



**Together
for a resilient
East African
poultry sector**

First Avipro Hubbard Conference Held in Kenya

Kenya – Avipro, the Hubbard Efficiency Plus distributor in East Africa, and Hubbard were pleased to co-organise the first “Avipro Hubbard Conference” at the Pullman hotel in Nairobi, Kenya on June 11 and 12, 2026.

The Avipro and Hubbard teams successfully hosted customers and experts from more than 10 different African countries to celebrate the growing success of the Hubbard Efficiency Plus in the region.



From left to right: Denis Claude Pilot, Managing Director Avipro, Bruno Briand, Global Sales Director Hubbard, Frédéric Bardothier, General Manager Avipro East Africa.

Following the words of welcome by Denis Claude Pilot and Bruno Briand, Frédéric Bardothier took the opportunity to introduce his team to the many attendees and provided insight into Avipro's operations in Nakuru, Kenya. Bruno Briand presented Hubbard's operational excellence across the entire broiler breeding value chain.

“This conference was designed to bring together our customers from across Africa, to share experiences, discuss the challenges ahead, and identify the key drivers that will support the sustainable growth of our industry”, said Frédéric Bardothier.

“Through continued investment in breeding and close collaboration with our customers in the field, we aim to support the development of a more efficient and

sustainable poultry sector in Africa,” added Bruno Briand.



Over the course of two days, experts shared the performance of the Hubbard Efficiency Plus in the region, insights into African market dynamics, and highlighted the opportunities, emerging trends, and challenges in the African poultry value chain. Victor Lesigne (Hubbard Senior Technical Manager MEA), Baptiste Nevejans (Hubbard Technical Manager East Africa), and Dr. David van Grieken (Hubbard Animal Health Director) discussed innovative techniques and their applications to increase farmers' resilience against external challenges.



The Speakers from left to right: Victor Lesigne, John Jakobsson, Baptiste Nevejans, Frédéric Bardothier, Bruno Briand, David Speller, Dr. David van Grieken, Dr. Herman Bosman and Paul Lapy. (not present Denis Claude Pilot and Nan-Dirk Mulder)

External speakers included Paul Lapy of NTD France, on the practical solutions concerning poultry housing



in Africa; Dr. Herman Bosman of the Poultry Practice, who spoke about feeding strategies for broilers and biosecurity challenges; Nan-Dirk Mulder from Rabobank (on line) on poultry economics and market dynamics in Africa; John Jakobsson of AgDevCO, on investing in the poultry value chain in Africa; and David Speller from Optifarm on the farming of tomorrow.

The event also provided a buoyant platform for networking, enabling participants to exchange experiences and best practices. Ultimately, these two days gave the opportunity to further strengthen and deepen the collaboration between Avipro and

Hubbard with their customers and offered them the impetus to shape a resilient African broiler value chain.

The next event is scheduled for 2028. The countdown has begun!

For further information,

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