



argus

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2nd annual

Argus Added Value Fertilizers Europe 2019

13 - 15 February
Barcelona, Spain

Group booking
discounts available
for 3+ delegates!

*Added value products, enhanced efficiency and specialty fertilizers
for maximising crop yields and business growth*

WATER SOLUBLE FERTILIZERS

SPECIALTY PRODUCTS BIOSTIMULANTS

MICRONUTRIENTS

FOLIARS BORON

MAGNESIUM INHIBITORS

CHELATES BIOFERTILIZERS

FULVIC ACIDS HUMATES

NITRIFICATION AND UREASE INHIBITORS

ZINC COATINGS

SECONDARY NUTRIENTS

SLOW AND CONTROLLED RELEASE FERTILIZERS

ENHANCED EFFICIENCY

2019 Confirmed Speakers:



José Nolasco

Strategy and Innovation Director
Tradecorp



Amy Yoder

Chief Executive Officer
Anuvia Plant Nutrients



Markus Schmid

Marketing Director, Soil Management
BASF



Franck Hennequart

Director Research & Innovation
ALGAIA



Guy Sela

Plant Nutrition and Irrigation Expert
Cropaia

Hear what our delegates had to say

“I enjoyed the conference – especially for the contacts. It turned out to be very worthwhile attending.”

Dirk Schröder, Technical Manager, Verdesian Life Sciences Europe

“We had very fruitful meetings and covered many topics during the conference. We were able to exchange mutual interests to develop the path to new business collaborations!”

Zheng Li, Sales General Manager, Haicheng Magnesium Fertilizer Industrial

Partners



Register online today! www.argusmedia.com/AVF-Europe



150+
attendees



85+
organisations



20+
speakers

What you will get at Argus Added Value Fertilizers 2019

The conference is dedicated to specific crops, products and people in the European market and will examine the technical, agronomic and commercial aspects of enhanced efficiency, specialty and added value fertilizers.

The event covers biostimulants, micronutrients, water solubles, slow and controlled release products, inhibitors, coatings, foliar applications and many other unique fertilizer products tailored for improving crop quality. Delegates will be able to gain access to commercial and business opportunities in the region as well gaining valuable insights into how this dynamic sector will grow and evolve.

5 reasons to attend the conference:



You can meet
R&D Directors,
Agronomists,
Scientific
Researchers and
Technical Managers



Identify new
opportunities and
find your niche
in this crowded
market



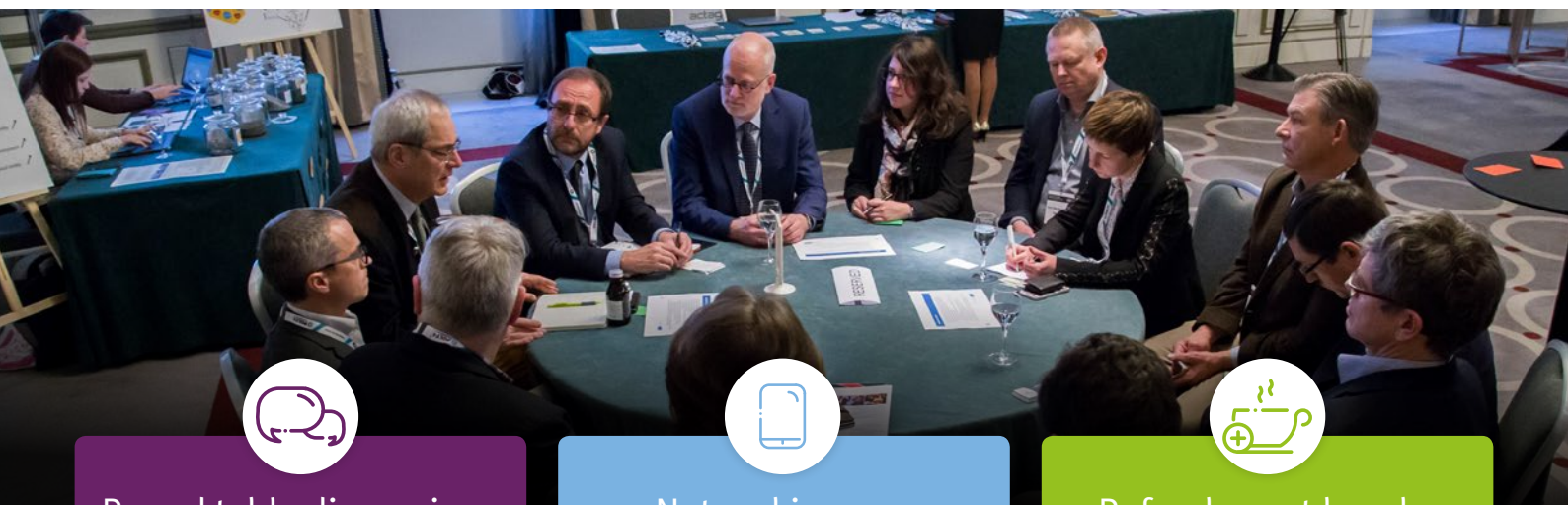
Explore strategies
for helping growers
determine ROI
when adopting new
fertilizer products



