



argusmedia.com

32nd Annual

# Argus Europe Fertilizer 2018

24 - 26 October  
Athens, Greece

**EARLY BIRD**  
Register by Friday 13 July  
and save €200

## Europe's biggest fertilizer trade event!

Host Sponsor



Platinum Sponsor



*The fertility power*

Gold Sponsors



Silver Sponsors



Bronze Sponsors



Supporting Partners



### What you will get at the 2018 conference:



The opportunity to network with **700+** attendees across **400 companies** from **60 countries** all connected to the European fertilizer market



Conduct a **year's worth of networking** in **just 3 days** with back-to-back meetings and refreshments on hand



Do business with new contacts in an informal setting at **2 cocktail parties** and **an evening filled with entertainment**



**2 content streams** offering the latest market intelligence for trade flows in Europe, market developments and a look at agronomic practices and nutrient management

### Micronutrients Forum

Europe's dedicated Micronutrients Forum will take place on **Wednesday 24 October**. Hear the latest developments in this sector during a one day event which covers **zinc, boron, iron, magnesium, chelates, foliar** and **water soluble products**.

Secure the discounted rate now at [argusmedia.com/fertilizer-europe](http://argusmedia.com/fertilizer-europe)

# Argus Europe Fertilizer 2018

Now in its 32nd year, **Argus Europe Fertilizer** is the biggest event in the calendar for trade in Europe. Over **700 delegates** attend from across **400 companies** and **60 countries**. The only conference where you are guaranteed access to new customers, suppliers and existing contacts.

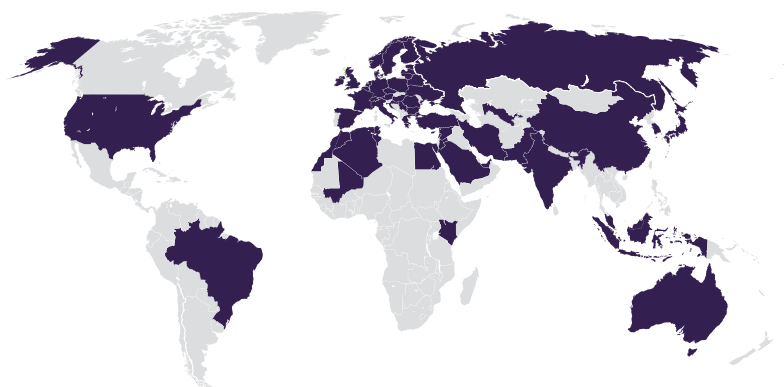
Don't miss this chance to meet existing clients – and find new business – in one fantastic location over 3 days.



**700+**  
ATTENDEES



**60**  
COUNTRIES



Arrange meetings and message delegates ahead of the event with the pre-conference networking tool



**400**  
COMPANIES



**Over 53%**  
of delegates are CEO, President or Director-level

## Delegate feedback



Huge number of participants - the perfect occasion to get information and new contacts”

Manuel Knauer, New Business Development, **BASF**

“The conference should be essential to every company’s marketing plan”

Jeff Ivan, Managing Director - International Sales, **Yargus Manufacturing**

## Confirmed 2018 attendees include:

**Yara** • ICL Europe • **OCI Nitrogen** • Hellagrolip • **Phosagro Baltic** • Borealis L.A.T • **New Karvali Fertilisers** • Tessenderlo Kerley International • **Tessenderlo Group** • Salt Lake Potash Limited • **Salinen Austria** • Dow • **Lanxess** • North Sea Port • **SEA Tank Terminal** • TopFert • **Solvay** • Evergrow • **Indagro** • SURVEYFERT • **BayWa** • TIMAC AGRO • **Chemag Agrarchemikalien** • Domo Caproleuna • **Evonik Nutrition & Care** • Lehmann & Voss & Co • **RS Trading** • Teofert • **Target Fertilisers** • Interport • **MidGulf** • Sirius Minerals • **Lebanon Chemicals Company** • Phosphoric Fertilizers Industry and Chemicals (PFIC) • **Klaipeda Stevedoring Company BEGA** • Nebig International • **Simonis Fertilizers** • Grupa Azoty • **Delso Fertilizantes Grupo** • Acron Switzerland • **Gemlik Gübre Sanayii** • SJS Agriculture • **Thomas Bell & Sons** • ArrMaz and many more...



