

New AG International Africa

28 - 30 September 2020

Mövenpick Hotel Mansour Eddahbi
& Palais des Congrès Marrakech
Marrakesh, Morocco

Co-located with **Biocontrol
Africa**

A 360 VISION OF SPECIALTY FERTILIZER, PRECISION AG, IRRIGATION AND BIOSTIMULANTS DEVELOPMENTS IN AFRICA

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#NewAgInternationalAfrica

	Opening Keynote Session
11:00	Event Registration
12:00	Opening remarks from the chairperson and welcome from OCP 
12:15	Opening speech from ONSSA: An introduction to ONSSA: The key regulatory authority in Morocco (TBC) ONSSA have been invited but have yet to confirm participation.
	KEYNOTE Session Africa: A Place of Opportunity and Inspiration for Agriculture
12:30	How to win in the African agriculture market <ul style="list-style-type: none"> • Much of the potential in regards to Agriculture within Africa remains untapped- why is this? How can you reach the untapped markets with products and innovations that African farmers and growers urgently require? • What is the biggest challenge farmers in Africa face? • Important and realistic recommendations on the supply and demand sides for companies—both local and multinational—looking to grow in this high-potential but challenging market. Amandla Ooko-Ombaka , Mckinsey Engagement Manager, Mckinsey & Company , <i>Kenya</i>
13:00	Market analysis and insight into biostimulants and biocontrol in Africa <ul style="list-style-type: none"> • Reviewing market size and analysis for biocontrol and biostimulant products across Africa- which regions are seeing the most growth? • What is driving growth? • Buying power- which regions have the strongest buying power? • Cost of products: can farmers in Africa afford Biocontrol and Biostimulants? • North Africa: Mark Trimmer , Co-Founder, Dunham & Trimmer , <i>USA</i>
13:30	Investing in North Africa: Opportunities in agriculture for the Northern African markets <ul style="list-style-type: none"> • Promoting the development of sustainable Agri markets in the N.African countries through increased Agri partnerships and investment in new and ongoing initiatives • Understanding more about such investment initiatives and how fertilizer, biostimulant and biocontrol companies can actively be part of this • How the chamber of commerce can help facilitate business to business collaborations in North Africa and can help connect you with investors and partners worldwide • Presentation of the new B2B Marketplace to promote exporting agricultural products of African countries Mounir El Bouamri , Honorary Representative, Asian-African Chamber of Commerce and Industry (AACCI) , & Founder, AIConsulting , <i>Morocco</i>
14:00	Networking Refreshment Break Sponsored by:  URALCHEM and PartneringOne® Time
	KEYNOTE Session: Innovation and Technology for African Farmers
15:30	Tech innovation for farmers: An entrepreneurial digital technology to help growers in Africa <ul style="list-style-type: none"> • Exploring a scheme founded by Oumar Basse, that provides rural farmers with a device called a Widim pump (WP). • The scheme allows farmers to make substantial savings, including a reduction in energy and water consumption • Tele- irrigation – is this the way forwards? Oumar Basse , Co-Founder and Director, Nano Air , <i>Senegal</i>
16:00	Biocontrol access: Product success stories from an NGO <ul style="list-style-type: none"> • The Toothpick Project: Our social enterprise and role within biocontrol Africa and globally • The appeal to farmers, how to secure their access to the technology, and partnerships • Brief discussion points relating to the regulatory processes Claire Sands Baker , Director/Co-founder, The Toothpick Project , <i>USA</i>
16:30	The new way of thinking fertigation A representative, OCP Group , <i>Morocco</i> 
17:00	Mineral nutrition and stress mitigation and how such research can help develop fertilizer/biostimulant products for African soils Professor Ismail Cakmak , Faculty of Engineering & Natural Sciences, Sabanci University , <i>Turkey</i>
17:30	Closing Remarks
17:45	New Ag International Evening Reception – hosted at the Movenpick Hotel in Marrakech, Morocco  Sponsored by:

