

# XXIII LATIN AMERICAN POULTRY CONGRESS (OVUM 2024)

Braulio Ruiz  
Sales & Technical Service  
Latin America



**3,980**  
attendees



**55**  
countries



**168**  
booths

Every two years, the Latin American Poultry Association (ALA) organizes a highly significant congress in the poultry sector.

This time, the event took place in Punta del Este, Uruguay, and welcomed 3,980 attendees from 55 countries, 200 companies were present across 168 booths.



## Importance of the congress

This congress aims to bring together key players in the poultry industry from Latin America and around the world to address the challenges, opportunities, and advancements in poultry production.

**The OVUM 2024 Congress was aimed at all those interested in learning about trends and challenges in the sector and establishing contacts and business relationships with other professionals from the region and beyond.**

## Importance for LOHMANN to be present

Given the importance of this event, LOHMANN BREEDERS decided to participate with an own booth, where sales and service representatives Matheus Alves and Braulio Ruiz, along with Nelson Aguilar from the global technical services team, were present.

**This participation provided the opportunity to interact with representatives from various egg production companies and many of our distributors in Latin America, thereby strengthening relationships and looking toward the future.**



## Social Activity

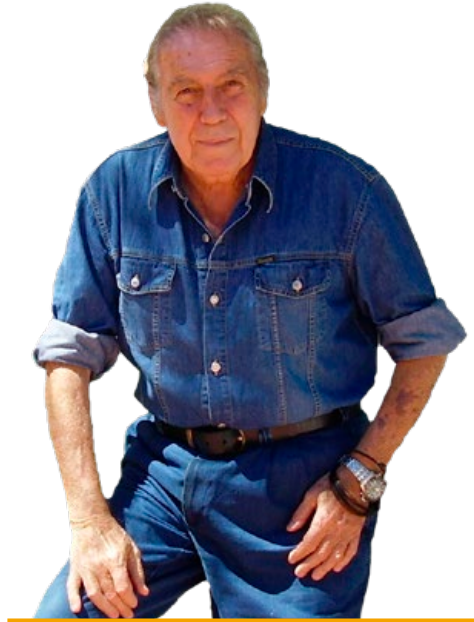
On Thursday, November 14, along with a group of clients, colleagues and friends from 11 Latin American countries that are part of the LOHMANN BREEDERS FAMILY, we took a guided tour of the Casapueblo Workshop Museum, where we enjoyed a beautiful sunset ceremony.

**During the activity, we shared a delicious dinner accompanied by performances from the National Folkloric Ballet of Uruguay.**



## “The ceremony of the Sun”

The Museum Workshop is located in the heart of this magnificent building and showcases the works of its creator, the Uruguayan master Carlos Páez Vilaró, a renowned multifaceted artist and muralist.



Every year, thousands of visitors from around the world come to Punta Ballena to admire this work, which is undoubtedly the maximum cultural and architectural reference of Uruguay.

Every day of the year, as evening falls, “The Ceremony to the Sun” is celebrated, an emotional event that culminates the day.

This ceremony features a recording of the artist’s voice reciting a poem dedicated to his oldest friend.



