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# Argus FMB Asia Fertilizer 2017

29-31 March

JW Marriott and Ritz-Carlton Hotels, Beijing, China

13<sup>th</sup> Annual Conference

The no.1 event for finding new opportunities and new contacts in the Asian fertilizer market

500  
ATTENDEES

54  
COUNTRIES  
REPRESENTED

300+  
COMPANIES

SIMULTANEOUS  
TRANSLATION  
ENGLISH/MANDARIN

- Meet and do business with fertilizer producers, traders and distributors across Asia
- Assess the outlook for domestic supply and demand in China and the impact on global trade
- Hear insight on demand potential in growth markets in South East Asia
- **New** – Share ideas and meet potential partners at our interactive Roundtable Discussion session
- **New** – Hear the latest product developments in our **Innovation and R&D Track** – NPKs, water solubles, slow and controlled release

1 Day Seminar

## Asia Micronutrients Forum 29 March

- Identify commercial opportunities for micronutrients across Asia
- Increase nutrient use efficiency to improve yields within the Zero Growth Policy
- Hear technical and commercial insights from Rio Tinto, Kingenta, The Chinese Ministry of Agriculture and more

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# Agenda

## Wednesday 29 March

09.00 Registration, Coffee and Exhibition Open

### NEW: Asia Micronutrients Forum

The inaugural Asia Micronutrients Forum offers valuable market insights and technical expertise focussing on agronomic benefits and demand projections. With a world-class speaker faculty bringing global and regional expertise to a packed agenda – this forum will enable you to translate the growing interest in micronutrients into commercial success.

To register for the Forum, check the relevant box on the booking form or when registering online.

#### 09.20 Chair's Opening Remarks

**Adrian Stubbs**, Principal, Potash & Fertilizers, **Argus**

#### 09.30 Global and Regional Developments in Demand for Micronutrients

- The global perspective of the micronutrients market
- Addressing crop specific requirements
- Incorporating micronutrients to maximise crop yield
- Assessing growth markets for micronutrients

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

#### 10.00 The Role of Micronutrients in Increasing Fertilizer Efficiency in China

- Assessing micronutrient requirements based on soil mapping activities
- How regional soil and crop variances affect demand of micronutrients
- Achieving cost efficiencies for farmers with improved productivity
- The role of high efficiency fertilizers in light of China's Zero Growth Policy

**Fusuo Zhang**, Professor of Plant Nutrition, **China Agricultural University**

#### 10.30 Examining Current Global Zinc Use and Assessing Its Benefits

- Benefits of zinc applications on crop yield and human health
- Assessing the drivers for further growth
- Developments and opportunities for Zn-based fertilizer products

**Ming Xian Fan**, Director, China Program, ZNI, **International Zinc Association**

#### 11.00 – 11.30 Break

#### 11.30 Country Focus: The Benefits of Increasing Zinc Fertilizer Use in China

**Dr Du Sen**, Director of Water Saving and Upland Farming  
**NATESC, the Ministry of Agriculture, China**

#### 12.00 Growth Opportunities in the Global Boron Market

- Analysis of global supply and demand trends
- Applications and uses around the world
- Benefits of boron application for crop yield and profitability for farmers

**Mark Manning**, Director of Market Development, **Rio Tinto Borates**

#### 12.30 – 14.00 Lunch

#### 14.00 The Value of Using Borate Micronutrients in the Main Crops in Asia

- Examination of key markets including Malaysia, Philippines and Indonesia
- Outcome of field trial results from around the world and relevance in Asia
- Role of boron in improving productivity of regional crops

**Martin Philips**, Independent Consultant

#### 14.30 Micronutrient Requirements and Use in Southeast Asia

- Specific requirements for soils and crops in the region
- Micronutrient fertilizer use and economics
- Micronutrient product quality and availability issues

#### 15.00 Forum Chair's Closing Remarks

**Adrian Stubbs**, Principal, Potash & Fertilizers, **Argus**

#### 17.00 INTERACTIVE ROUND TABLE DISCUSSIONS – Choose from the following six topics to engage in lively discussion with delegates who share your business interests



