



Argus Added Value Fertilizers Europe 2019

13-15 February | Barcelona, Spain

Wednesday 13 February

12.00	Registration and Exhibition Opens
15.30 - 16.30	Roundtable Discussions Your chance to talk through shared issues and exchange knowledge with colleagues working in the same field. Choose a topic, which is relevant to you, and join in the moderated discussion with a round table leader
17:00	Speed-Networking Meet with potential new partners during this high impact session! Bring plenty of business cards and be prepared for 2-minute conversations before the bell rings and you meet someone new!
18.00	Welcome Drinks Reception Join your fellow attendees for a drink in an informal setting before the main event kicks off

Thursday 14 February

08:30	Registration and Exhibition
09:10	Opening Remarks from the Chair Adrian Stubbs , Principal, Potash & Fertilizers, Argus
09:20	Added Value Fertilizer Market Developments in Europe <ul style="list-style-type: none">- Market developments over the last 12 months- Is productivity and efficiency improving?- Changes in regional fertilizer use- Where are the biggest market opportunities?
	Panel Discussion
09:50	EU Fertilizers Regulatory Update <ul style="list-style-type: none">- EU framework and definition of fertilising products- The increase in regulatory support for driving growth of added value products- Progress for new concept EU Regulation Tiffanie Stéphani , Agriculture and Environment Manager, Fertilizers Europe Dr Elisa Capellán , Managing Director - Senior Regulatory Affairs Executive, KAELTIA Juan José Serra Serra , Regulatory Affairs Manager, LIDA PLANT RESEARCH

10:30	<p>Drivers for Sustainability and Minimising Environmental Impacts</p> <ul style="list-style-type: none"> - Managing environmental impacts and improving nutrient efficiency - Lowering emissions, greenhouse gases and leaching - Ensuring long-term sustainability <p>Amy Yoder, Chief Executive Officer, Anuvia Plant Nutrients</p>
11:00	Networking and Coffee Break
11:30	<p>Advanced Agricultural Solutions for Supporting Water and Nutrient Use Efficiency</p> <ul style="list-style-type: none"> - The holistic approach to plant nutrition management - Combined nutritional solutions - Achieving better water use efficiency using efficient fertilizers - Efficiency management for fertilizer programs <p>Tal Shani, Marketing Manager - Soluble Fertilizers, Haifa Group</p>
11:50	<p>Growth Prospects for Water Soluble Fertilizers</p> <ul style="list-style-type: none"> - Irrigation systems for improved water use efficiency - Factors impacting application methods - Finding a niche in a crowded market - Future market drivers <p>Kevin Moran, Chief Technology Officer, Kingenta</p>
12:10	<p>Improving Nutrient Use Efficiency Through the Use of Nitrification and Urease Inhibitors</p> <ul style="list-style-type: none"> - NUE's for increasing crop output - New applications - Sustainability assessments - Enhancing agricultural development with stabilizers <p>Markus Schmid, Marketing Director, Soil Management, BASF</p>
12:30	Joint Q&A with Interactive Polling Technology
12:50	Networking Lunch
	Panel Discussion
14:00	<p>Biostimulant Market Developments</p> <ul style="list-style-type: none"> - Impacts of regulatory change to biostimulants growth - The importance of harmonisation - Barriers to growth - Where are the market opportunities <p>Franck Hennequart, Director Research & Innovation, ALGAIA</p>

14:40	Biostimulants Market Growth and Regional Outlook <ul style="list-style-type: none"> - Meeting global demand for increased crop productivity with biostimulants - Improving crop quality - Opportunities for growth Rafael de Tomas, General Manager & Co-Founder, Agritecno
15:10	Networking and Coffee Break
15.40	Helping the Grower to Establish ROI <ul style="list-style-type: none"> - Calculating return on investment - Meeting farmers expectations - Assisting the growers with buying decisions
16.10	Precision Farming using Fertigation Application to Maximise Yields <ul style="list-style-type: none"> - Is smart farming the way forward? - Flexibility for the grower - Understanding the limitations Guy Sela, Plant Nutrition and Irrigation Expert, Cropaia
16.40	Is Investing in R&D the Key to Success for Value Added Products? <ul style="list-style-type: none"> - Becoming an industry leader - Challenges and opportunities for achieving success - Outlook for value added fertilizer products
17.10	End of presentations
18:00	Cocktail Reception

Friday 15 February

09:00	Registration and Exhibition Open
9:10	Opening Remarks from the Chair
09:20	The Importance of Understanding Plant Nutrition and Nutrient Interactions <ul style="list-style-type: none"> - Benefits of combining different products - The need for research to improve nutrient uptake - Crop management solutions for long term results - Russian case study: Enhancing yields with sulphur Dr. Svetlana Ivanova, Vice-President for Eastern Europe and Central Asia, International Plant Nutrition Institute (IPNI)

09:40	<p>Integrated Soil Nutrient Management For Agriculture Sustainability</p> <ul style="list-style-type: none"> - The dimension of soil security and soil fertility - Nutrient balance and its use efficiency - Enhancing soil, crop productivity and quality of agricultural products <p>Dr. Fotini Giannakopoulou, Agronomist & General Manager, Hellenic Fertilizer' Association</p>
10:00	<p>Iron Chelates for Preventing Iron Deficiencies and Improving Crop Yields</p> <ul style="list-style-type: none"> - The role of Fe as a key micronutrient in crop nutrition and its impact on yield and quality - Strategies for improving plant tolerance against Fe deficiencies - Novel high-performance iron chelates <p>José Nolasco, Strategy and Innovation Director, Tradecorp</p>
10:20	<p>The Role of Micronutrients in Modern Crop Production</p> <ul style="list-style-type: none"> - Soil and crop deficiencies in Europe - Enhancing micronutrient absorption - Factors impacting nutrient uptake
10:40	Joint Speaker Q&A with Interactive Polling Technology
11:00	Networking and Coffee Break
11:30	<p>The Development of Microbial Fertilizers in Europe</p> <ul style="list-style-type: none"> - Microbial products for improved crop production - Microbe functions - Increasing long-term crop resilience <p>Harald Mikkelsen, BU Manager Microbials, New Business & Tech Development, Koppert Biological Systems</p>
11:50	<p>The Future for Added Value Fertilizers</p> <ul style="list-style-type: none"> - Driving innovation in the industry - Market expectations for growth - Opportunities for development <p>Compass Minerals</p>
12:10	Joint Q&A with Interactive Polling Technology and Chair's Closing Remarks
12:30	Networking Lunch and End of Conference
14:30	End of conference