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9th Annual

Argus Africa Fertilizer 2018

26 - 28 February

Sheraton Addis Hotel, Addis Ababa, Ethiopia

Group discounts available for 3rd, 4th and 5th delegate

Improving access to fertilizers and boosting partnerships in Africa

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HEAR FROM 30+ FERTILIZER AND AGRONOMY EXPERTS OVER 3 DAYS:

Lazaro Kitandu

CEO

Tanzania Fertiliser Regulatory Authority (TFRA)

Henry Ogola

Managing Director

ChemAgro

Dr Shamie Zingore

Regional Director, sub-Saharan Africa, **IPNI**

Achim Dobermann

Director & Chief Executive

Rothamsted Research

Dr Rebbie Harawa

Head of Soil Fertility & Fertilizer Systems

Alliance for a Green Revolution in Africa (AGRA)

James Mutonyi

Managing Director

AGMARK

Nassirou Ba

Agricultural Economist

United Nations Economic Commission for Africa



Supporting Partners



Register now at www.argusmedia.com/fertilizer-africa

What you can expect at Argus Africa Fertilizer 2018:

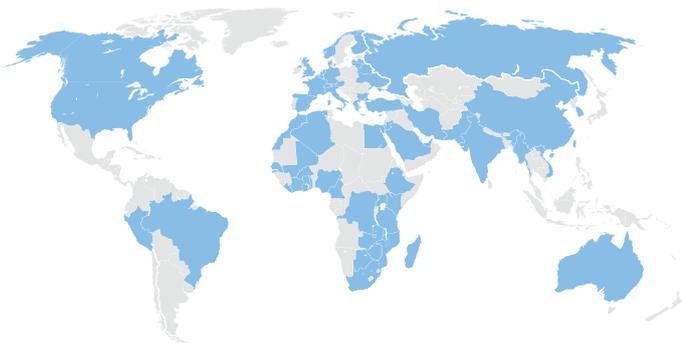
520
ATTENDEES

265+
COMPANIES

65
COUNTRIES
REPRESENTED

**SIMULTANEOUS
TRANSLATION
ENGLISH/FRENCH**

Delegate attendance from over 65 countries



What delegates say about Argus Africa Fertilizer

“Another remarkable event. Not only an illustration that the fertilizer sector in Africa is on the move, but also a contribution to the growth of the sector. The event is a must for all fertilizer industry professionals in Africa.”

Rob Groot, Director Global Field Programs, IFDC

“I met all major clients and large players who are relevant for our business.”

Christian Roeder, Mozambique CEO, Beira Logistics Terminals

“It was a great opportunity to meet stakeholders and very well organised.”

Santosh Dorak, Marketing Manager, Industries Chimiques Du Senegal

“I learned a lot about new fertilizer products and businesses. I also met many new people that I hope to stay in touch with.”

Arthur Mabiso, Policy Analyst, Alliance for a Green Revolution in Africa

Organisations that attended in 2017 include:

- Rio Tinto Minerals
- SABIC
- HBC
- OCP Africa
- ETG
- Innofert
- Omnia
- Evergrow
- ZFC Ltd
- SQM
- AGRA
- Ma'aden
- One Acre Fund - Kenya
- AFAP
- Fertasa
- IFDC
- Lushbury Fertilizer Corp
- Helm
- Yara
- Beira Logistics Terminals
- Tanzania Fertilizer Regulatory Authority
- FEPSAN
- Transcom
- Rawtrade
- Crop Performance
- ISKY Minerals
- Keytrade
- Sogefert
- Sackett Waconia
- Mitsubishi
- Borealis L.A.T
- Vipa Holdings
- Haldor Topsoe
- NAQ Global
- Compass Minerals
- Phosagro
- Agronova
- Milliken Europe
- Euraglo
- Haifa Chemicals
- Farmers World
- Heliopotasse
- ICL Fertilizers
- Van Iperen
- Interjute
- EMT Blending and Bagging
- Tessenderlo Chemie
- Kingenta
- and many more.