1. Developments in regional micronutrients consumption and application
2. Feedstock availability and costs and impact on Chinese urea production
3. Indian fertilizer demand and policy developments
4. Assessing NPK Fertilizer markets in Asia
5. Achieving fertilizer efficiency under China's zero growth plan
6. Exploring opportunities for fertilizers in growth markets in Southeast Asia

#### 18.00 Cocktail Party

## Thursday 30 March - Morning

08.00 Registration, Coffee and Exhibition Open

#### 09.20 Chairperson's Welcome

**Xie Fang**, Senior Analyst, **Argus**

#### 09.30 Opening Remarks: Fertilizer Industry Developments in China

**Gu Zongqin**, Chairman, **China National Petroleum and Chemical Planning Institute** and Chairman, **China Nitrogen Fertilizer Industry Association**

**Li Guang**, Secretary General

**China Phosphate Fertilizer Industry Association**

**Chen Guofu**, Secretary General – Potash Branch, **China Inorganic Salt Industry Association**

#### 10.00 Outlook for the Global Urea Market

- Changing supply-demand dynamics in a low-price environment
- Position of Chinese exporters
- Update on capacity increases
- US market developments and their impact on markets around the world

**Steve Mitchell**, Editor- Argus FMB Nitrogen, **Argus**

#### 10.30 Assessing NPK Fertilizer Use in China

- Output and consumption – assessing NPK demand by region
- Impact of the Zero Growth Policy on NPK use
- Soil requirements and assessing nutrient requirements
- Assessing NPK product quality and market development potential

**Yang Huafeng**, President, **Hubei Xinyangfeng**

#### 11.00 – 11.30 Break

#### 11.30 Latest Developments in Chinese Agricultural Production

- Assessing the fertilizer sector in the context of broader agricultural trends
- Trends in fruit and vegetable production and the implications for fertilizer requirements
- Penetration of irrigation systems in China and the potential for water soluble fertilizers

#### 12.00 Outlook for Raw Material Supply and Availability for Urea Production in China

- Overview of the coal market in China and the impact on coal-based ammonia production
- Measuring the impact of natural gas availability on urea production

**Jia Tongzhou**, Chairman, **Beijing Jinmei Taiyangshi Chemical Co.**

#### 12.30 Iranian Production and Exports: Challenges and Opportunities

- Operating plant capacities, production and local consumption status and outlook
- Project perspective and challenges
- Trade flows of Iranian fertilizers and growth markets
- Opportunities for investment in Iran fertilizer industries

**Mohammad Ali Vadikheil**, CEO, **Phoenix Vision Group**

#### 13.00 – 14.30 Lunch



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## Thursday 30 March - Afternoon

### Markets and Trade Track

- 14.30** Phosphate Market Developments and Supply and Demand Balance
- Balancing domestic vs Chinese export opportunities
  - Impact of changes in export tax policy on prices and trade flows
  - Export options for Chinese producers
- Mike Nash**, Editor - Argus FMB Phosphates, **Argus**
- 15.00** Potash Supply and Demand Trends
- Examining global production capacity
  - How global developments impact regional markets
- 
- 15.30 – 16.00 Break**
- 16.00** Impact of New Urea Projects on the Asian Market
- Update on the Samur project and production capacity
  - Impact on regional supply dynamics and potential markets
- En. Hisham B Mohamad**, Head of Marketing and Sales, **Petronas**
- 16.30** Oil Palm Crop Requirements, Market Growth Potential and Impact on Potash Demand
- Current production and further growth potential
  - Nutrient demand and efficiency of use
  - Optimization towards more sustainable production, the role of improved nutrient management
- Rolf Haerdter**, Managing Director, **K+S Asia Pacific**
- 17.00** Chair's Closing Remarks

