

The conference venue: the Sheraton Grand Rio Hotel & Resort.

CRU Fertilizer Latino Americano 2023

CRU Events will host the 2023 Fertilizer Latino Americano conference at the Sheraton Grand Rio Hotel & Resort, Rio de Janeiro, 29 January to 1 February.

PHOTO: SHERATON

The ocean city of Rio de Janeiro is the vibrant setting for the 2023 Fertilizer Latino Americano conference. The event is the longest established and most influential fertilizer industry meeting in Latin America – and is celebrating its 34th anniversary in 2023.

Fertilizer Latino Americano is a CRU and Argus collaboration and attracted more than 750 delegates to Miami in March 2022. The conference offers excellent networking opportunities and is aimed at senior executives from across the international fertilizer supply chain, with leading producers, traders, distributors and consumers all represented.

As its name suggests, Fertilizer Latino Americano has a particular focus on Latin America, while at the same time having a global reach with attendance from over 50 countries. The event promotes commerce, investment, partnership and innovation across the Latin American market. A large-scale exhibition and numerous networking events also provide extensive business opportunities throughout the conference.

By allowing fertilizer companies to meet, negotiate and do business at the very start of the year, Fertilizer Latino Americano's timing in January has always been an advantage. The return to Brazil in 2023 is generating extra industry interest – as it offers attendees access to key players operating in one of the world's largest fertilizer markets.

Dominic Halahan, CRU's portfolio director, anticipates a record attendance for the 34th edition of the region's most influential and prestigious fertilizer gathering:

"Fertilizer prices have been turbulent, and nowhere has this been more evident than in Latin America. Its dependence on supply from Russia has been in the spotlight following the breakout of war in Ukraine. But the market has quickly adjusted. Not only

has product from Russia continued to flow, buyers have also diversified their sourcing strategies and product mix. Supply has outweighed demand as a result.

"As we enter 2023 with falling prices, high inventories, suppressed demand, a third straight La Niña weather event, improving supply and volatile energy markets, the Fertilizer Latino Americano conference comes at an opportune time. Meet with CRU's industry experts and a huge industry audience to gauge the direction of the market, be informed, network and negotiate. We look forward to welcoming everyone to beautiful Rio in early 2023."

Agenda and key speakers

The event's three-day agenda offers comprehensive market coverage. This year, there will be a particular focus on speciality fertilizers, biostimulants and digital farming. A series of panel discussions will also address key current issues – including sustainability in agriculture, biofuels, and blue and green ammonia. Country-specific and regional topics and trends will be widely discussed too.

CRU's expert analysts will be present to offer their insights into global supply and demand trends across all the key markets. Updates will be provided on the global economic outlook for the industry. The influence of key economic indicators – such as inflation, energy markets, and the continued effects of the war in Ukraine – will also be covered.

This year, CRU is proud to have support from leading fertilizer organizations in Latin America including: Abisolo, Fertilizar Anacofer, IBRAM, ANDA, abimilho, Siacesp and AMA Brasil. The conference is also joined by Anglo American, Koch, Verdesian and Quest Group as platinum sponsors, alongside ICL, US Borax and Omya.

CONFIRMED TOP-TIER SPEAKERS

- **Gustavo Branco**, General Director, Haifa South America
- **Mauricio Medici**, Licensing Manager/ Area Sales Manager, Stamicarbon
- **María Fernanda Gonzalez Sanjuan**, Executive Manager, Fertilizar
- **John Sinden**, Senior Partner, JSA Ltd
- **Enrique Hahn**, President, Sustentap
- **Professor Miguel Taboada**, Edafología Facultad de Agronomía, UBA
- **Bruno Caligaris**, Diretor de Projetos Estratégicos na Secretaria de Assuntos Estratégicos, Presidência da República
- **Kelly Johnson**, Senior Investment Officer, International Finance Corp.
- **Cleiton de Sequeira**, Director of Business Development, Nitricity Inc.
- **Carlos Vilhena**, Partner, Pinheiro Neto Advogados
- **Chris Ferreira**, Business Development Manager, Latin America, Verdesian
- **Claudio Nascimento**, Plant Manager, CF Industries
- **Patricio Gutierrez**, Director Innovation and Research, Dole Tropical Products
- **Mario Duffriti**, Commercial Manager, Profertil
- **Stan Bharti**, Founder, Forbes Manhattan
- **Jonas Hipolito**, Diretor de Estratégia e I&D, Biotrop

See you in Rio!

Fertilizer International magazine is pleased once again to be CRU's official media partner for Fertilizer Latino Americano in 2023. We will be exhibiting at the event and are very much looking forward to meeting industry friends, both old and new. ■