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Argus Added Value Fertilizers Europe 2018

12-14 February
The Westin Palace, Madrid, Spain

Simultaneous translation
English / Spanish

*Enhanced efficiency and specialty fertilizers for
maximising crop yields and business growth*

You can hear from:

Kevin Moran, Chief Technology
Officer, **Kingenta**

José Nolasco Bethencourt, Marketing
and R&D Director, **Tradecorp**

Paul Mullins, Vice President,
**European Biostimulants Industry
Council (EBIC)**

Eran Barak, Independent Consultant
and former Director Product
Development & Technology, **ICL
Specialty Fertilizers**

François Ryckeboer, Area Manager
EMEA Fertilizers, **SCL Italia –
Larderello Group**

Why Should You Attend?

1. Meet delegates from across the supply chain, who are involved in water solubles, inhibitors, slow and controlled release micronutrients, foliar fertilizers and biostimulants
2. Choose from 2 parallel tracks - offering commercial or technical insights
3. Improve your knowledge of the science behind new product formulations and how they react with crops
4. Hear about the latest growth opportunities for value added products during the commercial stream
5. Develop your product range at Europe's only dedicated event for this sector!

water soluble fertilizers • coatings • biostimulants • micronutrients • chelates • foliars
• boron • copper • magnesium • biofertilizers • nitrification and urease inhibitors •
slow and controlled release fertilizers • zinc • humates • fulvic acids • calcium

Gold Sponsor:



Supporting Partners:



Secure your place at www.argusmedia.com/AVF-Europe

Argus Added Value Fertilizers Europe 2018

This conference is dedicated to specific crops, products and people in the European market and will offer a balance of scientific content and analysis of commercial opportunities in this region.

You will be able to discover the latest market trends and discuss business opportunities for 2018/2019 at the first exclusively European focused added value fertilizers event.

Can you spare the time to join 200+ peers who are also excited about the opportunities for value added products?

Conference Venue and Location

The Westin Palace, Madrid, Spain

The conference will take place at the The Westin Palace, Madrid, located in the heart of the city and a short walk from Puerta del Sol, offering a wide range of restaurants and bars nearby. There is plenty to explore within a short walking distance!

Discounted Accommodation – 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.



Expand your contacts and network with attendees from across the fertilizer supply chain

There are many ways for you to meet with key players in the specialty fertilizer market in Europe including:



Networking breaks and cocktail receptions

Catch up with contacts or start doing business straight away



Networking App

Make the most out of your event experience by scheduling your meetings in advance



Speed Networking

Your chance to get to know the other delegates during this 30-minute session - bring your business cards!



Champagne roundtables

Your chance to talk through shared problems and exchange knowledge with colleagues working in the same field

At the conference you will meet attendees from across the fertilizer supply chain who are involved with enhanced efficiency fertilizers, specialties, water solubles, inhibitors, slow and controlled release micronutrients, foliar fertilizers and biostimulants.



Register online today! www.argusmedia.com/AVF-Europe

Agenda

Monday 12 February

When you arrive you have a few options:

14.00 Registration open

16.00 Speed Networking
- 16.30

17.00 Roundtable Discussions

18.00 Welcome Cocktail Reception

Tuesday 13 February

08.30 Registration and Exhibition Opens

Plenary Session: Market Drivers and New Market Opportunities

08.50 Chairperson's Welcome Remarks
Adrian Stubbs, Principal, Potash & Fertilizers, Argus

09.00 The European Added Value and Specialty Fertilizers Market

- Defining product categories
- Market development and drivers
- Industry opportunities

Adrian Stubbs, Principal, Potash & Fertilizers, Argus

09.30 Panel Discussion – Experiences and Opportunities in Distributing Added Value Products

- Strategies for expansion
- Estimating ROI
- Access to new products in Europe
- Market challenges

Yohan Merieau, Operations Manager – Fertilizers and Agriculture, Invivo
Natalia Iglesias Aguilera, CEO, Via Fertyssem – DF Grupo

TRACK 1 Adding Value to Primary Nutrients

14.00 Enhancing N P and K Uptakes with Different Product Categories

- Enhancing efficiency and maximizing inputs
- Implementing new innovations
- Growth success factors

Kent Lambden, Vice President, Global Business Development & Strategy, Actagro

14.30 Developments in Slow and Controlled Release Nitrogen Fertilizers

- Release controlling factors
- Application rates and release levels
- Emerging markets for slow and controlled release products

10.10 Growth Prospects for Water-Soluble Fertilizers for Fruit and Vegetable Crops

- Opportunities in Europe
- Product preferences
- Water-soluble fertilizer product advances

Kevin Moran, Chief Technology Officer, Kingenta

10.40 Coffee Break

11.10 The Market for Enhanced Efficiency Products for Arable Crops

- European market scope
- Nutritional input by crop breakdown and product demand
- Regional productivity

