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**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

NEW: Asia Micronutrients Forum

The inaugural Asia Micronutrients Forum offers valuable market insights and technical expertise focusing 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, ZNIA, 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
• Benefits of boron application for crop yield and profitability for farmers
Mark Manning, Director of Market Development, Rio Tinto Borates

12.30 – 1.00 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 Phillips, 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 Zongjin, 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 Vadikehl, CEO, Phoenix Vision Group

13.00 – 14.30 Lunch

For more information and to register, please contact us:
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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
  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
  Aris Fertilizers Group

10.00 Achieving Balanced Fertilizer Application in India
- Market dynamics
- Subsidy developments
- Demand expectations
  Mahesh Chandra Goel, Country Head-India & Indian Sub-continent, Aries Fertilizers Group

10.30 Developments in the Fertilizer Market in The Philippines
  Medel A. Enríquez, Senior Vice President, Atlas Fertilizer Corporation

11.00 – 11.30 Break

11.30 Agricultural Situation in Thailand and Developments in the Fertilizer Market
- Market dynamics
- Subsidy developments
- Demand expectations
  Supuk Laudee, General Manager, Marketing and R&D Division, Thai Central Chemical Public Co.

12.00 Malaysia’s Fertilizer Demand and Future Growth
- Market dynamics
- Subsidy developments
- Demand expectations
  Carl Roache, Editor - Asia Fertilizers, Argus

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
  Charly Jia, Marketing and Sales Director, Van Iperen

10.30 Growth in Specialty Fertilizers for Horticultural Crops

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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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 Marriot 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.

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- Chengdu Qunbo Technology
- China Blue Chemical
- China Coal Energy
- China Petroleum And Chemical Industry Planning Institute
- China Phosphate Fertilizer Industry Association
- China Pigeon Chemical
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- Potash Branch Of China Inorganic Salt Industry Association
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- Zhengzhou Fertilizer Innovation Uniona and many more...

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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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