



ERBER 集团创始人 Erich ERBER 先生  
Dr. Erich ERBER, Founder and President, ERBER AG  
of which BIOMIN is a part



ERBER 集团执行委员会主席、CEO Jan VANBRABANT 先生  
Dr. Jan VANBRABANT, Chairman of Executive Board and  
CEO, ERBER AG



百奥明全球 CEO Hannes BINDER 先生  
Dr. Hannes BINDER, Managing Director, BIOMIN Holding GmbH



百奥明亚太区 CEO Marc GUINNEMENT 先生  
Mr. Marc GUINNEMENT, Managing Director, BIOMIN Asia-Pacific



百奥明中国区总经理安纲先生  
Mr. Jack AN, Managing Director, BIOMIN China

# 专注饲料营养 确保动物健康 助力优质食品

——访 ERBER 集团创始人 Erich ERBER 先生、ERBER 集团执行委员会主席、CEO Jan VANBRABANT 先生、百奥明全球 CEO Hannes BINDER 先生、百奥明亚太区 CEO Marc GUINNEMENT 先生、百奥明中国区总经理安纲先生

□记者 李 莉 陈海燕

百奥明公司于 1983 年在奥地利成立，一直秉承通过营养呵护动物健康的宗旨，从研发、生产世界第一代的霉菌毒素吸附剂开始，就一直活跃于国际饲料业，专注于以天然、高效益的方式促进动物健康、通过研发和生产饲料添加剂、预混料、提供技术服务来提升动物健康和生长性能。在 30 多年的霉菌毒素风险管理经验的基础上，借鉴创新性的天然生长促进理念，利用最新的科技和广泛的研发项目来推动可持续性的解决方案和环境友好型动物生产模式，满足猪禽、奶牛和水产日粮的需求。

2017 年 10 月 30 日，对于百奥明是一个具有里程碑意义的日子。百奥明中国无锡工厂开业典礼暨亚洲营养论坛在无锡隆重举行，场景盛况空前。数百嘉宾参加了开业典礼并参观了无锡新工厂。推动蛋白质经济，是此次论坛的主题。百奥明公司创始人 Erich Erber 先生致欢迎辞，众多全球动物健康和营养、食品加工和饲料行业的顶级专业人士，对家禽、生猪和奶牛生产等行业关注话题与发展趋势进行了深入探讨，并共同探索亚洲无抗动物生产趋势所带来的影响以及亚洲蛋白经济未来的发展机会。

会议期间，记者专程采访了 ERBER 集团以及百奥明创始人 Erich ERBER 先生、ERBER 集团全球执行委员会主席 CEO Jan VANBRABANT 先生、百奥明全球 CEO Hannes BINDER 先生、百奥明亚太区 CEO Marc GUINNEMENT 先生、百奥明中国区总经理安纲先生。五位高层对百奥明在全球和中国的发展做了详细阐述。

百奥明全球 CEO Hannes BINDER 先生首先介绍了全球发展概况，他说：“百奥明公司于 1983 年在奥地利成立，客户遍布全球 120 多个国家，设有 50 家分公司，建有 11 处生产基

地和 5 个地区性的业务中心，与 200 多所院校及研究机构创建了研究网络，拥有 1500 多名优秀员工。百奥明专注于以天然、高效益的方式促进动物健康，通过采用先进的专利技术，研发和生产饲料添加剂、预混料、提供技术服务，向畜禽、反刍与水产养殖业提供自然、可持续且可盈利的解决方案。30 多年来，百奥明一直致力于霉菌毒素的研究，为降解各种霉菌毒素提供了有针对性的创新解决方案。”

百奥明作为 ERBER 集团的下属子公司，其创始人 Erich ERBER 先生强调说：“百奥明行业竞争优势的关键可以用 3 个‘S’来概括：首先第一个‘S’是科学。科学是我们提供给客户最核心的价值，是我们竞争力最关键的环节，同时也是公司最重要的基因。比如，1992 年收购的罗马实验室公司，当时并没有太多的技术含量，但是随着我们这么多年不断的提升和研发，注入很多科学技术，公司在不断地成长壮大。成为检测领域的世界领先者。第二个‘S’是服务。科学是基础，加上服务才能得以完善。比如，目前我们做的霉菌毒素普查监测，2004 年开始做这项检测，使用的是罗马实验室的技术和产品，每一个样品检测成本达到 230