8:45	Opening remarks from the chairperson
	Regulation and Market Access in Africa for Fertilizer and Biostimulant Products
09:00	<p>A case study insight into Smartfoil®: A single drop to mitigate impact of abiotic stress on crops – how we entered the African market and how Smartfoil works to help farmers</p> <ul style="list-style-type: none"> • In the current context of reducing conventional agricultural inputs, depleting soils and increasing climate constraints, biostimulants are emerging as new solutions for farmers. Agrauxine has developed Smartfoil® for enhancing the tolerance of crops to abiotic stress during flowering stage. Smartfoil® is a unique biostimulant composed of yeast fermentation metabolites, effective in a single foliar application. • Smartfoil entered in the African market 2 years ago in Burkina Faso and Cameroun in order to secure the yield on farmer facing the impact of abiotic stress (drought, high temperature) on crops like Corn or Cotton • Its liquid formulation, very easy to use in foliar spraying, allows farmers to blend it in tank-mix with conventional products if needed and without any constraints of storage highly convinced farmers. <p>Fabien Achard, Biostimulant Product Manager, Agrauxine by Lesaffre, France</p>
09:30	<p>Ask the experts: African markets and business challenges panel discussion</p> <ul style="list-style-type: none"> • Manufacturing and exporting products from Egypt to other African countries– the process to do this and common challenges faced (Chema Industries) • Working with partners – how we work with partners and what future partners we are open to meeting with in terms of products/markets in Africa • Entering the African market- useful information that industry should know beforehand (where are there gaps in the market for opportunities and where are the bottlenecks/core challenges) • Investment opportunities – where do we see the potential when it comes to investment opportunities in Africa? (Development Partners International) <p><i>Confirmed Panelists:</i> Mohamed Elshafei, CEO and Founder, Chema Industries, Egypt Marc Stoneham, Principal, Development Partners International, UK</p> <p><i>Proposed Panelists:</i> CEO, OCP Africa, Morocco</p> 
10:00	<p>South/West/East Africa: A case study experience of navigating the regulatory system for a biostimulant/fertilizer (please select a product based on your company) product registration</p> <p>Large scale dissemination of a biostimulant for Coton in Mali : an industrial, regulatory and commercial challenge for the benefit of Malian small farmers (OVALIS RHIZOFERTIL Case Study)</p> <p>Oumou Vanhoorebeke, General Manager, Eléphant Vert Mali</p>
10:30	Networking Refreshment Break Sponsored by:  URALCHEM
	Speciality Fertilizers
11:15	<p>The speciality fertilizer and fertilizer market in Africa with a focus on North Africa</p> <ul style="list-style-type: none"> • Company analysis on the core players within the Fertilizer space in Africa with a detailed look into North Africa • Market size and forecast for North Africa • Core drivers for market developments in North Africa <p>Luke Hutson, Chief Editor, New Ag International, UK</p>
11:45	<p>Innovative developments in specialty nutrients and biological based products which solve some of the problems faced in crop cultivation in Africa</p> <ul style="list-style-type: none"> • Developments for the speciality fertilizer market in Africa- where do we see the potential here? • Speciality fertilizer products- what products are being developed and advanced at Fertis • A focus towards biologicals and organic farming • Exploring current field trials that are being conducted in Africa: learning from current results <p>P. Gopala Krishna, President & CEO, Fertis India</p>
12:15	Speciality Fertilizer Case Study from AFEPSA
12:30	Speciality Fertilizer Case Study from Asfert Global
12:45	<p>Lunch, partneringOne® Time and Networking in the Exhibition Hall</p> <p>Partnering one is an online platform that allows you to schedule 1-2-1 meetings with attendees. You will be assigned a time and table for your meeting using the online application.</p> <p><i>Lunch Sponsored by:</i> </p>

