

FERTECON

L I M I T E D

An independent group of professionals dedicated to serving the world fertilizer and related industries

FERTECON Limited comprises the World's most experienced team of fertilizer industry consultants. No other independent consultancy company can match the depth of knowledge and expertise of FERTECON's fertilizer industry analysts.

FERTECON Limited was formed in 1978 by a group of respected industry analysts who specialised in fertilizers and related products such as sulphur and ammonia. The company grew rapidly and is held in the highest regard throughout the world. In 1992, the rights to longer-term sulphur and phosphate analysis/consultancy were divested to two ex-employees to form a separately-owned company, Fertecon Research Centre. FERTECON Limited continues to provide current information on all fertilizer products and raw materials, covering phosphates, sulphur, sulphuric acid, potash, ammonia, nitrogen fertilizer and NPKs, as well as undertaking short and long-term analysis on ammonia, urea, other nitrogen fertilizers, potash and NPKs.

FERTECON Limited's services to the fertilizer industry fall into five main categories:

- CONFIDENTIAL CONSULTANCY SERVICES
- REGULAR MARKET ANALYSIS
- MULTI-CLIENT ECONOMIC, TECHNICAL AND INDUSTRY STUDIES
- CURRENT INFORMATION
- DATA SERVICES

FERTECON Limited's weekly **current information services** are generally acknowledged as the most accurate, comprehensive and authoritative. Its monthly, quarterly and other **market analysis reports** provide timely, detailed foresight into developments in the World fertilizer and related industries. The company's extensive list of clients for ad-hoc **confidential consultancy studies** testifies to the depth and range of its industry knowledge and the quality of its analysis and forecasts. FERTECON's **data services** represent a unique resource for the fertilizer industry, unmatched by any other independent organisation.

FERTECON has always been at the forefront of developing new services for the fertilizer industry. In the late 1970s it developed detailed current information services and in the 1980s was the first to provide fax and on-line information services on fertilizers. FERTECON has now developed an extensive Internet-based information service for the industry.

FERTECON's growth and its enviable reputation have been made possible by the high quality of its consultants and other staff. All FERTECON senior consultants are experienced in analysing the fertilizer and related industries. The expertise of FERTECON's consultants encompasses economics, marketing, agronomics, chemistry, chemical engineering and cost analysis.

The basic philosophy of FERTECON is to provide its clients not only with high quality reports but also with the opportunity to tap the wealth of experience offered by our consultants for those small but urgent information requirements that occur in day-to-day business.

FERTECON's services on fertilizers are subscribed to by virtually all companies and government agencies involved in the World fertilizer and related industries. A partial list of our clients is included in this brochure.

N

O

C

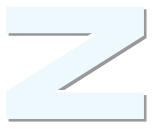
E

T

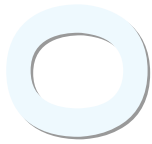
R

E

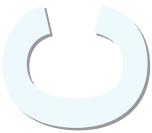
E



Consultancy Services



FERTECON's unrivalled team of fertilizer industry analysts enables it to provide in-depth consultancy services on all aspects of fertilizers. Often a client's problem will be addressed by one of FERTECON's multi-client studies on fertilizers and raw materials, but there are occasions where information requirements are project specific, or require detailed, confidential analysis. In such circumstances FERTECON can provide the client with a cost-effective solution to their information and analysis requirements on fertilizers and related products.



Unlike general consultants, FERTECON has specialist knowledge of the fertilizer and related industries. Thus all time spent on a consultancy project can be directed specifically to the problem under review. Because FERTECON is constantly monitoring the world market for fertilizers and fertilizer raw materials and technical developments, and has an on-going programme of updating its databases and forecasts on all fertilizers, consultancy work can be completed economically with greater focus on the specific problem and often within a more convenient time-frame than would be the case with a non-specialist consultancy organisation with little or no knowledge of fertilizers.



FERTECON can also draw on a pool of experienced independent consultants to provide specialist expertise in engineering, financial analysis etc. for particular consultancy projects. For each project an appropriate multi-disciplinary team is assembled, co-ordinated by a project leader. FERTECON consultants have worked together on many projects and have the understanding and appreciation of each other's area that only comes with experience.



