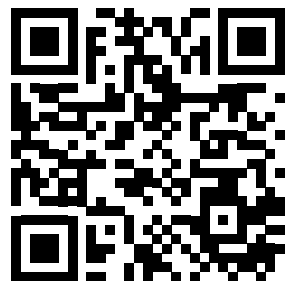
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Don't miss a single update during the **LOHMANN Franchise Distributor Meeting!**

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◀ Download de APP
in your phone!



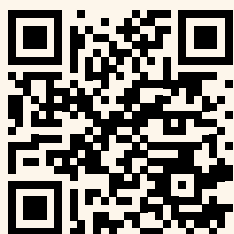
ANDROID APP ON
Google play



Available on the iPhone
App Store

Full programme

Always up to date.



◀ Link to LOHMANN
EVENT FDM website



Venue & city maps

Find your way easily.



Push notifications

Get instant updates and important announcements.



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FDM without missing a thing!**



EVAN CHEN

**General Manager, Branded Division – Bounty Plus, Inc.
Executive Program Head – Bounty Cares Foundation.**

Evan Chen brings a unique blend of business leadership and community engagement to the poultry industry. As General Manager for the Branded Division at Bounty Plus, Inc., Evan oversees the company's egg and hog farming operations, focusing on operational excellence and data-driven decision making.

His commitment to making a difference extends beyond business. In his role as **Executive Program Head of the Bounty Cares Foundation**, Evan leads programs dedicated to **education, nutrition, environmental protection, and disaster relief**, reflecting his belief that **true sustainable growth is built on empowering communities**.

Evan's academic achievements mirror his professional drive. He earned an **MBA with Distinction from INSEAD**, one of the world's leading business schools, and a **Bachelor of Science in Economics from the Wharton School at the University of Pennsylvania**.

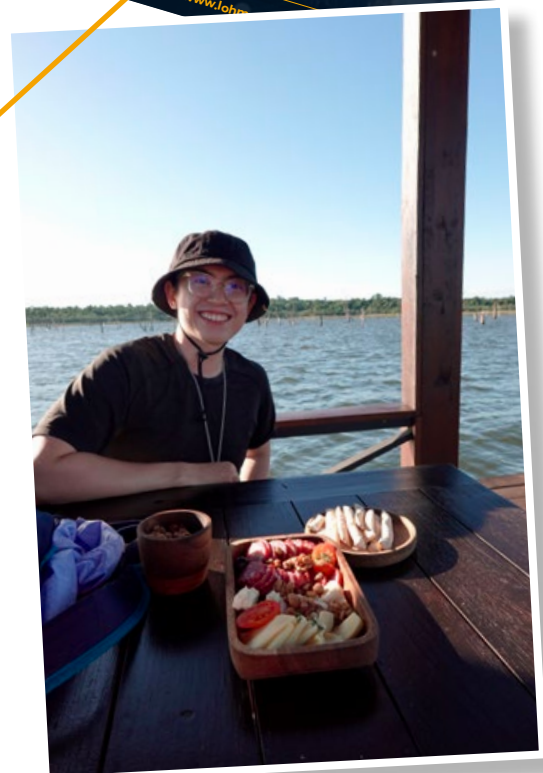
On a personal note, 2025 has been a special year for Evan. In **January**, he married his wife, **Vanessa**, and together they share a love for **discovering new cuisines** during their travels – and recreating those experiences in their own kitchen.



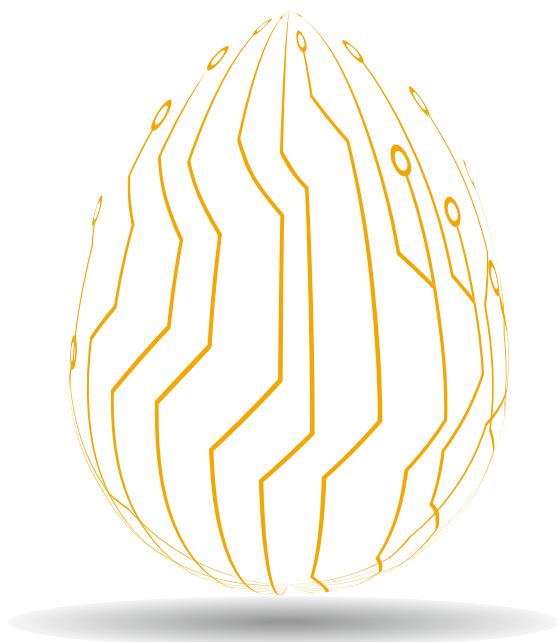
With his holistic approach to leadership, Evan represents the next generation of industry leaders, combining **innovation, responsibility, and a passion for sustainable growth.**

November 2025	
08:30 - 09:30	Registration at Cloud Terrace
09:30 - 09:45	Welcome to Singapore
09:45 - 11:15	Session: From Shell to Success - Asia's Path of Innovation
	Eggs in Singapore. An Asian trend?
	Eggs-ploring Asia - Philippines
	Eggs-ploring Asia - Thailand
	Eggs-ploring Asia - Indonesia
	Eggs-ploring Asia - China
	Discussion
11:15 - 11:45	Coffee Break
11:45 - 13:15	Session: Out of the Shell
	Innovations Shaping the Future of Poultry Farming, from Hatch to Health
	Incubation: Innovations in Incubation: The Next Generation of Hatching

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	Incubation: Innovations in Incubation: The Next Generation of Hatching
	Discussion
13:15 - 14:00	Lunch at Hotel
14:00 - 14:30	Lighting session - EVANGELIN OF SINGAPORE I
14:30 - 15:00	Transfer to the hotel for dinner
15:00 - 15:30	Coffee Break
15:30 - 16:00	Private dinner at the hotel



SPEAKERS | Evan Chen





THANAWUT UALAPAN

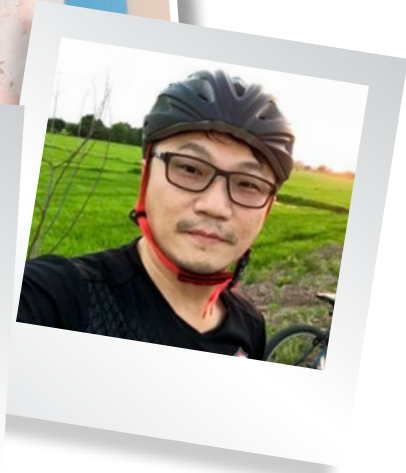
Advisory Director at Saeng Tong Foods and a member of the Egg Board of Thailand

Based in Banna, Thailand, **Thanawut Ualapan** brings a unique combination of technical expertise and industry insight to the poultry sector. With a Master's degree in Information Technology from Monash University in Australia, he offers a fresh perspective on how digital solutions can support and transform egg production and distribution.

As **Advisory Director at Saeng Tong Foods** and a **member of the Egg Board of Thailand** under the Ministry of Agriculture and Cooperatives, Thanawut plays a key role in shaping the future of Thailand's egg industry. His work bridges the gap between traditional poultry production and modern IT-driven approaches, helping to improve efficiency, traceability, and sustainability.

Away from work, Thanawut enjoys riding both bikes and motorbikes, playing tennis, and passionately supports his favorite football team — the Spurs.

We are looking forward to hearing his insights as we Eggsplare Asia together, and to seeing Thailand's egg sector from a fresh, IT-driven perspective.

[illegible]



TEGUH YODIANTARA PRAJITNO

Senior Vice President - Japfa Comfeed Indonesia

Born in Beijing, raised and educated in Germany, and now based in Jakarta, Dr. Prajitno combines a truly international background with deep expertise in avian health.

With a strong foundation in molecular biology and livestock production, Dr. Prajitno has dedicated his career to understanding and combating avian diseases. His work in developing vaccines and vaccination strategies against Highly Pathogenic Avian Influenza (HPAI) has been instrumental in advancing poultry health and biosecurity worldwide.



Known for his collaborative approach and broad knowledge, Dr. Prajitno brings both scientific excellence and a global perspective to the table.

His ongoing partnership with LOHMANN BREEDERS reflects his passion for innovation and sustainable solutions in the poultry industry





EDISON LIU (LIU WEN)

Vice President at Techlex Foods International

Edison Liu (Liu Wen) is Vice President at Techlex Foods International, where he leads global growth initiatives across the agri-food sector through strategic mergers and acquisitions, investments, and international trade.

With more than 17 years of professional experience, Edison brings extensive insight into the egg and layer farming industry, combining analytical depth with a forward-looking perspective on market development and sustainability.

Holding an MBA, he has been instrumental in shaping Techlex Foods' international presence, bridging regional expertise with global opportunities. His passion for continuous learning and collaboration reflects his belief that long-term success in agribusiness is built on innovation, trust, and shared progress.

Outside of work, Edison enjoys football, Chinese chess, and reading, finding balance and inspiration both on and off the field.

At the **60th LOHMANN Franchise Distributor Meeting**, Edison shares his perspective on how strategic thinking and partnership can strengthen the future of the global egg industry.

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	Topic: Innovations in Poultry Farming

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	Topic: Innovations in Poultry Farming





PROFESSOR IAN C. DUNN

University of Edinburgh's Roslin Institute.

Prof. Ian Dunn is a professor of avian biology at the University of Edinburgh's Roslin Institute leading a programme of improving poultry production and welfare. He has always been interested in biology and started work at the Poultry Research Centre in Edinburgh in the late 1970s gaining an honours degree in Physiology and Pharmacology at St Andrews University in 1983 funded by the Agriculture Research Council.

Prof. Dunn defined the chicken response to light, worked on managing broiler breeder reproduction then changed course to gain a PhD in molecular biology, but still on chicken reproduction!

The aim was improving reproduction in poultry by transgenesis however political winds stopped that. This meant a change to working with Lohmann Tierzucht on genetics, finding new phenotypes for egg quality and describing a new family of antimicrobial proteins in eggs. By then the Poultry Research Centre had become the Roslin Institute.

The Roslin Institute joined Edinburgh University in 2008, a period of opportunity ensued and, often with LOHMANN BREEDERS, that allowed the identification of specific genes for growth and bone quality and new measures of bone quality and egg cuticle deposition to prevent transmission of pathogens.

Prof. Dunn is keen to promote poultry science whenever he can and is active in the WPSA.