### Innovation and R&D Track

- 14.30** Latest Developments in Water Soluble Fertilizers and Utilization in China
- Zhai Jidong**, Chief Operating Officer, **Kingenta**
- 15.00** Developments and Benefits of Controlled Release Fertilizer Technology
- Balancing the release properties and the degradation properties of coating membranes
  - Application in rice, corn, wheat and cash crops
- Zhong Chenghu**, General Manager  
**Shandong Moith Ecological Fertilizer Co.**
- 
- 15.30 – 16.00 Break**
- 16.00** Developments in the Distribution and Application of Specialty Fertilizers in India
- Raza Soomar**, President, **RMZ International**
- 16.30** Efficient Fertilizer Application Strategies for Maximising Crop Yields
- Eran Barak**, Director Product Development & Technology, **ICL Fertilizers**
- 17.00** Chair's Closing Remarks

**18.00 - 20.00**  
**Cocktail Party**

## Friday 31 March

09.00 Coffee and Exhibition Open

### Regional Markets Track

- 09.20** Chair's opening remarks
- Carl Roache**, Editor - Asia Fertilizers, **Argus**
- 09.30** Developments in the India Fertilizer Market
- Market dynamics
  - Subsidy developments
  - Demand expectations
- 10.00** Achieving Balanced Fertilizer Application in India
- Mahesh Chandra Goel**, Country Head-India & Indian Sub-continent  
**Aries Fertilizers Group**
- 10.30** Developments in the Fertilizer Market in The Philippines
- Medel A. Enriquez**, Senior Vice President, **Atlas Fertilizer Corporation**
- 
- 11.00 – 11.30 Break**
- 11.30** Agricultural Situation in Thailand and Developments in the Fertilizer Market
- Supuk Laudee**, General Manager, Marketing and R&D Division, **Thai Central Chemical Public Co.**
- 12.00** Malaysia's Fertilizer Demand and Future Growth
- Oil palm and rubber fertilizer requirements
  - Assessing future demand, domestic production and imports
- 12.30** Chair's Closing Remarks
- Carl Roache**, Editor - Asia Fertilizers, **Argus**
- 
- 12.30 – 14.30 Lunch**

### Innovation and R&D Track

- 09.20** Chair's opening remarks
- 09.30** Minimizing the Environmental Impact of Fertilizer Use with Best Nutrient Management Practices
- 10.00** The Role of Biostimulants in Enhancing Nutrition Efficiency and Increasing Yields
- 10.30** Growth in Specialty Fertilizers for Horticultural Crops
- Charly Jia**, Marketing and Sales Director, **Van Iperen**
- 
- 11.00 - 11.30 Break**
- 11.30** Efficient Fertilization Strategies for Enhancing Rice Yield
- 12.00** Urease and Nitrification Inhibitors in Enhancing Fertilizer Use Efficiency
- 12.30** Chair's Closing Remarks
- 
- 12.30 – 14.30 Lunch**

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# What You Can Expect at Argus FMB Asia Fertilizer

The 13th annual Argus FMB Asia Fertilizer is the best place for doing business with anyone connected with the Asian market. If you import raw materials from China and want to meet all your potential suppliers in one trip, want to understand how changes in trade will affect your business or you are interested in the latest product innovations, then join us in Beijing in March.

## New for 2017

- The first **Asia Micronutrients Forum** enables you to identify opportunities in this rapidly growing market
- Network with colleagues focused on the same issues in our roundtable discussions
- New venue with expanded exhibition and networking area exclusively for conference delegates
- Increased focus on fertilizer production and demand in India, Iran and South East Asia
- Parallel track on Innovation and R&D – analyse the new technologies which can transform fertilizer efficiency in Asia



## Conference Venue - JW Marriott Hotel and Ritz-Carlton Hotel Beijing

The conference will be held in the JW Marriott hotel which is interconnected with the Ritz-Carlton Beijing Hotel. The luxury 5 star hotels are situated in a prime location near China Central Place, in Beijing's Chaoyang District.

