



Early bird offer

Register 6 weeks before the course starts to receive a 10% discount

Additional discounts offered to members of the IFA who are under 35

FUNDAMENTALS OF THE FERTILIZERS BUSINESS

A detailed insight into the world of fertilizers

This two-day interactive course offered in co-operation with the International Fertilizer Industry Association (IFA) includes presentations from industry experts.

This training course covers the fundamentals of the fertilizers business starting from raw materials and moving onto the various types of fertilizers, production methods, markets, shipping and hedging mechanisms. A clear understanding of the industry, products and markets is crucial for those buying or selling fertilizer products as well as those in related professional functions.

The course is designed specifically to meet the needs of delegates in commercially-focused non-technical roles such as sales, marketing, purchasing, analysis and planning.

Review the content for this course now, and find out how enhancing your understanding of fertilizers with ICIS Training can help you make more informed decisions and achieve your goals.

ICIS is the leading provider of fertilizer market intelligence around the globe. Choosing to train with ICIS means you'll benefit from regularly updated course content as well as training and insight from experienced industry specialists.

ICIS trainers are all experienced industry professionals who share with delegates their up-to-date knowledge of the marketplace and provide a comprehensive understanding of the industry. Content is not heavy on chemistry and technology but geared towards the needs of delegates in more commercially focused roles. Our trainers also ensure that training course content is adapted and refreshed on a regular basis to take into account what is happening across the petrochemicals industry today.

**Choose ICIS
with confidence**



FUNDAMENTALS OF THE FERTILIZERS BUSINESS

This information packed two-day course covers fertilizer industry fundamentals – from products and their uses to supply and demand dynamics, major trade flows, the main players, production costs, hedging mechanisms and shipping.

The course content is regularly updated to reflect ongoing market changes and is an ideal choice for those seeking an up-to-date and cohesive view of the fertilizers industry, either as an introduction or a refresher.

Day 1

REGISTRATION AND REFRESHMENTS

Welcome and introduction

General introduction to the industry

- Fertilizer basics and fertilizer drivers
- Fertilizer production tree – Raw materials and finished products
- The use of fertilizers in agriculture/crop production and in industrial production
- Pricing and trade terms

Raw materials section 1 - Ammonia

- Production and trade
- Main export and import regions, main players
- Key prices, key factors and price mechanisms

REFRESHMENTS

Raw materials section 2 - Potash

- Supply and major producing countries
- Demand and major import countries
- Key pricing regions

Raw materials section 3 - Sulphur and sulphuric acid

- Production and trade, main players
- Demand, main buying regions
- Trade and key prices

LUNCH

Finished products session 1 -

Urea and other nitrogen products

- Description of various nitrogen products
- Urea production and trade, main players
- Urea demand, main importing regions, main buyers
- Key prices

REFRESHMENTS

Finished products session 2 –

Phosphate products

- Description of various phosphate products
- DAP main producing regions
- DAP key import markets
- Pricing key drivers

Summary of the day and preview of the second day

Day 2

Production costs - Integer UK

- Raw materials versus finished fertilizer
- Impact on trade and profitably
- Comparison between main fertilizer companies

Shipping – Clarkson UK

- Basic principles
- Ammonia shipping
- Dry bulk fertilizer shipping

REFRESHMENTS

Interactive sessions and basic exercises

Fertilizer outlook - 2015-2018 (IFA video presentation)

- Global fertilizer demand, supply and trade balances

Cool Farm Tool - Cool Farm Alliance

- Helping farmers select fertilizer regimes - Case studies

LUNCH

Hedging and financial mechanisms -

Direct Hedge

- Basic principles
- Major financial products
- Impact on physical trade

End of program, presentation of certificates

END OF SEMINAR

Why attend this course now?

There are a number of market developments underway that will impact global fertilizer production and trade flows in the coming years. A key factor is the new nitrogen capacity being planned in the US following the shale gas boom which may lead to self-sufficiency for some products. Other developments include expansion of urea and phosphate production in the Middle East and North Africa; geopolitical unrest in Ukraine which has created uncertainty over gas prices and fertilizer production; and Chinese export tax policy changes resulting in increased exports. The dynamics of the potash industry are also changing.

Fertilizer market participants need to be familiar with all of these developments and understand their context in order to make better decisions for the short and long term.

“It was really useful training because it gives deep understanding of business segment. It is really helpful for newcomers.”

