

## New frontiers and opportunities

### Day 0: Tuesday, 18 September 2018

**08:00 – 17:00** Registration

**09:00 - 12:00** Workshop: **Customer Value Management (CVM)**

- Creating Stronger market positions and improved profitability with CVM
- Value-Based proposition

Facilitated by **Nexant**

**12:00 - 14:00** Lunch

**14:00 - 15:00** Technical session: **Operational efficiency**

**14:00 – 14:20** **Realization of large scale green ammonia plants**

*Tobias Birwe, Head of Sales, Ammonia & Urea Division, thyssenkrupp*

**14:20- 14:40** Technical paper  
**Stamicarbon**

**14:40- 15:00** Open discussion

**15:00 - 15:30** Networking break

**15:30 – 17:00** Technical session: **Environmental sustainability**

### Day 1: Wednesday, 19 September 2018

**08:00 – 09:00** Registration opens and welcome coffee

**09:00 – 09:10** Opening Remarks:

*Dr. Abdulrahman Jawahery, President, GPIC*

**09:10 - 09:30** Welcome address

*H.E. Dr. Mohammad bin Hamad Al Rumhi, Oman Minister of Oil and Gas, chairman of the board of directors – Oman Oil Company*

#### Session 1: Global trends and challenges

**09:30 – 09:50** Keynote Address: **Industry landscape**

*Rakesh Kapur, Joint Managing Director, IFFCO and President, IFA*

**09:50 – 10:10** Keynote Address: **food security**

*John Baffes, Senior Economist, World Bank (Development Prospects Group)*

\*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

**10:10 - 10:30** **M&A Activity within the agri-nutrients industry**  
Thomas Rings, *Partner, Dubai, A.T. Kearney Middle East LLC*

**10:30 - 10:50** **Panel discussion and Q&A session**

**10:50 – 11:20** **Networking break**

### Session 2: Innovations and trends

**11:20 – 11:40** **Sustainable agricultural solutions for the region using non-traditional water supplies, crops, and soil amendments**  
Seta Tutundjian, *Director of Partnerships and Knowledge Management, International Center for Bio saline Agriculture (ICBA)*

**11:40 – 12:10** **Estidamah Center experience**  
Dr. Khalid Hussain Al-assaf, *Director, Estidamah Center*

**12:10 – 12:30** **Enhanced crop nutrient content**  
KAUST

**12:30 - 12:45** **Panel discussion and Q&A session**

**12:45 – 14:00** **Networking lunch**

### Session 3: The fertilizers value chain

**14:00 - 14:20** **Marketing and agronomics**

**14:20 - 14:40** **Logistics and distribution**

**14:40 - 15:00** **Import and wholesale**

**15:00 - 15:20** **A farmer's perspective – Challenges and expectations**

**15:20 - 15:40** **Panel discussion and Q&A session**

**19:00 – 21:00** **Gala dinner**

## **Day 2: Thursday 20 September, 2018**

**08:00 – 10:00** **Registration and welcome coffee**

**09:00 - 09:20** **Trade tensions**  
Dr. Dimitrios Dimitriou, *Managing Consultant, Nexant's Energy and Chemicals Advisory*

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#### Session 4: Trends in major importing regions

- 09:20- 09:40 India
- 09:40- 10:00 Africa
- 10:00- 10:20 Latin America  
Mario Barbosa, *Independent Consultant, MB Consultoria*
- 10:20- 10:40 Panel discussion and Q&A session
- 10:40- 11:00 Networking break

#### Session 5: Trends in major producing regions

- 11:00 - 11:20 USA
- 11:20- 11:40 Middle East  
Evgenia Apostolopoulou, *Marketing Executive - Fertilizers, Muntajat*
- 11: 40 - 12:00 Black Sea  
Maria Bezzubova, *Cofounder, Anagro*
- 12:00 – 12:20 Panel discussion and Q&A session
- 12:20 - 12:35 Closing remarks  
Dr. Abdulwahab Al-Sadoun, *Secretary General, GPCA*
- 12:35 – 14:00 Networking lunch

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