

AFA 37th International Technical Conference & Exhibition

EMERGING TECHNOLOGIES IN FERTILIZER INDUSTRY

**Balancing Productivity
and Environmental
Stewardship**

**16-18
SEPTEMBER
2025**

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University
Mohammed VI
Polytechnic



WELCOME TO THE PREMIER FERTILIZER INNOVATION EVENT

Mark your calendars! The Arab Fertilizer Association's 37th International Technical Conference & Exhibition is heading to the vibrant City of BenGuerir at the University Mohammed VI Polytechnic (UM6P), Morocco, from September 16-18, 2025 !

Hosted by the esteemed OCP Group, this is the premier event where the fertilizer industry's brightest minds converge. Prepare to dive deep into the latest advancements in fertilizer technology and network with key stakeholders shaping the future of food production. Don't miss this unparalleled opportunity to gain insights, forge partnerships, and be at the forefront of innovation.



REGISTER TODAY

WWW.ARABFERTILIZER.ORG

ABOUT AFA'S INTERNATIONAL TECHNICAL CONFERENCE & EXHIBITION

For over three decades, the AFA International Technical Conference & Exhibition has been the premier gathering for fertilizer industry leaders, innovators, and decision-makers from across the Arab world and beyond. As the most anticipated technical event in the fertilizer sector, this annual conference brings together top industry executives, technical experts, policymakers, and solution providers to discuss the latest advancements, market trends, and sustainability strategies shaping the future of global fertilizer production.

Attracting over 100 chairmen, CEOs, and senior executives from leading Arab and international fertilizer manufacturers, the conference serves as the ultimate platform for high-level networking, knowledge exchange, and business development. Whether you are a producer, technology provider, EPC contractor, research institution, or regulatory body, this is where the entire fertilizer value chain converges to address key challenges, explore cutting-edge technologies, and unlock new opportunities.



The AFA International Technical Conference & Exhibition is designed to foster meaningful discussions on breakthrough innovations in nitrogen, phosphate, and potassium fertilizers, digitalization, process optimization, and sustainability. Through high-impact keynote sessions, expert-led technical discussions, and interactive panels, attendees will gain unparalleled insights into market dynamics, emerging regulations, and industry best practices.

- Discover game-changing technologies driving efficiency and environmental compliance.
- Engage with world-class experts to shape the future of fertilizer production.
- Explore strategies for decarbonization, energy efficiency, and circular economy solutions.

WHY ATTEND ?

WHAT MAKES THIS EVENT UNMISSABLE ?



1. THE LARGEST GATHERING OF FERTILIZER INDUSTRY LEADERS

The AFA International Technical Conference & Exhibition brings together the most influential figures in the fertilizer industry, providing a unique platform for networking, collaboration, and high-level business discussions.

- Meet +100 chairmen and CEOs from Arab and international fertilizer companies.
- Engage with policymakers and industry regulators to stay ahead of global compliance requirements.
- Connect with technology pioneers and innovation leaders driving the next generation of fertilizer production.



2. EXCLUSIVE ACCESS TO THE LATEST FERTILIZER INNOVATIONS

Stay at the forefront of technological advancements with insights into the latest breakthroughs in nitrogen, phosphorus, potassium, and specialty fertilizers.

- Cutting-edge solutions in process optimization, AI, and digital transformation.
- Sustainable production techniques to reduce emissions and energy consumption.
- Decarbonization strategies for low-carbon ammonia, green hydrogen, and CO₂ reduction.



3. UNPARALLELED KNOWLEDGE SHARING & TECHNICAL EXCELLENCE

Gain valuable insights from expert-led technical sessions, keynote addresses, and in-depth panel discussions on the most pressing issues facing the industry.

- Explore the impact of CBAM and global trade policies on the fertilizer sector.
- Learn from real-world case studies on energy efficiency and process safety management.
- Discover innovative water treatment and utilities management solutions for fertilizer plants.

WHY ATTEND ?



4. A FOCUS ON SUSTAINABILITY & GREEN TECHNOLOGIES

With sustainability at the heart of the industry's transformation, this conference will showcase how fertilizer producers are advancing decarbonization and circular economy strategies.