	Fertigation, Irrigation & Resource Saving Tech Innovations for Africa
14:30	Irrigation advances from CMGP <ul style="list-style-type: none"> • The latest irrigation systems used by farmers in Africa- insight from CMGP • Design advances- how do irrigation systems impact how fertilizers are applied and used? • Application technology – why Fertilizer and biostimulant companies need to take into account application technology (such as irrigation systems) when formulating products • Future thoughts in regards to irrigation technology <p>A representative, CMGP, Morocco</p>
14:45	Polyphosphates improve the efficiency of activated carbon filters, resulting in a more cost-effective production of leafy crops <ul style="list-style-type: none"> • Producing leafy crops in soil has become a big challenge because of phytosanitary issues and the limitation of chemical disinfection of the soil. <i>Fusarium oxysporum</i> has become problematic in soil-grown lettuce and herbs. • For that reason, more and more growers are investing in nutrient film techniques (NFT) and mobile gully systems (MGS). Additionally, production capacity increased with 200-400%, water consumption decreased with 90% and any contamination by sand is excluded on demand of the supermarkets. Growing lettuce and herbs on mobile gullies is a continuous irrigation process in which more than 90% of drain is generated. <p>David Pinxteren, Development and Application Manager Horticulture, Prayon</p>
15:00	The use of precision soil and yield data to determine nutrient norms for fertilization and liming in Mkushi, Zambia <ul style="list-style-type: none"> • Precision agriculture data analysis. • Soil norms for nutrient management in Zambia. • Wheat yield data • Wheat production in Zambia <p>Andrew Beckerling, Director of Agronomy, Pepperfresh, South Africa</p>
15:30	Use of spent grain ash to ameliorate soil acidity and improve the chemical properties of degraded ultisol in Southeastern Nigeria <ul style="list-style-type: none"> • An incubation study was conducted in Soil Science Laboratory of the Michael Okpara University of Agriculture, Umudike, Abia State, Southeastern Nigeria to determine the effects of different rates of spent grain ash on ameliorating the acidity in an acid Ultisol. • The study showed that all the treatments significantly ($P < 0.05$) increased the soil pH, available phosphorus, exchangeable calcium, exchangeable potassium, exchangeable magnesium and reduced exchangeable acidity while 5 ton/ha of spent grain ash being more effective than the other treatments and gave the highest positive overall effects for most of the soil chemical parameters, confirming its liming potential in an Ultisol of Umudike area of Southeastern Nigeria. <p>Emmanuel Ahamefula Ogbonna, Director, Abundance of Blessing Farm Nigeria, Nigeria</p>
15:45	Exploring a novel technology that utilises low value waste streams to provide a value added micronutrient fertilizer for African markets <ul style="list-style-type: none"> • A new micronutrient delivery technology that utilizes organic cellulose-based waste materials as a substrate instead of EDTA or its variants. • Results from Simon Fraser University and Kwantlen Polytechnic University demonstrate that Lucent's micronutrient delivery technology is effective over a pH range of 4-10, does not exhibit leaching or groundwater pollution, and delivers micronutrients to crops in their most bioavailable form, significantly increasing nutrient density and positively impacting human health. • The cellulose substrate may be obtained from waste products of the food processing industry, and after release, the substrates provide soil fiber and decompose naturally. Lucent's technology exhibits significant advantages over conventional chelated micronutrients in the African soil and environmental regime and may be an effective tool for combating malnutrition. <p>Peter Gross, Chief Technical Officer, Lucent Biosciences, Canada</p>
16:15	Networking Refreshment Break Sponsored by:  URALCHEM

	Farmer Innovations
17:00	<p>The Farmers Voice: Driving innovation within soil management and fertigation in Africa</p> <p>"Today agriculture is becoming more complex than ever and we are facing new challenges. How can we share the world's fresh water resources in a fair way? What are the biggest challenges for farmers and urban folks, and how can both work together? What role will a changing climate play in our thinking? To meet the demand of a growing world population, we must find new ways to sustainably increase agricultural productivity" This presentation will provide insight and experience from Cedric Tossavi, a sustainable Cacao Farm Agro Manager. Topics to be covered include:</p> <ul style="list-style-type: none"> • How soil management and fertigation is done on a Cacao farm in Africa – why is this important? What products are currently used? Are biostimulants used and if not why not? • Where does the opportunity lie for farmers in Africa? What novel tech can help farmers? <p>Mouly Paul Cedric Tossavi, Agricultural Economist & Farm Management, <i>Ivory Coast</i></p>
17:20	<p>An introduction to ONCA: The partner in Agricultural Advisory for farmers in Morocco</p> <ul style="list-style-type: none"> • Support of professional organizations • The agricultural council • Support for actions undertaken by other actors of agricultural development • Interface with training and research organizations • Supervise farmers on advice on controlling plant and animal diseases • Assist and support farmers in their efforts to access the incentives and financial assistance provided by the legislation and regulations in force • Ensure the development and promotion of international cooperation; • Develop and apply innovative methods for managing and disseminating information and knowledge; <p><i>Moderator:</i> Mounir El Bouamri, Honorary Representative, Asian-African Chamber of Commerce and Industry (AACCI), & Founder, AIConsulting, <i>Morocco</i> <i>Invited:</i> Representatives from ONCA, <i>Morocco (invited)</i></p>
17:40	Updates from Planet
18:00	<i>Closing remarks and end of day 2</i>
17:50 - 19:15	Evening Reception