View the full delegate list online – www.argusmedia.com/fertilizer-africa

Register online today! www.argusmedia.com/fertilizer-africa

Agenda

Monday 26 February 2018

- 9.00 Registration and exhibition opens
- 10.00 Supporting partner meetings and networking throughout the day
- 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.

Roundtable Discussions

Hear and share experiences on key issues in the Africa fertilizer supply chain with fellow delegates in a relaxed, interactive setting. This is a perfect opportunity to make new contacts and discuss mutual business interests.

1. Raising NPK trades in Africa
Mounir Halim, Business Development, Fertilizers, **Argus**
2. Tackling logistical challenges in the supply chain to improve access to fertilizers
Gopal Chandak, Regional Head - West Africa & Asia, **ETG**
3. The role of subsidies in different countries and their role in improving fertilizer availability
Grace Chilande, Fertilizer Market Specialist, **IFDC**
4. West Africa markets – Local production and supply chain developments
Rob Groot, Director North & West Africa, **IFDC**
5. Changing trade patterns in nitrogen market and impact on Africa
Ruth Sharpe, Nitrogen Editor, **Argus**
6. The application of micronutrients to improve crop performance and potential market growth
Jordi Bru, Director, Global Market Development – Agriculture, **Rio Tinto Borates**
7. Improving accessibility and application of Lime & Gypsum to tackle soil acidity for small holder farmers
Izak Le Roux, CEO, **Elim Fertilizer**
8. The importance of mapping soil fertility to develop smart policies and improve crop production
Tegbaru Bellele, Project Team Leader, **EthioSIS**

- 18.00 Opening Cocktail Reception

Tuesday 27 February 2018

- 8.30 Registration and Exhibition Opens
- 9.00 Chairperson's Opening Remarks
- 9.10 Conference Welcome Address
Josefa Leonel Correia Sacko, Commissioner, Rural Economy and Agriculture, **African Union**
Hon. Christophe Bazivamo, Deputy Secretary General, Productive and Social Sectors, **East African Community Secretariat**
- 9.30 Keynote Presentation
Karim Lotfi Senhadji, CEO, **OCP Africa**
- 9.50 Panel - Harnessing Africa's Agricultural Potential: the Key Role of partnerships for agribusinesses
- Examining the policy environment and fertilizer sector developments

Moderated by: **Khalid Bomba**, Chief Executive Office of the **Ethiopian Agricultural Transformation Agency**
Josefa Sacko, Commissioner for Agriculture & Rural Development, **African Union**
H.E. Dr. Eyasu Abraha, Minister of Agriculture and Natural Resources, **Federal Democratic Republic of Ethiopia**
Karim Lotfi Senhadji, CEO, **OCP Africa**

10.40 Break

- 11.10 SABIC Agri-Nutrients Africa Strategic Intent
Yazeed Al-Angary, General Manager Agri-Nutrients, **SABIC**
- 11.30 An Update on N,P and K capacity developments in Sub-Saharan Africa
- Natural resources in sub-Saharan Africa
 - Global developments and regional impact
 - Supply dynamics and new capacity
 - Summary project status
- Frances Wollmer**, Principal, Fertilizer Consulting, **Argus**
- 11.55 Ma'aden and Africa, the Natural Fit
Khaled Al-Rowais, SVP, **Ma'aden**
- 12.15 Sub-Saharan Africa Fertilizer Short- and Medium-Term Outlook
- Economic and agronomic factors affecting fertilizer consumption across Africa
 - Examining fertilizer application rates and agricultural outputs
 - Assessing the expansion of fertilizer production in Africa and impact on supply dynamics
- Patrick Heffer**, Senior Director, Agriculture Service, **IFA**
- 12.40 The Yara Farmer Centric Strategy in Africa
Luis Alfredo Perez, SVP – Yara Crop Nutrition Africa, **Yara**

