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In partnership with



Argus NPK, Water Soluble and Micronutrient Fertilizers India 2018

8-9 March 2018
ITC Maurya, New Delhi, India

www.argusmedia.com/NPK-India

Transforming India's agriculture with complete fertilizer solutions

Group discounts are available.
Do not miss this opportunity to join us.

Contact
Josephine Pulvera
(josephine.pulvera@argusmedia.com
/+65 6496 9922) for more details.

Resolving south Asia's obstacles to effective fertilizer use

Poor nutrient management, weaknesses in fertilizer legislation and limited marketing and distribution systems are major obstacles to achieving efficient and effective fertilizer use in south Asia.

By initiating an industry-wide dialogue involving leading thought leaders from the region, this timely conference seeks to resolve these many challenges and in doing so unlock the numerous growth opportunities for domestic and international fertilizer companies.

Confirmed speakers include:



Satish Chander
Director-General
The Fertiliser Association of India



Ashok Dalwai
Chief Executive
National Rainfed Area Authority
India's Ministry of Agriculture & Farmers Welfare



Priyantha Weerasinghe
Additional Director (Development)
Horticulture Research and Development Institute
Sri Lanka's Department of Agriculture



Suhas P Wani
Research Program Director - Asia
Program & Theme Leader- IDC
International Crops Research Institute for the Semi-Arid Tropics



Carl Roache
Editor - Asia Fertilizers
Argus FMB



Ishrat Jahan
Deputy Director, Asia
International Fertilizer Development Center (IFDC)



T Satyanarayana
Director, South Asia Program
International Plant Nutrition Institute (IPNI)



Kamal Kumar Singh
General Manager (Agri Advisory Service)
Zuari Agro Chemicals

Marketing, Branding and Lead Generation

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illuminating the markets

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Events

Argus NPK, Water Soluble and Micronutrient Fertilizers India 2018

Conference Day 1: 8 March 2018 (Thursday)

08:45 – 09:30

Registration and coffee

09:30 – 09:40

Chairman's welcome remarks

Gavin Chong, VP Asia, Fertilizer Markets, Argus

Session one : Market overview

09:40 – 09:50

Opening address

Satish Chander, Director-General, Fertiliser Association of India

09:50 – 10:10

Keynote address

Ashok Dalwai, Chief Executive, National Rainfed Area Authority, Ministry of Agriculture & Farmers Welfare

10:10 – 11:10

Presentations and Panel Discussion: Fertilizer policies in south Asia: A comparative assessment and lessons learned

- Policy of use and utilisation in Bangladesh
- Challenges in the implementation of fertilizer subsidies in Sri Lanka
- India's direct transfer of subsidy benefits and what it means for downstream operations

Moderator: Gavin Chong, Vice-President Asia, Fertilizer Markets, Argus

Panelists:

- **Priyantha Weerasinghe**, Additional Director (Development), Horticulture Research and Development Institute, Sri Lanka's Department of Agriculture
- **Ishrat Jahan**, Deputy Director, Asia, International Fertilizer Development Center (IFDC)
- **Sachchida Nand**, Deputy Director General, The Fertiliser Association of India

11:10 – 11:45: Morning refreshments

Session two : Focus on NPKs and NPS

11:45 – 12:15

NPK trade flow dynamics in Asia

Carl Roache, Editor – Asia Fertilizers, Argus

12:15 – 12:45

Growth in application of NPS fertilizers

- Latest updates in sulphur-enhanced urea fertilizers

12:45 – 13:00

Questions and answers

13:00 – 14:30: Networking lunch

Session three: A look at trade and technology of Water Soluble Fertilizers (WSFs)

14:30 – 15:00

Overview of the WSF market - upcoming capacity, competitive landscape and supply chain analysis

15:00 – 15:30

Strategies to mitigate challenges in WSF marketing in India

Kamal Kumar Singh, General Manager (Agri Advisory Service), Zuari Agro Chemicals

15:30 – 15:40

Questions and answers

15:40 – 16:10: Afternoon refreshments

16:10 – 16:40

Insights into the nutrient uptake dynamics of WSFs - timing, dosage and application

16:40 – 17:10

Various production processes for common WSF products

17:10 – 17:20

Questions and answers

17:30

Chairman's closing remarks

Gavin Chong, VP Asia, Fertilizer Markets, Argus

17:45 – 19:00

Cocktail reception



Be seen as an industry leader at Argus NPK, Water Soluble and Micronutrient Fertilizers India 2018

1. Branding

Position your logo to gain exposure from our numerous marketing and advertising opportunities through online, print, social and events

2. Exhibit

Secure your own space to showcase and display your products and solutions to all attendees, giving you valuable face to face time with key decision makers to influence their purchasing decisions.

