



Draft Agenda

Please consider provisional; all speakers, topics and timings are liable to change.

Monday 30th September

14:00 Preconference test farm site visit

Tuesday 1st October

14:00 Registration, Exhibition and Fertilizer Marketplace opens

15:00 **Fertilizer 101 Workshop**

- Introduction to the importance of soil fertilization in farming
- Understanding the fertilizer supply chain
- Blending and application choices for farmers

16:00 **Soil Science and Specialty Fertilizer Forum**

- Importance of soil mapping to fertilizer selection and application
- What micronutrients can have a macro impact for African farmers?
- Market potential in enhanced efficiency fertilizers, micronutrients and bio stimulants

17:00 **Fertilizer Production Innovation**

Platform for innovators in fertilizer plant technology and services for the African market

18:00 Welcome reception

Wednesday 2nd October

08:00 Registration, Exhibition and Fertilizer Marketplace opens

Auditorium sponsored by Ma'aden

09:00 Words of welcome

09:30 Policymaker Keynotes presentations

Fertilizer's role in delivering food security and accelerating African agribusiness development

- What are the key targets that African leaders should aim for in a Second Abuja Agreement?
- How can regional policy to encourage effective distribution of agricultural inputs?
- Agribusiness as an engine for African development: How can the public, private and development sectors create a unified strategy?
- Financing the agricultural input value chain: How can local agribusiness benefit from increased regional production of fertilizers?

10:30 Networking break

11:30 **Fertilizer industry leadership keynotes**

- Global fertilizer trade dynamics and the impact on trade flows into Africa
- The business case for Africa as a base for investment in fertilizer production
- Update on key African fertilizer production projects
- The need for a collaborative and holistic approach to fertilizer, farming and agribusiness
- Strategies being employed by fertilizer leaders to boost trade and support agribusiness
- Local fertilizer production from renewable energy



- 12:30 Lunch
- 14:00 **Agribusiness perspectives**
- Agro-food industry perspectives on fertilizer and other input supply solutions that can support African agribusiness
 - South African commercial farming trends: opportunities and challenges associated with changing crop markets
 - Improving market access at local and international levels for African farmers
 - Understanding and building collaborative relationships between commercial famers and emerging farmers
 - Ag-tech innovations that can be applied to African farming challenges: Satellite, Drones, Aguaculture etc.
 - Logistical challenges and the development of agribusiness corridors across Africa
- 15:30 Networking break
- 16:00 **Solutions for small holder farmer and SME agrodealer network development**
- Understanding the needs and constraints of small holder famers and SME agribusiness
 - Building agrodealer networks as providers of famer support, extension and advisory services
 - Landscape of support available to SME farmers across Africa
 - Case study of small holder famer development success in India
 - Cash Crop market insights: recommendations for African farmers
- 17:30 Networking Reception

Thursday, 3rd October

- 08:00 Registration, Exhibition and Fertilizer Marketplace opens
Auditorium sponsored by Ma'aden
- 09:00 Words of welcome
- 09:30 **Fertilizer and Agribusiness Investment Insights**
- African economic outlook and key considerations for investors
 - Agribusiness as an engine for economic diversification and as a draw for FDI across Africa
 - Identifying the funding gap and roadblocks for projects seeking capital
- 10:30 Networking break
- 11:00 **Investment Showcase and Panel Discussion**
- In these sessions fertilizer and agribusiness projects that are looking for finance will have the opportunity to give short, 10-minute presentations to outline their detailed business plans for fertilizer and agribusiness projects across Africa.
- 12:00 Lunch
- 13:00 **Regional perspectives panel**
- Fertilizer and agribusiness development perspectives from across North, East, West and Southern Africa
 - Policy harmonization in the regulation of fertilizer quality
 - Examining mega trends in key a markets and strategies to reduce post-harvest loss
 - Developing networks of blending, bagging and distribution of inputs. Where are bottlenecks in the supply chain?
- 14:00 **Regional Roundtable Discussions**
- Regional leaders conduct in-depth discussions on specific African fertilizer markets in a round table format.
- 15:00 Close of conference