- Best practices in emissions reduction & resource efficiency.
- Waste-to-value innovations & zero-liquid discharge (ZLD) technologies.
- Hydrogen and ammonia as key drivers of a low-carbon future.



5. THE MOST COMPREHENSIVE EXHIBITION IN THE FERTILIZER INDUSTRY

AFA's International Technical Exhibition is a hub for business and innovation, offering companies a platform to showcase their products, technologies, and solutions to key fertilizer decision-makers.

- Meet with global technology providers, EPC contractors, and sustainability experts.
- Discover the latest advancements in catalysts, automation, and AI-driven plant optimization.
- Forge strategic partnerships with major players in fertilizer manufacturing.



6. UNRIVALED NETWORKING & BUSINESS DEVELOPMENT OPPORTUNITIES

The event provides unparalleled access to high-level executives, engineers, and solution providers, creating a dynamic environment for forging new business relationships and strengthening existing ones

- Dedicated networking sessions and interactive roundtable discussions.
- Business matchmaking opportunities with industry leaders and investors.
- Gala dinner and AFA's Prize Award Ceremony to celebrate excellence in fertilizer innovation.

WHY ATTEND ?

By hosting the 37th AFA International Technical Conference & Exhibition, OCP Group and UM6P reinforce their commitment to innovation, sustainability, and excellence in the fertilizer industry. This event offers an exclusive opportunity to connect with industry leaders, explore cutting-edge research, and discover solutions shaping the future of global agriculture.



For over a century, OCP Group has been a driving force in the global phosphate industry, ensuring sustainable agriculture and food security. As the world's largest producer of phosphate-based fertilizers, OCP provides high-quality, customized solutions to farmers worldwide.



University Mohammed VI Polytechnic (UM6P) is a center of excellence in research, technology, and sustainability, playing a key role in advancing agriculture, industry, and renewable energy. Located in Benguerir, Morocco, UM6P fosters innovation, knowledge exchange, and leadership development to address global challenges.

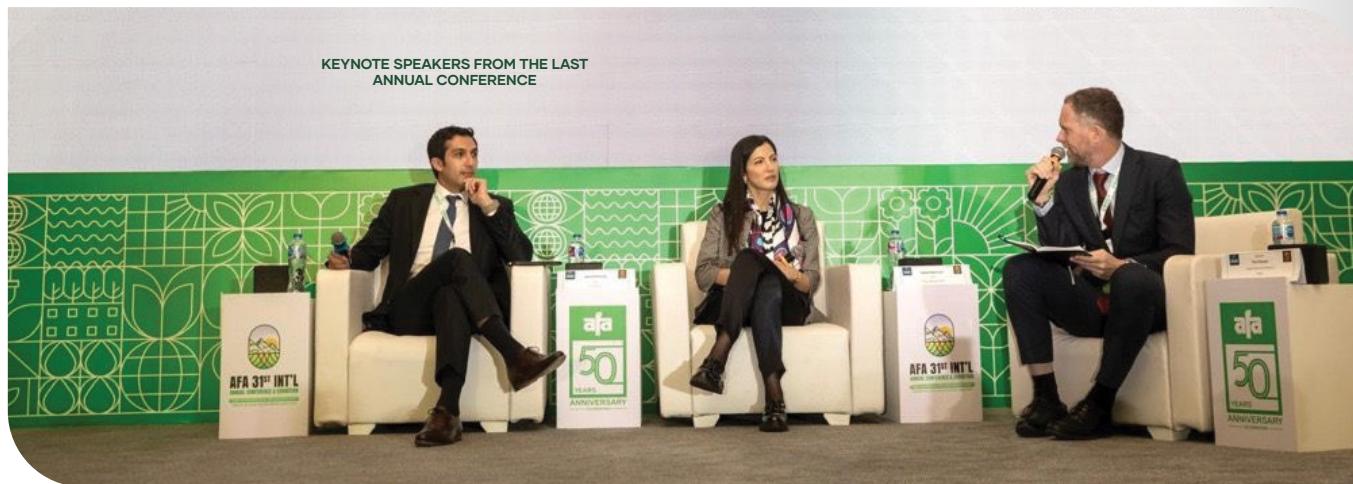
WHO SHOULD ATTEND ?