3. Host a networking activity

For more intimate interaction with attendees, you can host a dinner party or brand your company by sponsoring the networking cocktail where you could make an opening address.

Argus NPK, Water Soluble and Micronutrient Fertilizers India 2018

Conference Day 2: 9 March 2018 (Friday)

09:00 – 09:30

Coffee and exhibition stands open

09:30 – 09:35

Chairman's remarks

Gavin Chong, VP Asia, Fertilizer Markets, Argus

Session four: Micronutrients – opportunities and the way forward

09:35 – 10:00

Global micronutrient fertilizers market and the opportunities in India

10:00 – 10:30

Secondary and micronutrients complementing macronutrients for sustainable increase in crop productivity and profitability

Suhas P Wani, Research Program Director - Asia Program & Theme Leader- IDC, International Crops Research Institute for the Semi-Arid Tropics

10:30 – 10:40

Questions and answers

10:40 – 11:10: Morning refreshments

11:10 – 11:40

Potential of micronutrients packaged as nano particles: Avenues for increasing efficiency

T Satyanarayana, Director, South Asia Program, International Plant Nutrition Institute (IPNI)

11:40 – 12:10

Panel Discussion: Use of micronutrients – balancing the benefit of higher yield against the risk of toxicity and soil contamination

12:10 – 13:45: Networking lunch

Session five: Emerging trends – what to expect

13:45 - 14:15

Understanding liquid fertilizers of the different product types (nitrogen, phosphorus, potash, micronutrients) and their applications

14:15 - 14:45

Nutrient utilisation in farm advisory – how will information and communications technology (ICT) help raise awareness?

14:45 – 14:50

Questions and answers

14:50 – 15:00

Chairman's closing remarks

Gavin Chong, VP Asia, Fertilizer Markets, Argus

15:00

End of conference

** Conference programme is subject to change

Exhibition space expanded - New layout and setup

Display your products and services to the decision makers in leading market players. To ensure your company does not miss out on lead generation and sales, contact us to reserve your exhibition space now.

Contact us to discuss your options (asiaconferences@argusmedia.com/+65 6496 9899)

Booth Type A:
18sqm Shell Scheme booth



Booth Type B:
9sqm Shell Scheme booth



Booth Type C:
3m Backpanel booth



Event registration : Argus NPK, Water Soluble and Micronutrient Fertilizers India 2018

EMAIL:

asiaconferences@argusmedia.com

FAX:

Complete this form and fax to
+65 6533 4181

ONLINE:

<https://www.argusmedia.com/NPK-India>

DATES & VENUE

8-9 March 2018

ITC Maurya, New Delhi

Diplomatic Enclave, Sadar Patel Marg

New Delhi 110021, India

Tel: 91 11 2611 2233

www.itchotels.in/hotels/new-delhi/itcmaurya.html

STANDARD REGISTRATION FEE

US\$ 2000

Group Booking Discount

3rd, 4th or more delegates - 15%. To qualify, all registrations must be made at the same time.

Local Delegate Rate Available

Companies whose headquarters are based in India can book delegates at a local delegate rate. Email josephine.pulvera@argusmedia.com for further details.

*Full conference fee includes two-day conference pass to participate in all sessions, networking luncheon and refreshment breaks, one invitation to the cocktail reception and one set of conference documentation.

* Travel, accommodation and visa costs are not included in the conference fee.

* Registration fees are subject to the prevailing government tax.

PAYMENT METHOD

Invoice my company (Fill the form on the right and return it to us)

Cheque enclosed (Fill the form on the right and enclose the cheque made payable to "Argus Media Singapore Group Pte Ltd").

Online (<https://www.argusmedia.com/NPK-India>)

CONTACT US

Argus Media Singapore Group Pte Ltd

50 Raffles Place, #10-01 Singapore Land Tower, Singapore 048623

Attn: Josephine Pulvera (Tel: +65 64969932 | Fax: +65 6533 4181)

asiaconferences@argusmedia.com

TERMS AND CONDITIONS

1. Agreement

1.1 These "Terms and Conditions" set out the contract between Argus Media Singapore Group Pte Ltd (a company incorporated in Singapore with registered number 201330289W and registered office at 50 Raffles Place, #10-01 Singapore Land Tower, Singapore 048623) and the "Company" in the "Registration Form" submitted by you regarding the attendance by the delegates ("Delegates") at the event(s) (each an "Event") specified in the Registration Form. The expressions "we", "us" and "our" refer to Argus and "you" and "your" refer to you acting for and on behalf of the Company.

1.2 These Terms and Conditions, the Registration Form, the "Argus Confirmation of Registration" (if applicable) and the "Event Invoice" in respect of the Fees (as defined below) set out the entire "Agreement" between you and us. In the event of any conflict, the Terms and Conditions shall prevail. Please print and retain a copy of these Terms and Conditions for future reference.

