



Host Sponsor



# Digitalization and Artificial Intelligence in the Fertilizer Industry

3-5 February, 2026, Bahrain  
Westin and Le Meridien City Centre Bahrain

## Workshop Intro

The fertilizer industry is entering a new era where operational excellence and competitiveness depend increasingly on the effective adoption of digital technologies and artificial intelligence. As production processes become more complex and global market demands continue to shift, the ability to harness data, automate workflows, and optimize performance has become essential for all stakeholders across the fertilizer value chain.

## Host Sponsor

Gulf Petrochemical Industries Company (GPIC) is a leading petrochemical manufacturer based in Bahrain, specializing in the production of ammonia, methanol, and urea. Established in 1979, GPIC is a joint venture between Bahrain, Saudi Arabia, and Kuwait. The company is recognized for its commitment to sustainability, safety, and innovation in the global fertilizer and petrochemical industry.

## Workshop outline

The workshop will focus on showcasing the latest digital applications and smart technologies that contribute to advancing the fertilizer industry. It will cover the following topics:



Digitalization and artificial intelligence applications in enhancing operational, technical, engineering, maintenance, administrative, financial, marketing, and logistical efficiency across plants and companies, as well as strengthening governance practices.



How to utilize data and advanced analytics to improve the overall performance of plants and companies.



Showcasing international fertilizer companies' and plants' experiences in digitalization, and artificial intelligence.



Reviewing global best practices in corporate digitalization and governance.



IT /OT integration.

## Workshop Objectives

- 1 Introduce participants to the concepts of digitalization and artificial intelligence and highlight their role in driving sustainable and innovative development within the fertilizer industry.
- 2 Clarify key digital technologies such as smart systems, data analytics, and the Internet of Things (IoT), and demonstrate how they can be effectively utilized.
- 3 Present practical examples and successful international experiences in applying AI solutions within fertilizer plants, along with a dedicated applied case study.
- 4 Enhance participants' capabilities in data analysis and the use of digital tools to support technical and managerial decision-making.
- 5 Enable companies to identify digital transformation priorities and develop a realistic roadmap for implementing AI projects.
- 6 Strengthen awareness of the importance of cybersecurity and data governance within production facilities and industrial plants.

## Who Should Attend?

The workshop is designed for a broad range of professionals across fertilizer companies and related institutions, including

- Chairmen, CEOs, Managing Directors, and General Managers.
- Department Managers and Section Heads.
- Employees across different sectors, including: Engineers, IT Engineers, OT Engineers, Technicians, operations, production, maintenance, administration, finance, logistics, marketing, HSE, quality, governance, media and digital media, digital transformation officers, IT experts, and office managers.

## Workshop Methodology

This workshop has been designed to provide participants with practical and applicable knowledge on how digitalization and AI can transform daily operations within fertilizer companies.

Through case studies, best practices, and hands-on learning, we aim to strengthen participants' capabilities in identifying areas for digital improvement, understanding implementation requirements, and using data effectively to support strategic and operational decision-making.

By the end of the workshop, attendees will be equipped with the essential skills and knowledge needed to contribute to their organization's digital transformation journey and to elevate performance in line with global standards in the fertilizer industry.

## Workshop Language

Materials will be in English; presentations will be delivered in Arabic & English

## Registration

For registration and more information, please use the following link or contact us at [events@arabfertilizer.org](mailto:events@arabfertilizer.org)

Members Registration Fees	USD 1500	Non-Members Registration Fees	USD 1750
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Registration Link: [Registration Here](#)

## Cancellation policy

- In case cancelled more than 15 days before the workshop start date, a full refund will be issued.
- If cancelled 7 days before the workshop start date, a %50 refund will be issued.
- If cancelled less than 2 days before the workshop start date, no refund will be issued.
- Please note that refunds will only be processed once written notification of cancellation has been received.

## Payment Method

**Cheque** - To the order of the Arab Fertilizer Association  
(Please include delegate's name attached with cheque)

- Bank Transfer**
- Beneficiary Name: The Arab Fertilizer Association
  - Bank Name: NATIONAL BANK OF EGYPT
  - A/N: 1393171681076101012
  - IBAN: EG180003013931716810761010120
  - SWIFT Code: NBEGEGCX139

**Cash Payment**



Workshop Venue

The Westin City Centre Bahrain | Nobel Meeting Room



Hotel Information

Le Meridien City Centre Bahrain



Room	Rate   per night including all taxes
Single occupancy	161 USD
Double occupancy	178 USD

\*USD rates are based on approximations

You will find the information for your online reservation link below

Book your group rate for AFA 2026 - LINK:

Click Here

- Le Méridien City Centre Bahrain for 45.00 BHD per night on single occupancy / 50 BHD per night on double occupancy
- Rate is subject to %10 service charge + %5Governemnt Levy + %10 Vat (%27.05 tax compounded) + BHD 3.3 accommodation fee per room per night
- Rate includes buffet breakfast in restaurant and %20 discount on food and beverage
- Booking link will only work if dates selected are 2nd Feb Check in and 5th /6th Feb check out.
- If you are having issues with the link please contact rannel.moras@marriott.com / reservations.bahrain@marriott.com stating you are travelling for the AFA conference.
- Rooms must be guaranteed by credit card. Should you wish to pay for your rooms, we can also send you a payment link
- Cancellation terms: Cancellation received 24 hours prior to arrival will incur a one night charge

Visa Information

To facilitate the issuance of entry visas to the Kingdom of Bahrain, GPIC will kindly assist in processing the visa applications. Therefore, we kindly request you to provide us with copy of your passport (Deadline for passports submission: Sat.10, Jan, 2026)

Important note: -

1. Please make sure your passport is valid for at least 6 months from the date of arrival.
2. Your passport should have two blank pages for stamping by the Immigration Officer.
3. It is advisable to bring a printout of your visa along with your valid passport upon arrival.