



18 - 20 SEPTEMBER 2018 | MUSCAT, OMAN

## PROGRAM

### Day 0: Tuesday, 18 September 2018

08:00 - 17:00	Registration
09:00 - 12:00	Workshop: <b>Customer Value Management (CVM)</b> <ul style="list-style-type: none"> <li>• Creating stronger market positions and improved profitability with CVM</li> <li>• Value-based proposition</li> </ul> Facilitated by: <b>Phil Allen</b> , <i>CEO and Value Creator, Customer Value Management GmbH in association with Nexant</i>
12:00 - 14:00	Lunch
<b>Technical session: Operational efficiency</b>	
14:00 - 14:20	Realization of large scale green ammonia plants <b>Tobias Birwe</b> , <i>Head of Sales, Ammonia and Urea Division, thyssenkrupp</i>
14:20 - 14:40	Innovations in Stamicarbon granulation: From conventional fluid bed to multi-functional design <b>Branislav Manic</b> , <i>Process Engineer, Stamicarbon</i>
14:40 - 15:00	Open discussion
15:00 - 15:30	Networking break Sponsored by: <b>QAFCO</b>
<b>Technical session: Environmental sustainability</b>	
15:30 - 15:50	Environmentally responsible use of biocides in cooling water systems <b>Harry Polman</b> , <i>Managing Director, Biofouling Solutions Division, 5 Oceans</i>
15:50 - 16:10	Reshaping the future of ammonia <b>Tim Lyng Sønderby</b> , <i>Licensing Manager in the Middle East, Haldor Topsoe</i>
16:10 - 16:30	DeNOx implementation and experience in QAFCO <b>Sultan Jassim Sultan Darwish</b> , <i>Head of Urea 5 and 6, QAFCO</i>
16:30 - 16:50	Open discussion

### Day 1: Wednesday, 19 September 2018

08:00 - 09:00	Registration and welcome coffee Sponsored by: <b>GPIC</b>
09:00 - 09:10	Opening remarks <b>Dr. Abdulrahman Jawahery</b> , <i>President, GPIC and Vice Chairman, GPCA</i>
09:10 - 09:30	Welcome address <b>H.E. Dr. Mohammed bin Hamad Al Rumhi</b> , <i>Minister, Ministry of Oil and Gas, Oman and Chairman of the Board of Directors, Oman Oil Company</i>
<b>Session 1: Global trends and challenges</b>	
09:30 - 09:50	Keynote address: <b>Industry landscape</b> <b>Rakesh Kapur</b> , <i>Joint Managing Director, IFFCO and President, IFA</i>
09:50 - 10:10	Keynote address: <b>Food security</b> <b>John Baffes</b> , <i>Senior Economist, World Bank (Development Prospects Group)</i>
10:10 - 10:30	M&A activity within the agri-nutrients industry <b>José Alberich</b> , <i>Partner-Middle East, A.T. Kearney</i>
10:30 - 10:50	Panel discussion and Q&A session
10:50 - 11:20	Networking break Sponsored by: <b>QAFCO</b>



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### 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 Biosaline Agriculture (ICBA)*
- 11:40 – 12:10 Estidamah Center experience  
**Dr. Khalid Hussain Al-Assaf**, *Director, Estidamah Center, SABIC*
- 12:10 – 12:30 Plant science research at KAUST for improving crop performance in marginal environments  
**Mark Tester**, *Professor of Plant Science, KAUST*
- 12:30 – 12:45 Panel discussion and Q&A session
- 12:45 – 14:00 Networking lunch  
Sponsored by: **OMIFCO**

### Session 3: The fertilizers value chain

- 14:00 – 14:20 Marketing and agronomics  
**Thibault Martinsegur**, *Senior Manager, Corporate Value Associates (CVA)*
- 14:20 – 14:40 Logistics and distribution  
**Pablo Ruiz del Real**, *Partner, Advanced Logistics Group (ALG)*
- 14:40 – 15:00 Import and wholesale  
**Mike Manning**, *General Manager Innovation and Strategy, Ravensdown*
- 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  
Sponsored by: **SABIC**

## Day 2: Thursday, 20 September 2018

- 08:00 – 09:00 Registration and welcome coffee  
Sponsored by **GPIC**
- 09:00 – 09:20 Keynote address: **IFA2030 strategy and market outlook (2018-2022)**  
**Charlotte Hebebrand**, *Director General, IFA*

### Session 4: Trends in major importing regions

- 09:20 – 09:40 India  
**Dr. P.S. Gahlaut**, *Managing Director, Indian Potash Limited (IPL)*
- 09:40 – 10:00 Africa  
**Mike Nash**, *Editor and Editorial Manager, Argus*
- 10:00 – 10:20 Latin America  
**Mario Barbosa**, *Independent Consultant, MB Consultoria*
- 10:20 – 10:40 Panel discussion and Q&A session
- 10:40 – 11:10 Networking break  
Sponsored by: **QAFCO**

### Session 5: Trends in major producing regions

- 11:10 – 11:30 USA  
**Thomas Heinrich**, *Senior Consultant, Energy and Chemicals Advisory, Nexant*
- 11:30 – 11:50 Middle East  
**Dr. Evgenia Apostolopoulou**, *Marketing Executive – Fertilizers, Muntajat*



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11:50 – 12:10	Black Sea <b>Maria Bezzubova</b> , <i>Co-founder and COO, Anagro</i>
12:10 – 12:30	Panel discussion and Q&A session
12:30 – 12:45	Closing remarks <b>Dr. Abdulwahab Al-Sadoun</b> , <i>Secretary General, GPCA</i>
12:45 – 14:00	Networking lunch Sponsored by: <b>OMIFCO</b>