



AFA Secretary General Address

21st AFA International Technical Fertilizers Conference

Jeddah: 10th – 12th November 2008

Eng. Fahad Al Sheaibi

Vice President, Fertilizer SBU – SABIC

Eng. Khalifa Al Sowaidi

AFA Board Chairman

Distinguished members and Honored guests

Ladies and Gentlemen

May Peace and Blessing of Allah be upon you.

It is with a great sincerity that I welcome you in the opening ceremony of the 21st International Technical Conference for Fertilizer Industrial Technology under the auspices of the Saudi Basic Industries Corporation (SABIC) which occupies - as it deserves to be mentioned here:

- A leading status in the industrial diversification and expansion, as well as
- Its participation in the exploitation of natural resources besides its leading role and remarkable contributions to the development of the domestic society.

Allow me to grab such opportunity to express my deepest gratitude to the Government of the Kingdom of Saudi Arabia for its support for the convocation of this international conference in the Kingdom of Saudi Arabia, which we cherish for its initiatives and confident programs related to progress and continuous development in various economical and social sectors in the Kingdom.

Ladies and Gentlemen,

Our conference is being held at a time when the world is going through a pressing economical and financial crisis, and the fertilizer industry is might expecting a weakening fertilizer demand, leading to inventory builds and price decline through 2009.

But fundamentals for fertilizer demand will remain strong, and the very strong correlation between population increase and growth of fertilizer consumption whom both are forecasted to grow; allowing fertilizer strongly continue to produce more food badly needed to sustain a growing world population expected to reach over 8 billion inhabitant by year 2030.

This conference is held in the light of:

- the new trends in line with the AFA objectives relentlessly pursuing the growth and
- enhancement of the Arab Fertilizer Industry position,
- deepening of coordination and cooperation among the concerned Arab companies and international bodies in the achievement of the following set of goals:
 1. Continuous and uninterrupted flow of all fertilizer types to the world markets.
 2. Continuous improvement of fertilizer quality, awareness development using the best possible methods available, and implementation of latest technical achievements to achieve the highest possible revenue in Agriculture.
 3. Development of the best approaches and programs created and implemented in the field of health, safety, environment protection and investment increase regarding Industrial Safety and social protection.
 4. Getting familiar with the latest achievements in the fields of Engineering and Fertilizer Industry Technology.
 5. Integration with international efforts to:
 - Combat climate change,

- Promote industrial safety efficiency,
- Support cleaner production techniques and
- Promote renewable sources of energy

The above objectives have become a basis for the selection of the papers and research works in this conference and

They are going to be presented by international experts, in addition to case studies and remarkable results achieved by most of the Arab companies by means of:

- employing the highest of criteria and implementing the highest of global levels for measurement in the field of productivity,
- in addition to the achievement of the Industrial Safety criteria resulting
- in guaranteeing the correct direction of the Arab Fertilizer Industry and
- Its potential for expansion and performance of a global leading role in Fertilizer Production.

We, hereby, declare that the success of any industrial or service-oriented organization should not be measured exclusively on the basis of its achievements in terms of profit, as it should be measured as well by its commitment to the adoption of criteria and systems related to health, safety and environment, and its contribution to the domestic society.

Ladies and Gentlemen,

Once again, we would like to express our gratitude and appreciation to:

- honorable guests and participants for their attendance,
- as well as to the speakers from international and Arab companies,
- the exhibiting companies and of course,

- to the patronizing companies and in the first place:
 - Saudi Basic Industries Corporation (SABIC)
 - Saudi Arabian Mining Company (MAADEN)
 - and Saudi Industrial Export Company (SADERAT) and
 - CASALE Group
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- Expressing our gratitude to the assisting team from SABIC who did not hesitate to provide us with the utmost support in this conference organization.

Wishing best of luck and success to the conference and you all.

Dr. Shafik Al Ashkar
Secretary General