The FERTECON approach saves time and money for the client, and ensures the highest standards. Furthermore, FERTECON's policy of only employing experienced market analysts guarantees that all studies are undertaken by consultants of the highest calibre.

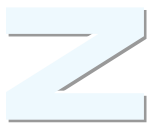


With offices and agents in the United Kingdom and Asia, and its world-wide contacts throughout the industry, FERTECON Limited can undertake confidential consultancy work covering any aspect of the fertilizer and related industries.

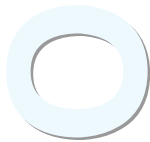
Consultancy work by FERTECON is always undertaken in the strictest confidence.



If you require further information on FERTECON's consultancy services and the qualifications of its staff, or have a specific requirement for research, please contact FERTECON in the UK.

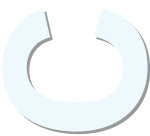


Market Analysis Reports



FERTECON provides a range of multi-client market analysis reports and services on fertilizers. These include monthly Futures Reports, the quarterly Outlook Reports, detailed long-term forecast studies, topical industry reviews and technical and economic analyses.

MONTHLY ANALYSIS REPORTS



FERTECON produces monthly analytical reports on ammonia and urea that provide a review of the current month's market developments and an analysis of the market and price outlook for the following month.

QUARTERLY OUTLOOK REPORTS



These provide subscribers with an in-depth review of short and medium term market developments in a range of products. The focus is on providing a concise analysis of the previous quarter's market developments in supply, demand, trade and price and, most importantly, presenting an incisive forecast of the short and medium term (5-10 year) outlook.



The reports are designed to be useful to clients in their day-to-day business by providing the information and analyses necessary for decision making. Emphasis is laid on clear, concise layouts, with extensive use of graphics to illustrate key points. The emphasis is on timely, relevant information. Each report contains detailed forecast data, which are now also available in computer spreadsheets.



FERTECON Quarterly Outlook reports are subscribed to and valued throughout the industry by producers, consumers and traders. The series includes reports on the following products:

Urea • Ammonia • Potash

FSU UPDATE



This unique report, published four times a year, provides an unrivalled insight to the political, economic and industry developments affecting the fertilizer industries of the 15 republics of the Former Soviet Union.

INDIVIDUALLY TAILORED REGULAR REPORTS



FERTECON can also produce regular reports specifically tailored to a client's individual needs. These build and expand on FERTECON's subscription services, focusing on the specific information requirement of the client.

N

Major Industry Studies

O

To serve the need of longer term strategic planning on fertilizers, FERTECON Limited offers its customers an unrivalled range of detailed studies covering the supply, demand, trade and pricing and technical and economic analysis of individual products with forecasts on a ten to twenty year timeframe.

C

As these reports are produced on a multi-client basis, subscribers benefit from significantly lower fees than would be the case with an individually commissioned report. Each of the reports is updated periodically so a recent report is usually available off the shelf. Often clients with specific requirements find that a multi-client report covers a large part of their information needs. FERTECON can then adapt, or supplement, the basic study to meet the client's exact requirements. This flexibility can often provide an economic solution - both in terms of time and cost - for companies' consultancy requirements.

E

The reports vary in scope according to the nature of the market sector under study. A list of recent reports is available on request. Usually, reports are prepared exclusively by FERTECON but when appropriate we collaborate with consultants we respect in other fields in order to produce a more comprehensive report. FERTECON studies have become definitive works for international industry use.

T

Industry studies completed by FERTECON include cost and market analysis reports on ammonia, urea and potash. Regional studies assessing the impact of recent market, economic and political developments are also available. Publications in this series include coverage of the Former Soviet Union, Middle East, India, Vietnam and East Europe.

R

FERTECON's industry reports are designed to provide clients with effective working documents. The key factors are addressed directly. Our reports are designed to provide a major input into companies' in-house strategic planning.

DATA SERVICES

E

FERTECON maintains the world's most detailed independent database of fertilizer information and statistics. This has been developed over more than 20 years. The FERTECON database is unmatched by any other commercially available service.