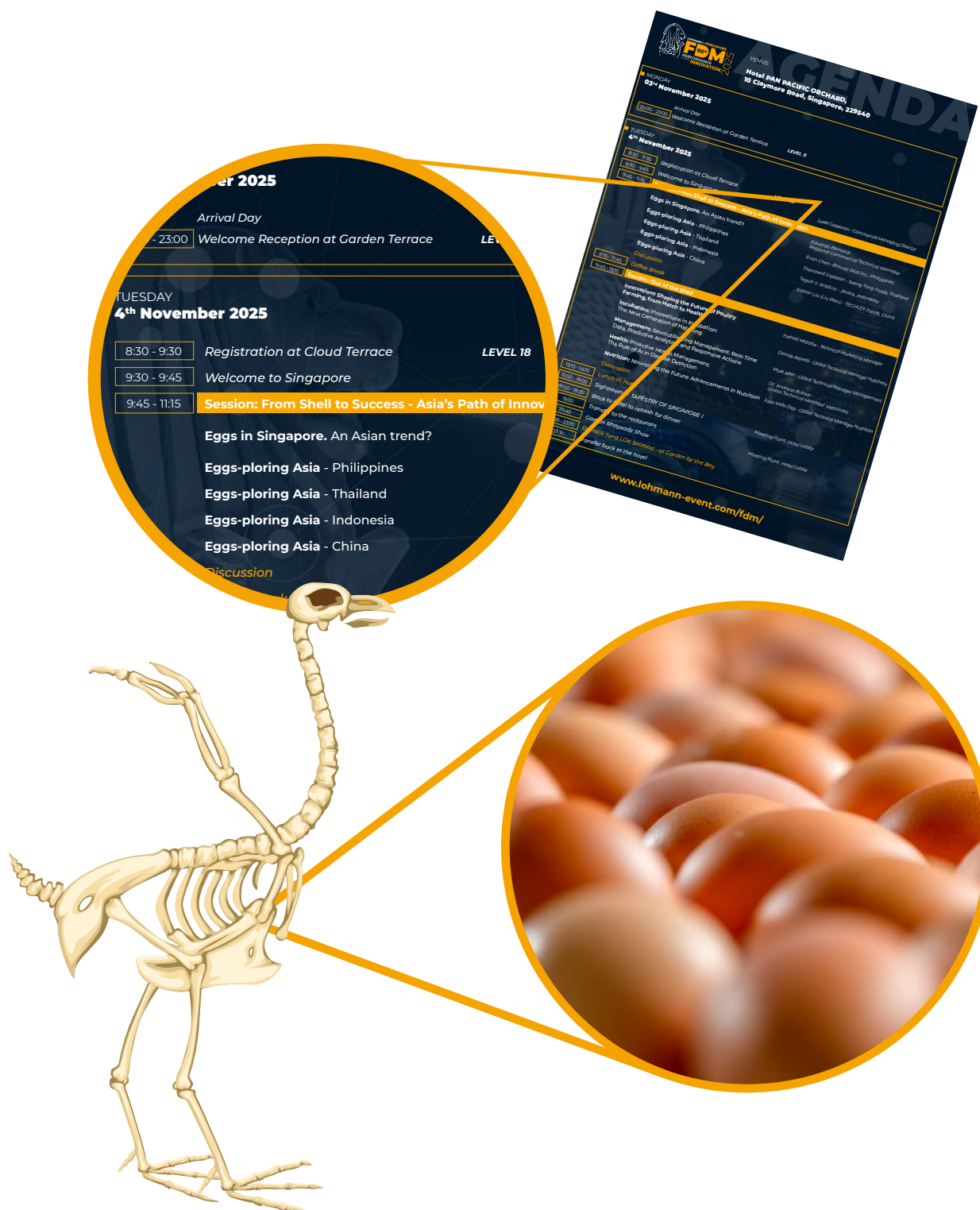
His two older children often puzzle him with their paths but has been supported by his wife through the changes in career and life. He helps with a scout group and maintains a vintage Landrover his age for fun and in case he ever retires.

Prof. Dunn will present **perspectives** on the long-life layer:

How egg production is not correlated with bone quality.

The key role of medullary bone in egg and bone quality.

How the onset of lay is important for setting the hen on a good course through a long laying cycle.





DR. IAN RUBINOFF

ILD North America, Sales Director

With years of experience across the EW Group network, Dr. Ian Rubinoff brings deep expertise in veterinary medicine, poultry health, and performance optimization. As Sales Director at ILD North America, he works closely with leading egg producers to translate complex data into actionable insights that drive real-world results.

Holding degrees in **Animal Science** from the *University of Rhode Island* and both a **Doctor of Veterinary Medicine** and **Master of Public Health** from the *University of Minnesota*, Ian is also a **Diplomate of the American College of Poultry Veterinarians** — a credential that underscores his strong scientific foundation.

Since joining **ILD North America in 2021**, Ian has been at the forefront of helping producers leverage benchmarking systems to maximize flock health and productivity. When he's not traveling, analyzing data, or visiting farms, you'll likely find him **running, hiking, brewing beer, or cooking** — pursuits that mirror his curiosity and hands-on approach to both science and life.



In his presentation, **“How Do the Largest Egg Producers in the World unleash Performance Through Data Benchmarking”**, Dr. Ian Rubinoff will demonstrate how large-scale egg producers can use benchmarking tools such as **VisionEgg** to uncover performance patterns across farms and housing systems.

