

# The 7th New Ag International Conference and Exhibition Hotel Princesa Sofia Barcelona (Spain), 25-27 March 2009

Sponsors: Biolchim (Italy), Compo (Germany/Spain), Haifa Chemicals (Israel),  
SQM/Fenasa/ICL (Chile / Spain / Israel), Sustainable Agro-Solutions ( Spain)



## Final Conference Programme

Wednesday 25th March: Registration & Exhibition opening

9.30 am – 12.00 noon: set up of exhibition stands

12.00 noon - 6.00 pm: registration of delegates

12.00 noon – 6.00 pm: Exhibition opens

7.00 pm - 9.00 pm: Welcome Cocktail Reception, sponsored by Biolchim & Sustainable Agro-Solutions

**THURSDAY 26th MARCH, 2009**

**The two - day conference programme is sponsored by COMPO**

**8.30 am – 11.30 am: Registration of delegates continues**

**8.30 am – 6.30 pm Exhibition open**

**9.00 am – 11.00 am: Opening conference session chaired by Jean Pierre Leymonie, Director, New Ag International**

**9.00: Keynote address by Bernard Chaud, Director of Biofuel Projects at Tereos Group (France): Outlook for Agricultural Ethanol in Europe**

**9.30: Keynote lecture by Vincent Navez, Legal Counsellor, ReachCentrum SPRL (Belgium): REACH still in the move: emerging issues**

**10.00: Keynote lecture by Denise Munday, President of (IBMA), International Biocontrol Manufacturers Association (France) & Kris de Smet, Managing Director, Koppert Biological Systems (Spain): Biocontrol Products and Markets; A case study in Spain.**

**10.30: Keynote lecture by Dr. Ep Heuvelink, Horticultural Supply Chains group, Wageningen University (the Netherlands): Innovation in crop management and plant greenhouse interactions**

**11.00 am – 11.40 am: Tea & Coffee break in exhibition area**

**11.40 am – 2.00 pm: Session 1 chaired by Christian Rouxel, Executive Director of the European Irrigation Association**

**11.40: The European Irrigation Association (EIA): improving the products, practices and services used to manage water resources in Europe, by Christian Rouxel, executive Director, EIA**

**12.00: Irrigation management systems for olive orchards and vineyards using precision agriculture, by Dr. Samuel Ortega-Farias, Director, CITRA, Universidad de Talca (Chile)**

**12.20: Fertigation through pivots & Laterals: A reality, not a dream, by François Levesque, Director General, Valmont SA (Spain)**

**12.40: Traceability in the fertigation equipments: The ITC experience, by Xavier Martinez, Agronomist, ITC (Spain)**

**1.00 pm: Recent Findings in emitter clogging, by Salim Bounoua & Bruno Molle, CEMAGREF, Aix en Provence (France)**

**1.20 pm: Technology options for soil moisture based irrigation scheduling to maximize yield, quality and conservation while minimizing nutrient leaching, by Peter Copestake, President, Copersa (Spain)**

**1.40 pm: The marked contribution of potassium nitrate to elevated water use efficiency, with special reference to saline conditions, by Dr Oded Achilea, Head of Information Center, Haifa Chemicals (Israel)**

**2.00 pm – 3.00 pm: Lunch Break - open buffet in exhibition area**

**3.00 pm – 4.20 pm: Session 2 (Plant Protection), chaired by Denise Munday, President of the IBMA & Regulatory Affairs Manager –SCAE-Valent BioSciences (Switzerland)**

**3.00 pm: Intensive agriculture and methyl bromide phase out: did we fill the gaps?, by Andrea Minuto - Centro Regionale di Sperimentazione e Assistenza Agricola - Azienda Speciale della CCIAA di Savona Regione Rollo (Italy)**

**3.20 pm: Serenade® (Bacillus subtilis 713 strain): an efficacious biological fungicide and bactericide for organic or zero residue markets, by Manuele Ricci, Technical Manager Europe-Africa & Middle East, Agraquest (Italy/USA)**

**3.40 pm: Phytoprotectants: a promising approach to obtain healthier foods. Banana case**, by Dr. Fernando Echeverri, Grupo Química Orgánica de Productos Naturales, Universidad de Antioquia, Medellin (Colombia) & Sustainable Agro-Solutions (Spain)