13.00 Lunch

POLICY, INVESTMENT AND INFRASTRUCTURE

- 14.00 Panel - Creating an Enabling Policy Environment to Boost Access to and Affordability of Fertilizers
- Examining fertilizer regulatory frameworks
 - How can subsidy programmes be effectively implemented to improve access to affordable fertilizers
 - How can government interventions encourage competitive fertilizer markets
 - Empowering the private sector to be key players in the fertilizer market
- Lazaro Kitandu**, CEO, **Tanzania Fertiliser Regulatory Authority (TFRA)**
Henry Kargbo, Director of Crops, **Ministry of Agriculture, Forestry and Food Security, Sierra Leone**
Gideon Negedu, Executive Director, **FEPSAN**
Joseph Rusike, Senior Program Officer for Country Support, Policy and Delivery, **AGRA**
- 14.40 Panel - Improving Fertilizer Distribution with Infrastructure Investment and Innovative Approaches to Logistics
- Enhancing road infrastructure and trucking logistics to ensure on time delivery
 - Overcoming challenges at the stage of "last mile" fertilizer delivery
- Moderated by: **Grace Chilande**, Fertilizer Market Specialist, **IFDC**
Bowen Williams, Director of Business Development, **Lori Systems**
Julia Franklin, Global Sourcing Director, **One Acre Fund**
Wesley Rotich, Director, **Paksons Enterprises**

15.20 A Data-Driven Approach to Influencing Investment and Policy Decisions in Soil Health and Fertilizer Use
Achim Dobermann, Director & Chief Executive, Rothamsted Research

15.40 Break

SUPPLY CHAIN COLLABORATIONS AND FARMER FOCUSED INITIATIVES

16.10 Panel - Farmer Focus: Improving Access to Credit, Agronomic Best Practices and Quality Fertilizers

- Addressing the finance gap facing smallholder farmers
- Strategies to accelerate farmers access to credit to access fertilizers
- Effective communications with farmers about fertilizer use
- Role of the agro-dealer in disseminating knowledge on the most effective use of fertilizers to maximise its benefits

Moderated by: **Jason Scarpone**, CEO, **AFAP**

Dr Rebbie Harawa, Head of Soil Fertility & Fertilizer Systems, **Alliance for a Green Revolution in Africa (AGRA)**

Daniel Gad, Managing Director, **Omega Farms**

James Mutonyi, Managing Director, **AGMARK**

Henry Ogola, Managing Director, **ChemAgro**

16.50 Panel - Enhancing Intra-Regional Trade with the Development of Trade Corridors and Regional Clusters

- The benefits of promoting regional fertilizer production and integration for fertilizer trade
- Lowering the costs of transportation
- Harmonizing standards to encourage trade
- Improving efficiency across custom borders to prevent delays in shipment and delivery

Balbir Singh, Head Business Development and Agronomy, **Indorama**

Nassirou Ba, Agricultural Economist, **United Nations Economic Commission for Africa**

Augustine Langyintuo, Senior Operations Officer - Agribusiness, **International Finance Corporation (IFC) - World Bank Group**

17.30 Chairperson's Closing Remarks



Wednesday 28 February 2018

9.00 Chairperson's Opening Remarks

AGRONOMY INSIGHTS AND TECH INNOVATIONS

9.10 Morning Keynote: How Digital Technology is Changing Farming in Africa

- Leveraging modern technology to improve the use of fertilizers
- Measuring and analysing soil data to help farmers apply the right fertilizer
- Tools to improve connectivity and financial solutions

Ndubuisi Ekekwe, Founder & Chairman, **Zenvus**

9.30 Sustainable Fertilizer Use in Changing Environmental Conditions

Dr Shamie Zingore, Regional Director, sub-Saharan Africa, **IPNI**

9.50 POLY₄, A Fertilizer Suitable for 21st century African Agriculture

- The benefits of POLY₄ as a cost-effective, multi-nutrient, low chloride fertilizer
- Addressing the challenges in African agriculture due to soil nutrient depletion and inadequate use of fertilizers
- Examining trial evidence and changing the perception of fertilizer input
- Meeting growing food demand through use of the right fertilizer plan in Africa

