



18 - 20 SEPTEMBER 2018 | MUSCAT, OMAN

PRELIMINARY PROGRAM

Day 0: Tuesday, 18 September 2018

08:00 - 17:00	Registration
09:00 - 12:00	Workshop: Customer Value Management (CVM) <ul style="list-style-type: none"> • Creating stronger market positions and improved profitability with CVM • Value-based proposition Facilitated by Nexant
12:00 - 14:00	Lunch
Technical session: Operational efficiency	
14:00 - 14:20	Realization of large scale green ammonia plants Tobias Birwe, Head of Sales, Ammonia and Urea Division, thyssenkrupp
14:20 - 14:40	Innovations in Stamicarbon granulation: From conventional fluid bed to multi-functional design Branislav Manic, Process Engineer, Stamicarbon
14:40 - 15:00	Open discussion
15:00 - 15:30	Networking break
Technical session: Environmental sustainability	
15:30 - 15:50	Environmentally responsible use of biocides in cooling water systems Harry Polman, Managing Director, Biofouling Solutions division, 5 Oceans
15:50 - 16:10	Reshaping the future of ammonia Tim Lyng Sønderby, Licensing Manager - Middle East, Haldor Topsoe
16:10 - 16:30	Open discussion

Day 1: Wednesday, 19 September 2018

08:00 - 09:00	Registration and welcome coffee
09:00 - 09:10	Opening remark Dr. Abdulrahman Jawahery, President, GPIC and Vice Chairman, GPCA
09:10 - 09:30	Welcome address H.E. Dr. Mohammed bin Hamad Al Rumhi, Minister, Ministry of Oil and Gas, Oman and 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)
10:10 - 10:30	M&A activity within the agri-nutrients industry Thomas Rings, Partner- Dubai, A.T. Kearney Middle East
10:30 - 10:50	Panel discussion and Q&A session
10:50 - 11:20	Networking break
Session 2: Innovations and trends	



18 - 20 SEPTEMBER 2018 | MUSCAT, OMAN

PRELIMINARY PROGRAM

11:20 – 11:40	Sustainable agricultural solutions for the region using non-traditional water supplies, crops, and soil amendments Seta Tutundjian , <i>Director of Partnerships & Knowledge Management, International Center for Biosaline Agriculture (ICBA)</i>
11:40 – 12:10	Estidamah Center experience Dr. Khalid Hussain Al-Assaf , <i>Director, Estimadah Center</i>
12:10 – 12:30	Plant science research at KAUST for improving crop performance in marginal environments Mark Tester , <i>Professor of Plant Science, KAUST</i>
12:30 – 12:45	Panel discussion and Q&A
12:45 – 14:00	Networking lunch

Session 3: The fertilizers value chain

14:00 – 14:20	Marketing and agronomics Thibault Martinsegur , <i>Senior Manager, Corporate Value Associates (CVA)</i>
14:20 – 14:40	Logistics and distribution Pablo Ruiz del Real , <i>Partner, Advanced Logistics Group (ALG)</i>
14:40 – 15:00	Import and wholesale Mike Manning , <i>General Manager Innovation and Strategy, Ravensdown</i>
15:00 – 15:20	A farmer's perspective – Challenges & 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 – 09:00	Registration and welcome coffee
09:00 – 09:20	Keynote address: IFA2030 strategy and market outlook (2018-2022) Charlotte Hebebrand , <i>Director General, International Fertilizer Industry Association (IFA)</i>

Session 4: Trends in major producing regions

09:20 – 09:40	India Dr. P.S. Gahlaut , <i>Managing Director, Indian Potash Limited</i>
09:40 – 10:00	Africa
10:00 – 10:20	Latin America Mario Barbosa , <i>Independent Consultant, MB Consultoria</i>
10:20 – 10:40	Panel discussion and Q&A session
10:40 – 11:10	Networking break

Session 5: Trends in major importing regions

11:10 – 11:30	USA Thomas Heinrich , <i>Senior Consultant, Energy and Chemicals Advisory, Nexant</i>
11:30 – 11:50	Middle East Evgenia Apostolopoulou , <i>Marketing Executive – Fertilizers, Muntajat</i>
11:50 – 12:10	Black Sea Maria Bezubova , <i>Co-founder & COO, Anagro</i>



18 - 20 SEPTEMBER 2018 | MUSCAT, OMAN

PRELIMINARY PROGRAM

12:10 – 12:30	Panel discussion and Q&A session
12:30 – 12:45	Closing remarks Dr. Abdulwahab Al-Sadoun, Secretary General, GPCA
12:45 – 14:00	Networking lunch