



Workshop

Modeling & Advanced Analytics In Fertilizers Industry

05—07 September 2023 | Marrakech, Morocco

Arab Fertilizer Association (AFA) is pleased to announce that the Modeling & Advanced Analytics workshop Will take place at Marrakech during the period : 5 – 7 September 2023



Hosted by - OCP Group

OCP plays an important role in feeding a growing global population, by providing essential elements for the agricultural industry, with a century of experience and revenues reachin US\$ 11.3 billion in 2022. OCP is a leader in plant nutrition and the world's first producer of phosphate-based products. OCP provides a wide range of customized products to enhance soil, increase agricultural yields, feed animals and help nourish the planet in a sustainable and affordable way. Headquartered in Morocco and present on five continents, OCP works in close partnership with more than 350 customers across the world. The Group is firmly convinced that leadership and profitability are necessarily synonymous with social responsibility and sustainable development. Its strategic vision is rooted in the meeting of these two dimensions.

Learn more: www.ocpgroup.ma

Course Intro :

The fertilizers manufacturing sector witnessed a digitization driven by disruptive trends such as the rise of data availability, connectivity and machine automation. This has offered tremendous opportunities to tackle pressing challenges through the usage of advanced analytics methods in areas such as sustainability, HSE, supply chain, fertilizers quality management, energy management, water management, Marketing, etc. More and more players in the Arab region are using those advanced analytics to address operational excellence and business issues and are increasingly aware of the opportunities that has yet to be explored especially in the light of recent developments around Artificial Intelligence and Machine Learning.



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This course will feature



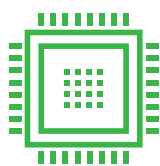
Modelling And advanced Analytics of the supply chain and the market equilibrium



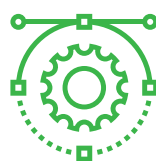
Optimizing CAPEX/OPEX portfolio allocation under economic and sustainable constraints



Predicting future behaviour of supply-demand and price forecasting based on AI Algorithm



Become aware of the importance of machines and data in decision-making thanks to simulation and distributed computing



Be able to lead digital transformation in industrial context



Awareness of sustainability in modern business especially in the fertilizer industry

Workshop Outline

- Overview of Modeling, Analytics & data science
- Algorithm and Analytics Programming : theory and practice
- Application to Market Modeling & Game theory: Practical cases through business applications
- Introduction to data management / Big Data
- Introduction the Sustainability Economics & some business cases
- Introduction to computer science, parallele computing/ High Computing performance / Cloud computing
- Digital transformation principals and tools
- Lecture on decarbonization in industry



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Subtopic	Description	Examples of Business Cases
Sustainability	How models can help address sustainability challenges facing the industry: ex. net zero, renewable energies, ...	<ul style="list-style-type: none">• Simulation of Carbon footprint• Carbon markets
Supply Chain	Harnessing the power of Operations Research and Machine Learning for optimal supply chain design and production scheduling.	<ul style="list-style-type: none">• Industrial CAPEX design simulation• Warehouse location problem• Freight cost optimization
Market dynamics & Pricing	Fertilizers markets have been largely impacted by volatility and uncertainty in the face of recent global supply and demand disruptions (Covid 19, Ukraine war, ...). We present how market models can help decision makers better navigate through turbulence.	<ul style="list-style-type: none">• Market simulators

Why attend?

In a context of explosion of data, computational power and powerful algorithms, deriving these tools into meaningful insights and informed decision is a key challenge for all sizeable companies & especially in fertilizer & commodities industry. Modern Decision-making tools are based not only on intuition, but intuition coupled with quantitative analysis, Operations Research (OR), Analytics or Optimization, This is one of the leading managerial decision science tools used by big organizations. Data and analytics are transforming existing business models and ecosystems. Proliferation of new data sets and introduction of massive data migration capabilities are undermining existing information and technological silos. From using granular data to personalize products and services to scaling digital platforms, companies are using business analytics to enhance performance based on robust decision-making tools.



WHO SHOULD ATTEND?

specialists working in different areas of the fertilizer industry, such as :

- Sales & Marketing
- Supply Chain / Logistics managers & specialists
- Planning either at strategic or operational level
- Performance management
- Industrial development
- Business Development
- Sustainability
- Purchasing, procurement, Contracts, Finance
- Managing or working with budget/cost constraints
- Upper management

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Workshop Methodology

- 3 days of intensive training with professional and academic practitioners (UM6P, OCP Solutions).
- Training carried out in the prestigious UM6P university with practical cases based on the most powerful supercomputer in Africa.

Workshop Language

Presentations will be in Arabic / English, & materials Will be delivered in English

Technical Program Providers

Mohammed VI Polytechnic University (UM6P)

Mohammed VI Polytechnic University (UM6P) focuses on education, research, and development of new technologies, technology transfer, and the pursuit of innovative and promising projects and partnerships with; academic, institutional, and corporate partners. It is also an institution of excellence for undergraduate and postgraduate studies in various scientific fields.

OCP Solutions

OCP Solutions is a subsidiary of OCP, that specializes in consulting. This subsidiary offers a wide range of consulting services in Strategy, Management, Innovation and Modeling & Analytics.

The Modeling & Analytics is the main practice of OCP Solutions and covers quantitative methodologies (Operational Research, Game Theory, Advanced Analytics, Data science, Machine Learning etc.) applied to many subjects (Strategy, Supply Chain, Finance, Production, Sales etc.)



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Registration Form

First Name :

Family Name :

Email :

Telephone : Mobile :

Position : Organization :

City : Country :

Mailing Address :

Registration Fees

USD 1750



Workshop Venue
SAVOY LE GRAND HOTEL MARRAKECH



Room	Price
Single/ Double	1800 MAD

- The above room rates are per room per night including buffet Breakfast.
- The above rates are Subject to 28.60 MAD/night/pax



Hotel booking:

Mr. ABDELMOULA EL IDRISSEI
email : sales2@savoylegrandhotelmarrakech.com

Methods of Payment

- Cheque - To the order of the Arab Fertilizer Association (Please include delegate's name attached with cheque)
- Bank Transfer TO: Arab Fertilizer Association

ACC#: 100009870533
I-BAN: EG360010002000000100009870533
Swift: CIBEEGCX-020
Commercial International Bank - (EGYPT) S.A.E Nasr Road
Nasr City - Cairo - Egypt.

- Cash Payment

Registration - Cancellation Policy

- In case cancelled less than 7 days before the workshop start date, no refund will be issued.
- Please note that refunds will only be processed once written notification of cancellation has been received.