



Dr. Shafik Ashkar
AFA Secretary General

Your Excellency Eng. Mohamed Rashid Al-Rashid
AFA Board Chairman – Chief Executive Officer of FERTIL Co.

Your Excellencies Arab and International Organizations and
Companies Chairmen

Dear participants,

It is a great source of happiness to attend today the opening ceremony of the
25th AFA International Fertilizer Technology Conference & Exhibition,
held in Dubai; the city of sincerity and authenticity.

Therefore, allow me to welcome you all in such a distinguished gathering.

Ladies and Gentlemen

Work Sustainability

The concept of work sustainability directly means the achievement of four practices so as to reach the targeted level of effectiveness.

Thus, sustainability on the commercial level directly concentrates, and even targets, the institution social and economic aspects; in other words “People welfare, environment protection and profitability”. In the light of the previously stated determinants, the following adjustments were adopted:

- 1) Being committed to a new concept of sustainability based on estimating a chain of risks to be successfully dealt with and managed.
- 2) Setting tactics according to the latest developments in order to reach better chances aiming at the promotion of performance.
- 3) Employing dynamic smart changes to highlight the institution effective values and positive aspects together with concerned parties’ parallel participation to such an end.
- 4) Announcing and promoting the targeted plan in line with strenuously seeking sound application, achieving vital changes and raising the public awareness.

Hence, the term “sustainability” realistically deals with the present needs without neglecting or ignoring the successive generations’ needs and rights. Consequently, change targets rational utilization of available and expected

resources, directing investments and technological development together with the institution's accompaniment to the current and future change requirements equivalently.

In conclusion, allow me on your behalf to welcome the speakers, experts and international companies participating in the accompanying exhibition. Wishing such a-3-day scientific gathering successful discussions, recommendations and directions underscoring fertilizer industry strategic and future role related to creating job opportunities, boosting efforts to narrow hunger gap and reaching the pursued food security.

I further seize such a sublime gathering to extend our thanks to the sponsoring companies.

I also would like to express our appreciation to AFA specialized committees and AFA Secretariat for effectively exerting each and every effort for the realization of such a specialized international conference.

Thank you very much.

Dr. Shafik Ashkar
AFA Secretary General