## Who attends?

- Commercial Director
- CEO
- Senior Market Development Manager
- Supply Chain Manager
- Commercial Manager
- Trading Manager
- Vice President
- Vice President Sales and Marketing
- Sales Director
- Business Development Manager
- Raw Material Purchase Director
- President
- Manager of Strategic Research
- Managing Director
- Manager of European Supply and Trading
- Technical Manager
- Commercial Director
- Head of Supply Chain
- Global Fertilizer Director
- Group Head of Procurement
- Head of Agricultural Inputs
- Export Sales Director
- Executive Vice President
- Eco Products Technical Support Manager
- Director Product Management
- Deputy Commercial Manager
- Vice President Marketing and Sales Europe Fertilizers

Contact us for more information about the conference

@ fertconferences@argusmedia.com

+44 (0) 20 7780 4340

www.argusmedia.com/fertilizer-europe

# Agenda at a Glance

## Wednesday 24 October

08.30 Registration and Exhibition Open

### 09.30 Micronutrients Forum\*

The 3rd European forum will offer all the technical and commercial insights you need to take a share of this growing market

The sessions will explore zinc, boron, iron, magnesium, chelates, foliar and water soluble products

- Growth Drivers for Increased Global Micronutrient Use
- Overcoming Micronutrient Soil Deficiencies in Europe
- Expected Demand for Zinc in Fertilizers
- Importance of Magnesium for Improved Crop Yield
- Best Methods for Micronutrient Incorporation into Granular Fertilizers

### Fertilizer Fast Track\*

A guide to global fertilizer production, trade and demand dynamics

During this in-depth one-day seminar you will gain valuable insight into key markets, the fertilizer value chain, types of contracts and how specific markets operate

- The Role of Fertilizers in Agriculture
- Insights into the Nitrogen Markets
- A Focus on Phosphate Markets
- Developments in the Potash Markets
- A Snapshot of the Sulphur Markets, NPKS, Specialty and Value Added Fertilizers

12.30 Seated Lunch

### 15.30 Speed Networking

Make up to 30 new connections in an hour during this high impact session! Bring plenty of business cards and be prepared for 2 minute conversations before the bell rings and you meet someone new. You will have plenty of time during the rest of the conference to follow up with valuable new contacts. All delegates welcome!



### 18.30 Cocktail Reception

Enjoy the opening cocktail party hosted by ICL Fertilizers. The reception will take place on the InterContinental roof terrace overlooking the Acropolis.



## Thursday 25 October

08.30 Registration and Exhibition open

09.20 Keynote Plenary Presentations

12.30 Lunch

### 14.20 Markets Track

Hear the latest intelligence on trading outlook and regional fertilizer market developments

- An Outlook for the Greek Fertilizer Market in 2019
- Growth Expectations for the European NPK Market
- Improving the Link Between the Farmers and Manufacturers
- Market Developments for Value Added Fertilizers
- The Potential for New Production in Africa - New Urea Production Capacity in Europe

### Agronomic Practices and Nutrient Management

Assess nutrient management processes and agronomic practices for improving crop health.

- Nutrient Management for Rice Crops
- Assessing Soil Deficiency and Maintaining Long-term Plant Health
- Improving Crop Performance with Urease Inhibitors
- Opportunities for Increasing Nutrient Use Efficiency in Plants with Controlled Release Fertilizers

19.30 An evening hosted by Indagro - dinner, drinks and dancing!



## Friday 26 October

08.30 Registration and Exhibition open

09.20 Markets Track

Roundtable Discussions

12.30 Light lunch

14.30 End of Conference

\*These sessions are separately bookable

Join 700+ delegates - register by Friday 13 July and save €200

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# Conference Venue and Location

This year's annual event will take place in Greece's capital city – Athens!