美元，集团每年给客户免费做 5000 个样品的毒素检测，每个季度公司都会发表霉菌毒素全球性的普查报告，客户可以通过报告系统性的了解霉菌毒素风险。最后一个‘S’是速度。速度主要体现在两个方面，第一是跟客户的交流与反馈，客户有需求我们就要快速的给予反馈并及时解决。我们还在全球建立了庞大的、渗透力强大的销售网络，可以全面快速的为客户提供最先进的技术和产品；第二是持续不断的创新，创新速度越快，才能把先进的技术和优秀的产品快速推向市场。譬如，公司从研发、生产出世界第一代的霉菌毒素吸附剂，到今天已成功推出第五代产品。该产品是全球唯一获得欧盟认证的含有纯酶的降解霉菌毒素的产品，已在国内外众多牧场得到广泛使用和功效验证。百奥明的另外一个创新产品是复合益生菌，里面含有 5 种独立发酵的菌种。新的产品我们都努力以最快的速度提供给客户。这样客户

# Quality Feedstuff for Healthy Livestock and Quality Food

—— Interview with Dr. Erich ERBER, Founder and President, ERBER AG of which BIOMIN is a part, Dr. Jan VANBRABANT, Chairman of Executive Board and CEO, ERBER AG, Dr. Hannes BINDER, Managing Director, BIOMIN Holding GmbH, Mr. Marc GUINNEMENT, Managing Director, BIOMIN Asia-Pacific, and Mr. Jack AN, Managing Director, BIOMIN China

就会对我们有很高的预期和忠诚度，因为他们知道百奥明在不断的创新，在一代又一代地提供新产品。”

ERBER 集团全球 CEO Jan VANBRABANT 先生说：“百奥明致力于解决目前面临的食品和饲料的挑战，首先是安全性的问题。日益崛起的中产阶级，对于食品安全性的要求和健康营养的需求变得越来越强烈，因而，生产者也开始有这种需求。我们的产品都是通过欧盟、美国和全球的注册认证，可以帮助养殖户减少对抗生素的使用，从而确保食品的安全性。为此，我们提供一系列的产品形成整体解决方案，为消费者提供安全的肉、蛋、奶。百奥明在企业发展的同时，还担负着企业社会责任，为健康和食品安全及环境的可持续发展，利用可再生能源来满足能源需求，是全球第一家得到美国环境保护局生命周期评估全面认证的饲料添加剂公司。”百奥明力求在卫生、产品安全、原材料可追溯性、生产过程以及最终产品等方面都达到最高标准。并与可靠的供

应商达成长期稳定的合作关系以确保产品高品质，对所有原材料和产品严格质量把关是百奥明生产过程的关键步骤。

百奥明中国区总经理安纲先生说：“百奥明公司具有优秀的企业文化、行业的领导地位、领先的技术产品，锐意进取的团队、良好的发展空间。百奥明将会从一个国外的品牌变成一个本地化的家喻户晓的中国品牌。如今，百奥明已在中国走过 12 个春秋，发展成为霉菌毒素以及肠道健康的知名品牌。无锡工厂的开业标志着百奥明中国翻开了新篇章，新工厂将进一步提升服务能力和丰富产品系列。我们也希望成为连接东西方的窗口和桥梁，将更多的国际最先进畜牧业经验技术和经营理念带到中国，帮助客户向养殖工业化方向转型。过去几年我们取得了快速增长，每年的营业额都是 2 位数增长率，今后每年要继续保持 25% 以上的增长。”

百奥明亚太区 CEO Marc GUINNEMENT 先生说：“我对于中国的感觉首先是‘大’，饲料的产量全球第一，人口全球第一，中产阶级数量全球第一，所以我对于中国市场的期望也最高，随着农业环境的变化，我们会设立一个长远的发展目标。霉菌毒



