



Photos of citrus and field: USDA

International Conference on Enhanced-Efficiency Fertilizers

**An IFA-New Ag International Event
23 March 2010
Hotel Hyatt Regency, Miami, FL, USA**

The market for enhanced-efficiency fertilizers (EEFs) develops at sustained pace. Traditionally, these products have mainly been applied to specialty crops. However, slow- and controlled-release fertilizers increase progressively their market share in the broadacre crop sector (rice in Japan and more recently, corn in the USA and rice in China). How is the EEF market expected to evolve in the medium- to long-term? What will be the key drivers of the EEF market: product development, economics or policy environment?

The term enhanced-efficiency fertilizers (EEFs) encompasses slow- and controlled-release fertilizers, and fertilizers stabilized with urease and nitrification inhibitors.

In 2005, the International Fertilizer Industry Association (IFA) organized an international workshop on EEFs. This was the first international industry event entirely dedicated to EEFs. Five years later, it is time to update our knowledge in the field of research and development, agronomic and environmental benefits, economics of EEF use, policy and regulatory framework, current market and outlook. In this connection, IFA and New Ag International have agreed to join forces and co-organize a one-day conference on EEFs, on 23 March 2010 at the Hyatt Regency Hotel in Miami downtown, in conjunction with the 8th New Ag International conference, which commences the following day on 24 March 2010.

The conference programme will start at 08:30 and end at 17:30. It will feature a dozen of presentations from the industry, academic and policy/regulatory sides. The advanced programme will be published in the first half of January 2010.

Registration will be handled exclusively by New Ag International. For registering, please use the registration form on the back of this announcement. The registration form can also be downloaded online at www.newaginternational.com.

New Ag International has reserved a limited number of rooms at preferential rates for delegates at the conference hotel (Hyatt Regency) and at supporting hotels. Forms and procedures for hotel reservation will be available online from 15 October 2009.

Updated information on the conference, including the registration form, the hotel reservation form and the advanced programme will be available online at www.newaginternational.com.

IFA and New Ag International look forward to meeting many of you at this second international industry gathering on EEFs.



International Conference on Enhanced-Efficiency Fertilizers

An IFA-New Ag International Event, 23 March 2010, Hotel Hyatt Regency, Miami, FL, USA

Conference Registration Form

Fax to +44(0)20 892 59 72

REGISTRATION FEES

Euros 350

Accompanying persons: Euros 50

Cancellations incur an administrative penalty of 15%.

Any cancellation within one month from start of the conferences will not qualify for a refund.

FEES INCLUDE: Admittance to presentations, to lunch, plus coffee/tea breaks and access to the full list of participants. Papers will be available online on the IFA web site after the conference (www.fertilizer.org).

Note: New Ag International offers discounted price packages to delegates wanting to also register to the 8th New Ag International conference that will take place on 24-26 March 2010 at the same venue.

For more information please email conference@newaginternational.com.

PLEASE COMPLETE AND RETURN THE APPLICATION FORM BELOW TO:

New Ag International Rep office, UK, Tel: +44(0)20 892 48 21 Fax: +44(0)20 892 59 72, newag@newaginternational.com

Please type or print in CAPITAL letters.

Company EU VAT number (if applicable).....

Company Name

Business Address

Country

Phone (country-area-local) Mobile (country-area local)

Email

Number of delegates to attend Total amount enclosed (Euros)

First name..... First name

Family name Family name

Position in company..... Position in company.....

Personal email..... Personal email

The above contact information will be included in official delegates lists circulated among registered participants only.

PAYMENT WILL BE MADE BY:

■ **Telegraphic transfer** to Credit Industriel et Commercial Bank, 35a Rue des Clefs, Colmar 68000, France.

Account Name: **New Ag International SARL**

Euro Account number: **3320000020042201**

IBAN Number: **FR7630087332000002004220148**

Swift code: **CMCIFRPP**

Copy of bank transfer to accompany registration form

■ **Credit card** (Mastercard or Visa only)

Card Type: Card N°: Security code (last 3 digits):.....

Expiry Date:..... Name on Card:..... Signature:.....

HOTEL ACCOMMODATION

New Ag International has reserved a limited number of rooms at discounted rates for delegates at the conference hotel (Hyatt Regency, 400 SE 2nd Avenue, Miami) and at the supporting hotels.

Booking forms and procedures will be available for downloading from hotel web sites from **15 October 2009**.