This conference is tailored for professionals and decision-makers from across the fertilizer value chain, including but not limited to :

- **Executives & Decision-Makers** : Chairmen, CEOs, Directors, and Senior Managers from fertilizer companies and related industries.
- **Fertilizer Producers & Manufacturers** : Gain insights into best practices and innovative solutions for sustainable and efficient fertilizer production.
- **Technology Providers & Licensors** : Showcase cutting-edge process technologies, catalysts, and digital solutions.
- **EPC Contractors & Engineering Consultants** : Explore project execution strategies and new industry trends.
- **Operations & Maintenance Teams** : Discover efficiency-enhancing technologies and best maintenance practices.
- **Project Managers & Business Developers** : Identify potential partnerships and investment opportunities in the fertilizer sector.
- **Sustainability & Energy Efficiency Leaders** : Engage in discussions on decarbonization, circular economy, and resource efficiency.
- **HSE Professionals & Process Safety Engineers** : Learn about advancements in process safety management and risk reduction.
- **AI & Digitalization Experts** : Discover how artificial intelligence, digital twins, and predictive maintenance can transform fertilizer manufacturing.
- **Market Analysts & Policymakers** : Gain insights into global fertilizer market dynamics, investment opportunities, and regulatory landscapes.
- **HSE & Energy-Saving Personnel** : Learn from global leaders in plant safety, emissions reduction, and resource optimization.
- **Technical Committee Members** : Stay updated on industry best practices and strategic developments.
- **HSE Working Group Members** : Engage in specialized discussions on health, safety, and environmental compliance.
- **Energy-Saving Working Group Members** : Explore innovative approaches to reducing energy consumption and improving efficiency.
- **Academic & Research Institutions** : Present cutting-edge research and explore industry collaboration opportunities.
- **Government & Regulatory Authorities** : Understand policy trends and their impact on the fertilizer industry.

TENTATIVE PROGRAM



Day 0 : Pre-Conference Meetings

- Various Committee & Working Group Meetings on topics including HSE, Energy Saving, public relations, media and AI. Digital Transformation, Agriculture, Technical, Economic and training committees.
- Board of Directors Meeting (by invitation).

Day 1 : Conference Opening & Keynote Sessions

- Opening Ceremony with addresses from AFA leadership, OCP representatives, and Moroccan government officials.
- Exhibition Opening & Ribbon Cutting Ceremony.
- Keynote Addresses covering global fertilizer industry trends, sustainability, and OCP's vision for a sustainable phosphate value chain.
- Technical Sessions & Panels focusing on Digitalization in Fertilizer Production and Decarbonization Strategies including AI applications, green ammonia, and carbon capture.

Day 2 : Advanced Technical Sessions & Industry Insights

- Presentations on Fertilizer Innovations, including advancements in Nitrogen, phosphates, potassium, sulfuric acid, and water treatment.
- Panel Discussion on Catalysis, featuring major technology providers.
- Process Safety & Green Revamps Sessions covering safety management, condensate recovery, and market trends.
- Advisory Board Meeting (by invitation).
- Gala Dinner & Networking Event.

Day 3 : Special Technical Visits

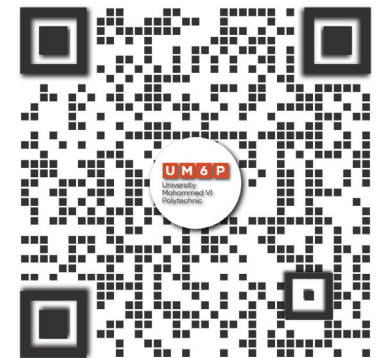
- Hosted at University Mohammed VI Polytechnic (UM6P) in collaboration with OCP, featuring discussions on research, innovation, and sustainability in fertilizer production.