素解决方案是公司的一个拳头产品，在中国逐渐被越来越多的客户认可。现在，除了猪场之外我们也在向禽类、反刍，以及水产等其它细分市场扩张。禽类市场我们的主要客户是大型一条龙企业。奶牛市场也非常重要，百奥明中国从 4 年前开始了奶牛版块的业务，现在成长得非常好。另外，水产版块也是我们重点关注的板块。这样就会在各方面有一个很好的布局，当一个版块略微弱一些时另一个版块可以及时补充。此外我们还会有更加丰富的产品系列，用更丰富的产品线和更大的产能来满足市场和客户需求。”

今后，百奥明将继续利用科学的力量来增进动物健康和行业效率，通过采用先进的专利技术，对畜禽、反刍动物与水产养殖业提供自然、可持续、可盈利的解决方案。未来，百奥明前瞻性的思维，针对资源的高效和可持续利用、食品与饲料的安全性、对环境的影响、以及盈利能力的推动力，将对今后日益增多的全球人口的动物蛋白产品需求产生重要影响。



百奥明 2017 亚洲营养论坛



**A**ustrian firm BIOMIN was established in 1983 and started its business researching and producing the world's first-generation mycotoxin adsorbent. Since its establishment, BIOMIN has been active in the global feedstuff industry and dedicated itself to developing and producing feedstuff additives and premix compounds. Amid delivering technical services to clients, its mission is to improve livestock health, growth and quality in a natural and efficient manner. For over 30 years, BIOMIN has pioneered innovative solutions for mycotoxin risk management. By applying state-of-the-art technologies and carrying out extensive research and development to develop sustainable solutions, it delivers natural, sustainable and profitable solutions to the the swine, poultry, ruminant and aquaculture sectors.

From 30-31 October 2017, BIOMIN hosted the grand opening ceremony of its latest plant and the Asia Nutrition Forum in Wuxi, China. Over 500 distinguished guests attended the opening ceremony, visited the Wuxi plant and participated in the Asia Nutrition Forum. The theme of the biennial forum this year was "driving the Asian protein economy". At the forum, founder of BIOMIN Dr. Erich ERBER delivered the welcome address to the top global experts in attendance. The session provided an in-depth discussion of the challenges in food processing, the animal health and nutrition industry, and touched on the development trend of poultry, swine and dairy cow production. Dr. ERBER also gave an overview of the influence of antibiotic-free livestock production on future opportunities of the Asian protein economy.

During the event, Multinationals in China conducted an interview with Dr. Erich ERBER, Founder and President, ERBER AG, of which BIOMIN is a part, Dr. Jan VANBRABANT, Chairman of Executive Board, CEO, ERBER AG, Dr. Hannes BINDER, Managing Director, BIOMIN Holding GmbH,

Mr. Marc GUINNEMENT, Managing Director, BIOMIN Asia-Pacific and Mr. Jack AN, Managing Director, BIOMIN China.. The senior executives shared detailed insights into the latest developments of BIOMIN both globally and in China.

"BIOMIN was established in Austria in 1983, and now we have 50 own business units, 11 production facilities and 5 regional business units across the world. We currently employ over 1,500 excellent staff, with an extensive



research network comprising of over 200 international colleges, universities and research firms. We are proud to serve clients in over 120 countries. At BIOMIN, we are dedicated to developing and producing feed additives and premix compounds while providing technical services to our clients to improve livestock health and performance in a natural, efficient manner. We strive to deliver natural, sustainable and profitable solutions to the swine, poultry, ruminant and aquaculture

industries. For over 30 years, BIOMIN has been devoted to the research of mycotoxins, aiming at providing a series of target-oriented and innovative solutions for mycotoxin degradation and deactivation." said Dr. BINDER.

"At BIOMIN and Erber Group we are guided by the "3Ss". The first S is Science. Science is the core value we deliver to our clients as well as the critical part of our expertise. BIOMIN lives and breathes science. In 1992, Erber Group acquired Romer Labs. Although the lab possessed limited technological capability at that time, we developed the lab continuously over the years and now, Romer Labs has become a leading global supplier of diagnostic solutions for food and feed safety.

The second S is Service. Science acts as a base, but needs be refined and perfected by service to maximize its utility for clients. Since 2004, BIOMIN has been conducting the annual BIOMIN Mycotoxin Survey, the longest running and most comprehensive survey of its kind. For this survey, BIOMIN cooperates with Romer Labs, and we also offer a complimentary testing of feed samples for over 380 types of mycotoxins to our clients. As part of the survey program, BIOMIN periodically releases quarterly global mycotoxin reports that provide insights into the incidence of the six major mycotoxins in the agricultural commodities used for livestock feed in order to identify the potential risk posed to livestock animal production in various regions across different species.