By turning data into actionable insights, producers can identify strengths, detect challenges early, and make informed decisions that enhance flock performance, efficiency, and overall production outcomes.



Learning for the Long Run: Performance through Data Insights

Navigating the Long-Life-Layer on the Journey through Egg Quality and Bone Health

Discussion

BEST FLOCK AWARD

11:15 - 11:45 *Coffee Break*

11:45 - 13:15 **Session: Success out of the Shell – Unleashing Performance through Data Insights**

Learning from your Peers: “The Power of Benchmarking”

How Do the Largest Egg Producers in the World unleash Performance Through Data Benchmarking

Unlocking Performance: What does the data tell us?

Towards 600 Eggs in a Single Cycle: a Success Story

Discussion

13:15 - 14:15 *Lunch at Hotel*

14:15 - 19:00 *Sightseeing - TAPESTRY OF SINGAPORE II*

Back to hotel to refresh for dinner

Transfer to the restaurant





DR. SIJNE VAN DER BEEK

Head of Global Field Data, EW Group.

As Head of Global Field Data for Layers at EW Group, Dr. Sijne van der Beek plays a central role in connecting science, data, and field performance. He coordinates the activities of the Group's Layer Distribution and Breeding Companies, focusing on collecting and analysing field data – and transforming it into valuable insights for both customers and EW Group companies worldwide.

Sijne holds both a **Master's degree and a PhD from Wageningen University**, where his doctoral research focused on the use of genomics in poultry breeding. After completing his studies, he built a long and diverse career in the animal breeding industry. For more than **23 years**, he worked at the Dutch/Flemish cattle breeding cooperative **CRV**, holding various positions in research, breeding, product management, and data science. In **November 2020**, he joined EW Group, bringing his expertise from cattle into the poultry world.

Beyond his professional life, Sijne has strong agricultural roots: he was born and raised on a dairy farm on the beautiful island of Texel, is married to the daughter of a dairy & poultry farmer, and is the proud father of two sons who are now studying at university.



At the **FDM 2025**, Sijne will deliver his presentation **“Unlocking Performance: What do data tell us?”**.

His talk will highlight how a data-driven approach can help us understand genetic potential, recognise the influence of environmental factors, and identify the right actions to truly unleash flock performance.



Breeding for the Long Run: Performance meets Genetics
 Navigating the Long-Life-Layer on the edge of the Shell –
 through Egg Quality and Bone Health
Discussion

BEST FLOCK AWARD

11:15 - 11:45 *Coffee Break*

11:45 - 13:15 **Session: Success out of the Shell –
 Unleashing Performance through Data Insights**
 Learning from your Peers: “The Power of Benchmarking”
 How Do the Largest Egg Producers in the World
 unleash Performance Through Data Benchmarking
 Unlocking Performance: What does the data tell us?
 Towards 600 Eggs in a Single Cycle: a Success Story
Discussion

13:15 - 14:15 *Lunch at Hotel*

14:15 - 19:00 *Sightseeing - TAPESTRY OF SINGAPORE II*
 Back to hotel to refresh for dinner
 Transfer to the restaurant



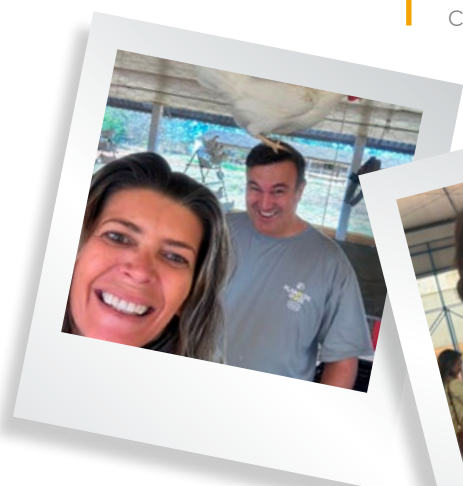
DANIEL FERNANDES MOHALLEM

Co-Founder, Planalto Ovos, Brazil.

Daniel Fernandes Mohallem, Co-Founder of Planalto Ovos, has dedicated more than 20 years to advancing poultry production and animal welfare in Brazil. A veterinarian by training, with a Master's degree in Veterinary Sciences and an MBA in Business Management, Daniel combines scientific expertise with strong leadership.

Since founding Planalto Ovos in 2018, he has been instrumental in shaping one of Brazil's leading **cage-free and animal welfare-certified production systems**, where sustainability and responsibility are as important as performance. Inspired early by his father's involvement in poultry, Daniel has always believed that progress in farming must go hand in hand with ethical practices.

Beyond his professional role, Daniel is married and the proud father of two daughters. He enjoys spending time with friends over a barbecue, exploring craft beers, and contributing to social causes, particularly through **Rock Aid**, a project that supports vulnerable families in his community.



At the **FDM 2025**, Daniel will present **“Towards 600 eggs in a single cycle: a success story.”**

He will share the journey of Planalto Ovos, where recent results reached nearly 594 eggs per hen housed at 119 weeks, and the expectation is to soon cross the 600-egg milestone.

