



MODELING & ANALYTICS IN FERTILIZER INDUSTRY WORKSHOP



Arab Fertilizers Association
SPECIALIZED WORKSHOP

17-19 June 2019
Marrakech, Morocco

{ AFA is delighted to organize a workshop on **Modeling & Analytics in fertilizer industry** Workshop, during the period 17-19 Marrakech, Morocco }

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 on not only 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.

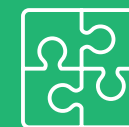


THE WORKSHOP PROGRAM IS IDEAL FOR ..

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

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

In addition, non-technical fields can also get the benefit of this program



Workshop Methodology

This workshop course is highly interactive and will prompt delegates to reflect on their current practices and goals. The instructor will guide and facilitate learning using a wide range of methods including direct input, discussions, case studies and exercises in groups and pairs.



Workshop Language

Presentations in Arabic/ English & Materials will be delivered in English

This course will feature ..



Modeling of the supply chain and the market equilibrium



Predicting future behavior of supply-demand and price forecasting



Optimizing CAPEX/OPEX portfolio allocation

WORKSHOP OUTLINE

- Overview of Modeling, Analytics & data science
- Linear Programming : theory and practice
- Application to Market Modeling & Game theory: Practical cases through business applications
- Introduction to data management
- Regression versus classification versus clustering

WORKSHOP OBJECTIVES

- The goal of this course is to enable the learners to demystify the concepts of Modeling and Analytics (Big Data, Data science, Machine Learning, Optimization, Operations Research, Algorithms...).
- Learners should be able to identify appropriate methods and models to use, and to define the good practices in term of “life cycle”: design, implementation, test and adaptation to change.
- They also should be able to identify potential applications in their day-to-day activities in order to make complex predictions and computations at scale.
- At the end of this course, they should know how to use data and interpret the outcomes, in order to provide decision makers all the possible scenario to make a well decision. Rather than deep diving in theoretical aspects, we will focus on business issues and analytics problems in that context. Some real-life and business-oriented applications will be presented.



Workshop Program

| Monday ,17 June 2019 | DAY 1 |
|-------------------------------|----------------------|
| Registration | 08:00 – 09:00 |
| Official Opining | 09:00 – 09:10 |
| Session 1 | 09:15 – 10:30 |
| Networking Coffee /Tea | 10:30 – 11:00 |
| Session 2 | 11:00 – 12:30 |
| Coffee /Tea | 12:30 – 13:00 |
| Session 3 | 13:00 – 14:30 |
| Lunch Break | 14:30 |
| Tuesday ,18 June 2019 | DAY 2 |
| Session 1 | 09:00 – 11:00 |
| Networking Coffee /Tea | 11:00 – 11:30 |
| Session 2 | 13:00 – 14:30 |
| Lunch Break | 14:30 |
| Wednesday ,19 June 2019 | DAY 3 |
| Session 1 | 09:00 – 10:30 |
| Networking Coffee /Tea | 10:30 – 11:00 |
| Session 2 | 11:00 – 12:30 |
| Networking Coffee /Tea | |
| Session 3 | 13:00 – 14:30 |
| Workshop Conclusion & Closing | |
| Lunch Break | 14:30 |



WORKSHOP SPEAKERS BY 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.)



OCP GROUP

OCP is the largest phosphate producer in the world and a leading global fertilizer player, backed by almost a century's production history. OCP has exclusive access to the largest phosphate rock reserve base in the world(*). OCP is one of the most competitive phosphate producers in the industry and is the leading player in production and trade volumes across the phosphate value chain. OCP employs 21,000 people and contributes to regional development through its mining and fertilizer operations, and through its sustainability program.

(*) according to the USGS »

For more information visit www.ocpgroup.ma



afaf | النمذجة والتحليلات في صناعة الأسمدة



الإتحاد العربي للأسمدة
برامج ورش العمل المتخصصة

17 إلى 19 يونيو 2019
مراكش، المملكة المغربية

يسر الإتحاد العربي للأسمدة تنظيم ورشة عمل حول **النمذجة والتحليلات في صناعة الأسمدة**.
خلال الفترة من 17 إلى 19 يونيو، مراكش، المملكة المغربية

لهذا أشارك ؟



في إطار التطور الهائل لحجم البيانات، والقوة الحاسوبية والخوارزميات القوية، فإن استنباط هذه الأدوات وتحويلها إلى معلومات ونتائج تساعد في اتخاذ قرار مستنير يمثل تحدياً رئيسياً لجميع الشركات الكبيرة وخاصة في صناعة الأسمدة. وتستند أدوات صنع القرار الحديثة ليس على الحدس فقط، ولكن الحدس إلى جانب التحليلات الكمية، بحوث العمليات (OR)، وتعتبر النمذجة وإدارة البيانات واحدة من أهم أدوات علم القرارات الإدارية الرائدة التي تستخدمها المؤسسات الكبيرة مما يجعل الأمر حيويًا ومتزايد الأهمية لجميع الشركات.

وقد ساعدت نماذج الأعمال الحالية من استخدام البيانات ذات الكم الهائل في توسيع نطاق المنصات الرقمية التي تمكن من وضع تحليلات مناسبة تمكن من اتخاذ القرار بشكل أسرع وأكثر استناداً إلى الحقائق

المستهدفون من الحضور

تعتبر هذه الورشة مناسبة لجميع المستويات الإدارية من المدراء والعاملين في المجالات التالية :



- الإدارات التجارية، التسويق، إدارة المشتريات، إدارة العقود
- المدراء والعاملين في مجال التخطيط الاستراتيجي
- المدراء والعاملين في إدارة التكاليف
- المدراء والعاملين في إدارة سلاسل الإمداد
- المشاركين في إدارة أو تشغيل المشاريع
- المسؤولين عن تطوير أو إدارة أو العمل مع قيود الميزانية / التكاليف

اهداف الورشة

تستهدف الورشة لقاء الضوء على العديد من النقاط التي تؤثر بدورها على اتخاذ القرار ومنها



- تحديد النساليب والنماذج المناسبة للاستخدامها من خلال التحليلات
- البرمجة الخطية
- حالات عملية من خلال تطبيقات الأعمال
- كيفية إدارة واستخدام البيانات وتفسير النتائج
- التنبؤ بالسلوك المستقبلي للعرض والطلب

اللغة المستخدمة في المحاضرات



المحاضرات باللغة العربية والإنجليزية، المادة العلمية باللغة الإنجليزية

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

E-mail: afa@arabfertilizer.org 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

☐ Please do not publish my contact details on website list of delegates.

ACCOMMODATION AND VENUE

Venue: OCP Training Center - palmeraie village 3



Accommodation Rates

Single Room

USD 135

Flight Details

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

Signature:

Date:

- All prices are inclusive Breakfast, lunch and evening meals

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: CIBEEG CX-020 - Nasr city branch – Cairo – Egypt
Bank transfer should include:
Name of the company; Name(s) of the delegate(s), Invoice number
All transfer charges must be paid by the transferor.
- ☐ Cash

CANCELLATION AND REFUND

- If you must cancel, your refund request must be received in writing and postmarked no later than 14/6/19 in order to receive a full refund, less a 25 percent administrative fee. After 15-6-19 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 Workshop.
- Registration fee must be paid to AFA, on the other hand; accommodation fee must be settled with the hotel reservation directly