Finally, the last S is Speed. We value speed highly in multiple service and innovation aspects. First, we give clients a fast feedback and a timely solution to meet their requests. We have established an extensive and robust sales network across the world, through which we quickly deliver cutting-edge technologies

and products to clients. Second, we drive innovation in a continuous and rapid way so that state-of-the-art technologies and quality products can be rolled out to the markets quickly.

Since the development of the first generation mycotoxin adsorbent, BIOMIN has successfully released five generations of mycotoxin adsorbent, degradation and deactivation solutions under the Mycofix® product line. Mycofix® is the world's first and only mycotoxin deactivation product with a purified enzyme that has achieved EU authorization. Mycofix® is widely applied to feed, and its efficacy has been verified in scientific trials and on numerous farms across the world. We have also developed another innovative product, a multi-strain synbiotic consisting of both pre- and probiotics that is poultry-specific. This is a testament to the never-ending innovation of BIOMIN." said Dr. ERBER.

"BIOMIN is committed to overcoming the increasing challenges of food and feed production, especially in regards to the safety aspect. A rising middle class in many countries has led to a stronger-than-ever demand for safe, healthy and nutritious food. Consequently, producers also turn their attention towards this growing demand. In the face of rising consumer concerns about antibiotics, producers are feeling the pressure to reduce the use of antibiotics as well.

BIOMIN solutions are tailored to provide producers tools to enhance their feed and livestock productions naturally, and can play a key role in a program with the aim of reducing or eliminating the use of antibiotics. BIOMIN is also committed to social responsibility. We actively promote food safety and sustainable development, and we utilize renewable energy sources throughout the organization. We are proud to have



achieved ISO 14040 life cycle assessment by the US Environmental Protection Agency." added Dr. VANBRABANT.

"At BIOMIN, we strive to meet the highest standards in many aspects of hygiene, product safety, raw material traceability, manufacturing process and end product development. We stress the importance of a long-term relationship and stable cooperation with reliable suppliers to ensure the superior quality of our products. Next to this, we conduct strict quality control of all raw materials and products, which is critical to our production." he continued.

"BIOMIN stands on the leading position in the industry, with a great corporate culture, while delivering cutting-edge technologies and products, and operates with a passionate team. Although BIOMIN has its roots in Austria, we have since gained recognition locally in China as a leading provider of mycotoxin risk management and gut performance solutions for over a decade. The opening of our Wuxi plant signifies a major milestone of BIOMIN China, and we will further enhance its service capacity and enrich product lines. We

want to be the window and bridge connecting the East and the West, by introducing global experiences, technologies and the business concept of livestock husbandry to China, and help our clients scale to newer heights. Over the past few years, we have achieved accelerated growth. The annual business volume has increased at a double-digit rate. From now on, we expect to keep the growth at a rate over 25%." said Mr. AN.

"China, which tops rankings in terms of scale in many aspects, impresses me greatly: globally, China's feedstuff production ranks first, its total population and middle class population also rank first. We have high expectations for our business of serving clients in the Chinese market, and we will set a long-term development objective in consideration of the change of the agricultural environment next. We are very pleased with the results of Mycofix®, our mycotoxin risk management solution, which enjoys a high level of acceptance and trust from our clients in the swine sector in China. In the poultry sector, we have expanded into relationships with large-scale integrators, and we have also successfully developed our business in the dairy cow sector as well. Not forgetting aquaculture, for which we have a strategy in place. Beyond satisfying the market demands, we are committed to enriching our product lines with a reliable and robust production capacity." said Mr. GUINNEMENT.

BIOMIN taps into the power of science to improve livestock health and industry efficiency and delivers natural, sustainable and profitable solutions with cutting-edge patented technologies to swine, poultry, ruminant and aquaculture industries. With forward-looking thinking, BIOMIN will focus on efficient and sustainable utilization of resources, safety of food and feedstuff, environmental impact and contribute towards meeting the livestock protein product demands from the increasing global population in future.