The case illustrates how bird longevity, egg quality, and accurate data recording form the foundation of success. Daniel will also highlight management features that set their system apart: own rearing, natural light, low stocking density, late light stimulation, and nutrition strategies such as coarse limestone and high-fiber diets – all supporting strong bones, healthy guts, and durable shells without antibiotics.

His talk concludes with a reminder that genetic progress must be matched by management innovations, while also recognizing external challenges such as avian influenza and market fluctuations.





LUDIO MARTINS GOMES, DVM

Technical Manager for Vaxxinova Asia Pacific.

With a career spanning over 24 years, Dr. Ludio Martins Gomes brings a wealth of expertise to the field of poultry health. His journey began in Brazil, where he earned his Doctor of Veterinary Medicine degree from the Federal University of Paraná, followed by a postgraduate degree in Poultry Health from the Federal University of Uberlândia and a certificate in Poultry Production from the World Organization for Animal Health and the University of Montreal.

Ludio started his professional path with leading Brazilian integrators **BRF** and **JBS**, where he built a strong foundation in parent stock, hatchery, and broiler operations. Over time, he transitioned into **technical leadership roles** with global animal health companies, expanding his reach and impact across **Latin America and Southeast Asia**.

Today, Ludio is based in **Bangkok**, serving as **Technical Manager for Vaxxinova Asia Pacific**. In this role, he supports poultry producers with **science-based strategies** for disease control and vaccination, always with a focus on practical solutions and sustainable health management.

Beyond his professional achievements, Ludio describes himself simply:

"Brazilian – not by choice, ahaha – husband, father, universal God believer, veterinarian, and, as I like to say, a 'feathers popping up the skin' poultry person."



Avian influenza remains one of the most serious threats to poultry production worldwide. While many countries have integrated **vaccination programs** into their control strategies, AI outbreaks continue to rise at an alarming rate.

In his session, Ludio will explore the complex factors behind this challenge – from bird type and disease pressure to vaccine selection and, most importantly, the critical distinction between vaccination and true immunization.





GORDON BUTLAND

With more than 35 years of experience in the poultry industry, Gordon Butland brings a truly global perspective to the table.

His career began with **Rabobank**, where he was involved in major investments such as **Frangosul**, a key player in the Brazilian poultry sector at the time. This early exposure sparked his passion for the industry and led him to dedicate himself fully to poultry. Over the years, Gordon has worked on **every continent** and in **over 20 countries**, gaining hands-on experience across the entire value chain – from **genetics to the consumer's plate**.

While his core expertise lies in **finance**, Gordon's work has touched all areas of poultry production, giving him unique insights into the industry's development. Reflecting on the changes he has witnessed, Gordon notes how far the sector has come:

“When I started, poultry genetics focused on just two traits. Today, we work with twelve. Smartphones didn't exist, personal computers were still a novelty, highly pathogenic avian influenza wasn't on the radar, and artificial intelligence was beyond imagination.”

Since **1997**, Gordon has made **Thailand** his home, where he lives with his wife, **Dr. Sompiss Jullabutradee**, a poultry veterinarian. Currently, he is involved in an exciting **greenfield project in Uzbekistan** and continues to produce **monthly global industry reports**, sharing his expertise and analysis with stakeholders worldwide.

Looking ahead, Gordon's focus is now on the **long-term future of the poultry sector**, particularly the profound demographic changes and global challenges that will shape the next decades of production and consumption.

About the Presentation

In his session, **“Poultry Industry – The Next 25 Years”**, Gordon will explore the **key changes and challenges** that the industry faces today and those still to come.

He will discuss the forces driving transformation across the globe and highlight potential solutions to ensure a sustainable and profitable future for poultry production.





MARTEN HAZELEGER

General Director, Chickliner, Netherlands.

At just 30 years old, Marten Hazeleger is the General Director of Chickliner, a Dutch family-owned company that has become a trusted specialist in the safe and responsible road transport of day-old chicks and hatching eggs.

Marten has been part of the company from a very young age. He started hands-on as a **driver**, gaining direct experience in the field, before moving on to lead **innovation projects** within the business. This journey has given him both practical expertise and a forward-looking perspective, which he now combines in his leadership role.

Chickliner today operates across **Western Europe**, using specially developed vehicles and systems designed to guarantee an **animal-friendly and hygienic approach** to live animal transport. These standards have set benchmarks in European poultry logistics and reflect the company's strong commitment to responsibility and innovation.

Away from work, Marten lives in the Netherlands with his wife and their two young daughters, aged 2 and 4. In addition to his professional responsibilities, he also serves his local community as a **volunteer firefighter**, underlining his dedication to teamwork and service beyond business.



At the **FDM 2025**, Marten will present **“Day Old Chicks on Route.”**

His talk will provide an inside look into how Chickliner ensures the safe and sustainable transport of day-old chicks and hatching eggs, highlighting the innovative systems and practices that have positioned the company as a leader in poultry logistics.





NABIL CHOWDHURY

Product Development Manager
at Qatar Airways Cargo

Based in Doha, **Nabil Chowdhury** is Product Development Manager at Qatar Airways Cargo and a leading figure in the development of specialized air cargo solutions. Over the course of his career, he has successfully managed complex products such as **Live Animals, Pharmaceuticals, Perishables, Vulnerable and Valuable goods**, and has spearheaded initiatives that generate significant added value for customers worldwide.