Hear the latest
market intelligence
for enhanced
efficiency, specialty
and added value
fertilizers



Assess how
regulatory and
environmental
standards are
impacting the
industry



Round table discussions



Networking app



Refreshment breaks



Networking breaks

With extensive networking
opportunities over 3 days,
join your peers in a series of
structured and unstructured
networking activities



Cocktail reception

Register online today! www.argusmedia.com/AVF-Europe



Who you could meet in Barcelona:

• Prayon • Van Iperen • Rio Tinto Borates • Grodno Azot • Fertilizers Europe • Milliken Europe • The European Biostimulant Industry Council (EBIC) • Haicheng Magnesium Fertilizer Industrial • Kingenta Ecological Engineering Group, Azelis, Etiproducts • Afcome, Algaia • Invivo • Tessenderlo Group • Compo Expert • Evonik Nutrition & Care • K+S KALI • INDAGRO • Petrochemical Commercial • Nitrofert • EDYNEA • Marchi Industriale • SCL Italia • VALAGRO • ETIMINE • Agricultural Resources Limited • OCP Group • Ekompamy • ICL Specialty Fertilizers • Stamicarbon • Thesis, Agrosimex • ANWIL • Grupa Azoty Zakłady Azotowe "Puławy" • Intermag • Uralchem • Elixir Zorka • AGQ Labs • Agritecno Fertilizantes • ALGAENERGY • ANTONIO TARAZONA • ASAJA Spanish Association of Young Farmers • BIOVEGEN • BLUE AGRO CHEMICALS • Fertinagro Biotech • ICL SF Iberia • Kaeltia • Kemitel • Port of Tarragona • PROQUIMAC • Spanish National Association of Fertilizers Manufacturers (ANFFE) • Tradecorp • Via Fertysen • Black Sea Gübre Ticaret • Ekmekçiogulları Metal & Kimya San.Tic • VITERA UKRAINE • Gleadell Agriculture • International Fertiliser Society • Micromix Plant Health • Omya UK • Sirius Minerals • Verdesian Life Sciences Europe • Actagro • AgXplore • Bio Huma Netics • Prince Erachem and Southern Star Shipping Company and many more..

Who attends:

- Agricultural Services Manager Technical Advisor
- Business Manager - Discovery and Innovation
- Chief Scientist
- Chief Technical Advisor
- Commercial Director for Specialty Products
- Director of Agronomy
- Director Research & Innovation
- Director Wholesale Specialty Products
- Fertilizer Market Specialist
- Global Business Manager, Crop Nutrition
- Global Product Manager
- Head of Global Agronomic Services
- Head of Scientific Research Department
- Marketing Manager, Biologicals
- New Product Development Coordinator
- Regulatory Affairs Manager
- Program Leader New Fertilizer Products
- Project Manager Agra Division
- R&D Consultant
- R&D Manager
- Senior Agricultural Economist
- Soil Fertility Expert
- Specialty Products Manager
- Strategy and Innovation Director
- Technical Advisory Manager
- Technical Agronomist
- Technology & Alliances Director
- VP Sales, Agriculture



Conference Venue



The Hilton Barcelona is just a 15-minute drive from the airport and walking distance to the FC Barcelona Stadium - if you plan to visit the city centre you are only a short taxi ride from the famous Las Ramblas, La Sagrada Familia and the many bars and restaurants the city has to offer.

