



18 - 20 SEPTEMBER 2018 | MUSCAT, OMAN

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 marketing and sales strategies for fertilizers Facilitated by: Phil Allen , <i>CEO and Value Creator, Customer Value Management GmbH in partnership with Nexant</i> – Dr. Dimitrios Dimitriou and Thomas Heinrich
12:00 - 14:00	Lunch
Technical session: Operational efficiency	
14:00 – 14:20	Realization of large scale green ammonia plants Tobias Birwe , <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 Branislav Manic , <i>Process Engineer, Stamicarbon</i>
14:40 – 15:00	Complex integration to increase efficiencies and decrease environmental footprints Daive Carrara , <i>Senior Process Engineer, Syngas Process Department, Casale SA</i>
15:00 – 15:20	Open discussion
15:20 – 15:40	Networking break Sponsored by: QAFCO
Technical session: Environmental sustainability	
15:40 – 16:00	Environmentally responsible use of biocides in cooling water systems Harry Polman , <i>Managing Director, Biofouling Solutions Division, H2O Biofouling Solutions B.V</i>
16:00 – 16:20	Reshaping the future of ammonia Tim Lyng Sønderby , <i>Licensing Manager in the Middle East, Haldor Topsoe</i>
16:20 – 16:40	DeNOx implementation and experience in QAFCO Sultan Jassim Sultan Darwish , <i>Head of Urea 5 and 6, QAFCO</i>
16:40 – 17:00	Open discussion

Day 1: Wednesday, 19 September 2018

08:00 – 09:00	Registration and welcome coffee Sponsored by: GPIC
09:00 – 09:10	Opening remarks Dr. Abdulrahman Jawahery , <i>President, GPIC and Vice Chairman, GPCA</i>
09:10 – 09:20	Welcome address H.E. Eng. Salim Al-Aufi , <i>Undersecretary, Ministry of Oil and Gas, Oman</i>
Session 1: Global trends and challenges	
09:20 – 09:40	Keynote address: Industry landscape Rakesh Kapur , <i>Joint Managing Director, IFFCO and President, IFA</i>
09:40 – 10:00	Keynote address: Food security John Baffes , <i>Senior Economist, World Bank (Development Prospects Group)</i>
10:00 – 10:10	Recognition ceremony and exhibition inauguration by the Minister of Agriculture and Fisheries



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10:10 – 10:30	Networking break Sponsored by: QAFCO
10:30 – 10:50	M&A activity within the agri-nutrients industry José Alberich , <i>Partner-Middle East</i> , A.T. Kearney
10:50 – 11:10	Panel discussion and Q&A session
Session 2: Innovations and trends	
11:10 – 11:30	Sustainable agricultural solutions for the region using non-traditional water supplies, crops, and soil amendments Dr. Henda Mahmoudi , <i>Plant Physiologist</i> , International Center for Biosaline Agriculture (ICBA)
11:30 – 11:50	Estidamah Center experience Dr. Khalid Hussain Al-Assaf , <i>Director</i> , Estidamah Center , SABIC
11:50 – 12:10	Plant science research at KAUST for improving crop performance in marginal environments Mark Tester , <i>Professor of Plant Science</i> , KAUST
12:10 – 12:30	Panel discussion and Q&A session
12:30 – 14:00	Networking lunch Sponsored by: OMIFCO
Session 3: The fertilizers value chain	
14:00 – 14:20	A farmer's perspective – Challenges and expectations Hamdan Salem Al-Wahaibi , <i>Director of Soil and Water Research Center</i> , Directorate General of Agriculture and Livestock Research , Ministry of Agriculture and Fisheries
14:20 – 14:40	Marketing and agronomics Thibault Martinsegur , <i>Senior Manager</i> , Corporate Value Associates (CVA)
14:40 – 15:00	Logistics and distribution Pablo Ruiz del Real , <i>Partner</i> , Advanced Logistics Group (ALG)
15:00 – 15:20	Import and wholesale Mike Manning , <i>General Manager Innovation and Strategy</i> , Ravensdown
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 , <i>Director General</i> , IFA
Session 4: Trends in major importing regions	
09:20 – 09:40	India Dr. P.S. Gahlaut , <i>Managing Director</i> , Indian Potash Limited (IPL)
09:40 – 10:00	Africa Mike Nash , <i>Editor and Editorial Manager</i> , Argus
10:00 – 10:20	Latin America Mario Barbosa , <i>Independent Consultant</i> , MB Consultoria



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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 , <i>Senior Consultant, Energy and Chemicals Advisory, Nexant</i>
11:30 – 11:50	Middle East Dr. Evgenia Apostolopoulou , <i>Marketing Executive – Fertilizers, Muntajat</i>
11:50 – 12:10	Black Sea Maria Bezzubova , <i>Co-founder and COO, Anagro</i>
12:10 – 12:30	Panel discussion and Q&A session
12:30 – 12:45	Closing remarks Dr. Abdulwahab Al-Sadoun , <i>Secretary General, GPCA</i>
12:45 – 14:00	Networking lunch Sponsored by: OMIFCO