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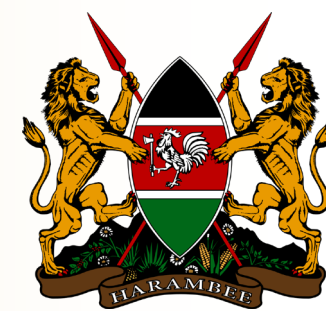


KENYA FERTILIZER CLUB

In-person conference, 24-26 November 2021, Kempinski Hotel, Nairobi

Facilitating Balanced Fertilizer Access to Smallholder Farmers Ensuring Sustainable Growth

AFRIQOM | 
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Program

24 NOVEMBER



11:00 **Fertiplant Visit**
Prompt departure from Kempinski Hotel Lobby



18:00 **Cocktail Reception**
Sponsored Cocktail Reception at Balcony Bar

25 NOVEMBER



9:00 **Conference Opening**
VIP, Kenya Government – invited 

9:10 **VIP Keynotes** Setting the scene

Fayçal Benameur, SVP-OCP AFRICA 

Eustace Muriuki, President- Fertilizer Association of Kenya 


Mounir Halim, Founder- AFRIQOM 




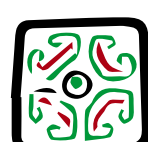
9:30 **Government Announcement** Government Officials
to present their new policies and relevant success
achievements in agriculture and fertilizer sector

Government Official – invited

9:50 **Market Presentations** Laser focused topics to be
presented by key market leaders from both Kenya and
International corporations

09:50 Phosphates Market trends, impact and future by
Fayçal Benameur, SVP-OCP AFRICA 

10:10 Kenya fertilizer market, Development and Challenges
by **Eustace Muriuki**, President- Fertilizer Association of
Kenya and **Name TBC**, Kenya Government 



Networking Break

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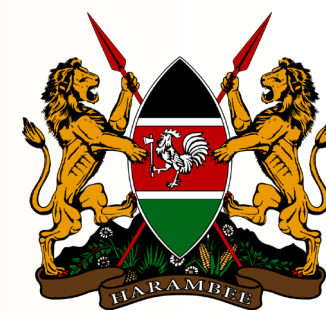


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10:50 Nitrogen , NPK and Potash prices retrospectives and trends by **Maksim Poltoradnev**, Marketing Director-UFCL

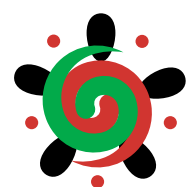
Balanced fertilization in Kenya by **Nicolas Ruffier des Aimes**, Managing Director-CFAO

Title to be defined by name tbc, Ma'aden

OAF model for growth by Agnes Ngare, Supply chain Manager-One Acre Fund, invited



13:00 Lunch

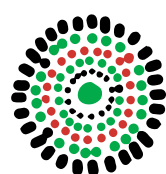


14:00 **Debates Roundtables** Successive working group debates, moderated by market experts and attended by key producers, traders, and importers (including other relevant organizations) to address most relevant subjects to Kenya's fertilizer market development and growth

14:00 **Fertilizer Access:** How to facilitate access of fertilizer to smallholder farmers in conjunction with volatile fertilizer markets, current and future global fertilizer prices

15:00 **Custom Fertilizers:** Future of balanced fertilizer application, recommendation of fertilizer customization and tailor-made formulas. Easing the burden of international prices while lowering nutrient content

16:00 **Facilitating Finance:** What Financing tools and programs can support smallholder farmer. Potential role of Mobile Banking?



16:45 Networking Sessions



19:00 Gala Dinner

Prompt departure from Kempinski lobby

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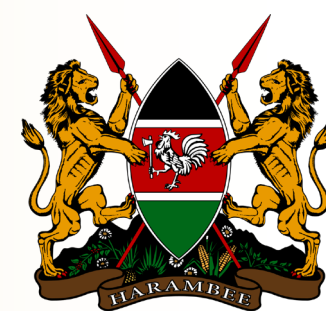


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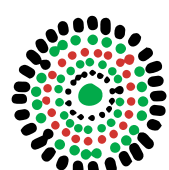
26 NOVEMBER



09:00 Fertilizer Specification by KEBS **Name TBC**, KEBS

Options on achieving balanced fertilization through use of Polysulphate by **Lilian Wanjiru**, Senior Agronomist-ICL E. Africa

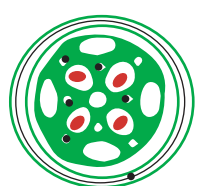
Agrodealers and their challenges by **Jared Orembe**
President – Agrodealers Association



10:30 Networking Session



12:00 Networking Tour and Picnic Lunch



Networking
Sessions



Picnic
Lunch



Safari
Experience

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