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## Meeting rooms and exhibiting

To secure your private meeting room and to reserve a place in our exhibition area, please contact Rebecca Newbury at rebecca.newbury@argusmedia.com

For more information, see our website: argusmedia.com/fertilizer-europe

In late October key industry decision makers will assemble in Istanbul, Turkey, for the largest regional European fertilizer event in the calendar. Do not miss this annual opportunity to network with your industry peers and gain valuable insight from a host of leading experts addressing the most relevant topics facing the industry in the short to medium term.

### Key topics to be discussed at the conference include:

Developments in the International Potash Market

Oleg Petrov, Director of Sales and Marketing, Uralkali

Will the EU's Common Agricultural Policy (CAP) be fit for purpose in the future?

Mariusz Legowski, Economic and Policy Analyst, European Commission

The European Sulphuric Acid Market

Peng Paternostre, Sector Group Manager, European Chemistry Industry

Council (CEFIC)

The Impacts of the EU ETS on the Fertilizer Industry

James Atkins, Chairman, Vertis Environmental Finance

Register today and secure your place at argusmedia.com/fertilizer-europe

## **Fertilizers**

illuminating the markets

## **Platinum Sponsor**



## **Gold Sponsor**





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## Co-sponsors





## **Argus FMB Europe Fertilizer 2013**

30 October - 1 November, Istanbul, Turkey



#### Welcome to Istanbul

Argus FMB and our sponsors look forward to welcoming you to the vibrant city of Istanbul.

Straddling both Asia and Europe, Istanbul city is the largest in Turkey, constituting the country's economic, cultural, and historical heart. The Bosphorus, one of the world's busiest waterways, will provide a dynamic backdrop for the 600+delegates from over 55 countries attending the event.

#### The conference features:

- A robust commercial environment, featuring leading industry suppliers showcasing the latest products, services and equipment.
- Expert analysis of the regional and global factors impacting Europe and neighbouring markets.
- Unrivalled networking opportunities as the industry convenes in Istanbul for three days of informed discussions.
- Excellent opportunities to make new contacts and strengthen existing connections, following your scheduled meetings, the cocktail receptions, lunches and coffee breaks.
- Turkey itself is a major fertilizer importer across the full range of products.

#### Conference Hotel

Swissotel The Bosphorus is a five-star luxury hotel in the centre of Istanbul on the European side of the waterway. The hotel is nestled within 65 acres of historical gardens with world-class shopping and vibrant nightlife nearby.

#### Accommodation - Discounted Rates

Argus FMB has negotiated a substantial discount (about €200 less than advertised rates) for registered delegates at the conference hotel.

Discounted rates will be valid only until 2 October and are subject to room availability. Upon registering, delegates will be sent a special hotel web link that will allow them to book the discount rates online.

## Make Argus FMB Europe work for you...

...as a delegate. This conference is a unique networking opportunity. Use our online delegate connection tool, which makes it simple to set up meetings with key contacts.

Attendees will also have access to all conference sessions and panels, providing the opportunity to hear perspectives from industry leaders and analysts.

...as a sponsor. Argus FMB Europe is the ideal place to showcase your brand in front of the industry's key decision makers. We will work with you to develop a tailored package, designed to meet your marketing objectives. Opportunities include headline sponsorships, networking lunches, delegate materials, exhibition stands, and much more.

...as an exhibitor. Reserve your space in our exhibitor area and meet hundreds of potential new customers. Delegates come to this conference to do business. Do not miss this opportunity to make an impression they will not forget!

Don't forget — a very limited number of private suites and boardrooms are available for hire. A list of participating companies will be published prior to the conference, and the hotel will provide prominent signage directing your customers to your meeting room. For details, please contact Rebecca Newbury at rebecca.newbury@argusmedia.com

Register today and join a global audience that will assemble in Istanbul in October. Secure the early bird rate online now at argusmedia.com/fertilizer-europe