Robert Meakin, Research and Development Director, **Sirius Minerals**

10.10 Application of Micronutrients in Sub-Saharan Africa

- Addressing micronutrient deficiencies in the soil and requirements of major crops
- The use of micronutrients to enhance nutrient use efficiency
- Improving understanding of the agronomic benefits of incorporating micronutrients to improve crop yields

Job Kihara, Soil Fertility Expert, **International Centre for Tropical Agriculture**

10.30 Break

11.10 EthioSIS: The No 'Business as Usual' Approach in the Ethiopian Soil-Sub Sector to Transform Agriculture

Tegbaru Bellele, Project Team Leader, **EthioSIS**

11.40 Sustainable Intensification of Maize production in Sub-Saharan Africa: Implications for Nutrient Management and Fertilizer Requirements

Dr Kindie Tesfaye, Project Leader, **CIMMYT-CCAFS**

12.10 Lime; A Critical Ingredient in African Agriculture

- Situation; soil pHs and liming requirements in Southern and East Africa
- The market; supply and demand for lime in the region
- Solutions; conventional lime and micronised alternatives

Alvin Otieno, Agronomist, East Africa, **Omya**

12.40 Chairperson's Closing Remarks

12.50 Lunch & End of conference

Register online today! www.argusmedia.com/fertilizer-africa

Why attend Argus Africa Fertilizer 2018?



520+ attendees from public and private sector stakeholders involved in the fertilizer value chain



A 3 day agenda focused on increasing fertilizer consumption to boost agricultural productivity



Over 20 hours of networking including roundtable discussions, speed networking and cocktail receptions



A regional and global meeting place – 65 countries, including 23 African countries, in attendance



Conference Location – Addis Ababa, Ethiopia

Ethiopia is one of the fastest growing economies in the region and agriculture is the major sector driving growth. While fertilizer consumption has tripled in the past decade, there is still huge potential for growth, including demand for blended fertilizers and micronutrients to improve overall soil fertility and hence improve productivity of crops.

Conference delegates can stay at the grand five-star **Sheraton Addis Hotel**, which offers 11 restaurants and bar options for you to accommodate your meetings. You will receive details to secure a discounted rate at the hotel once you have registered to attend the event. Addis Ababa airport boasts excellent international flight connections.

Sponsorship Opportunities

If expanding in the Africa fertilizer sector is one of your business objectives, Argus Africa Fertilizer gives you the perfect opportunity to stand out from the crowd. As a sponsor or exhibitor at this event - now in its 9th year - you are guaranteed to get your message across to hundreds of decision-makers, from all over Africa and the rest of the world.



If you want to stand out from the crowd - take advantage of a range of sponsorship options. Choose from a variety of options which we can tailor to meet your business objectives:

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 the delegate guidebook which is given out to each delegate at the conference



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available for 3rd, 4th
and 5th delegate

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STANDARD REGISTRATION RATES

US \$1550 per delegate

UNDER 35S RATE*

We are offering a special rate for under 35s. Please note this rate cannot be used in conjunction with any other discounts. Please email us a copy of your ID/passport when registering.

US \$1150

GROUP BOOKING DISCOUNTS

3rd, 4th, 5th or 6th delegate - 15% discount

To qualify, all registrations must be made at the same time and cannot be used in conjunction with any other discount.

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DELEGATE 1 DETAILS:

Name: _____ Dr/Mr/Ms:

Job title: _____

Email: _____

Phone number: _____

DELEGATE 2 DETAILS:

Name: _____ Dr/Mr/Ms:

Job title: _____

Email: _____

Phone number: _____

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Name: _____ Dr/Mr/Ms:

Job title: _____

Email: _____

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Name: _____ Dr/Mr/Ms:

Job title: _____

Email: _____

Phone number: _____

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VENUE

Sheraton Addis Hotel, Addis Ababa, Ethiopia

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Meeting rooms / suites

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