

**25TH AFA INT'L ANNUAL FERTILIZER
FORUM AND EXHIBITION**



OUR JOURNEY OF EXCELLENCE

**FORUM
PROGRAM**

**NILE RITZ CARLTON
12-14, Feb, 2019
CAIRO EGYPT**

Monday: 11 Feb., 2019

08:00 – 18:00 **Registration**

Day1: Tuesday: 12 Feb., 2019

08:00 Welcome Coffee

08:00 – 09:30 **Registration**

09:30 -11:30 **Forum Inauguration**

I-Welcome addresses :

- **Mr. Emad ElDeen M. Khalid**
Representative of Egyptian Fertilizer Industries, Chairman of CIHC **Egypt**
- **Mr. Dr. Awad El-Saber MABROUK**
AFA Chairman, Executive Manager
LIFECO. **Libya**
- **H.E. Dr. Mohamed Mohamed El-Rabea**
Arab League Representative & Council of Arab Economic Unity Secretary General.
- **Eng. Mohamed Abdallah ZAIN**
AFA Secretary General.

II- Keynote address

- **HE Mr. Hisham Tawfik**

Minister of Public Enterprise Sector, Egypt

III- Recognition & Appreciation

IV- Opening Session:

- *Challenges and opportunities in the fertilizer industry*

Mrs. Charlotte Hebebrand

Director General, IFA

France

- *GCC Fertilizers industry's landscape and the future direction*

Dr. Abdulwahab Al Sadoun

Secretary General, GPCA

UAE

11:30 Exhibition Opening

&Coffee Break Networking

14:30

Lunch

DAY 2: Wednesday: 13 Feb., 2019

09:30 **Welcome Coffee**

10:00 - 12:00 **Session I**

Chairperson: Dr. Dimitrios Dimitriou

Nexant

Bahrain

- *Nitrogen fertilizer industry in transformation – “two decades in review and the journey ahead”.*

Dr. Dimitrios Dimitriou

Managing Consultant, Energy & Chemicals Advisory,
Nexant

Bahrain

- *Phosphate rock and phosphoric acid: challenges and opportunities in the medium term.*

Mr. Alberto Persona

Phosphate Analyst, Fertecon

UK

- *Current situation and future growth potential in the African fertilizer market.*

Mr. Tim Cheyne

VP, Business Development, Africa Fertilizer Argus
Media, formerly Integer Research

UK

- *Digitalization & use of Big Data and other information.*

Dr. Rafiq ElAlami

Chief Information Officer & Head of Digital Learning
Lab, UM6P

Morocco

12:00 Coffee Break Networking

12:30 – 14:00 *Session II*

- *Nitrogen Market Overview.*

Mr. Alistair Wallace

Head of Fertilizer Analytics, Argus Media *UK*

- *Investment in the African nitrogen market: opportunities and challenges.*

Mr. Valeriy Aleshkin,

Nitrogen Analyst, CRU *UK*

- *Simulating nitrogen fertilization and crop productivity using decision support system for agrotechnology transfer.*

Dr. Hiba Kharabsheh

Climate Change and Environmental Modeling, NARC
Jordan

- *Long-Acting cost-effective biodegradable nanocoated urea fertilizer*

Dr. Ibrahim El-Sherbiny

Professor of Smart Nanomaterials & Director of Center of Materials Science (CMS)

Zewail City of Science and Technology *Egypt*

19:00 – 22:00

Gala Dinner

DAY 3: Thursday: 14 Feb., 2019
(Fertilizer & Agriculture Day)

09:30

Welcome Coffee

10:00 – 12:30 Session III

Chairperson: Professor Munir Rusan

Jordan Univ. of Science & Technology

Jordan

- *4R Fertigation for enhancing fertilization efficiency and effectiveness*

Prof. Munir Rusan

Prof. Soil Fertility and Plant Nutrition, Jordan Univ. of Science & Technology (JUST)

Jordan

- *Estidamah research on water use efficiency on modern greenhouses*

Mr. Radi AL Foraidi

Communication, Marketing & Center Affairs Leader, ESTIDAMAH

Saudi Arabia

- *AL MOUTMIR PLATFORM*

Mr. Hassan Rafik

Agronomic Manager, OCP

Morocco

- *Sustainable field training schools & the first agricultural training caravan in Sudan and Africa.*

Eng. Dakheel N. Alhabeeb

Sales Account Manager MENA, Agri-Nutrients,
SABIC

Saudi Arabia

& Dr. Saleh Al Sweilum

Consultant, Cooperative Society for dates in Medina.

- *Role of Fertilizer & Water for Sustainable Agriculture*

Dr. Mohamed EL Gharous

IPNI North Africa

& University Mohammed VI Polytechnic

Morocco

- *Sustainable livelihoods and food security in marginal environments*

Dr. Ahmed H. El-Naggar

Soil Management Scientist, ICBA

UAE

13:00

Closing Remarks

13:30

Lunch



OUR JOURNEY OF EXCELLENCE

Our Journey of Excellence has something which makes it all happen, and that is teamwork. Every member counting with each other, under the same purpose on our minds: To give an aid into the food security issues, and to provide solutions which assure bigger, healthier and greater crops all over the Arab world. There is no greater nutrition, than the one which feeds the soul when we see others grow.

25 Years, and the harvest keeps coming.