## Registered Attendees Include:

•Agrifert Malaysia •Agromate Holdings •Agven •All Cosmos Bio-Tech •All Cosmos Industries •Allied Harvest •Ameropa •Anhui Huilong Agricultural •Anhui Liuguo Chemical Industry •Anhui Runquan Trading •Arab Potash •Aries Fertilizers •Atlas Fertilizer •Beijing Dezhixin Science&Technic •Canpotex •CF Industries •Chem Rock Trade •Chengdu Qunbo Technology •China Blue Chemical •China Coal Energy •China Petroleum And Chemical Industry Planning Institute •China Phosphate Fertilizer Industry Association •China Pigeon Chemical •CNAMPGC •Compagnie Indo Francaise De Commerce •Dal Engineering •Danakali •Danatek •Dragon Asia Fertiliser •Dreymoor •Eirich China Group •Engro Fertilizers •Erlianhot Tianyu Trading •ETG •Etherchem International •Eurochem Agro Trading •Eurogulf •Euroports Belgium •Fait •Ferpacific •Fertisul •Fertisur •Ferttrade •Gavilon Fertilizer •Glatz •Guangdong Huilong •Guangdong Tianhe Agricultural Means Of Production •Guangdong Zhanhua Group •Guizhou Chanhen Chemical •Guizhou Kailin International Trading •Handan Shengsong •Haofang Chemical Industry •Hap Seng Fertilizers •Heartychem •Hebei Shengyi Fertilizer •Helm Ag •Hengshui Hengji Agricultural Material •Hubei Dongsheng Chemical Group •Hubei E-Zhong Ecological Engineering •Hubei Harvin (Group) Chemical Industry •Hubei Sanning Chemical Industry •Hubei Xinyangfeng Fertilizer •ICL Speciality Fertilizers •Incofe •Indagro •International Zinc Association •Intertek •Itochu •Jiangsu Huachang Chemical •Jiaocheng Sanxi Chemical •Keytrade •Kingenta •Koch Fertilizer Asia •Laizhou Longpeng Chemical •Lei Shing Hong Trading •Liven Agrichem •Marubeni •Mediterranean Fertilizers Company •Mekatrade Asia •Merrycorn •Midgulf International •Mitra S.K Inspection And Testing •Mitsubishi •Mitsui •Mosaic Fertilizers China •NASTEC, The Ministry Of Agriculture •Nile Trade •Nitron •Noapara Trading •OCP •Olliance Chemicals •Oxbow •Petronas •Phoenix Vision •PhosAgro •Polyserve Group •Potash Branch Of China Inorganic Salt Industry Association •Premium Petroleum •Qingdao Xinxingfa Agricultural Producer Goods •Qingfeng Agricultural Materials Of Production Group •Quantum Fertilisers •Reliance •Richin •Rio Tinto •RNZ Group •Salt Lake Potash •Samsung C&T •Sesoda •Shandong Goldstone International Trading •Shandong Lianmeng •Shandong Moith Ecological Fertilizer •Shanghai Orient Intertek Testing Services •Shanxi Bingsheng Fertilizer •Shenzhen K+S Trading •Sichuan Blue Sword Chemical •Sichuan Highlight Fine Chemicals •Sichuan Huili Agrichem Chain •Sichuan Lomon Phosphorous Chemistry •Sichuan Shifang Dingli Phosphate Chemical •Solvay •Suifenhe Longsheng Economic And Trade •Suzhou Fengbei Bio-Tech •Swiss Singapore Trading Co •Tessenderlo Chemie •Thai Central Chemical Public •FAI •Thyssenkrupp Raw Materials •Tianjin Bohua Yongli Chemical Industry •Trammo •Transglobe •Twin Arrow Fertilizer •United Wealthfert •Universal Harvester •Uralkali Trading •Uzchem •Valagro China •Valency •Van Iperen •Wengfu Intertrade •Wentong Potassium Salt Group •Western Potash Corp •World Wide Fertilizers / Van De Reijt •Xing Hua •Yantai Huahai International Trade •Yantai Huahai International Trade •Yantai Ruimei Industrial •Yantai Zhongde •Young-Inh •Yueyang Juyuan Petrochemical •Yunnan Xiangfeng Chemical Fertilizer •Zhengzhou Fertilizer Innovation Uniona and many more...

## About the Organiser:



Argus has over 30 years of industry knowledge with our editorial team speaking directly to the market every day. Our internal knowledge and excellent relationships with the fertilizer sector help us to produce the highest value conferences for you.