Biostimulants in Africa: Novel Technology for Abiotic Stresses

08:55	Opening remarks from the chairperson
09:00	Reserved for OCP
09:30	Developing biostimulant products for Africa: Microalgae products deliver sustainable improvement of crop yield and quality in adverse growing environments Ry Wagner , President International Business, AlgaEnergy , <i>USA</i>
10:00	The biostimulant effect of humic substances: A case study in Africa (plan to include results from Egypt, Kenya, and Zambia) <ul style="list-style-type: none"> • Brief definition and classification of humic substances • Atmospheric effects in the soil • Physiological effects in the plants • Case Studies with liquid solutions in dryland farming techniques Lyndon W. Smith , President and CEO, Bio Humic Netics , <i>USA</i>
10:30	Microalgae as a new renewable source for the production of plant biostimulants in Africa <ul style="list-style-type: none"> • Microalgae as a new bioeconomy in Africa • The climatic, geographical and human advantages for the production of microalgae in Africa • Sustainable agriculture is the main driver of the African economy • Microalgae biostimulants and the sustainability of agriculture in africa Hicham El Arroussi , Projects R&D Manager, MASclR Green Biotechnology , <i>Morocco</i>
11:00	Networking Refreshment Break Sponsored by:  URALCHEM
<h2>Global Research on Biostimulants and Product Development</h2>	
11:30	The importance of both, understanding the mode of action and proving the benefits for farmers in the use of biostimulants <ul style="list-style-type: none"> • The extensive use of biostimulants in the modern agriculture is growing fast in the European countries as well as in other areas of fruit and horticultural crops of important economic value. • The European definition for a plant biostimulant is claim-based, meaning that it is the function of the product, not its composition, that defines it as a plant biostimulant. • For this reason, proving biostimulants effect is an important element to allow it to be recognized in the EU market. Biostimulant effects are often translated into claims that have value for farmers, such as yield increase or improved crop quality. • Although the benefits of biostimulants for farmers have to be proven in field conditions, the understanding of their mode of action is normally better assessed in small scale trials under controlled conditions. The aim of this presentation is to show different case studies of trials performed for regulatory purposes of some amino acid-based biostimulants in various regions such as France, Morocco and Spain on high-value export crops (strawberry, cucumber and tomato). • In all of them, the benefits of Terra-Sorb® Foliar, an amino-acid based biostimulant, were elucidated through the induction of plant resistance against abiotic stresses, improving plant vigor and yield, by increasing chlorophyll content and photosynthetic efficiency. Anna Botta , Product Manager, Biolberica , <i>Spain</i>
12:00	A new concept on abiotic stress management through precision biostimulants with high performance <ul style="list-style-type: none"> • Biostimulants can mean an improvement in establishment, crop vigour and stress prevention and, in case of need, damage recovery for lower negative effects on the crop. However, there is a huge variability in the mode of action of the biostimulants, and the lack of knowledge on the sector is widely spread. • To select the right biostimulant at the right moment is as determinant as the quality of the product itself. In this sense, Tradecorp proposes a full management strategy for enhancing the understanding of the stress alleviation and the paradigm of the biostimulants across the whole cycle: from roots to shoots, and from seed to harvest. All of the aim of generating greater quality and yield crops, by reducing inputs and environmental impact, and increasing farmer profit • In order to illustrate practically these facts, several examples of novel applications and scientific trials will be presented • We will put the focus of this presentation on abiotic stress management and how high quality amino acids and seaweed extract are a powerful tools to overcome the stress situation. José Nolasco , Innovation & Strategy Director, Tradecorp , <i>Spain</i>
12:30	Lunch & Networking Break Lunch Sponsored by:  GreenCorp <small>We Revolutionize Bio-Agriculture</small>

