

## Zoetis launches Poultry Biodevice learning center for APAC

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Zoetis is raising customer service in Asia Pacific with a new Biodevice Learning Center in Pathumthani, Thailand. This is the company's first in the region and will provide regular training and routine device demonstrations for customers of the Embrex line of in-ovo vaccination biodevices.

"We have observed growing demand for biodevice equipment for in-ovo vaccination and service among hatcheries throughout Southeast and South Asia. We have made it a priority to contribute to the learning and advancement of our biodevice colleagues," said Arkhom Cheewakriengkrai, Vice President of Southeast Asia and South Asia.

Giving a touch-and-feel experience with the Embrex machine would help customers consider adopting the technology to learn more about its features and benefits.

"Embrex BioDevices inject more than 20 billion eggs in over 40 countries annually and the number keeps growing. We are pleased to provide more impactful learning opportunities to our field service colleagues on Embrex in-ovo vaccination technology with the learning center in the region. In-person and hands-on training not only improves our colleagues' skills and capability and their comprehensive understanding of the device, but it also reinforces our commitment to providing exceptional service to our customers," revealed Curtis Shuey, Vice President of Global BioDevices.

The next generation of the Inovoject system was launched by Zoetis in 2018, the Inovoject NXT, which utilizes a patented loop-wire design and Haylo technology for gentle egg handling, Embrex Accusight technology to identify eggs, and Embrex

Precision technology to maximize vaccination accuracy.