Athens is full of history and boasts monuments, art work, museums and landmarks and is classed as one of the world's oldest cities. You won't be able to miss the Acropolis!

The conference will take place at the 5 star InterContinental Athenaeum, in Athens.

The hotel is situated a short walk away from local bars and restaurants in the central Syntagma Square and the famous Acropolis of Athens.

There are also plenty of places in the hotel to eat and drink and a welcoming hotel bar in the lobby for you to meet clients.

During a busy week there will still be the chance to enjoy the last of the summer sun and join our party on the hotel's roof terrace overlooking the Acropolis



## Discounted accommodation rate

Argus has negotiated a substantial discount for registered delegates at the conference hotel. Register now to receive booking details and to secure your discounted rate



## Date for your diary!

Indagro will be hosting an evening of entertainment on **Thursday 25 October**. Dress up and join your colleagues for dinner, drinks and dancing!



## Hire a private meeting room

Ensure you have a private space to conduct your meetings over the 3 day event. Hire a room in the conference hotel that will be advertised to delegates.

### Meeting room packages include:

- Private area to conduct your meetings
- Company name and email (if requested) advertised on the conference website to allow delegates to contact you directly to book meetings
- Option to include a personal contact email address to facilitate appointments
- Your meeting room will be advertised on signage throughout the hotel
- Registered delegates are informed of all meeting room holders the week before the conference
- Meeting room door signage (company name and logo)
- Specific meeting room name or suite number allocated at least 3 days in advance of the conference

For more information on the conference:

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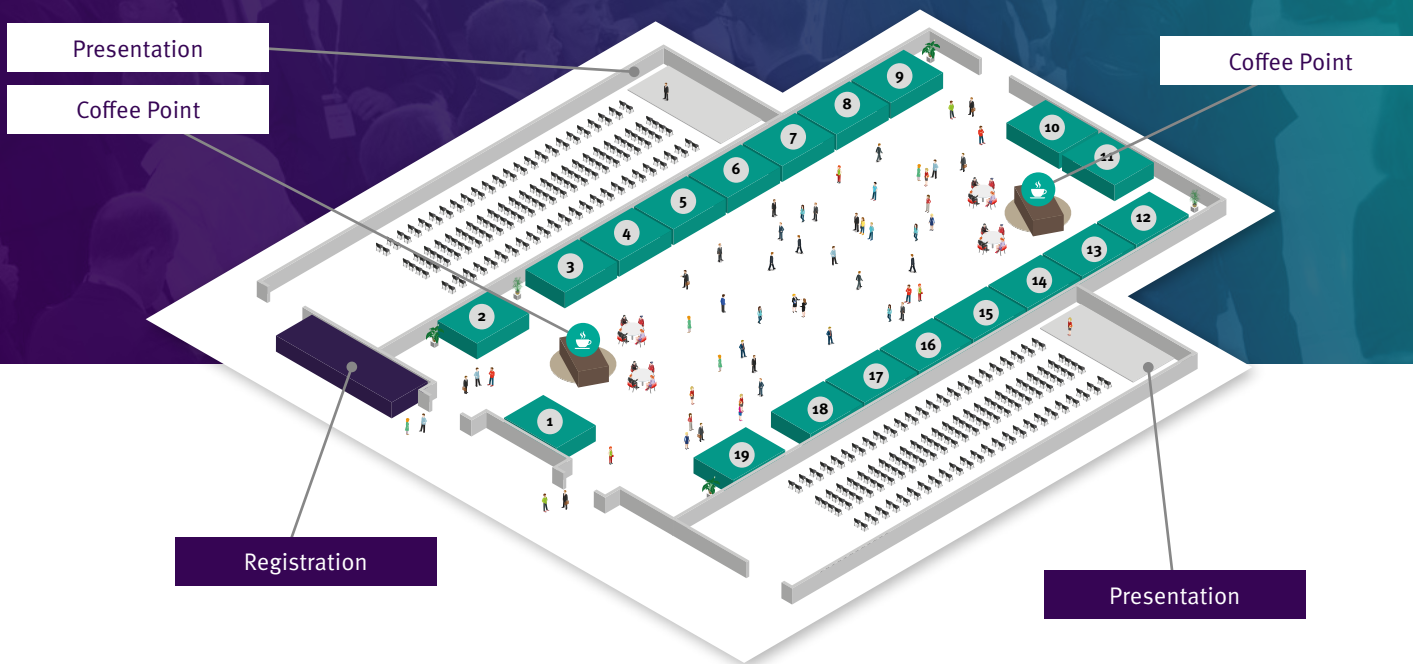
# Sponsorship and Exhibition Opportunities