**4.00 pm: Sustainable crop protectants: how do they fit and complement a micronutrient company's portfolio?** , by Dr. Julian Smith, Sales Director, Speciality Formulations , Brandt Concolidated, Inc. (USA)

**4.20 pm –4.40 pm: inter-session break**

**4.40 pm – 6.20 pm: Session 3 (Biostimulation & Foliar Spraying), chaired by Ron Seligmann, Institute of Plant Sciences and Genetics in Agriculture, The Hebrew University of Jerusalem (Israel)**

**4.40 pm: Effects of an innovative vegetal substrate on yield of crops under stress conditions and on the shelf life of fruits**, by Dr Vanina Zlosi, R&D Division, Biolchim S.p.A (Italy).

**5.00 pm: Effects and action mechanism of Inicium® on the induction of PR proteins and plant development"**, by Anna Botta, R&D Department, Plant Physiology Division, BIOIBERICA (Spain)

**5.20 pm: A New Natural Prototype Elicitor**, by Dr Alberto Piaggese, Business Innovation Director, Valagro S.p.A (Italy)

**5.40 pm: Controlled-Release Fertilizers increase fertilizer use efficiency in vegetables**, by Dr Eran Barak, Vice President Strategy & Development, Haifa Chemicals (Israel)

**6.00 pm: New approaches to improve the performance of foliar sprays**, by Dr Victoria Fernandez, researcher, Plant Nutrition Department, Aula Dei Experimental Station, CSIC, Zaragoza (Spain)

**6.30 pm: End of conference session**

**7 pm – 9 pm: mid-conference Cocktail Reception sponsored by Haifa Chemicals**

**FRIDAY 27th MARCH, 2009**

**9.00 am – 4.00 pm: Exhibition opens**

**9.00 am –10.20 am: Session 4 (Plant Nutrition 1), chaired by Patricio Trebilcok, Editor, New Ag International Spanish Edition (Chile)**

**9.00 am: What's new in micronutrient chelates and complexes in Europe?**, by Prof Juan Jose Lucena, Full Professor in Agricultural Chemistry, University Autónoma of Madrid (Spain) and Convenor of the European WG7 "Micronutrient Analysis" of the CEN TC/260 "Fertilizers and liming materials".

**9.20 am: Calcium Translocation and Whole Plant Transpiration – Non-invasive Measurements using Radio-Strontium as Tracer**, by Ron Seligmann, Institute of Plant Sciences and Genetics in Agriculture, Faculty of Agriculture, The Hebrew University of Jerusalem (Israel)

**9.40 am: Latest findings on the behaviour of inorganic Zinc Salts in Aqueous Solutions**, by Adam Nawrocki, Managing Director, PPC ADOB (Poland)

**10.00 am: Slow Release Fertilisers as a Complementary Technology in Fertigated Crops**, by Dr. Bert Jaeger, Product manager Corporate Unit Profi, Fertigation Center Core Team Member, COMPO GmbH & Co. KG, (Germany)

**10.20 am – 11.20 am: Tea & Coffee Break in exhibition area**

**11.20 am –1 pm: Session 5 (Plant Nutrition 2), chaired by Dr Lorenzo Della Rovere, Managing Director, PROF.i SRL (Italy)**

**11.20 am: Greenhouse Nutrient Management Conflicting with Environment and Consumers**, by Dr. Dietmar Schwarz, Institute for Vegetable and Ornamental Crops, Grossbeeren (Germany)

**11.40 am: Real-time dosing of foliar applied products by electronic canopy characterization and dosing decision support system in precision fructiculture**, by Àlex Escolà, Departament d'Enginyeria Agroforestal, University of Lleida (Spain)

**12.00: New Nitrogen Nutrition Strategies in Fertigation. Environmental and Human Health Benefits**, by Luis M. Muñoz-Guerra Revilla, COMPO Agricultura, Área de Investigación y Desarrollo Técnico, Fertigation Center Core Team Member (Spain)

**12.20: Thiosulfate liquid fertilizers for yield and quality improvements in cash crops**, by Tom Fairweather, Director of Agronomy Services & Leon Stites, Agronomist, Tessengerlo Kerley Inc. (USA)

**12.40 : End of conference**

**1.00 pm- 2.30 pm: Closing Lunch sponsored by SQM/Fenasa/ICL**

**Exhibition runs until 4.00 pm on Friday 27th MARCH**