VENUE



University
Mohammed VI
Polytechnic

- **Spacious & Modern Conference Halls** : Equipped with advanced audiovisual technology, UM6P's grand conference halls are designed to accommodate large audiences while ensuring a seamless presentation experience.
- **Flexible Meeting Rooms & Breakout Spaces** : A variety of meeting rooms and breakout areas provide the perfect setting for technical sessions, roundtable discussions, and networking meetings.
- **High-Tech Facilities** : The venue is outfitted with high-speed connectivity, smart interactive screens, and cutting-edge digital tools to enhance the conference experience.
- **Comfort & Accessibility** : With spacious seating, modern amenities, and professional on-site support, attendees will enjoy a comfortable and productive conference setting.
- **Proximity to Innovation Hubs** : Being at the heart of UM6P means participants will have access to world-leading research centers, laboratories, and innovation spaces, offering a deeper insight into cutting-edge developments in sustainability and fertilizer technology.



SCAN THE
QR CODE



BENGUERIR: A THRIVING HUB FOR INNOVATION AND SUSTAINABLE DEVELOPMENT

Nestled in the heart of Morocco's Green City initiative, Benguerir is an emerging center for innovation, sustainability, and academic excellence. As home to the University Mohammed VI Polytechnic (UM6P) and cutting-edge research institutions, the city is a driving force in advancing green energy, sustainable agriculture, and the future of industry. Strategically located within the Marrakech-Safi region, Benguerir offers world-class infrastructure while maintaining deep cultural and historical roots.

TENTATIVE PROGRAM



Direct Access to Key Decision-Makers

Meet the industry's biggest players. Engage with top executives, plant managers, engineers, and project developers from leading fertilizer manufacturers, including Arab and international producers looking for cutting-edge solutions to enhance production efficiency, sustainability, and profitability.

Showcase Your Cutting-Edge Innovations

From process optimization and AI-driven automation to low-carbon technologies and advanced catalysts, position your company at the forefront of industry transformation. Demonstrate your solutions to an audience that actively seeks innovative technologies to improve plant efficiency, reduce emissions, and optimize fertilizer formulations.

Expand Your Business & Forge Strategic Partnerships

The exhibition provides a unique networking environment, connecting exhibitors with potential buyers, investors, and industry experts. Strengthen your regional and global presence by forming partnerships with fertilizer producers, EPC contractors, technology licensors, and policymakers.

Gain Market Insights & Competitive Edge

Get first-hand insights into emerging trends, policy changes, and investment opportunities in the fertilizer sector. Stay ahead of competitors by understanding the needs of the industry and positioning your company as a leader in innovation, sustainability, and technical excellence.

Standard Area: 3X2 m = 6 sq.m

Space with equipment includes: partitions, front panel with exhibitor's sign, stand number, one plug/6sq.m including:

- Setup and installation
- 1X Exhibitor full access
- Booth wall prints
- 1 desk 2 chairs
- 1 table

Area	Members	Non-Members
6sq.m	3,300\$	4,300\$
12sq.m	Upon Request	
Reservation on a First Come, First Serve Basis		

For more information, please contact: events@arabfertilizer.org





SPONSORSHIP OPPORTUNITIES

MAXIMIZE YOUR BRAND EXPOSURE WITH AFA SPONSORSHIP

Sponsoring the AFA Technical Conference & Exhibition is more than just visibility—it's a strategic opportunity to position your company as an industry leader. With high-profile branding, premium networking opportunities, and exclusive engagement with key decision-makers, sponsorship guarantees maximum exposure among top fertilizer manufacturers, technology providers, and industry experts.

From prime exhibition spaces to digital and onsite brand placement, our sponsorship packages ensure that your company stands out, fostering new partnerships, strengthening market presence, and showcasing your innovations to a targeted global audience.

Invest in growth. Elevate your brand. Be a key player in shaping the future of the fertilizer industry!

