

New AG International Africa

28 - 30 SEPTEMBER 2020
Mövenpick Hotel Mansour Eddahbi & Palais des
Congrès Marrakech

Co-located with
**Biocontrol
Africa**

In Conjunction With:



NEW AG INTERNATIONAL BRINGS EVENTS TO MOROCCO IN SEPTEMBER 2020 ON PLANT NUTRITION AND BIOCONTROL

New Ag International, a business of Informa Connect, is hosting two events in Marrakech, Morocco in September 2020 with a focus on plant nutrition and biocontrol in Africa.

How to win in the African agricultural markets will be one topic presented by consultancy firm McKinsey at New Ag International Africa. This event will be co-located with Biocontrol Africa facilitating the attendance to both conferences and the exhibition.

New Ag International Africa has an exhibition and a world-class conference programme covering specialty fertilizers, biostimulants, irrigation and precision agriculture. Learn about investment opportunities in North Africa, how digital agriculture is helping growers, new ideas on fertigation, biostimulants for the African market, and how research can help optimise nutrition for African soils.

The **Biocontrol Africa** event, which is co-hosted with the International Biocontrol Manufacturers Association (IBMA), includes exhibitors and a full conference programme of expert industry speakers. It is one of the few events dedicated to the Biocontrol market for Africa, and is the second edition of this event that New Ag International has produced in the region.

Some major issues facing growers will be addressed - find out about the response to the rise of Fall Army Worm in Africa. This pest has spread across the continent since its arrival in 2017. Other presentations will include industry case studies for biocontrol use, against another major pest Tuta Absoluta, as well as

introducing projects such as the Toothpick Project, which involves an innovative method of inoculation.

The full programmes for both events are now available. The agricultural opportunities for biological products, specialty nutrition and precision agriculture are key reasons why New Ag International has developed these events for this market.

"Africa as a market possesses huge potential for the sectors we represent, however there are core hurdles facing companies trying to enter the market. For instance, the regulatory process is not always clear, locating the local distribution channels can prove tricky and getting farmer and retailer buy-in a challenge. It's also necessary to consider how products need to be adapted to different soil types to meet the needs of growers and farmers. At New Ag International Africa, we unite the entire supply chain to help companies develop their business connections in Africa, with a core focus in 2020 on Northern regions," says Naomi Brooker, Portfolio Director for New Ag International.

Both Biocontrol Africa and New Ag International Africa will be held 28 - 30 September 2020, Mövenpick Hotel Mansour Eddahbi & Palais des Congrès Marrakech, Marrakech, Morocco.

The host sponsor is **Morocco's fertilizer producer OCP**.

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