The hotel has a bar, lounge and terrace as well as Mosaic restaurant for more formal dining – so there are plenty of places for you to hold your meetings.



Agenda

Wednesday 13 February

12.00 Registration and Exhibition Opens
Start your meetings on Wednesday afternoon and benefit from this additional networking time.

15.30 - 16.30 ROUNDTABLE DISCUSSIONS
Your chance to talk through shared issues and exchange knowledge with colleagues working in the same field. Choose a topic, which is relevant to you, and join in the moderated discussion with a round table leader

17.00 Speed-Networking
Meet with potential new partners during this high impact session! Bring plenty of business cards and be prepared for 2-minute conversations before the bell rings and you meet someone new!



18.00 Welcome Drinks Reception
Join your fellow attendees for a drink in an informal setting before the main event kicks off

Agenda

Thursday 14 February

08:30 Registration and Exhibition

09:10 Opening Remarks from the Chair

*Adrian Stubbs, Principal, Potash & Fertilizers, **Argus***

09:20 Added Value Fertilizer Market Developments in Europe

- Market developments over the last 12 months
- Is productivity and efficiency improving?
- Changes in regional fertilizer use
- Where are the biggest market opportunities?

09:50 PANEL DISCUSSION:

EU Fertilizers Regulatory Update

- EU framework and definition of fertilising products
- The increase in regulatory support for driving growth of added value products
- Progress for new concept EU Regulation

*Tiffanie Stéphani, Agriculture and Environment Manager, **Fertilizers Europe***

*Dr Elisa Capellán, Managing Director - Senior Regulatory Affairs Executive, **KAELTIA***

*Juan José Serra, Regulatory Affairs Manager, **LIDA PLANT RESEARCH***

10:30 Drivers for Sustainability and Minimising Environmental Impacts

- Managing environmental impacts and improving nutrient efficiency
- Lowering emissions, greenhouse gases and leaching
- Ensuring long-term sustainability

*Amy Yoder, Chief Executive Officer, **Anuvia Plant Nutrients***

11:00 Networking and Coffee Break

11:30 Advanced Agricultural Solutions for Supporting Water and Nutrient Use Efficiency

- The holistic approach to plant nutrition management
- Combined nutritional solutions
- Achieving better water use efficiency using efficient fertilizers
- Efficiency management for fertilizer programs

*Tal Shani, Marketing Manager - Soluble Fertilizers, **Haifa Group***

11:50 Growth Prospects for Water Soluble Fertilizers

- Irrigation systems for improved water use efficiency
- Factors impacting application methods
- Finding a niche in a crowded market
- Future market drivers

*Kevin Moran, Chief Technology Officer, **Kingenta***

12:10 Improving Nutrient Use Efficiency Through the Use of Nitrification and Urease Inhibitors

- NUE's for increasing crop output
- New applications
- Sustainability assessments
- Enhancing agricultural development with stabilizers

*Markus Schmid, Marketing Director, Soil Management, **BASF***

12:30 Joint Q&A with Interactive Polling Technology

12:50 Networking Lunch

14:00 PANEL DISCUSSION:

Biostimulant Market Developments

- Impacts of regulatory change to biostimulants growth
- The importance of harmonisation
- Barriers to growth
- Where are the market opportunities

*Franck Hennequart, Director Research & Innovation, **ALGAIA***

14:40 Biostimulants Market Growth and Regional Outlook

- Meeting global demand for increased crop productivity with biostimulants
- Improving crop quality
- Opportunities for growth

*Rafael de Tomas, General Manager & Co-Founder, **Agritecno***

15:10 Networking and Coffee Break

15:40 Helping the Grower to Establish ROI

- Calculating return on investment
- Meeting farmers expectations
- Assisting the growers with buying decisions

16:10 Precision Farming using Fertigation Application to Maximise Yields

- Is smart farming the way forward?
- Flexibility for the grower
- Understanding the limitations

*Guy Sela, Plant Nutrition and Irrigation Expert, **Cropaia***

16:40 Is Investing in R&D the Key to Success for Value Added Products?

