

## Wednesday 10 April

**09.00** Registration, coffee and exhibition opens

**09.00-17.30** Exhibition and networking



**09.30** Fertilizer fast track I\*

- Nitrogen markets  
**Steve Mitchell**, Editor, Nitrogen, **Argus**
- Potash Markets  
**Ewan Thomson**, Editor, Potash, **Argus**
- Phosphates Markets  
**Harry Minihan**, Editor, Phosphates, **Argus**
- Sulphur market  
**Claire Lloyd**, Editor and Sulphur Fertilizers Team Leader, **Argus**

**12.00** Lunch

**13.00** Fertilizer fast track II\*

- NPKs and added-value fertilizers  
**Lynn Wang**, Senior Analyst, Fertilizers, **Argus**
- China fertilizer market focus  
**Xie Fang**, Senior Analyst, **Argus**
- India fertilizer market focus  
**Nidhi Pandurangi**, Reporter, Asia Fertilizers, **Argus**

\*Please note this session is separately bookable

**15.30** Round table discussions

- Growth opportunities in Africa  
**Gopal Chandak**, Regional Head, West Africa and Asia (Fertilizer and Agri Inputs), **ETG**
- India market trends  
**Nidhi Pandurangi**, Reporter, Asia Fertilizers, **Argus**
- Phosphate market opportunities  
**Harry Minihan**, Editor, Phosphates, **Argus**
- Nitrogen – new global capacity developments and changing trade flows  
**Steve Mitchell**, Editor, Nitrogen, **Argus**
- Potash: The role of China and India contracts amid growing global capacity  
**Andrea Valentini**, Principal, Consulting Services, Asia-Pacific and the Middle East, **Argus**
- Agronomic and commercial benefits of added-value fertilizers  
**Kevin Moran**, Chief Technology Officer, **Kingenta**

**17.00** Mock trading session for the new Argus Open Markets (AOM) Sulphur platform

**17.30** Evening networking reception  
Take in the panoramic views of Shanghai as you get to know fellow delegates.

## Thursday 11 April

**08.30** Registration, coffee and exhibition opens

### FERTILIZER MARKET UPDATES

**09.20** Chairperson's welcome

**Xie Fang**, Senior Analyst, **Argus**

**09.35** Latest developments in the fertilizer sector in China

**Wang Liqing**, Secretary-General, **China Nitrogen Fertilizer Industry Association**

**Li Guang**, Secretary-General, **China Phosphate Fertilizer Industry Association**

**Chen Guofu**, Secretary-General, Potash Branch, **China Inorganic Salt Industry Association**

**10.25** Assessing broader economic and agricultural trends and the impact on fertilizer use in Asia

- Considering macroeconomic factors
- Implementation of environmental policies
- Promoting sustainable practices in agriculture
- Impact on fertilizer market  
**Jingyan Sun**, Analyst, Rabo Research Food and Agribusiness, **Rabobank**

**10.50** Speaker Q&A

**11.00** Coffee break

**11.40** Outlook for the nitrogen market

- Global supply and demand trends
- Regional developments in Asia
- Assessing the Ad blue market and its impact on urea market  
**Andrea Valentini**, Principal, Consulting Services, Asia-Pacific and the Middle East, **Argus**

**12.05** Regional outlook for the phosphates market

- Market overview and recent developments
- Trade flows and export markets  
**Xu Deren**, Manager of International Business Department, **Sinochem**

**12.30** Urea futures market and impact on fertilizer trade

**Pan Pan Lu**, Senior Manager, Non-Agri Product Dept, **Zhengzhou Commodity Exchange**



12.50 Lunch

- 14.20 NPK fertilizer market developments**
- Global outlook and price developments
  - Large-scale production projects
  - Major Asian NPK markets
  - Response to China NPK export tax policy
- Julia Wang**, Marketing Director, Asia, **Phosagro**

- 14.45 Sulphur market developments**
- Key trends in sulphur fertilizers market
  - Global supply and trade flows
  - Chinese sulphur demand
- Luo Rong Quan**, Marketing Director, **Suzhou Kaiyuan Chemical Company**

15.10 Speaker Q&A

15.20 Coffee break

## IMPROVING NURIENT USE EFFICIENCY (NUE) AND IMPLEMENTING TAILORED FERTILIZER SOLUTIONS

- 15.50 Evaluating developments in the palm oil sector and specific fertilizer requirements**
- Examining regional trends
  - Assessing the yield gaps
  - Specific soil, moisture and nutrient management
  - Adopting a balanced fertilizer approach to maximise yield
- Suzie Haryanti Husain**, Agronomist, **Lhoist**

- 16.15 Improving ROI and crop yields for farmers with added-value and specialty fertilizers in Asia**
- Market drivers for increasing the use of added-value fertilizers
  - Demand for added-value fertilizers in Asia
  - Growth prospects for water-soluble, slow-release and enhanced-efficiency fertilizers in Asia
- Grant Roberts**, Chief Agronomist, Asia, **Yara**

- 16.40 The use of added-value fertilizers to improve productivity and promote sustainability in agriculture**
- Increasing nutrient use efficiency (NUE)
  - Crop quality and yield
  - Ensuring long-term sustainability
  - Incorporating biologicals
  - Communicating the benefits of improving fertilizer efficiency
- Kevin Moran**, Chief Technology Officer, **Kingenta**

17.05 Speaker Q&A

17:20 Evening networking reception

## Friday 12 April

08.30 Registration, coffee and exhibition opens

### INSIGHTS INTO REGIONAL MARKETS

09.20 Chairperson's opening remarks  
**Gavin Chong**, Vice-President, Asia, Fertilizers, **Argus**

09.30 The Asia fertilizer landscape – trends and challenges  
**Mathias Schroeder**, Head of Marketing and Sales and Managing Director Asia, **Eurochem**

10.00 Indian fertilizer market trends and drivers

- Trends in fertilizer production and consumption
- Fertilizer pricing and subsidy policy
- Update on direct benefit transfer
- Market outlook for 2019-20

**Satish Chander**, Director-General, **Fertiliser Association of India**

10.30 Coffee break

11.00 Assessing the challenges and opportunities in the Africa fertilizer market

- A look at export opportunities and trade flows from Asia to Africa
- Assessing shifting patterns in consumption
- trends in different regions
- Examining demand for NPK fertilizers

**Gopal Chandak**, Regional Head, West Africa and Asia (Fertilizer and Agri Inputs), **ETG**

11.30 Overview and developments in Vietnam

- Market size and growth potential
- Consumption trends
- NPK demand in Vietnam
- Consumption trends

**Son Nguyen**, Director, **SSG International**

12.00 Technical presentations

12.30 lunch

14.00 End of conference

