



04-05  
**JULY** 2024  
Ahmedabad  
Gujarat

# India's first International **B2B Fertilizer** Exhibition & Conference.



**50000+**  
VISITORS

**150+**  
EXHIBITORS

**70+**  
SPEAKERS

**300+**  
DELEGATES

Organised by



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# The Fertilizer Opportunity

India's agriculture and horticulture sector is witnessing a transformation phase with induction of new crops, technology interventions, increased awareness and compliance pressures on sustainability and an increasingly more aware consumer who is asking for food products with lesser chemical residue.

Water Soluble Fertilizer Along Micronutrients, Organic-Bio and Stimulants (SOMS) are contributing immensely to this transformation process. APEDA every year targets an export of **US\$50** bn of agri and food produce from India which has seen setbacks in many products like basmati rice etc due to higher residue concentration. SOMS are equipped to make the country's export basket more resilient with minimal to zero residue value making the produce not only healthy for the consumer but also the soil of the country.

A new design of non-subsidised Horticulture production aimed at increasing the farmers income driven by India's Agri MSME developed will also create a surge in demand for SOMS helping the farmers increase their exportable produce and the government by transitioning the demand to non-subsidised products. It is expected that adoption of SOMS can help reduce use of subsidised fertilizers between **30-100%** in various crops.

Recent statistics show SOMS adoption is wide spread and deep rooted among the farmers of **Maharashtra, Gujarat, Karnataka, parts of Andhra. It is spreading across Madhya Pradesh, Haryana, Punjab, Himachal, Kerela, Tamilnadu** and being used in all fruit crops, flowers, vegetables and in some of the field crops such as wheat.

SOMS has come out as a tested and accepted ready solution to reduce subsidies. SOMS is carbon negative environment friendly, zero residue, soil conserving, high yielding, highly profitable to practice and manufacture.

SOMS Exhibition & Conference is an initiative towards recognising the SOMS package of practice as the only sustainable agriculture practice.

## Exhibitor Categories



### Soluble Fertilizer Manufacturers

Potassium Sulfate, Potassium Nitrate, Ammonium Nitrate, NPK Fertilizers, Diammonium Phosphate



### Organic Fertilizer Producers

Producers of organic and bio-based fertilizers as alternatives to traditional synthetic fertilizers.



### Micronutrient Manufacturers

Zinc Sulphate, Ferrous Sulphate, Magnesium Sulphate



### Bio Stimulant Manufacturers

Seaweed, Protein hydrolysates, Fulvic acids, Beneficial bacteria, Amino acids



### Research and Development Institutions

Universities, research organizations, and agricultural institutions in the field of fertilizers.



### Agrochemical Companies

Agricultural chemicals, including pesticides and herbicides, that may be used in conjunction with fertilizers.



### Laboratory Equipment

Rotary shakers, Fermenters, Laminar Air Flow, BOD Incubator, Hot Air Oven, Air Conditioner, Refrigerator, Microscope, Balances



### Government Agricultural Departments

Representatives from govt. Agencies responsible for Agriculture, who share info on policies, regulations, & initiatives related to fertilizers.



### Environmental & Sustainability Solutions Providers

Companies specializing in environmentally friendly and sustainable fertilizer solutions, addressing concerns related to runoff & environmental impact.



### Machinery Manufacturer

Fertilizer Crusher, Fertilizer Dryer, Mixer, Compost Machine, Fertilizer Granulator Machine



### Packaging and Printing Labeling Machine

Companies providing packaging and labeling solutions for fertilizer products, ensuring compliance with regulations.



### Startups in Agri-Tech and Fertilizer Innovation

Entrepreneurs and startups showcasing innovative technologies, solutions, & products in the field of agriculture & fertilizers.



# Target Visitors

 Manufacturers	 Importers	 Co-marketers	 Traders	 Exporters
 Agri Scientists & Fertilizer Consumption Influencers	 Government Procurement Agencies	 Horticulture Boards	 Municipal Corporations	 Commercial Nurseries
 Research Institutes	 Greenhouse Grower	 Organic Farming	 Floriculture	 Fruit Orchards

## 5 REASONS TO PARTICIPATE IN SOMS 24

- **Networking Opportunities:** Connect with industry professionals, suppliers, distributors, and potential clients. Build relationships with key stakeholders in the fertilizer industry.
- **Market Exposure:** Showcase your products and services to a targeted audience. Increase brand visibility and market presence.
- **Product Launch Platform:** Introduce new fertilizer products, technologies, or innovations to the market. Gain immediate feedback and generate interest in your latest offerings.
- **Market Research:** Conduct first-hand market research by interacting with potential customers and competitors. Understand customer needs and preferences to refine your product or service offerings.
- **Business Development:** Identify potential business partners, distributors, and collaborators. Explore new markets and business opportunities within the fertilizer industry.

## 5 REASONS TO VISIT SOMS 24

- **Technology Showcase:** Identify the latest technologies, machinery, and equipment to help your fertilizer production unit.
- **Product Discovery:** Explore a wide range of fertilizer products, including new releases and innovative solutions. Learn about the features, benefits, and applications of different fertilizers in the market.
- **Evaluate Suppliers and Manufacturers:** Evaluate different suppliers and manufacturers of fertilizers and related products. Compare offerings, quality, and pricing to make informed procurement decisions.
- **Collaboration Opportunities:** Identify potential business partners, distributors, and collaborators. Explore opportunities for collaboration or joint ventures within the industry.
- **Sustainable Agriculture Practices:** Learn about sustainable and eco-friendly fertilizer production and application practices. Explore products and technologies that promote environmentally responsible agriculture.



# CONFERENCE AGENDA

## Discussion Day-1 & Day-2

### DAY-1

#### 0930 - 1100 Inaugural Session

- Welcome Remarks: Secretary SFIA
- Lamp Lighting
- Presentation on Contribution of SOMS in Indian Agriculture & Potential for Subsidy Reduction
- Theme Address: President SFIA
- Special Address: Secretary/Joint Secretary Department of Fertilisers
- Inaugural Address: Hon'ble Minister for Chemicals & Fertilisers
- Presentation of Excellence Awards
- Vote of Thanks by Vice President SFIA

#### 1100 - 1200 Ribbon Cutting at Exhibition Hall & Walking tour for VIP's followed by Refreshments

#### 1200 - 1300 Panel Discussion: Challenges & Opportunities in Soluble Fertilizer Industry

#### 1300 - 1400 Networking Lunch

#### 1400 - 1800 Scientists Conclave on Fertilisers

#### 1800 - Closing Remarks followed by Networking Dinner

### DAY-2

#### 0930 - 1100 Presentation: Organic Fertilizer as Part of SOMS

#### 1000 - 1045 Panel Discussion: Challenges of Organic Fertilizer as a standalone input

#### 1045 - 1130 Presentation: Bio Stimulant as Part of SOMS Package of Practice.

#### 1130 - 1200 Networking & Refreshments

#### 1200 - 1245 Panel Discussion: Policy Gaps in Bio Stimulant Order & Recommendations

#### 1245 - 1330 Presentation: Policy Gaps and Recommendation for Immediate Measures.

#### 1330 - 1430 Networking Lunch

#### 1430 - 1515 Panel Discussion: Challenges & Remedies for Micronutrient Manufacturing

#### 1515 - 1615 Valedictory Session

#### 1630 - Networking & Refreshments



Organised by



For Participation & Sponsorship Opportunities

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