Global Research on Biostimulants and Product Development

13:45	<p>Safe extension of fruit shelf-life through integrated methods including plant nutrition</p> <ul style="list-style-type: none"> Shelf-life extension is the holy grail for the fruit and vegetable industry and an important consideration in fruit export. A longer shelf-life can lead to opening of new markets for growers, optimization of transport and labor costs for large-scale producers, and reduced wastage costs for processors, supermarkets and consumers. Currently there are a wide variety of solutions for fruit shelf-life increase. These include MAP (Modified Atmosphere Packaging)/EMAP (Equilibrium Modified Atmosphere Packaging) packaging, coating technologies and pre/post-harvest disinfection techniques (i.e. pesticide use or chlorine disinfection). However, these methods add to supply chain costs, may be unavailable in certain countries or may be incompatible with today's consumer focus to cleaner, greener solutions. The Gravitel® line of products, aims at offering a new approach to fruit shelf-life extension using plant nutrition, an approach that is compatible to and able to can be integrated with the other methods mentioned above. <p>Dr. Michalis Papaeconomo, CEO, Agrology, Greece</p>
14:05	<p>Deciphering the effect of volatile organic compounds of bacteria isolated from seaweeds on the growth and development of Arabidopsis thaliana.</p> <p>Volatile organic compounds (VOCs) emitted by bacteria are thought to have a positive impact on plant throughout the stimulation of its growth and the enhancement of its resistance to stress. A wide range of VOCs having different characteristics have been reported in the literature as isoamyl acetate, butanediol, ethyl isovalerate, and 2-methyl-n-1-tridecene.</p> <ul style="list-style-type: none"> In this context, an in vitro experiment was conducted to investigate the effect of (VOCs) produced by endophytic bacteria isolated from Moroccan seaweeds on seed germination, root architecture and biomass production of the model plant Arabidopsis thaliana. This work revealed the potential of (VOCs) produced by endophytic seaweed bacteria to promote the growth of Arabidopsis thaliana. This data may serve in other studies aiming to assess the biostimulator effect of seaweed extracts and microorganism consortiums. <p>Mohammed El Mehdi El Boukhari, Agronomist Engineer, Mohammed 6 Polytechnic University, Morocco</p>
14:25	<p>Direct and indirect modes of action of alkaline Ascophyllum nodosum extract-based biostimulants: Insight through combined phenotypic, transcriptomic, and metabolic investigations</p> <ul style="list-style-type: none"> Alkaline extracts of Ascophyllum nodosum seaweed are complex mixtures of potent bioactive compounds that improve crop quality, stress tolerance, and yield. The work described stems from ongoing effort to gain a deeper understanding of the molecular modes of action of these extracts through combined phenotypic, transcriptomic, and metabolomic investigations. Specifically, these studies demonstrate stimulation of specific physiological processes that enable enhanced growth despite concurrent abiotic stresses, e.g. through increased expression of protective glutathione S-transferase proteins or of abscisic acid-responsive transcription factors that enable enhanced control of stomatal conductance during drought – a chronic issue in several regions in Africa. In addition to direct stimulation of plants, indirect effects through stimulation of the soil microbiome and its interaction with plants present other potential modes of action of seaweed extract-based biostimulants. Of particular interest are the pervasive mycorrhizal fungi, which play critical role in promoting soil and plant health. To this end, we demonstrate the positive influence of A. nodosum extracts on the symbiosis between the model legume Medicago truncatula and arbuscular mycorrhizal fungi, including examination of the effects on rhizosphere signaling, fungal establishment, and intracellular development. Overall, our work provides novel insight into both the direct and indirect modes of action of alkaline A. nodosum extracts, demonstrating how this class of biostimulants enhances natural plant processes and primes plants for tolerance of abiotic stresses. <p>Timo van der Zwan, Acadian Plant Health, Canada</p>
14:45	<p>The mechanism and performance of a novel protein hydrolysate (Polypeptide) in fruit quality improvement</p> <ul style="list-style-type: none"> The polypeptide as a new biostimulant can significantly improve the quality of agricultural products. It can act as the first messenger to bind to receptors on cell membrane and participate in signal transduction processes, thereby regulating plant growth, development and reproduction, as well as the plant responses to the environment. The study achievement shows that this polypeptide can significantly improve the fruit color (tint, brightness, color difference), shape (hardness, fruit type index), flavor (solid acid ratio, aroma substances, nutrients) and others. The mechanism of this novel polypeptide is another achievement of the study. This novel polypeptide product can increase the activities of enzymes (NRA, IAA OXIDASE, SOD), and stimulate the expression of related genes (F3H, AS3, CPA1) in fruits, to affect secondary metabolite (flavonoids, phenols, amino acid metabolism, etc.) and fruit growth (transmembrane transport, elemental absorption), stress-resistant ability. Plenty number of field trials have also demonstrated this new polypeptide improved fruit quality, yield, and stress tolerance. <p>Juan Antonio, Product Manager, TBIO Crop Science</p>
15:00	<p>Closing Remarks & End of Conference</p>

EXHIBITORS



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