ONSITE USD 6,000	ONSITE USD 10,000	ONSITE USD 12,500	ONSITE USD 15,000
			
TECH ALLY	SOLUTION PARTNER	INNOVATOR SPONSOR	PIONEER SPONSOR
<ul style="list-style-type: none">• 2 Delegate passes.• Logo on all sponsor featured walls/screens in venue.• Logo on conference app.• Logo on website.• Logo & Welcome message on social media.• 15% off extra delegates (up to 2).	<ul style="list-style-type: none">• 2 Delegate passes.• 1 Standard booth (3x2 m²).• 1 Exhibitor pass.• Logo on all sponsor featured walls/screens in venue.• Logo on conference app.• Logo on website.• Logo & Welcome message on social media.• 15% off extra delegates (up to 3).	<ul style="list-style-type: none">• 3 Delegate passes.• 1 Standard booth (3x2 m²).• 1 Exhibitor pass.• Logo on all sponsor featured walls/screens in venue.• Logo on conference app.• Logo on website.• Logo & Welcome message on social media.• 15% off extra delegates (up to 4).	<ul style="list-style-type: none">• 2 Delegate passes.• 2 Premium location booth (6x2 m²)*• 2 Exhibitor passes.• Logo on all sponsor featured walls/screens in venue.• Logo on conference app.• Logo on website, marketing email footers.• Logo & Welcome message on social media.• 15% off extra delegates (up to 5).

*Premium location selection is based on instantaneous availability.

Sponsorship Opportunity

Be part of the region's most recognized fertilizer industry gathering. AFA sponsorship helps position your brand among leaders, unlocks real business visibility, and connects you with a targeted, influential audience. For add-ons and modifications, please contact: events@arabfertilizer.org

Join Our Special Event

AFA's 37th Technical Conference brings together 500+ delegates from 50+ countries and 120+ companies to share insights, technologies, and collaborations that shape the future of fertilizers and sustainability.

ACCOMMODATION, TRANSPORTATION & REGISTRATION



Pickalbatros Hotel Du Golf Palmeraie

“With an outstanding location overlooking one of the most sought-after golf courses in Marrakech, Hôtel du Golf is the place to relax and enjoy five-star luxury and world-class facilities. Nestled at the heart of the stunning Palmeraie Resort, situated in the north of the city, this design-led property blends modern Moroccan architecture with art deco style and a warm inviting colour scheme to create a cosy and laid-back ambiance. Magnificent views of the fairways at the Golf Club Palmeraie and the stunning Atlas Mountains backdrop are part of this exceptional lifestyle experience..”



ROOM TYPE	BED AND BREAKFAST
SINGLE ROOM	1600 MAD/night/room + city taxes MAD 28.60/person/night to be paid by the guest upon arrival
DOUBLE ROOM	1800 MAD/night/room + city taxes MAD 28.60/person/night to be paid by the guest upon arrival
SUITE	Suite supplement will be Classic for 500 MAD per night, Golf suite or Suite Terrace supplement 1000 MAD per night & suite type will be subject of availability

The bookings will be done directly over the phone or by direct email to the reservation office, then the guest will be requested to pay at least one night to secure their bookings, then full rest of the payment to be paid upon arrival before the check in. To reserve, please send an email to the following address: reservation@pickalbatroshoteldugolf.com
Don't forget to put (AFA Event in the email Subject) or Call: 00 212 (0) 524 33 43 43

TRANSPORTATION

Shuttle buses shall be available during the whole conference duration to transport the delegates from the hotel to UM6P and back to the hotel

CONFERENCE REGISTRATION

ACCES CATEGORY	MEMBERS	NON-MEMBERS
IN-PERSON	\$1,800	\$2,400

We are pleased to offer a special incentive for our valued AFA members: for every five paid delegates from the same AFA member organizations, one additional delegate will be admitted free of charge. This offer provides an excellent opportunity to maximize your organization's participation and benefit from the wealth of knowledge and networking opportunities at the conference.

For more information, please contact: events@arabfertilizer.org

THANK YOU FOR BEING
PART OF THE CHANGE

Shaping the Future of Sustainable Fertilizer Industry Together



الإتحاد العربي للأسمدة
Arab Int'l Organization
هبة عربية دولية
Arab Fertilizers Association



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