For detailed information about the conference, please contact us:

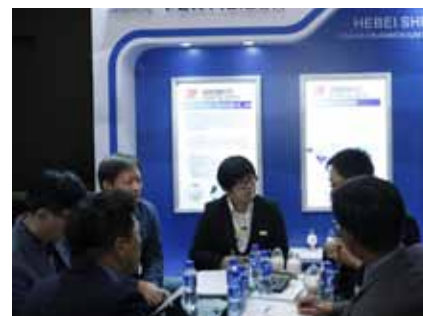
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If expanding in the Asia fertilizer sector is one of your business objectives, Argus FMB Asia Fertilizer gives you the perfect opportunity to stand out from the crowd. As a sponsor or exhibitor at this event, you are guaranteed to get your message across to hundreds of decision-makers, from all over Asia and the rest of the world.



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## Sponsorship

- **Position** your brand and your business in front of a senior and influential audience representing the leaders of the fertilizer industry
- **Attract** new business through enhanced visibility and exposure to a senior level audience
- **Gain** recognition during one of our prestigious networking receptions

## Exhibiting

- The ultimate way to meet people, with your stand positioned in the heart of the conference networking area
- Showcase your products and services and generate essential sales leads
- Your company profile will be included in Fertilizer Focus, our bi-monthly publication that reaches subscribers and attendees at other industry events



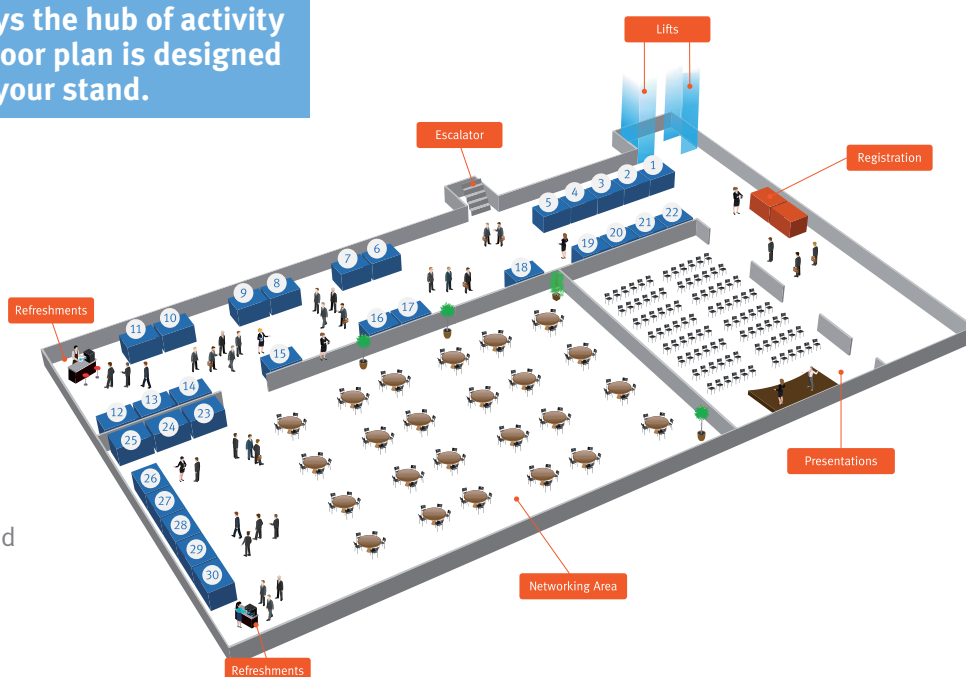
**“An outstanding conference, one of the best I have attended.”**

- Anil Chandramani, International Finance Corporation (IFC)

The exhibition area is always the hub of activity at the conference and the floor plan is designed to maximise traffic around your stand.

## 2017 Exhibitors Include

- Shijiazhuang Haofang Chemical
- Hebei Shengyi Fertilizer
- Kingenta
- Yantai Zhongde Group
- Eirich
- Yunnan Yingfu
- Donghai Yueyang
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# 13th Annual Argus FMB Asia Fertilizer 2017 Conference

29-31 March | Beijing, China

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Get 15% off the 3rd, 4th, 5th or 6th delegate when registering at the same time.

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