Among his achievements, Nabil led the launch of **AirPlus Solutions** at Qatar Airways Cargo, providing tailored products that have generated millions in incremental revenue. He also played a key role in securing **IATA CEIV certifications** for **Live Animals** and **Fresh**, positioning Qatar Airways Cargo as a benchmark for quality and safety in the industry.

With a passion for **traveling, reading, and meeting friends**, Nabil combines professional expertise with a personal warmth that reflects perfectly in his approach: bringing compassion and precision together to safeguard the most sensitive cargo.

At this year's **FDM**, Nabil will present **"Climate-Controlled Compassion: Safe Handling of Your Sensitive Products."**

His talk will focus on best practices for transporting day-old chicks, with a special emphasis on mitigating the risks posed by extreme temperatures during transit in Doha. From temperature-controlled logistics to staff training and robust protocols, Nabil will highlight how Qatar Airways Cargo ensures both animal welfare and operational efficiency.





DAVID WEE

Regional Cargo Manager Asia Pacific IATA

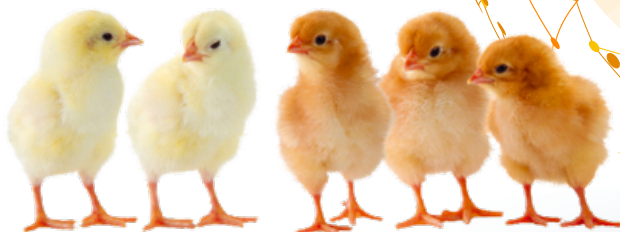
As **Regional Cargo Manager Asia-Pacific** for the **International Air Transport Association (IATA)**, **David Wee** plays a key role in shaping the future of cargo operations across one of the world’s most dynamic regions. Based in IATA’s Asia-Pacific regional office in Singapore, David leads the development and execution of strategies that drive progress in **sustainability**, **digitalization**, and the **safe movement of cargo and mail**, including the global distribution of healthcare products.

With over **20 years of experience** in aviation and cargo, and a **Master of Science in Supply Chain Management** from The Logistics Institute – Asia Pacific and the National University of Singapore, David brings deep expertise to his work and to the wider industry. Since joining IATA in 2021, he has been instrumental in engaging the air cargo community to align global practices and foster innovation.



At this year's **FDM**, David will focus on animal transport – a vital topic for the poultry industry. His session, **“From Guidelines to Global Practice: How IATA Shapes Animal Transport Protocols”**, highlights how **unified policies across cargo, passenger services, and ground operations** ensure **safe, efficient, and seamless transport of animals worldwide**.

By advocating for global standards and cross-department collaboration, David shows how IATA is working to improve safety, efficiency, and customer satisfaction, ensuring that the transport of live animals – including chicks – meets the highest international standards.





A PERFECT MATCH

SUSTAINABILITY MEETS INNOVATION AT PAN PACIFIC ORCHARD

Welcome to the **Pan Pacific Orchard**, the venue of this year's Franchise Distributor Meeting. By now, you have already experienced its striking design and warm hospitality.

Instead of focusing on the impressive facilities, we would like to highlight what truly sets this hotel apart – its strong commitment to **sustainability**, a value that aligns perfectly with LOHMANN BREEDERS' vision of *Performance meets Innovation*.

With over **12,000 square meters of greenery** integrated into the building, the Pan Pacific Orchard brings nature into the heart of Singapore's bustling city center. Its terraces, inspired by Singapore's diverse landscapes, are more than just beautiful – they help regulate temperature, improve air quality, and support biodiversity.



◀ Link to Pan Pacific Orchard Singapore



The hotel's sustainable practices go far beyond design.

Solar panels generate clean energy, rainwater harvesting systems reduce water consumption, and innovative waste management turns food waste into resources for self-cleaning.

These initiatives have earned the hotel prestigious certifications, including the Global Sustainable Tourism Council (GSTC) certification and Singapore's Green Mark Platinum rating.



At LOHMANN BREEDERS, this year's FDM theme **"Performance meets Innovation"** goes beyond genetics and production. Innovation also means taking responsibility for our planet and future generations.

The Pan Pacific Orchard perfectly reflects this spirit, embodying our shared vision of building a sustainable future for the poultry industry – and beyond.

As we come together here in Singapore, the Pan Pacific Orchard stands as a living example of how innovation and sustainability can work hand in hand – just as we strive to achieve every day at LOHMANN BREEDERS.



A CULINARY JOURNEY

OUR FDM DINNERS IN SINGAPORE



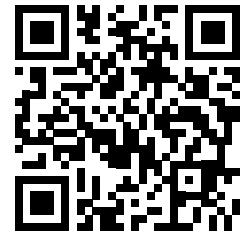
Singapore is a melting pot of cultures – and its cuisine reflects just that.

- During our FDM, we invite you to experience the diverse flavors of the city through three very special dinner venues:

TungLok Seafood at Gardens by the Bay

Enjoy premium seafood with a local twist in one of Singapore's most iconic locations.

Surrounded by lush greenery and futuristic architecture, this evening combines fine dining with an unforgettable atmosphere.