F

The database includes the following topics

- Price series for most fertilizers and raw materials
- Historical and forecast supply/demand data by country/region
- Detailed trade data
- Detailed plant and project listings
- Company and industry contact lists

Data series are available in printed form or on disk or CD ROM in standard database and spreadsheet formats. Data reports are also available by e-mail and will soon be accessible from FERTECON's web site.

N

Current Information Services

FERTECON's current information services on fertilizers fall into two categories: monthly newsletters and rapid information services.

O

FERTECON's weekly news services on fertilizers, available by e-mail, via the internet, fax, or through a computer-based information service, are generally considered to be the most accurate and authoritative available. FERTECON current information fertilizer reports not only tell subscribers what is happening in fertilizer markets, they tell them **why** developments are happening. Each report contains a concise analysis of the market, putting often confusing current developments in fertilizers into a wider context.

C

Through its weekly market reports on fertilizers, FERTECON has built up a worldwide following for its fertilizer market information services. Speed, accuracy and a reputation for sensitive reporting have been the ingredients that have combined to make the FERTECON weekly reports essential reading for leading companies engaged in the day to day business of buying, selling and trading fertilizers and their raw materials.

E

FERTECON's twice-monthly *European Fertilizer Report* provides companies involved in European markets with detailed information on developments in the industries of both West and East Europe. Subscribers also receive detailed statistical supplements covering key trade data on fertilizers.

T

FERTECON's monthly *World Fertilizer Review* provides subscribers with a concise, economical summary of developments in world markets for all fertilizers and related raw materials.

R

FERTECON acknowledges its responsibility in providing accurate and timely market information to the fertilizer industry and will continue to maintain the high standard of accuracy in its reporting whilst delivering information to its clients in the fastest and most cost-effective manner.

E

The reports are:

- WEEKLY NITROGEN FERTILIZERS REPORT
- WEEKLY PHOSPHATE FERTILIZERS REPORT
- WEEKLY AMMONIA REPORT
- WEEKLY SULPHUR REPORT
- WEEKLY SULPHURIC ACID REPORT
- POTASH REPORT (every two weeks)
- EUROPEAN FERTILIZER REPORT (every two weeks)
- WORLD FERTILIZER REVIEW (monthly)

F

N

O

C

E

T

R

E

F

FERTECON

L I M I T E D

Royal Victoria House • The Pantiles
 Tunbridge Wells • Kent TN2 5TE
 Tel:+44 1892 701 710 • Fax:+44 20 7681 1359
 Email: info@fertecon.com
www.fertecon.com

Key Personnel

Barrie Bain (Director) has over 30 years' experience of current information analysis in the sulphur and fertilizer industries. He is the director in charge of FERTECON's current information services. He has also made a major contribution to many FERTECON multi-client and confidential studies.

Vivien Bright (Director) is an experienced fertilizer consultant with over 30 years' experience in the industry. She has considerable expertise in analysing current market developments in all fertilizers. Her knowledge and expertise in the analysis of the ammonia market is particularly notable.

Terry Phillips (Director) has over 30 years' direct experience of technical, economic and market consulting in the fertilizer industry. He has extensive experience in the chemical and fertilizer industries world-wide. He has produced many feasibility and cost studies and is especially knowledgeable about the nitrogen industry. He is head of FERTECON's consultancy division.

Christine Gregory has a wealth of experience in following and analysing fertilizer current market developments in the nitrogen and phosphate sectors. She is FERTECON's senior current information analyst and editor of the weekly fertilizer market reports and the European Fertilizer Report. She is also the main author of Urea Futures.

Neil Griffiths prepares FERTECON's market report on phosphates and follows freight market developments.

Lisa Smith is responsible for the fortnightly potash market report and Potash Outlook report. She also works on East European and FSU market developments and assists on long-term studies.

Meena Chauhan prepares FERTECON's weekly market reports on sulphur and sulphuric acid and also follows developments in crop prices and agriculture.

Jenny Bouch is a very experienced chemical industry consultant who has joined FERTECON to focus on nitrogen consultancy.

Marta Hancock works on FERTECON's ammonia services.

Haley Rowe is FERTECON's data analysis manager. She first became involved in the collection and analysis of data on fertilizers in 1987 and worked analysing other chemical markets before joining FERTECON.

Jackie Thomas, and **Nyree Kinghorn** are responsible for subscriptions management and the dispatch of reports and services.