- Becoming an industry leader
- Challenges and opportunities for achieving success
- Outlook for value added fertilizer products

17:10 End of presentations

18.30 Cocktail Reception





Agenda

Friday 15 February

09:00 Registration and Exhibition Open

9:10 Opening Remarks from the Chair
*Ewan Thomson, Potash Editor, **Argus***

09:20 The Importance of Understanding Plant Nutrition and Nutrient Interactions

- Benefits of combining different products
- The need for research to improve nutrient uptake
- Crop management solutions for long term results
- Russian case study: Enhancing yields with sulphur

*Dr. Svetlana Ivanova, Vice-President for Eastern Europe and Central Asia, **International Plant Nutrition Institute (IPNI)***

09:40 Integrated Soil Nutrient Management For Agriculture Sustainability

- The dimension of soil security and soil fertility
- Nutrient balance and its use efficiency
- Enhancing soil, crop productivity and quality of agricultural products

*Dr. Fotini Giannakopoulou, Agronomist & General Manager, **Hellenic Fertilizer' Association***

10:00 Iron Chelates for Preventing Iron Deficiencies and Improving Crop Yields

- The role of Fe as a key micronutrient in crop nutrition and its impact on yield and quality
- Strategies for improving plant tolerance against Fe deficiencies
- Novel high-performance iron chelates

*José Nolasco, Strategy and Innovation Director, **Tradecorp***

10:20 The Role of Micronutrients in Modern Crop Production

- Soil and crop deficiencies in Europe
- Enhancing micronutrient absorption
- Factors impacting nutrient uptake

*Kurt Verhelst, Strategic Account Manager, **Prayon***

10:40 Joint Speaker Q&A with Interactive Polling Technology

11:00 Networking and Coffee Break

11:30 The Development of Microbial Fertilizers in Europe

- Microbial products for improved crop production
- Microbe functions
- Increasing long-term crop resilience

*Harald Mikkelsen, BU Manager Microbials, New Business & Tech Development, **Koppert Biological Systems***

11:50 The Future for Added Value Fertilizers

- Driving innovation in the industry
- Market expectations for growth
- Opportunities for development

Compass Minerals

12:10 Joint Q&A with Interactive Polling Technology

12:30 Chair's Closing Remarks

12:35 End of conference





“ Fantastic event!
Congratulations for the
quality of the conference
and organisation. The first
VIP/Tradecorp experience
as exhibitors was a fantastic
success, thank you! ”

Marc Andre, Managing Director, Tradecorp

Sponsorship and Exhibition Opportunities

Argus Added Value Fertilizers Europe gives you a unique platform to raise the profile of your company, your products or your services. Options can include prominent branding in the registration and networking areas or sponsorship of the breaks or the popular cocktail receptions.

Alternatively, you can take a booth to demonstrate your product or services throughout the event. If you are interested in discussing options to promote your company at Argus Added Value Fertilizers Europe, contact us at fertconferences@argusmedia.com