“Revisiting subjects under a clear structure helps build up better knowledge.”

Some key questions to consider...

- What are the different types of fertilizers and how are they made?
- How is the global fertilizer industry structured? Who are the major producers, importers and exporters?
- What are the key drivers of fertilizer pricing?
- Cost of production across regions and how this impacts trade

On completion of this two-day course, you will benefit from all of the following:

- An understanding of the basic concepts of the fertilizer market and its trade
- An overview of supply and demand trends, and the major players in the fertilizers business
- Insight into cost structures for different fertilizers and the factors shaping profitability
- Guidance on hedging mechanisms and how these are used in the fertilizers business

ABOUT THE TRAINER

Antonella Harrison

Product Director, ICIS Fertilizers



Antonella has been researching and analysing the fertiliser industry for the last 20 years.

Antonella joined CRU/British Sulphur publishing company in 1993 as an Editor of their fertilizer newsletter. Her first assignment was to follow the Ammonia market, which she has continued to research and study for the past 19 years, together with the other fertilizer products.

In 1998, Antonella set up her own partnership company, Decyfer, to publish The Market – Fertilizer News and Analysis and other forecasting reports on the fertilizer business.

Antonella ran the company successfully for 8 years before it was acquired by Reed Business Information/ICIS in December 2005. Antonella now works for ICIS as Product Director Fertilizers.

Antonella graduated in International Economics and Politics at the university of Turin, Italy.

BOOKING FORM



Venue	Date	Early Bird Price (USD)	Regular Course Price (USD)
China	Nov 2015 - TBC	\$1574.00	\$1749.00

First Name: _____ Last Name: _____

Email: _____ Tel: _____

Company: _____ Job Title: _____

Do you have VAT Number? (if yes enter here): _____

ICIS will send information to you and your delegates regarding our training courses and services, unless you disagree by indicating below:

- I/We do not want to receive emails from ICIS
- I/We do not want to receive emails from third parties.
- Please tick this box to confirm you agree to the terms and conditions of this booking**

Signature: _____

Payment Methods (Please select one)

ICIS will contact you to provide the total amount payable

- Credit Card:** ICIS will contact you to collect your credit card details
- Cheque:** Please make cheques payable to:
Reed Business Information Ltd
Address: Reed Business Information, Cashiers Department, 6th Floor High Rise, Quadrant House, The Quadrant, Sutton, Surrey, SM2 5AS, UK
- Direct Bank Transfer:**
Account Name: Reed Business Information Ltd
Bankers: HSBC Bank, PLC, 62-76 Park Street, London, SE1 9DZ, UK
Euro IBAN No: GB21MIDL40051570457979
US Dollar IBAN No: GB71MIDL40051570457952
Sort Code: 40 05 15
Account Number: 70457979
Swift Code: MIDLGB22

If you require an invoice to be sent to you please include your invoice name and address below:

Full registration fee must be paid before the date of the event.

(Please photocopy this form if booking for more than one delegate)

3 Easy Ways to Register

- 1) Scan and email the form to enquiry@icis.com
- 2) Fax the booking form to +65 6789 8898
- 3) Click here to reserve a place

Group Discounts

Discounts will be given when booking for more than one delegate or more than one course

Terms & Conditions

By booking your place at this event you are entering into a binding agreement. Please note that payment is still required for any booking that is cancelled after the cancellation date.

Cancellation details:

All cancellations must be made in writing/e-mail to: Email: icis.training@rbi.co.uk

Claire Smith, ICIS training (Europe, Americas)
Tel: +44 208 652 3350

Angelyn Gregorio
(Asia, Middle East, Africa)
Tel: +65 6780 4809

Important: We require 4 weeks notice for the cancellation of a training course. Full payment is required for any courses cancelled after the cut-off date.

PLEASE NOTE: It may be necessary for reasons beyond the control of the organisers to alter the venue and content, or the timing of the programme.

Cancellation of the event:

In the event that the ICIS training seminar is cancelled by the organisers, a full refund will be made of any booking fees paid. However, if the event is postponed for reasons beyond the direct control of the organisers, this booking will be transferred to the revised date of the event and all these Terms and Conditions shall apply to any such transferred booking.

VISA REQUIREMENTS - For participants who require visa, we will provide the letter of invitation once the full payment of the course fees has taken place. All visa costs shall be covered by the delegate.