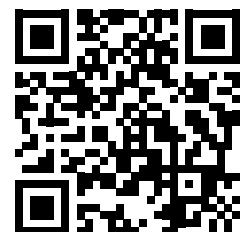
▲ [Link to TungLok Seafood](#)



Tan Xiang Chai Chee – Local Hawker Affair

Get a taste of authentic Singaporean street food!

Our casual hawker-style dinner brings you the beloved local flavors that define everyday life in the city – bold, diverse, and full of character.



▲ [Link to Tan Xiang Chai Chee](#)

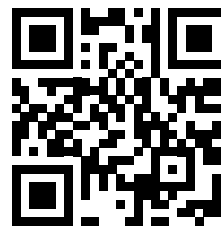


Gala Dinner at Monti

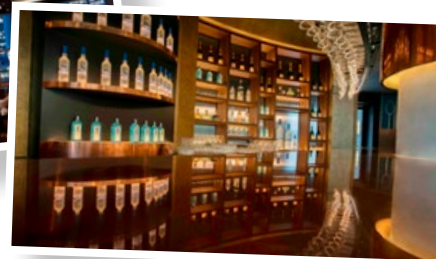
To conclude in style, our gala dinner takes place at Monti, a stunning waterfront restaurant with sweeping views of Marina Bay.

Italian sophistication meets Singaporean skyline – the perfect backdrop to toast 60 years of LOHMANN FDM.

MONTI



▲ [Link to Monti](#)



From traditional to contemporary, casual to elegant – this journey through Singapore's culinary scene will be just as diverse as our global LOHMANN family.



LOHMANN in SINGAPORE

FD^{60th}**M**
PERFORMANCE
meets **INNOVATION**

2025



www.lohmann-event.com/fdm/



A TAPESTRY OF SINGAPORE

WEAVING CULTURE, HISTORY & INSPIRATION

This year's FDM social programme promises an unforgettable journey through the sights, sounds, and flavours of Singapore – a city where heritage and innovation go hand in hand.

Over two captivating days, we'll explore the vibrant cultural threads and historical layers that together create the unique fabric of this island nation.



Part 1

Colours of culture

Our first day takes you deep into Singapore's multicultural heartbeat.

Guided by licensed experts, we'll stroll through the bustling streets of Chinatown, breathe in the fragrant spices of Little India, and admire the golden domes of Kampong Glam.

Along the way, traditional architecture and colourful street life reveal the rich heritage of Chinese, Malay, and Indian communities.

With private transport, refreshing bottled water, and local delicacies to sample, this tour is a feast for all senses.

Part 2

From colonial elegance to iconic views

On day two, we shift gears to Singapore's colonial heritage and breathtaking skyline.

We'll step inside the Peranakan Museum, where vibrant costumes, intricate beadwork, and centuries-old traditions tell the story of the Straits Chinese community.

Next, a serene bumboat ride along the Singapore River takes us past historic quays and bridges, offering a glimpse into the city's transformation from a bustling trading port to a world-class metropolis.

Our journey ends at Merlion Park and the Civic District, where Singapore's most iconic symbol stands proudly against the backdrop of grand colonial architecture and shimmering modern towers.



This social programme is more than sightseeing – it's a celebration of Singapore's soul.

From the spice-filled markets to the gentle river breezes, from history-rich museums to awe-inspiring skylines, every step brings new perspectives, shared experiences, and inspiring conversations.

COMPANION PROGRAMME

DISCOVER, CREATE & TASTE THE SOUL OF SINGAPORE

While our FDM sessions dive deep into poultry performance and innovation, the Companion Programme offers a unique opportunity for our guests to experience Singapore's cultural heartbeat in the most authentic way – through its tea, art, and flavours.



Harmony in a teacup

A traditional Chinese tea experience

Step into the serene world of Chinese tea culture with an immersive Tea Appreciation Workshop.

In a peaceful, authentic setting, our expert guide will reveal the history and traditions behind this ancient art, from recognising delicate tea leaves to mastering the traditional brewing process.

Discover the health benefits hidden in each fragrant cup, then continue with a walking tour through Chinatown, where vibrant streets and historic shophouses tell stories of generations past.



All about Batik

Painting tradition into modern life

In this creative hands-on workshop, you'll explore **batik**, one of Southeast Asia's most beautiful and intricate art forms.

Learn the tools and techniques – from wax application to dye work – and create your own one-of-a-kind motif on a fabric bag to take home.

No experience is needed – just curiosity, colours, and a willingness to let your creativity flow.



Cookery magic with Ruq

Taste Singapore's flavours

Join renowned Singaporean chef and storyteller Ruqxana in her warm and welcoming kitchen.

With over two decades of experience and recognition as a Singapore Tourism Board ambassador, she will guide you through cooking an authentic local dish, sharing not only recipes but also stories, traditions, and culinary secrets that make Singapore's cuisine so special.



Source: <https://cookerymagic.com/the-food-sorceress/>

From the delicate aromas of tea to the vibrant patterns of batik and the irresistible flavours of local dishes – this Companion Programme is a celebration of Singapore's culture, crafted for connection, creativity, and unforgettable memories.



LOHMANN
BREEDERS

03. - 07.11.2025
LOHMANN in SINGAPORE
FDM
PERFORMANCE
INNOVATION 2025

BEST FLOCK AWARD



WHO WILL BE THIS YEAR'S WINNER?