Exhibition stands



Cocktail receptions



Branded lunch and
coffee breaks



Sponsored lanyard
and bags



Branded registration /
networking area



Delegate gifts



Distribution of company
brochures

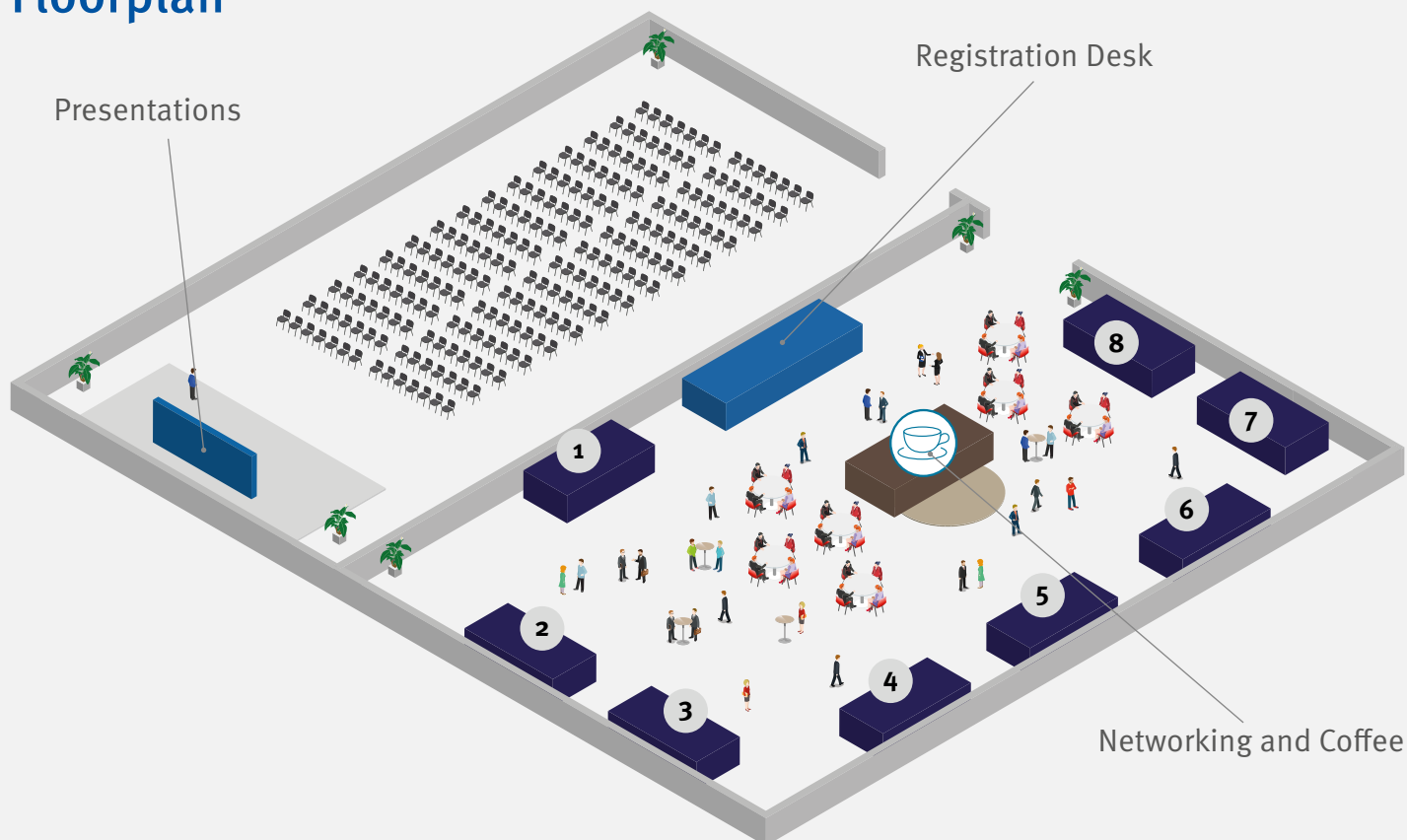


Wifi



Distribution of company
brochures / products

Floorplan



To discuss your tailormade package please contact us at: [@fertconferences@argusmedia.com](mailto:fertconferences@argusmedia.com)

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REGISTER NOW **ONLINE:**
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REGISTER NOW **EMAIL:**
fertconferences@argusmedia.com



Registration Rates

Standard..... €1199 + 21% VAT

Group Booking Discount:

3rd, 4th, 5th or 6th delegate - 15% discount.
To qualify, all registrations must be made at the same time.

Conference Location - Barcelona, Spain

Hilton Barcelona,
AVENIDA DIAGONAL 589-591,
BARCELONA,
08014

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