11.40 The Grower's Perspective: Drivers and Obstacles for Adopting New Products

- Reducing operational costs
- Implementation challenges

Ricardo Serra, Vice President, ASAJA | Member of the European Social and Economic Committee, ASAJA Spanish Association of Farmers

12.10 Managing the Environmental Impacts of Fertilizers

- Assessing environmental impacts
- Improving nitrogen use efficiency and adjusting application methods
- Reducing losses and eliminating carbon footprint

Eric van Kaathoven, Director, Ekompany

12:40 Lunch

TRACK 2 Improving Nutrient Efficiency for Increased Plant Vigour and Long-Term Crop Health

14.00 Impacts of High-Efficiency Foliar Nitrogen on Wheat Crops

- N application
- Crop trials
- Crop yield and quality outcomes

Wilson Boardman, Managing Director, Micromix Plant Health

14.30 Overcoming Abiotic Stress Impacts on Crop Yield and Quality with High Performance Biostimulant Products

- The need for research to improve nutrient uptake
- Abiotic stress and its effect on plant physiology, yield and quality
- Strategies for improving plant tolerance against abiotic stress, alleviating yield and quality losses

José Nolasco Bethencourt, Marketing and R&D Director, Tradecorp

15.00 Coffee Break

15.30 Water Soluble Phosphate Market Opportunities

- Market size
- Phosphate market challenges
- Latest innovations in water soluble fertilizers
- Outlook for 2018

Raphaël De Rijcke, Sales Director, **Prayon**

16.00 The European Market for Enhanced Potash Products

- Long term growth opportunities
- Market drivers

15.30 Adding Value to Specialty Fertilizers and Improving Efficacy with Controlled Release and Biofertilizers

- Adding controlled release fertilizers
- Incorporating biologicals
- Methods for increasing value

Eran Barak, Independent Consultant and former Director Product Development & Technology, **ICL Specialty Fertilizers**

16.00 New Opportunities for Increasing Nutrient Use Efficiency in Plants

- Components of NUE and related plant traits
- Plant biostimulants and new fertilizers additives for improving NUE
- Advances in the EU regulation on EC fertilising products supporting innovation for enhanced NUE

Patrick du Jardin, Professor and Head of Laboratory, Gembloux Agro-Bio Tech, **Université de Liège**

16.30 End of Day One

18:30 – 20:30 Cocktail Party

Wednesday 14 February

08.30 Registration and Exhibition Opens

Opportunities to Add Value to Conventional N,P, and K Fertilizers

09.00 Chair's Opening Remarks

09.10 Opportunities to Add Value with Calcium, Magnesium and Sulphur

- Assessing the contributions of widespread neglected plant macro nutrients
- Achieving the correct balance
- Growth prospects

Rolf Hårdter, Head of Global Agronomic Services, **K+S KALI**

09.40 Thiosulphates as High Performance Liquid Fertilizers

- Active thiosulphate sulphur for enhanced plant nutrition
- Effective and economical way to reduce nitrogen loss
- Application and benefits for crops

Nicolas White, Portfolio & Knowledge Director, **Tessenderlo Kerley International**

10.10 The Need for Manganese in Agriculture

- Secondary nutrient consumption
- Regional deficiencies
- Outlook for demand

Jim Crane, Agro Sales & Product Manager, **PRINCE ERACHEM**

10.40 Coffee Break

Adding Value to Conventional Fertilizers with Micronutrients, Biostimulants and Biofertilizers

11.10 Analysis of Chelated Micronutrient Use and Consumption in Europe

- Chelated products for improved application
- Growth drivers
- Crop responses to micronutrients

Hubert Kardasz, President, **INTERMAG**

11.40 Incorporating New Technology for Increasing Micronutrient Use Efficiency with Copper

- Introducing polyphenols to micronutrients
- Increasing absorption efficiency
- Measuring commercial yield

François Ryckeboer, Area Manager EMEA Fertilizers, **SCL Italia – Larderello Group**

12.10 Solutions for Applying Boron by Foliar Applications

- Soluble products in powder and micro-granular form
- Liquid formulations produced with mono-ethanolamine
- Liquid suspension free of solvents (water based)
- Mixtures of boron with other nutrients

Jordi Bru, Director, Global Market Development – Agriculture, **Rio Tinto Borates**

12.40 Lunch

Biostimulants and Biofertilizers

14.00 Biostimulant Product Potential

- Ensuring a good source of biostimulants
- Market development
- Assessment of international markets

Rafael De Tomas, International Manager, **AGRITECNO FERTILIZANTES**

14.30 Impacts of Regulatory Uncertainty and Barriers for Development within the Biostimulants Sector

- EU regulatory overview
- The process for defining biostimulant products
- The need for harmonization of legislation on biostimulants
- Creating opportunities for a greater level of innovation

Paul Mullins, Vice President, **European Biostimulants Industry Council (EBIC)**

15.00 End of conference

How many of these companies would you like to meet?

