



الاتحاد العربي للأسمدة
Arab Fertilizer Association
Since 1975

25th AFA Int'l. Annual Fertilizer Forum & Exhibition



Our journey of excellence

12-14 February 2019 - Ritz Carlton, Cairo, Egypt

25 Years Celebrations

Our Journey of Excellence

AFA pursues fertilizers manufacturer's satisfaction, by being a mediator and a channel of communication between the member companies, exchanging expertise, and industrial success stories as well as applying best practices. This is sought to achieve high productivity with reasonable costs and ensure the protection of human being, machinery, and the environment.

As an association, the AFA acts from a leading place in the support of optimizing fertilizer industry efficient to increase production, improving quality of fertilizer, agricultural production, while discovering the role of its member companies through activities to benefit communities. But it's not just closing gaps, we extend bridges with our members and the whole industry in farthest places, making our efforts toward one direction and goal that simply connect all their needs in one event.

AFA is in the heart of community development, next to its member companies, to transform all the industry challenges into a simple practices coming up with great solutions, and latest updates, ensuring the efficiency on production, safety, and many other aspects.

In next February we will celebrate the 25 th anniversary of the AFA annual forum, with this in mind we would like to invite you to participate with more than 500 leaders in the 25 th AFA Int'l. Annual Fertilizer Forum and Exhibition titled 25 Years Celebrations : Our Journey of Excellence It is an opportunity that should be seized. Accordingly, note it down and reserve your seat to meet with fertilizer sector decision makers from the Arab region and the rest of the world. It is noteworthy that 2019 Forum will be a platform that will pave the way for establishing networks between clients as well as experts and partners. As usual AFA is planning for a more advanced Forum by gathering international experts with Arab region fertilizer producers in an attempt to enhance the region competitiveness in the global market. The Forum will include high profile speakers, who will deliver remarkable presentations, share experiences with attendants, meet with old friends, establish new relationships and plan for the coming proceedings. The delegates will be also capable of carrying out such activities of networking during the scheduled lunches, coffee breaks and GALA Dinner. All wishes for a successful gathering and looking forward to meeting you in Cairo.

Sincerely yours,
Mohamed Abdallah M. ZAIN



AFA Forum celebration
25 years

HIGHLIGHTS

The Arab Fertilizer Association (AFA) is a non-governmental Arab International Organization established in 1975 . AFA is operating under the umbrella of the Council of Arab Economic Unity and exercising the status of observer at the Economic and Social Council affiliated to the Arab League. AFA comprises Arab institutions and companies working in the fields of fertilizers manufacturing and trading, in addition to other related fields. It further includes 180 Arab and foreign company members from thirty five countries

AFA aims, generally, at coordinating and developing technical relations between member companies, together with tackling all issues related to the fertilizer industry. AFA represents a framework through which Arab companies work and get to know the latest technological developments in the fertilizer industry. It further provides Arab companies’ representatives with the opportunity to strengthen relationships with international institutions, organizations and companies working in the field of fertilizer industry, trade and usage.

AFA Mission

Encourage members to ideally utilize available natural resources, optimally achieve added value, effectively contribute in economic, social and agricultural development, and efficiently promote safe and secure production, storage and transportation of agricultural nutrients, to enhance food security and combat hunger.

AFA Vision

Human being first and food security foremost ... AFA coordinates in a highly dynamic way with member companies to achieve an internationally distinguished status.

Forum Networking

In addition to the presentation of papers, the Forum is the best place to gather with key players in the fertilizer industrial field. The Forum offers a great opportunity for fertilizer industry leaders and decision makers, from all across the world, to meet, conduct business and discuss world industry trends.



The Forum is designed for

- Presidents, CEOs, Chairmen, Managing Directors
- General Managers
- Commercial & Marketing Managers
- Traders
- Chief Economists
- Agronomists
- Consultants, Banking & Finance
- Technology Groups
- Trade Organizations
- Research Institutes
- Investors
- Regional & Int'l Organizations related to fertilizer technology, Environment, Use.....

Forum Topics

- Fertilizer Policies
- Factors Impacting Fertilizer Industry
- The Global Supply and demand Markets Overview
- Global oil and gas outlook and implications for the fertilizer markets
- Fertilizers Awareness and Efficient Fertilizer Use
- Fertilizer Use in Africa
- Sustainable Development of the Fertilizer Industry
- Working Towards World Food Security
- Protecting the environment and resolving Economics challenges
- Insurance in Fertilizer Industry
- Updates on the Dry Cargo Freight Market

Tentative program

Day1: Tuesday: 12 Feb., 2018

08:00 - 10:00	Registration
10:00 - 12:00	Forum Inauguration I - Welcome addresses: II- Recognition & Appreciation III- Exhibition Opening
12:00 - 12:30	Coffee Break Networking
12:30 - 14:30	Session I
14:30	Lunch

DAY 2: Wednesday: 13 February, 2018

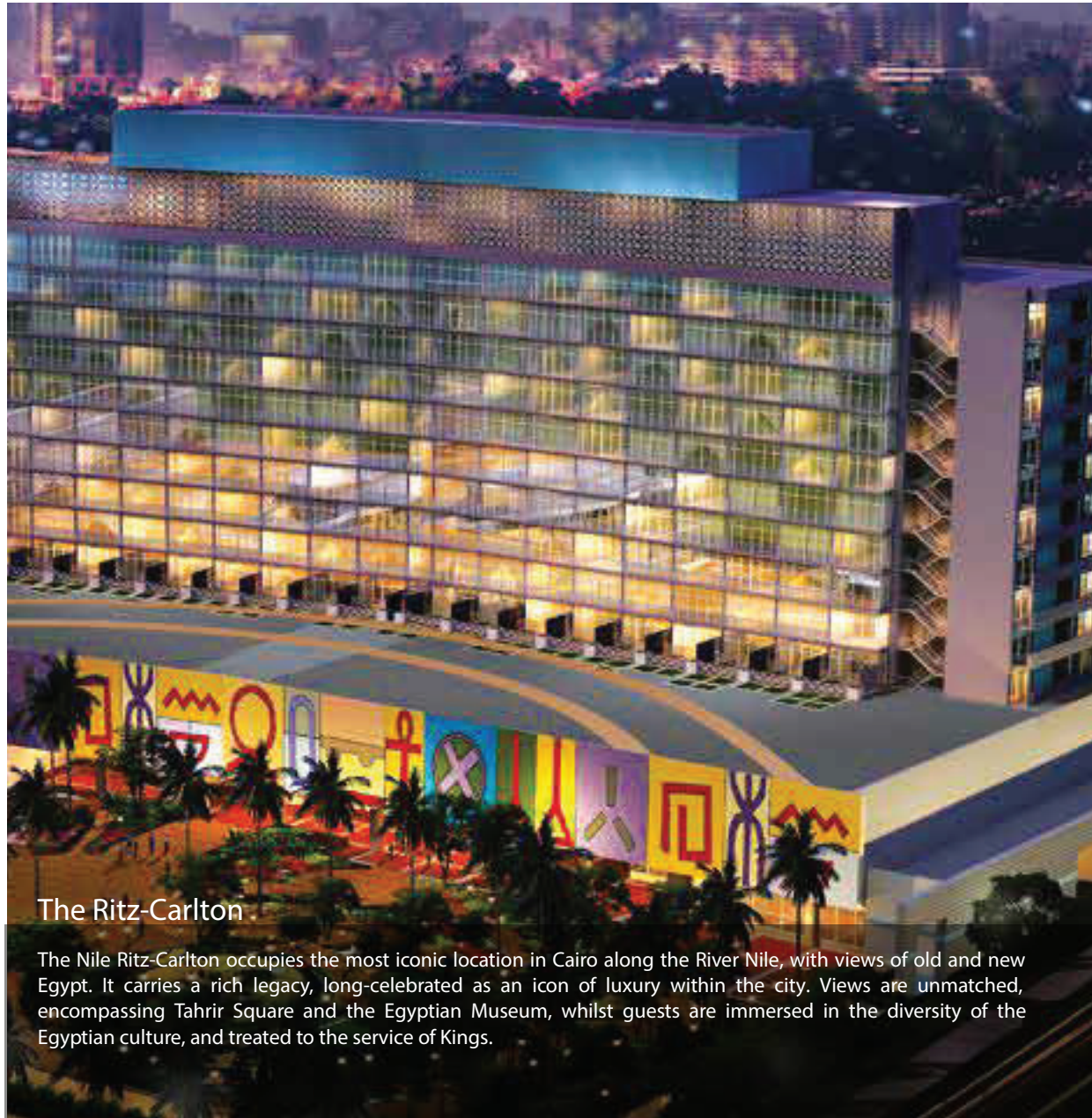
09:30 - 11:00	Session II
11:00 - 12:00	Session III
12:00 - 12:30	Coffee Break Networking
12:30 - 14:30	Session IV
14:30	Lunch
20:00 - 22:00	Gala Dinner

DAY 3: Thursday: 14 February, 2018

9:30 - 10:30	Session V
10:30 - 11:00	Coffee Break Networking
11:00 - 12:00	Session VI
12:30 - 13:00	Closing Remarks
13:00	Lunch

- A full list of topics and speakers will be announced in due time.
- The English language is the official Forum language.





The Ritz-Carlton

The Nile Ritz-Carlton occupies the most iconic location in Cairo along the River Nile, with views of old and new Egypt. It carries a rich legacy, long-celebrated as an icon of luxury within the city. Views are unmatched, encompassing Tahrir Square and the Egyptian Museum, whilst guests are immersed in the diversity of the Egyptian culture, and treated to the service of Kings.

Register Now to Join the Leading Fertilizer Networking Event in the Middle East.

Cairo, Egypt, the Triumphant City, known officially as al-Qahirah is one of the world's largest urban areas and offers many sites to see. It is the administrative capital of Egypt and, close by, is almost every Egypt Pyramid, such as the Great Pyramids of Giza on the very edge of the city. But there are also ancient temples, tombs, Christian churches, magnificent Muslim monuments, and of course, the Egyptian Antiquities Museum all either within or nearby the city.

Cairo, Egypt is an amazing city full of life and movement, and it is that way almost 24 hours every day, with the noisy honking of horns, children playing in the streets and merchants selling their wears and services, and here the Egyptians are most at home in this powerful, modern and ancient city

Cairo, Egypt provides great culture, including art galleries and music halls, such as the Cairo Opera House, as well it should, being one of the largest cities in the world. Cairo offers an incredible selection of shopping, leisure and nightlife activities. Shopping ranges from the famous Khan el-Khalili souk, (or bazaar) largely unchanged since the 14th century, to modern air-conditioned centers displaying the latest fashions.



EXHIBITION

Display your products and services to the largest fertilizer producers and consumers.

The Exhibition located directly outside the conference ballroom. Offering maximum networking opportunities!

As always, the Exhibition Area will be an integral part of the day-to-day conference and details of the Exhibitors will be distributed to delegates prior to Forum.

Each exhibitor Profile will be listed on AFA website and published in the Forum Guide to be distributed to all delegates of the Forum.

A limited exhibition stalls will be allocated on a first come, first serve basis.

ACCOMMODATION AND VENUE

The Hotel venue for the meeting is the Ritz Carlton Hotel. The hotel is a modern stylish, close to most important attractions, the main shopping areas. The historical centre, the city night life are just few minutes.

Special rates have been negotiated by AFA at the Ritz Carlton Hotel. These rates are only available to delegates reserving through AFA only.

SPONSORSHIP

Our Sponsorship packages are designed to ensure exclusivity, to increase brand recognition in a targeted way and leave a long and lasting impression of your company.

- A company logo located at delegates information point;
- Extensive branding with your company logo placed in the conference area including banners ...
- Company logo included in all conference advertisements, conference programs, direct mail promotional mailings, website with reciprocal link, conference brochure...
- Being event sponsor and putting your Company name and logo before a great number of attendees, on Forum Banner, Lunches and Coffee Breaks areas, writing folders, CDs etc.

For more information on the packages please visit AFA

Email: afa@arabfertilizer.org

website: www.arabfertilizer.org

EXHIBITION STALL

Stand with Display table:
3m X 2m would be available and two chairs with electrical power supply.

The stall charges for three days are

AFA Member	US\$ 2800
Non AFA Member	US\$ 3800

CONFERENCE GUIDE:

A colored Conference Guide containing paper abstracts, sponsor and exhibitor profiles, will be distributed to all delegates. We are encouraging companies to take advantage of this opportunity, and contact AFA for details of how to book a colored advertisement page in the Forum Guide with special rate:

	AFA member	Non AFA Member
	US\$	US\$
Back cover	2600	3200
Inside front cover	2200	2800
Inside back cover	2000	2500
Inside page	1000	1500



PRACTICAL INFORMATION

MEETING ROOMS

AFA has reserved a limited number of Meeting Rooms, which will be allocated to companies on a first-come, first-serve basis.
The daily rate is US\$ 150 (excluding refreshments).
Please contact us as early as possible to guarantee your private meeting space.

Ground service

limited to two days before and two days after the Forum.
AFA is providing an arrival free of charge pick-up from airport to the hotel and vice versa. Kindly note AFA welcoming sign at the airport and ask for pick-up.

BADGES

Delegates and accompanying Forum registered attendees are kindly requested to wear the badges received from AFA Hospitality Desk, to gain access to the conference facilities and events.
This will be strictly enforced.

AFA HOSPITALITY DESK

AFA staff will be glad to provide you with any required assistance. Please pose your inquiries to AFA staff at the conference registration counter.

TOUR DESK and TICKET SERVICES

A travel Desk will be available. This desk will handle all inquires related to flight reconfirmations, airport transfer service and excursions.

CLIMATE

Average temperature during February will be around: 22 oC to 18 oC - Warm days and cool nights.





فقرة تعريفية

الاتحاد العربي للأسمدة منظمة عربية دولية غير حكومية، أسس عام 1975 ويعمل تحت مظلة مجلس الوحدة الاقتصادية العربية والمجلس الاقتصادي والاجتماعي للجامعة العربية بدرجة مراقب.

يجمع الاتحاد المؤسسات والشركات العربية العاملة في مجال صناعة وتجارة الأسمدة وخاماتها والمجالات ذات العلاقة. ويضم الاتحاد في عضويته 180 شركة عربية وأجنبية من خمس وثلاثين دولة من أنحاء العالم.

يهدف الاتحاد بوجه عام تنسيق وتنمية وتطوير العلاقات الفنية وكل ما له صلة في مجال صناعة الأسمدة واستخداماتها بين الشركات الأعضاء. يمثل الاتحاد إطاراً تعمل فيه الشركات العربية للوقوف على المستجدات التكنولوجية في مجال صناعة الاسمدة وإفساح المجال لممثلي الشركات العربية لتوطيد العلاقات وتوثيقها فيما بينها والمؤسسات والمنظمات والشركات الدولية العاملة في مجال صناعي وتجارة واستخدام الأسمدة.

رؤية الاتحاد العربي للأسمدة

أن الانسان أولاً وأمنه الغذائي دائماً وأن ينسق الاتحاد العربي للأسمدة مع الشركات الأعضاء في ديناميكية عالية للارتقاء إلى التميز عالمياً.



رسالة الاتحاد

تشجيع أعضائه لأخذ دورهم في الاستغلال الأمثل للموارد الطبيعية المتوفرة، وتحقيق أفضل قيمة مضافة، والمساهمة الفعالة في التنمية الاقتصادية والاجتماعية والزراعية وتعزيز من كفاءة إنتاج أسمدة تحتوي كل العناصر المغذية للزراعة وتخزينها ونقلها لغرض دعم الأمن الغذائي ومكافحة وحماية الجوع.

الملتقى الدولي السنوي للأسمدة

يعقد الاتحاد سنوياً ملتقى ذات صبغة تجارية، اقتصادية، زراعية، في بلد المقر جمهورية مصر العربية، ويعد هذا الملتقى أحد أهم المؤتمرات الدولية في مجال صناعة الأسمدة وتسويقها ومناقشة الأمن الغذائي العالمي.

خلال الثالث والعشرون عاماً الماضية نظم الاتحاد ثلاث وعشرون ملتقى دولياً وهو يعد الحدث الاقتصادي الأبرز على صعيد صناعة الأسمدة في المنطقة العربية والشرق الأوسط بحضور يتجاوز 500 مشارك من رؤساء شركات الأسمدة العربية والدولية ورؤساء المنظمات والهيئات الدولية ذات العلاقة وعدد كبير من كبار الخبراء بالإضافة إلى التنفيذيين والمدراء العامين يمثلون غالباً ما يزيد عن 140 شركة وهيئة من 35 دولة من أنحاء العالم. ويلقى هذا الملتقى منذ انطلاقه في عام 1995 كل الدعم من حكومة جمهورية مصر العربية وكذلك الشركات المصرية العاملة في إنتاج الأسمدة مما جعله موعداً عالمياً ثابتاً على أجندة جميع العاملين والمهتمين بصناعة الأسمدة.

أهم المحاور التي سيتناولها الملتقى

- سياسات الأسمدة في المنطقة العربية
- العوامل التي تؤثر على صناعة الأسمدة
- نظرة عامة على أسواق العرض والطلب العالمية
- التوقعات العالمية للنفط والغاز والآثار المترتبة على أسواق الأسمدة
- الأسمدة الوعي والاستخدام الفعال للأسمدة
- استخدام الأسمدة في أفريقيا
- التنمية المستدامة لصناعة الأسمدة
- العمل من أجل تحقيق الأمن الغذائي العالمي
- حماية البيئة وحل التحديات الاقتصادية
- التأمين في صناعة الأسمدة
- تحديثات على سوق شحن البضائع الجافة

رحلتنا الي التميز ..

يسعى الاتحاد العربي للأسمدة إلى تحقيق رضا المُصنعين من خلال العمل كوسيط وقناة اتصال بين الشركات الأعضاء بالإضافة إلى تبادل الخبرات وقصص النجاح الصناعية وتطبيق أفضل الممارسات. ويهدف من خلال ذلك إلى تحقيق انتاجية مرتفعة بتكلفة معقولة مع ضمان حماية كل من الإنسان والآلة والبيئة.

يعمل الاتحاد العربي للأسمدة من مكانة رائدة دعمًا لتحقيق الكفاءة القصوى لصناعة الأسمدة من أجل زيادة الانتاج، وتحسين جودة الأسمدة والانتاج الزراعي مع اكتشاف الدور الفاعل للشركات الأعضاء به، وذلك من خلال أنشطة تعود بالفائدة على الأعضاء والمجتمعات. نحن كمنظمة رائدة لا نقوم بسد الفجوات فحسب وإنما نمد الجسور مع أعضائنا والصناعة بأكملها في جميع الاتجاهات علاوة على بذل الجهود لتحقيق هدف محدد والذي يتمثل ببساطة في جمع كل احتياجات جميع الأطراف المعنية ضمن فاعلية واحدة.

يقع الاتحاد العربي للأسمدة في قلب التنمية المجتمعية بالقرب من شركاته الأعضاء لتحويل جميع تحديات الصناعة إلى ممارسات بسيطة وصولاً إلى حلول كبرى وتطورات حديثة تضمن تحقيق كفاءة الانتاج والسلامة والكثير من الجوانب الأخرى.

ومن هذا المنطلق سوف نحتفل في شهر فبراير القادم بالذكرى 25 للملتقى السنوي للاتحاد العربي للأسمدة، وهن هنا نود دعوتكم إلى المشاركة مع ما يزيد عن 500 مشاركاً من القيادات والمتخصصين في مجال الأسمدة، وذلك بالملتقى السنوي الخامس والعشرين للأسمدة والمعرض المصاحب له تحت شعار " رحلتنا الي التميز "، يعتبر الملتقى فرصة حقيقية حيث ينبغي على الجميع اغتنامها لمقابلة صانعي القرار بقطاع الأسمدة من المنطقة العربية وسائر أرجاء العالم. تجدر الإشارة إلى أن ملتقى عام 2019 سيكون بمثابة منبر يمهد الطريق لإقامة الشبكات بين العملاء والخبراء والشركاء. وكالمعتاد يخطط الاتحاد العربي للأسمدة لملتقى أكثر تقدماً من خلال جمع الخبراء الدوليين مع منتجي الأسمدة من المنطقة العربية في محاولة لتعزيز القدرة التنافسية للمنطقة في السوق العالمية. وسوف يتضمن الملتقى متحدّثين رفيعي المستوى في جميع مجالات الصناعة، لتقديم تجاربهم مع الحضور، والمقابلة مع أصدقاء قدامى، وإقامة علاقات جديدة مع التخطيط من أجل الفعاليات القادمة. كما سوف يتسنى لممثلي هذا المجال أيضاً الاستمتاع بأنشطة لإقامة الشبكات والتواصل أثناء اجتماعات الغداء واستراحات القهوة وحفلات العشاء. كل الأمنيات باجتماع ناجح ومثمر وإننا نتطلع إلى رؤيتكم جميعاً بالقاهرة.

وتفضلوا بقبول فائق الاحترام،،

محمد عبدالله زعين
الامين العام
الإتحاد العربي للأسمدة

نتمنى أن يحقق جمعنا كل النجاح ونتطلع لمقابلتكم جميعاً بالقاهرة.

REGISTRATION & ACCOMMODATION FORM

Simply complete this form and return it to AFA Conference Service by either:
E-mail: afa@arabfertilizer.org or by Fax: +202 23054466 - 23054465

- First Name: • Family Name:
- Name on badge (max. 14 characters)
- Job Title: • Company Name:
- Business Address:
- Country: • Tel:
- Fax: • Email:

REGISTRATION FEES:

• AFA Member	US\$ 1300 / per delegate
Non AFA Member	US\$ 1800 / per delegate

- ☐ Spouses are welcome to register without registration fees.
- ☐ Please do not publish my contact details on website list of delegates.

METHOD OF PAYMENT:

- ☐ Cheque To the order of Arab Fertilizer Association (AFA)
(Pls. include delegate’s name attached with cheque)
- ☐ Bank Transfer to AFA Account: Arab Fertilizer Association
(CIB) Commercial International Bank - A/C No: 100009870533
Swift code: CIBEEGCX - 020 - Nasr city branch – Cairo – Egypt
Bank transfer should include:
Name of the company; Name(s) of the delegate(s);
All transfer charges must be paid by the transferor.
- ☐ Credit cards
- ☐ Cash

ACCOMMODATION AND VENUE

Venue: The Ritz Carlton Hotel .
AFA has negotiated a discounted delegate rate with The Ritz Carlton Hotel .

- All prices are inclusive .
- Click on Hotel booking on AFA websiteconference section for hotel booking.
- For Double Rooms : please add EGP 350 for Egyptians & USD 20 for foreigners

Arrival Details:

• Arrival date:

• Flight #.....

• ETA

• Departure Date:

• Flight #.....

• ETD

Signature:

Date:

Room Type	Egyptian Rate (EGP)
Deluxe City & Museum View	2750
Deluxe Nile View	3300
Deluxe Club City & Museum view	3750
Deluxe Club Nile View	4300
Executive Suite	4500
Ritz-Carlton suite	6600

Room Type	Foreigners Rate (USD)
Deluxe City & Museum View	175
Deluxe Nile View	220
Deluxe Club City & Museum view	265
Deluxe Club Nile View	310
Junior Suite	350
Executive Suite	450
Ritz-Carlton suite	550

CANCELLATION AND REFUND

If you must cancel, your refund request must be received in writing and postmarked no later than 15 January 2019 in order to receive a full refund, less a 25 percent administrative fee.
After 15 January, all registrations will be non-refundable.
No refunds will be granted after this date and no refunds for no-shows. Telephone cancellations are not accepted.
Refunds take six to eight weeks to process after the conference.

الملتقى الدولي السنوي
الخامس والعشرين
للأسمدة والمعرض المصاحب له



رحلتنا للتميز

14-12 فبراير 2019 – ريتز كارلتون، القاهرة، مصر