



EUROTIER 2024

SUCCESSFUL WORLD'S LEADING TRADE FAIR PROVIDES BUSINESS-RELEVANT IMPETUS



2,193
exhibitors



51
countries



120,000
trade visitors

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Some impressive facts for the beginning: 2,193 exhibitors from 51 countries - around 120,000 trade visitors from 149 countries keen to invest - guiding theme 'We innovate animal farming': forward-looking innovations ensure productivity and competitiveness - animal welfare, sustainability, digitalization and AI set the pace.

Under this year's theme 'We innovate animal farming', EuroTier 2024 provided strong impetus for the national and international livestock sector.

Together with a diverse range of exhibitions and a specialist programme, the DLG (German Agricultural Society) as organizer presented technical innovations that combine productivity, animal welfare and sustainability - from digitalization, robotics and AI to modern solutions for barn construction and health management.

The motto of the trade fair was a perfect fit for us, because at LOHMANN BREEDERS, innovative strength and productivity go hand in hand.

LOHMANN Booth: The Heart of the Exhibition

Situated at H17C13, the LOHMANN booth became a central hub of activity, attracting professionals eager to discuss the latest trends in layer breeding and market developments.

After a break of several years, our entire team was more than ready to make the trade fair an absolute highlight of our LOHMANN year. And the visitors proved us right, our stand was one of the most visited stands.

All trade fair visitors, customers, business partners and members of the large LOHMANN family made up for the lively activity at our stand.



LOHMANN Booth Party

We may not have been at EuroTier for a long time, but of course we still know how to organize a stand party!

Hospitality and customer service are a high priority at LOHMANN BREEDERS and so the opening party at the trade fair was a complete success.

With good drinks, delicious snacks, live music and, above all, good conversation, we offered a perfect balance of work and leisure, leaving visitors with a memorable experience. Many thanks to everyone who joined us!

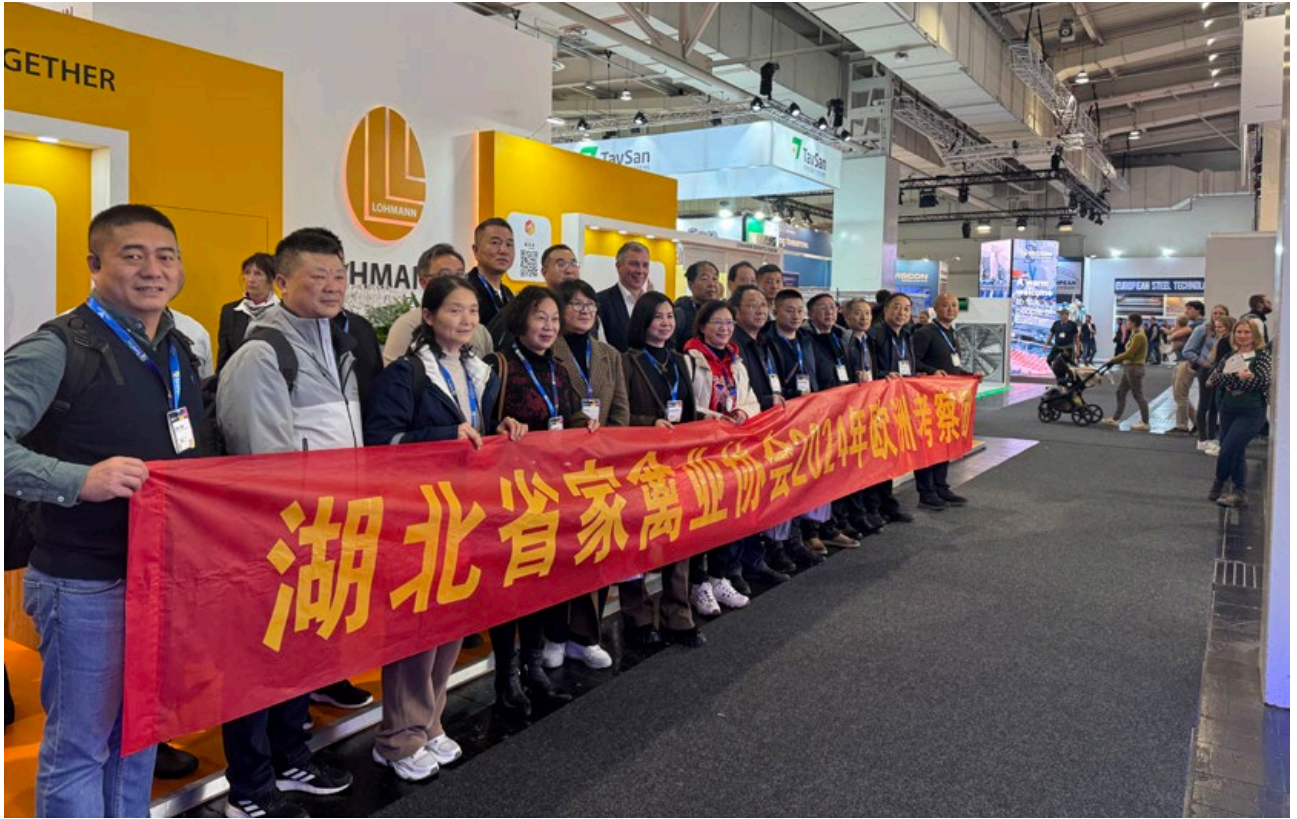


We were once again able to demonstrate our strengths at this trade fair: first-class customer service, sharing expert knowledge, excellent marketing and, of course, our high-performance breeds.

EuroTier 2024 has closed its doors this year, but at LOHMANN BREEDERS the door is always open for our customers and business partners.

With this in mind, we look forward to the next company events such as the LOHMANN SCHOOL or our Franchise Distributor Meeting, or perhaps we will see you at another trade fair or congress.





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