# The 8th GPCA Fertilizer Convention Program

## New Beginnings - Return to growth

**Day 0: Tuesday, 26 September 2017**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00 - 17:00</td>
<td>Leaders of Tomorrow: Students seminar</td>
</tr>
<tr>
<td>12:00 - 17:00</td>
<td>Registration opens</td>
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**Day 1: Wednesday, 27 September 2017**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:00 - 08:50</td>
<td>Registration opens and Welcome coffee</td>
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<tr>
<td>08:50 – 09:00</td>
<td>Introduction and Curtain Raiser</td>
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<tr>
<td>09:00 - 09:10</td>
<td>Opening address</td>
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<tr>
<td>Dr. Abdulrahman Jawahery, <em>President</em>, GPIC and <em>Chairman</em>, GPCA Fertilizer Committee</td>
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<tr>
<td>09:10 – 09:20</td>
<td>Inaugural address</td>
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<td>H.E. Shaikh Mohamed bin Khalifa bin Ahmed Al-Khalifa, <em>Minister of Oil</em>, Kingdom of Bahrain</td>
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**Session 1: Energy and feedstock - Is the market stabilizing?**

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<thead>
<tr>
<th>Time</th>
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<tr>
<td>09:20 - 09:40</td>
<td>Keynote address: Threats and opportunities in the Phosphates market</td>
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<tr>
<td>Khalid Al-Mudaifer, <em>President and CEO</em>, Ma’aden</td>
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<td>09:40 - 10:00</td>
<td>The GCC fertilizer industry’s landscape – growth dimension and challenges</td>
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<td>Dr. Abdulwahab Al-Sadoun, <em>Secretary General</em>, GPCA</td>
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<td>10:00 - 10:20</td>
<td>Strategic natural gas markets</td>
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<td>Dr. Kang Wu, <em>Program Director</em> - <em>Senior Research Fellow Markets and Industrial Development</em>, King Abdullah Petroleum Studies and Research Center (KAPSARC)</td>
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<td>10:20 - 10:40</td>
<td>Panel discussion and Q&amp;A</td>
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<td>10:40 - 11:10</td>
<td>Networking break</td>
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Session 2: Global and regional mega trends

11:10 - 11:30  Impact of global protectionism on fertilizers trade
Dr. Dimitrios Dimitriou, Managing Consultant, Nexant’s Energy and Chemicals Advisory

11:30 - 11:50  How to look at fertilizer distribution in main markets for GCC producers?
Alexandre Benedetti, Manager, Corporate Value Associate

11:50 - 12:10  Sustainability in Agri-Nutrients: Linking business and innovation
Prof. Peer Ederer, Director, HUGIN Center, Zeppelín University

12:10 - 12:30  Estidamah center: Fostering national agricultural sustainability
Dr. Khalid Al-Assaf, Director, Estidamah Center at SABIC

12:30 - 12:50  Panel discussion and Q&A

12:50 - 14:00  Networking lunch

Sponsored by:

Session 3: Specialty fertilizers - Diversification options for the GCC

14:00 - 14:20  Micronutrients enriched urea
Robert Smulders, VP, Maire Tecnimont Innovation Center, Stamicarbon

14:20 - 14:40  NPK compound fertilizer - Diverse applications
Dr. Mounir Halim, VP, Business Development, Argus Media

14:40 - 15:00  Sulfur enhanced urea - produced in Uhde Fertilizer Technology (UFT) fluid bed granulation plants
Dr. Matthias Potthoff, Managing Director- Fertiliser Technology, thyssenkrupp

15:00 - 15:20  Panel discussion and Q&A

15:20 - 15:50  Networking break

Session 4: Protecting the environment and resolving technical challenges

15:50 - 16:10  KBR Technologies for enhancing plant capacity and improving reliability
Vikram Singh, Senior Technology Advisor - Process, KBR Technology

16:10 – 16:30  CO2 removal process optimization
Shomit Haldar, Business Development Manager - Middle East, Dow Oil, Gas and Mining

16:30 – 16:50  Panel discussion and Q&A
19:00 – 21:00 Gala dinner

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Day 2: Thursday 28 September, 2017

08:00 – 09:00 Registration opens
Welcome coffee

09:00 - 09:20 Keynote address: Global market overview
Charlotte Hebebrand, Director General, International Fertilizer Association (IFA)

Session 1: Major demand markets - Who is driving growth?

09:20 - 09:40 Africa market overview
Oliver Hatfield, Director Fertilizer Research Team, Integer Research Ltd

09:40 - 10:00 India market overview
Satish Chander, Director General, the Fertiliser Association of India

10:00 - 10:20 Brazil and Latin America market overview
Doug Hoadley, Head of Nitrogen Analysis, CRU Group

10:20 - 10:40 Panel discussion and Q&A

10:40 - 11:10 Networking break

Session 2: Major supply markets - Is competition increasing?

11:10 - 11:30 Russia - Market overview
Natalia Kargaeva, Head of International Affairs Department, NIIK (R&D Institute of Urea)

11:30 - 11:50 North America market overview
Ryan Monis, Senior Consultant, IHS Markit

11:50 – 12:10 China market overview
Peter Huang, CEO, China National Chemical Information Center (CNCIC) Consulting

12:10 - 12:30 Panel discussion and Q&A
12:30 - 12:45  Closing remarks
Dr. Abdulwahab Al-Sadoun, Secretary General, GPCA

12:45 – 14:00  Networking lunch
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*Please note the speakers and topics were confirmed at the time of publishing; however, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics