



afa

22nd

AFA Annual Fertilizer Forum & Exhibition

"Fertilizer & Water for Sustainable Agriculture"

الملتقى الدولي السنوي الثاني والعشرين للأسمدة والمعرض المصاحب له

Semiramis Intercontinental Hotel

2 - 4 February 2016
Cairo, EGYPT

2-4 فبراير / شباط 2016
القاهرة - جمهورية مصر العربية



الإتحاد العربي للأسمدة
Arab Fertilizer Association

Since 1975

22nd

AFA Annual Fertilizer Forum & Exhibition

"Fertilizer & Water for Sustainable Agriculture"

SPONSORS



MEDIA PARTNERS



Dear colleagues,

We are privileged to welcome you all in such a wonderful city of Cairo, to attend the 22nd AFA Annual Fertilizer Forum and accompanying exhibition, from **2 - 4 February 2016** with the theme **"Fertilizer & Water For Sustainable Agriculture"**. The 2016 Forum will provide you with the opportunity to interact during the three-day function, with the heads of Arab and international fertilizer companies, chairmen of related international organizations, together with executives and general directors from all over the world.

This event notably attracts over 600 senior executives concerned with the fertilizer industry from more than 40 Arab and non-Arab countries.

The expansion in attendance at the annual conference over time reflects the growing importance of Arab fertilizer producers in the world market. With an abundance of a range of fertilizer raw materials, including natural gas, phosphate rock, Sulphur and potash, the Arab region is already a fertilizer industry hub.

The topics will be addressed by a high caliber list of speakers are extremely diverse and will cover a range of fertilizer related issues and developments of international and regional interest.

The associated Exhibition has become an essential adjunct to AFA conferences. It is expected a large number of fertilizer-related disciplines to be represented on the Exhibition area as usual.

The Forum will further highlight the latest fertilizer issues through international experts in this field. We hence are looking forward to your participation.

Looking forward to meeting you in Cairo.

Sincerely yours,

Mohamed Abdallah Zain
Secretary General

محمد عبدالله الزعين
الأمين العام

زملائي الأعزاء



إنه لمن دواعي سرور الاتحاد العربي للأسمدة أن يرحب بكم جميعاً في مدينة القاهرة الخالدة لحضور الملتقى الدولي السنوي للأسمدة الثاني والعشرون والمعرض المصاحب له في الفترة **2 - 4 فبراير 2016**. تحت شعار **"الأسمدة والمياه لزراعة مستدامة"** سوف يوفر هذا الملتقى الفرصة للتفاعل على مدار ثلاثة أيام مع رؤساء شركات الأسمدة العربية والدولية والمنظمات الدولية ذات العلاقة بالأسمدة بالإضافة إلى المديرين التنفيذيين والعموميين من شتى أنحاء العالم.

يجذب هذا الحدث على نحو ملحوظ ما يزيد على 600 مسؤول تنفيذي من المعنيين بصناعة الأسمدة مما يتعدى 40 دولة عربية وغير عربية.

إن التوسع الذي يشهده الحضور بهذا الملتقى السنوي مع مرور الوقت إنعكاس للأهمية المتزايدة التي يحصل عليها منتجي الأسمدة العربية في السوق العالمية. ومع الوفرة في مجموعة متنوعة من المواد الخام للأسمدة، والتي تتضمن الغاز الطبيعي وصخر الفوسفات والبوتاس، تعتبر المنطقة العربية بالفعل محور لصناعة الأسمدة.

تتسم الموضوعات التي سيقدمها مجموعة مرموقة ورفيعة المستوى من المتحدثين بتنوعها الكبير وتغطيتها للأمور المتعلقة بالأسمدة وتطوراتها ومردودها على المستويين الإقليمي والدولي.

إضافة إلى ذلك صار المعرض المصاحب للملتقى من الركائز الأساسية لفاعليات الاتحاد ومن المتوقع له أن يعرض عدد كبير من المجالات ذات الصلة بالأسمدة كالمعدات.

كذلك سوف يلقي الملتقى بالضوء على أحدث المستجدات في القضايا المتعلقة بالأسمدة وذلك من خلال خبراء دوليين في هذا المجال. وبالتالي نحن إذ نتطلع لمشارككم في هذا الحدث الهام.

في انتظار لقاءكم بالقاهرة، لكم منا جزيل الشكر،،

HIGHLIGHTS

The Arab Fertilizer Association (AFA), established in 1975, is made up of Arab companies and institutions engaged in fertilizer industry and trade and related fields. AFA's aims include the development of Arab fertilizer industry and contribution in achieving global food security.

AFA believes that sustainable development (like building a successful business) requires taking a long-term view. It also requires the integration of social, environmental and economic considerations so as to make balanced judgments.

The Arab region is increasingly at the forefront of the global supply and trade of fertilizers and associated raw materials. Arab region accounts for around one-third of the world's gas reserves and 70% of phosphate rock and 5% Potash reserves.

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 Organization
- Research Institutes
- Investors
- Regional & Int'l Organization related to fertilizer technology, Environment, Use.....

FORUM TOPICS

- | | | |
|---|--|--|
| <ul style="list-style-type: none">• Fertilizer Policies• Investments and enhance competitiveness in the fertilizer industry.• Fertilizer Value Chain in Sub-Saharan Africa.• Regional market analyses: Africa, China, India, Latin America,.....• Global Outlook for Fertilizers (Nitrogen, | <ul style="list-style-type: none">Phosphate, Potash, Sulphur & N,P,K).• Improving Water Productivity & Water Resources in Arab Region.• Sustainability in the Agriculture Sector: Challenges & Opportunities• Global Agricultural Innovation and Investment• Role of Mineral Fertilizers in | <ul style="list-style-type: none">Promoting Food Security in the Arab Countries• Slow Release Fertilizer• The Changing Nature of the Fertilizer Supply Chain• positives strategies for effective use of fertilizer• Updates on the dry cargo freight market. |
|---|--|--|

فقرة تعريفية

يجمع الاتحاد العربي للأسمدة، الذي تأسس في عام 1975، المؤسسات والشركات العربية العاملة في مجال صناعة وتجارة الأسمدة وخاماتها والمجالات ذات العلاقة بذلك. يضم الاتحاد في عضويته ما يربو عن مائتي شركة عربية وأجنبية من خمس وثلاثين دولة من أنحاء العالم.

ويهدف 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 الأسمدة وإفساح المجال لممثلي الشركات العربية لتوطيد العلاقات وتوثيقها فيما بينها والمؤسسات والمنظمات والشركات الدولية العاملة في مجال صناعة وتجارة واستخدام الأسمدة. ويسعى الاتحاد إلى المساهمة في تحقيق الأمن الغذائي العالمي ويهتم بالتركيز على القضايا المتعلقة بالاستدامة والصحة والسلامة والبيئة.

يؤمن الاتحاد العربي للأسمدة بأن التنمية المستدامة (مثل بناء أي عمل ناجح) تتطلب وضع رؤية طويلة المدى كما تتطلب أيضاً الأخذ في الحسبان عملية دمج الاعتبارات الاجتماعية والبيئية والاقتصادية وذلك حتى يتسنى الوصول إلى أحكام متوازنة. والجدير بالذكر في هذا الشأن أن المنطقة العربية تحتل بشكل متزايد الصدارة في العرض العالمي وتجارة الأسمدة وخاماتها.

فإن المنطقة العربية تمثل حوالي ثلث الاحتياطي العالمي من الغاز و 70% من صخر الفوسفات و 5% من احتياطي البوتاس.

أهم المحاور التي سيتناولها الملتقى

- وضع الأسمدة في المنطقة العربية.
- تطورات السياسة الراهنة وتأثيرها على صناعة الأسمدة.
- النظرة المستقبلية على الأسمدة العالمية: العرض والطلب.
- وضع الأسمدة في الأسواق الرئيسية والآفاق المستقبلية لسوق الأسمدة (الهند، والصين، وأمريكا الشمالية واللاتينية).
- التطورات العالمية التي تشهدها أسواق الأسمدة النيتروجينية والفوسفاتية.
- تحسين مصادر المياه والموارد المائية في المنطقة العربية.
- الحفاظ على مصادر المياه والموارد المائية في المنطقة العربية.
- الاستدامة في قطاع الزراعة: الفرص والتحديات.
- الأمن الغذائي العالمي ودور الأسمدة في الزراعة المستقبلية.
- مجال شحن الأسمدة ... إلخ

TENTATIVE PROGRAM

Monday, 01 February

10:00 - 18:00	* Registration Set-up of exhibition stands
---------------	---

Tuesday, 02 February

08:00 - 10:00	* Registration
10:00 - 12:00	* Forum Inauguration Welcome Speeches Keynote Speakers
	* Exhibition Opening
12:00 - 12:30	* Coffee Break
12:30 - 14:30	* Speaker presentations
14:30	* Networking lunch

Wednesday, 03 February

08:00 - 10:00	* Registration
10:00 - 12:00	* Speaker presentations
12:00 - 12:30	* Coffee Break (Networking)
12:30 - 14:30	* Speaker presentations
14:30	* Networking lunch
20:00	* GALA Dinner

Thursday, 04 February

10:00 - 12:30	* Speaker presentations
12:30	* Closing Remarks
13:00	* Networking lunch

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

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 wares 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. It also provides some of the grandest accommodations and restaurants 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.

• SPONSORSHIP OPPORTUNITY

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 website: www.afa.com.eg

• 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 served basis.

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-served 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 inquiries related to flight reconfirmations, airport transfer service and excursions.

CLIMATE

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

ACCOMMODATION & VENUE

The Hotel venue for the meeting is the **Cairo Semiramis Intercontinental 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 Cairo Semiramis Intercontinental Hotel. These rates are only available to delegates reserving through AFA only.

Cairo Semiramis Intercontinental Hotel



REGISTRATION & ACCOMMODATION FORM

Simply complete this form and return it to AFA Conference Service by either:

E-mail: info@afa.com.eg or by Fax: **+20 2 23054465 - 23054466**

- 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: **CIBEEGXX-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: **Semiramis Intercontinental Hotel**

AFA has negotiated a discounted delegate rate with **Semiramis Intercontinental Hotel**:

- All prices are inclusive.
- Click on Hotel booking on AFA website conference section for hotel booking.

Arrival Details:

- Arrival date:
 - Flight #:
 - ETA:
 - Departure Date:
 - Flight #:
 - ETD:
- Signature:
- Date:

Single Room city view	US\$	145
Single Room Nile view	US\$	155
Double Room city view	US\$	160
Double Room Nile view	US\$	170
Single Room Executive Floor city view	US\$	210
Single Room Executive Floor Nile view	US\$	220
Double Room Executive Floor city view	US\$	225
Double Room Executive Floor Nile view	US\$	235

Above Rates are inclusive Service charges, taxes & breakfast.

Single / Double Business Suite	US\$	235
Single / Double Junior Suite	US\$	250
Single / Double Executive Suite	US\$	350
Single / Double Nile Suite	US\$	400
Single / Double Presidential Suite	US\$	750

Above Rates are inclusive Service charges & taxes.

CANCELLATION AND REFUND

If you must cancel, your refund request must be received in writing and postmarked no later than 15 January 2016 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.

Registration ON LINE: http://196.219.210.66/events/register/event_id/35
Details: <http://196.219.210.66/events/event/id/35>

EGYPT



Arab Fertilizer Association (AFA)

9, Ramo Building, Omar Ibn Khattab Str.

Nasr road, Nasr city – Cairo

P.O. Box: 8109 Nasr city (11371)

Cairo – Egypt

Tel: +20 2 23054464

Fax: +20 2 23054465

Email: info@afa.com.eg

Web site: www.afa.com.eg