## **Argus FMB Europe Fertilizer 2013**

## 30 October - 1 November, Istanbul, Turkey

### Conference Agenda

Wednesday 30 October

08.30 - 10.00

Set-up of Exhibition Stands

10.00 - 17.00

Registration Desk and Exhibition Stands Open

18.30 - 20.30

Opening Cocktail Reception - Sponsored by PhosAgro

Thursday 31 October

08.30 - 9.15

Registration Desk and Exhibition Stands Open

09.15-11.00

**Speaker Presentations** 

- Global Phosphates Supply and Demand Developments
- Developments in the International Potash Market
- Micronutrients for Balanced Crop Nutrition and Food Security

11.00 - 11.30

Networking Coffee Break

11.30 - 13.00

Speaker Presentations:

- Ukraine's Positioning in the European Fertilizers Market Outlook
- Shale Gas and Europe's Growing Natural Gas Supply Gap
- Middle East Urea Outlook for the Next 5 Years and its Impact on the European Urea Market

13.00 - 14.30

Lunch

14.30 - 17.00

Free Time - Private Meetings

18.30 - 20.30



Friday 1 November

08.30 - 9.00

Registration Desk and Exhibition Stands Open

09.00 - 10.45

Speaker Presentations:

- Will the EU's Common Agricultural Policy (CAP) be fit for purpose in the future?
- EU-Russia Energy Roadmap 2050 Update
- The Impacts of the EU ETS on the Fertilizer Industry

10.45 - 11.15

Networking Coffee Break

11.15 - 12.45

Speaker Presentations:

- The European Sulphuric Acid Market
- · Nitrification Inhibitors A Trial on Maze
- Exploring Packaging Options for Fertilizer Products

12.30 - 14.30

Lunch

14.30

**End of Conference** 



### Conference Fee Includes

- Access to speaker presentations and papers on Thursday and Friday.
- · Access to online delegate connection tool.
- Cocktail receptions on Wednesday and Thursday.
- · Networking lunch on Thursday and Friday.
- · Access to the exhibition area.
- Networking coffee breaks.
- Two-week complimentary trial to our weekly fertilizer reports.

# Argus FMB Europe Fertilizer 2013 Registration

| EMAIL:  | FAX:  | ONLINE:   |  |
|---|---|---|--|
| fmb.conferences@argusmedia.com  | Complete this form and fax to: +44 20 8979 45 | argusmedia.com/fertilizer-europe                    |  |
| STANDARD REGISTRATION FEE   |   | DATES & VENUE                                       |  |
| Standard rate ☐ £1,025 ☐ €1,280 ☐ US \$1,640  |   | 30 Oct - 1 Nov 2013, Istanbul, Turkey               |  |
|   |   | Swissotel The Bosphorus                             |  |
| GROUP BOOKING DISCOUNT  |   |   |  |
| 3rd, 4th, 5th or 6th delegate — 15% discount. To qualify, all registrations must be made at |   | Argus Media, c/o FMB Consultants, FMB House,        |  |
| the same time.  |   | 6 Windmill Rd, Hampton Hill, TW12 1RH               |  |
| Accompanying spouses: □£150 □€187 □US \$240   |   | Attn: Rebecca Newbury                               |  |
| . ,   |   | Tel: +44 20 8979 7866   Fax: +44 20 8979 4573       |  |
| COMPANY DETAILS:  |   | fmb.conferences@argusmedia.com                      |  |
| Booker name:  |   | argusmedia.com/fertilizer-europe                    |  |
| Email:  |   |   |  |
| Company name:   |   | PAYMENT   |  |
| Address:  |   | Total fees:   |  |
| City:Postal code:   |   | Total lees:   |  |
| Country:  | _VAT number:                                  |   |  |
| Business activity:  |   | PAYMENT METHOD                                      |  |
| Phone number:   |   | ☐ Invoice my company ☐ Credit card                  |  |
| DELEGATE 1 DETAILS  |   | ☐ Cheque enclosed (Make payable to "Argus           |  |
| Name:Dr/Mr/Ms: Job title:   |   | Media Limited")                                     |  |
|   |   | Type of credit card (check one):                    |  |
| Email:  |   | □ Visa □ Amex □ Mastercard                          |  |
| DELEGATE 2 DETAILS  Name:Dr/Mr/Ms:  |   | Card number:  |  |
|   |   | Cardholder's name:                                  |  |
| Job title:  |   | Security code: Exp. date:/                          |  |
| Email:  |   |   |  |
| DELEGATE 3 DETAILS  |   | Signature:  |  |
| Name:Dr/Mr/Ms:  |   | Card billing address:                               |  |
| Job title:  |   |   |  |
| Email:  |   |   |  |
| DELEGATE 4 DETAILS  |   | (C. d.)   |  |
| Name:Dr/Mr/Ms:  |   |   |  |
|   |   | expiration date)                                    |  |
| Email:  |   | Argus Media VAT: GB229714941 - Company registration |  |
| DI FACE CENID ME INFORMATION CAL  |   | no. 1642534   |  |
| PLEASE SEND ME INFORMATION ON  ☐ Sponsorship packages                                       |   |   |  |
| ☐ Meeting rooms / suites  |   | Tick here to request free trials of Argus           |  |
|   |   | FMB reports   |  |