The anticipation is building – soon we will
reveal this year's Best Flock Award winners!

Will you be among them?



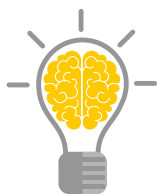
INTERNAL | BEST FLOCK AWARD

The award celebrates the **top-performing flocks** in the LOHMANN family – a true recognition of excellence, dedication, and outstanding results.

Last year's winners set impressive benchmarks... and this year, the competition is just as fierce.

But remember: **you can only win if you share your flock data with us regularly.**

It's a win-win situation:



Better insights

We can provide more accurate analyses



Tailor-made solutions

Specific recommendations for your farm



Chance to win

If your results shine, so will your flock!

So, keep the data coming – and maybe this year we'll be putting your farm in the spotlight!

**Hotel
PAN PACIFIC
ORCHARD**



Claymore Road

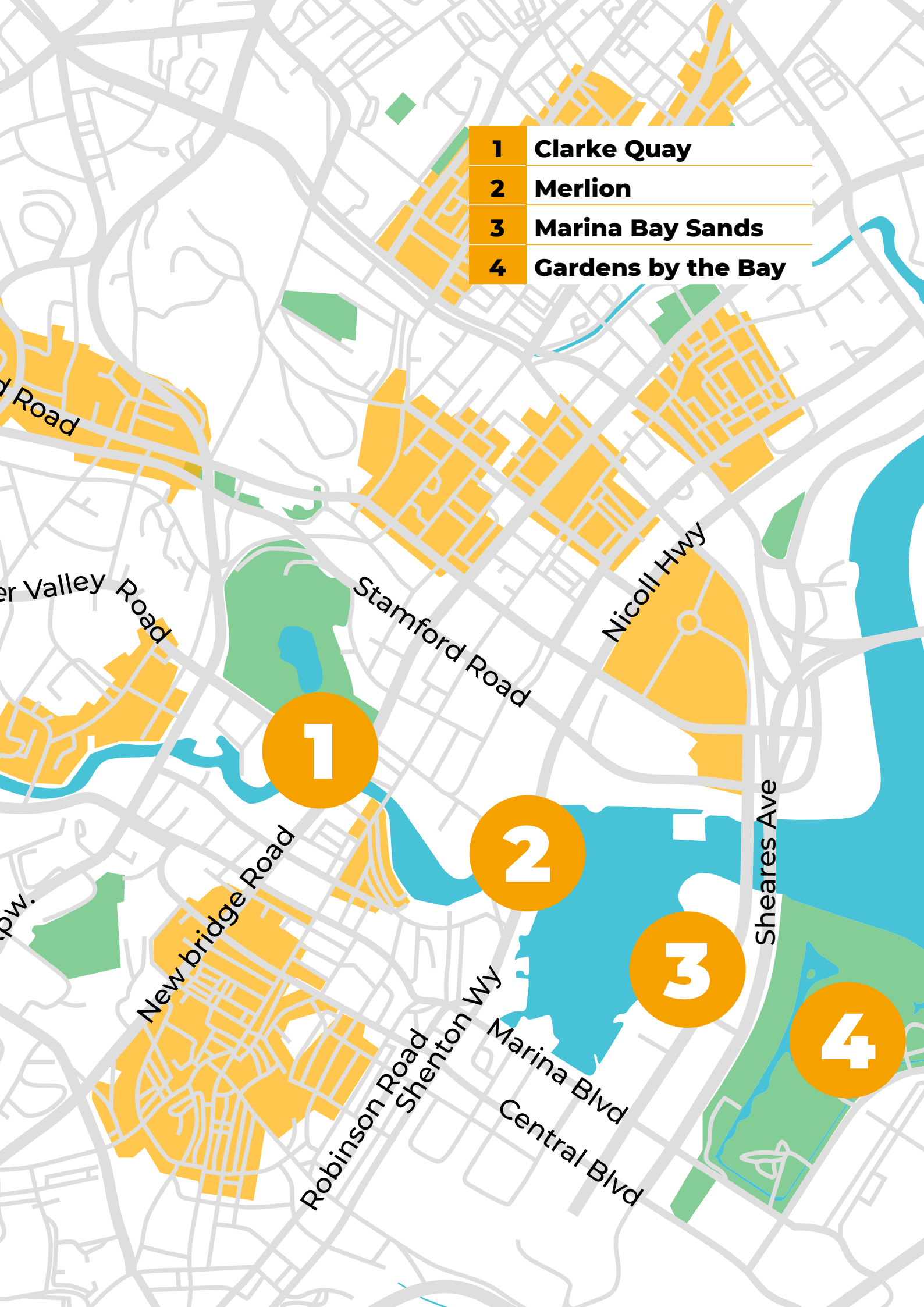
Orchard

Grange Road

River

Central Ex





- | | |
|---|--------------------|
| 1 | Clarke Quay |
| 2 | Merlion |
| 3 | Marina Bay Sands |
| 4 | Gardens by the Bay |

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2

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4

d Road

er Valley Road

Stamford Road

Nicoll Hwy

Sheares Ave

New bridge Road

Robinson Road
Shenton Wy

Marina Blvd
Central Blvd



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