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FERTECON to become part of the Informa Group

FERTECON Limited, the leading global provider of fertilizer market information and analysis, is to become part of the Informa Group.

Barrie Bain, Chairman and one of the founders of FERTECON Limited said,

“This is an exciting development. FERTECON is an excellent fit with Informa’s Agra group. Agricultural developments drive the fertilizer market and the combination of FERTECON fertilizer industry knowledge with Agra’s insight into the agrifoodsector will create a unique resource of information and analysis.

Informa’s knowledge of the food, freight, and energy sectors will significantly enhance FERTECON’s services to the fertilizer industry. FERTECON has a great team of market analysts and now they will have access to the resources of the Informa Group.”

Barrie Bain and Vivien Bright, two of the former shareholders and directors of FERTECON Limited, will join Informa to help build FERTECON within the Group. Terry Phillips, the third shareholder and director, will work on a consultancy basis for the FERTECON business

FERTECON, founded in 1978, provides current information and analysis services to the global fertilizer industry. Its data and forecasts are used by virtually all the leading fertilizer companies in the world as well as by many financial institutions.

Informa, Bringing Knowledge to Life. Businesses, professionals and academics worldwide turn to Informa for unparalleled knowledge, up-to-the minute information and highly specialist skills and services. Informa’s ability to deliver high quality knowledge and services through multiple media channels, in dynamic and rapidly changing environments, makes Informa’s offer unique and extremely valuable to individuals and organisations.