• Solvay • Prince Erachem • Rio Tinto Borates • Dla Agro • Yara International • BORAX ESPANA • Tradecorp • Valagro • Etimine • Haifa Chemicals • Kingenta International • K+S KALI • ICL Speciality Fertilizers • Agrium Europe • Antonio Tarazona • Verdesian Life Sciences Europe • AXSO • Dragon Asia Fertiliser • Continvest • Arvi Agro • Dow Crop Performance • Provirom • Soepenbergl Fertilizers • Dadelos Agrosolutions • Budenheim • Elagro Trade • Tessengerlo Kerley International • Crop Solutions • Ekmekciogullari Group • Ekompany • Fibrant • CALDNA • Agricover • Azelis • Cauvin Agricultura • S.N.A.C.I. • TIB Chemicals • Cemagro • Agrochem, Algio • Yingkou Magnesite Chemical • Agrosimex • WITTRACO • Düngemittel • Via Vegetale • Glofert Limited • Verbrugge Terminals • Interore • Louis

Dreyfus • Koch Fertilizer International • Fertilsud • Shams Chemicals Company • Unifarm • Evergrow For Specialty Fertilizers Company • INKABOR • Imlitex Agro • ACINOR • Bioconsortia • Lehmann&Voss&Co • Global Market Fertilizer • Fertistav • Agriplant • LITFERT SARL • Milliken Europe • Actagro • Gleadell Agriculture • Litagros prekyba • Exata Trade • Promist • Deshen Hatzafon • Chromatech Europe • Garsoni Vietnam • Polyfer Handels • Zeeland Seaports • Fertagro Trading • Neelam Aqua • Speciality Chem • NOVAEM • Eurochem Agro • Interomag • DAYMSA DESARROLLO AGRICOLA Y MINERO • Eurofert • PROQUIMAC PFC • AGRICO • Sinomagchem/Yingkou Magnesite Chemical • ArrMaz Chemicals • Etiproducts • Sirius Minerals • SQM • Thesis • Van Iperen International and many more...

From the following company types:

- Distributors
- Dealers / blenders
- Commodity fertilizer producers
- Specialty fertilizer producers
- Micronutrients producers
- Biostimulants developers
- Production technology manufacturers
- Co-operatives

Sign up today and start planning your trip



Do you have something to tell the market about?

Sponsorship and Exhibition Opportunities:

You can benefit from a dedicated platform in front of participants from across the supply chain. Your chance to raise your business profile in this rapidly growing market place.

Options can include prominent branding in the registration and networking areas or sponsorship of the breaks or the popular cocktail receptions. Alternatively, you can take a booth to demonstrate your product or services throughout the event. **For a tailored sponsorship package to suit your budget and meet your business objectives, please contact:**

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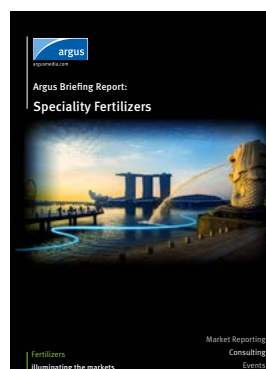
Here's a bit about us



Argus has been reporting on the global fertilizer industry for over 30 years and we speak with the market every day, all over the world. Our price reports cover trade in the major fertilizer commodities and more recently

have grown to include coverage of enhanced and specialty fertilizers. Our market studies include analyses of NPKs, micronutrients, water solubles and specialties. This expertise underpins our conferences, which provide unbeatable forums for gathering intelligence, networking and doing business.

Our Europe Fertilizer conference has for 30 years been the number one meeting place for the region's commodity fertilizer trade – and this new conference will attract the relevant producers and distributors in our existing network, as well as specialist companies driving new product developments in added value fertilizers.



Argus Added Value Fertilizers Europe 2018

12-14 February | Madrid, Spain

EMAIL:
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FAX:
Complete this form and fax to:
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15% discount for 3rd, 4th, 5th
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STANDARD REGISTRATION RATE

Conference: €1195 + 21% VAT

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Job title: _____

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DELEGATE 3 DETAILS:

Name: _____ Dr/Mr/Ms: _____

Job title: _____

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Email: _____

VENUE

The Westin Palace, Madrid, Spain

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Argus Media, Lacon House, 84 Theobalds Rd, London
WC1X 8NL

Attn: Elizeth Bomba

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If you do not have authority to enter into this agreement on behalf of your Company, you must not proceed. To confirm you have read and agree on behalf of the Company to our terms and conditions please tick this box

Extract from Delegate Terms and Conditions

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