1.3 You personally warrant and represent that you have all necessary authority to enter into and to perform your obligations under this Agreement on behalf of the Company. You undertake on behalf of yourself and the Company that you, the Company and the Delegates will observe and comply with this Agreement. By submitting the Registration Form, you agree to be bound by this Agreement, which shall only become fully effective and binding when we issue an Event Invoice.

2. Event attendance, programme and materials

2.1 Subject to availability and unless otherwise stated, Argus grants a revocable, non-exclusive, personal right to each of the Delegates to: (a) attend the Event; and (b) use the materials made available by us at the Event (the "Event Materials") for the purpose of supporting their attendance at the Event.

2.2 You acknowledge and agree: (a) to comply, and procure the compliance of the Delegates, with all applicable laws, regulations and requirements (including without limitation health and safety requirements) in respect of the Event; and (b) that no films, photographs or other recordings of all or any part of the Event are permitted without our prior written consent. We reserve the right to refuse admission to any Delegate without liability to form an Event for any reason.

2.3 Argus reserves the right in its sole discretion to change the content, speakers, location, and/or timing of the Event without liability. Argus shall use reasonable endeavours to notify you of any Event changes no later than when it notifies other Event delegates.

2.4 Argus will use reasonable endeavours to satisfy any access or dietary requirements provided it is notified of such requirements in the Registration Form. You acknowledge and agree that, due to the nature of the location/venue of the Events, it may not be possible for such requirements to be satisfied.

2.5 You acknowledge and agree that, unless otherwise stated, views expressed by speakers at the Event do not represent the views of Argus.

2.6 All Event Materials are provided to you on an "as is" basis and we give no warranties, representations or guarantees that the Event Materials are in sequence, accurate, up-to-date or complete or that of them will meet the particular requirements of the Delegates. Use of the Event Materials is entirely at your and each Delegate's risk.

2.7 You acknowledge and agree that, unless otherwise expressly stated, we own all intellectual property and other rights in all Event Materials. You shall not, and shall procure that the Delegates shall not, disclose, distribute or use the Event Materials other than as expressly permitted in clause 2.1.

3. Fees

3.1 Argus shall be entitled to submit an Event Invoice for the registration fee together with all applicable taxes (including without limitation VAT) for the attendance by the Delegates at the Event (the "Fee") upon receipt of a Registration Form from you. The Fees are non-refundable in whole or in part other than as expressly set out at clauses 4.1 and 4.2.

3.2 You shall pay the Fee in full without deduction or set-off: (i) within 30 days of the date of the Event Invoice; or (ii) by the first day of the Event, whichever is earlier.

3.3 Argus may (at its sole discretion) offer discounts (including without limitation "early bird" discounts). To qualify for any "early bird" discounts, you must have: (a) submitted your Registration Form within the discount period specified on our website for the Event; and (b) paid the Fees in full within 30 days of the date of the Event Invoice.

3.4 You shall pay/provide payment of the Fees into any bank account and by any method of payment that Argus shall reasonably request. From time to time Argus may, but is not obligated to, accept payment by you of the Fees via a third-party payment intermediary (the "Third Party Payment Provider"). Use of the Third Party Payment Provider is entirely at your own risk. You should ensure that you read any third-party privacy policies and terms of use before using such services.

3.5 Without prejudice to any other remedy that may be available to Argus, Argus shall be entitled to charge interest of 2% above the National Westminster Bank base rate in force at the relevant time in respect of any overdue payment.

4. Cancellations, Substitutions and Termination

4.1 If one or more Delegates is unable to attend the Event, (a) you may cancel this Agreement and Argus may in its sole discretion either refund the applicable Fees less a 15% administration charge or offer a credit note for another event provided notification of such non-attendance is received by email sent to the email address from which the Confirmation of Registration is issued at least 30 days prior to the commencement of the Event (no refunds/credit notes will be given for cancellations received thereafter or non-attendance of all or any part of the Event for any reason); or (b) "Delegate Substitutes" may attend provided that Argus receives notification in writing to the email address from which the Confirmation of Registration is issued at least 60 hours before the first day of the Event and in its sole discretion consents to such substitution. You acknowledge that a refund/credit note is your sole remedy in respect of any cancellation under this clause.

4.2 If the Event is cancelled for any reason within our control, then in Argus' sole discretion either the Fee will be fully refunded. We shall not be liable for any loss, damage, costs (including without limitation travel, visa or accommodation costs), expenses or other liabilities incurred by you and/or the Delegates in connection with such Event cancellation. You acknowledge that a refund is your sole remedy in respect of our cancellation under this clause.