With over 700 participants, drawn from the biggest producers, distributors and traders in the European supply chain, Argus Europe Fertilizer gives you a unique platform to raise the profile of your company, your products or your services.


If you are interested in discussing options to promote your company at Argus Europe Fertilizer, contact us at [fertconferences@argusmedia.com](mailto:fertconferences@argusmedia.com).





Showcase your products and services to your target audience through:





- 


Exhibition stands
- 


Cocktail receptions
- 


Branded lunch and coffee breaks
- 

Sponsored lanyard and bags
- 

Branded registration / networking area
- 

Delegate gifts
- 

Distribution of company brochures
- 

Wifi
- 

Distribution of company brochures / products

Whether you want to ensure everyone at the conference knows your brand by sponsoring a cocktail reception, want to communicate a message to a specific group of delegates or want to demonstrate your product at an exhibition stand, we can create a package which fits your objectives. Contact [fert.conferences@argusmedia.com](mailto:fert.conferences@argusmedia.com) for info.

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## Conference Rates:

Early Bird - Conference only (expires 13 July) ..... €1399 + 24% VAT  
Standard rate - Conference only ..... €1599 + 24% VAT

### Micronutrients Forum

Early Bird - Conference + Micronutrients Forum (expires 13 July) ..... €1999 + 24% VAT  
Standard rate - Conference + Micronutrients Forum ..... €2199 + 24% VAT

### Fast Track Seminar

Early Bird - Conference + Fast Track Seminar (expires 13 July) ..... €1999 + 24% VAT  
Standard rate - Conference + Fast Track Seminar ..... €2199 + 24% VAT

### Under 35 rate

Conference only ..... €1025 + 24% VAT  
Conference + Micronutrients Forum OR Fast Track Seminar ..... €1275 + 24% VAT

### Group Booking

3rd, 4th, 5th or 6th delegate receive 15% discount.  
To qualify, all registrations must be made at the same time.

\*Please note that travel and accommodation are not included in the conference fee. As the conference is being held in Greece, all delegate tickets are subject to VAT. EU/non-EU businesses may be able to reclaim VAT charged through their local tax office. Please click here for more information.

## Contact us for more information:

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"We got back from the conference with new experiences, new knowledge and of course new contacts."

**Victor Bobko**, Partner, **Consulting Integrated**

"I had a great time at the conference. Nice venue. Good people. Well done putting it all together."

**Patrick Markey**, Director, **Cles Fonctionnel**

"We really think it was useful, it gave us nice coverage and was very well organised and very good for networking. We had a lots of contacts and meetings."

**Lionel Porte**, Head of Product Development, Commodites, **Euronext**

"Myself and colleagues had great opportunities to meet new and existing customers and discuss business opportunities."

**Stefan Grancharov**, Director Marketing, Analysis and Controlling, **Neochim**

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