#### **TERMS AND CONDITIONS**

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In these Terms and Conditions the expressions: "we", "us" and "our" refer to Argus Media Limited a company incorporated in England with registered company number 01642534 and whose registered office is at Argus House, 175 St John Street, London, ECIV 4UK, and "you" and "you" refer to you. Subject to availability, we accept bookings for events through the online, electronic or postal submission of a registration form. Upon our communication to you (including by email) of our acceptance of your booking, there shall be a legally binding contract between you and us incorporating these Terms and Conditions. Payment 1. If payment is not received in full at the time of booking, your booking will be provisional until payment is received in full in accordance with paragraph 2 below. You acknowledge that we cannot guarantee bookings made on a provisional basis. 2. The event fee is payable within 30 days of the invoice date and in any event must be received in full 7 days before the event. 3. Fees are a fixed price and unless otherwise stated reductions and discounts cannot be offered should you not wish to attend the entire event. 4. In order to qualify for any "early bird" discounts, booking and payment in full must be received prior to the date specified above and on the invoice. 5. UK Excise Regulations, delegates from all countries are required to pay VAT on any event taking place in the UK. Cancellations & Substitutions 6. If you are unable to attend the event, you may send a substitute provided that you inform us in writing to fmb. conferences@argusmedia.com at least 48 hours before the commencement of the event. 7. Cancellations made in writing to fmb.conferences@argusmedia.com before 25 September 2013 will be refunded in full, less a 15% administration charge. No refunds will be given or cancellations received any any and a substitute provided that you inform us in writing to fmb. conferences@argusmedia.com before 25 September 2013 will be refunded in full, less a 15% administration charge. agendas are correct at the time of issue; however, it may be necessary to make some amendments to the content, speakers, location, and/or timing of the event. 11. Please advise us of any special requirements

(such as access or dietary requirements) at the time of booking. 12. We reserve the right to refuse admission

(such as access or dietary requirements) at the time of booking. 12. We reserve the right to refuse admission to an event for any reason. 13. Views expressed by speakers at the event may not be the views of Argus. All event materials are provided to you on an "as is" basis and we make no warranty as to the completeness or accuracy of such materials. 14. You agree that, unless otherwise expressly stated, we own all intellectual property rights in all event materials and delegate lists. 15. You may not film, photograph or otherwise record all or any part of the event without our prior written consent. 16. You must comply with all applicable laws and any health and safety requirements (including no smoking signs) in respect of the event. Privacy & Marketing 17. Any personal data you disclose to us will be processed in accordance with the Data Protection Act 1998 and our privacy policy. 18. Your personal data may be used by us and carefully selected third parties to inform you about other products and services that may be of interest to you via telephone, post and/or email. If you do not wish to receive such marketing information, please contact us 19. You agree that we may use your company name in marketing promotions in connection with this event. 20. We may record (by audio and/or visual means) all or part of the event. You agree that we may use and distribute such recordings for the purposes of training, publicity and documentation. General 21. It is your responsibility to arrange appropriate insurance cover for your attendance at the event. 22. You are fully responsible and liable for any loss or damage caused by you to property or individuals at an event. 23. Except in respect of death or personal injury caused by our negligence or for fraud, our total aggregate liability in connection with the event shall be limited to the fee paid by you. 24. You are refully responsible for connection with the event shall be limited to the fee paid by you. 24. You are responsible for safeguarding your own property at the ev to the exclusive jurisdiction of the English courts.