4.3 Argus shall be entitled in its sole discretion to terminate all or any part of this Agreement immediately on written notice if (i) you, the Company and/or any of the Delegates is in material or persistent breach of any of its obligations under this Agreement and has not remedied such breach (if capable of remedy) within thirty (30) days of written notice from Argus; or (ii) there is a change of Control of the Company (where "Control" means the power of a person to secure that the Company's affairs are conducted in accordance with the wishes of that person).

5. Data, Privacy and Marketing

5.1 Any "Personal Data" (as defined in the Data Protection Act 1998) you disclose to us will be processed in accordance with the Data Protection Act 1998 and our "Privacy Policy", available at <http://www.argusmedia.com/Privacy-Policy>. You hereby consent to collection by Argus of such Personal Data and you warrant that you have obtained all necessary consents from any data subjects to be used by Argus of Personal Data in accordance with this Agreement.

5.2 You acknowledge and agree that Argus may from time to time in accordance with its Privacy Policy: (i) use Personal Data to the extent necessary to enable Argus to perform its obligations, protect, exercise or enforce its rights, under this Agreement; (ii) use Personal Data to offer you, the Company and/or the Delegates additional products and services provided by any of the Argus Affiliates (being any company within the Argus group and any of Argus' third party partners, including any such companies that are located outside the European Economic Area); and (iii) disclose Personal Data to the Argus Affiliates, for any purpose connected with this Agreement including the maintenance of a central database of customers.

5.3 You agree that Personal Data (including names, address, job profile, email address, telephone numbers and/or company name): (a) may be transferred to select third parties to create/provide web-based applications for our Events ("Apps") and that Personal Data may appear on the App; and (b) may be used by us and carefully selected third parties to inform you and/or the Delegates about other products and services that may be of interest via telephone, post and/or email. If you do not wish for these details to be used in this way, please contact us at privacy@argusmedia.com.

5.4 Use of any Argus Apps is at your and the Delegates' own risk. You should ensure that you read any third-party App privacy policies and terms of use before downloading such App. Argus reserves the right in its sole discretion and at any time to withdraw use of or access to the Apps and reserves the right to edit and/or remove any part of the App and posted content.

5.5 You acknowledge and agree that: (a) we may use the Company name/Delegates' positions in marketing promotions in connection with this Event and (b) we may use and distribute recordings (by audio and/or visual means) of all or part of the Event, which may include you or a Delegate's image, for the purposes of training and/or marketing.

6. Liability and Warranties

6.1 Argus shall not be liable to you, the Company, any of the Delegates, nor to any other party, for any inaccuracies, errors, omissions, defects, or delays in respect of the Event, the Event Materials, the Third Party Payment Service Providers or the Apps, or for any loss or damage, however caused and whether or not for breach of contract, negligence or otherwise and whether or not Argus is advised of the possibility of such loss or damage, including loss of profit, data, business, reputation or anticipated savings; and all indirect, incidental, special, punitive or consequential loss and damage arising in connection with the Event, the Event Materials, the Third Party Payment Service Providers or the Apps, or otherwise in connection with this Agreement.

6.2 Subject to clause 6.3, the total aggregate liability of Argus, its employees, Affiliates, sub-contractors and agents, to you, the Company and the Delegates or any other party arising out of or in connection with this Agreement whether the action is grounded in contract or tort (including negligence) or in any other law, and whether common law or statute, will in no event exceed the total amount actually paid by the Company to Argus in respect of the Event.

6.3 Nothing in this Agreement shall be construed as limiting the liability of either party for fraud or for death or personal injury caused by that party's negligence.

6.4 You are fully responsible and liable for any loss or damage however caused by you and/or the Delegates to property (including for the avoidance of doubt the Event venue) or individuals at an Event. You shall on written demand indemnify and keep Argus fully indemnified from and against any loss, damage (including statutory damages), claims, costs and expenses (including legal and other professional costs and expenses), and liabilities suffered or incurred by Argus and/or its Affiliates arising out of or in connection with the attendance of you and/or the Delegates at the Event.

6.5 It is your responsibility to arrange appropriate insurance cover for travel to and attendance at the Event. You are responsible for safeguarding your own property at the Event.

7. General

7.1 Neither party shall be in breach of this Agreement nor liable for delay in performing, or failure to perform, any of its obligations under this Agreement if such delay or failure results (or is likely to result) from events, circumstances or causes beyond its reasonable control.

7.2 If any provision of this Agreement (in whole or in part) is found by any competent authority to be unenforceable or illegal, the remainder of the provisions shall remain in force.

7.3 This Agreement is governed by the laws of England and Wales and the parties agree to submit to the exclusive jurisdiction of the English courts save that nothing shall prevent us from commencing proceedings in any court of competent jurisdiction.

7.4 The English language version of this Agreement prevails over all translations however made available.

8. Other

For any questions on the terms and conditions, please contact us at: asiaconferences@argusmedia.com.

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