



## 2008 世界钾盐大会 (博览会)

### World Potash 2008

International Exhibitions for Potash Resource, Potash products& application, Potash related equipments

<b>Date:</b>	Jul 8—Jul 10, 2008
<b>Venue:</b>	Shanghai New International Expo Center (SNIEC) No.2345 Long Yang Rd, Pudong, Shanghai
<b>Booth Options&amp; Rate:</b>	<b>Raw Space:</b> USD 360 / sqm ( min 18 sqm) (no furniture and power supplied ) <b>Shell Scheme:</b> USD 373/ sqm ( min 9 sqm) (Scheme Shell equipment: Fascia with company name、 3 side walls、 Carpeting、 1 information counter、 2 chairs、 2 spotlight、 1 200V power socket )
<b>Organizer:</b>	China Inorganic Salts Industry Association (CISIA) Shanghai Potash Engineering Technology Center
<b>Undertake:</b>	CISIA Potash Industry Association Shanghai Portara Exhibition Service Co.,Ltd
<b>Co-organizer</b>	International Fertilizer Industry Association (IFA) International Potash Institute (IPI)
<b>Supporter:</b>	State Development & Investment Corp. SDIC XINJIANG LUOBUPO POTASH CO..LTD QingHai Salt Lake Potash QingHai HanHai CO.,LTD GR Athabasca Potash Inc. Other related trade associations and key enterprises

**APPLICATION DEADLINE : Mar 31<sup>st</sup>, 2008**

#### **Brief:**

China, as a country lack of potash but consuming the most potash all over the world, needs to import about 8,000,000t potash every year. However, as indicated by the data, China's annual output of potash has been around 3,000,000t in recent years. A huge gap between supply and demand brings a promising prospect to the potash market. Potash resources are abundant globally, representing a total reserve of 22.06 million ton (taking potassium oxide as instance), but they are distributed extremely unevenly, mainly in Canada, Russia, Jordan, Israel, Belarus, Ukraine, Germany, Chile, Laos, etc.

With the rapid development of the potash industry, potash has become one of the important strategic materials in urgent need in China. Chinese Government has also attached great importance to its development, utilization and import. At present, there is some distance between China's potash industry and developed countries' in terms of potash's quantity, quality, production process, technology, management, etc. Most potash manufacturers strongly desire to improve their production technologies, upgrade their production equipment, and conduct international exchanges. China, being a large importer of potash, has already grown into the focus among global potash manufacturers, which brings huge development potential to the potash market.



Therefore, in response to the request of a large number of potash enterprises and with the support of domestic and international associations, World Potash Exposition 2008 will be held in Shanghai from July 8-10 2008. This event calls for the rational utilization of limited resources, the maintenance of world peace and the construction of harmonious society. It will consist of industrial development seminar, technology and information communication, industry and resource exhibition, investment and trade negotiation, etc., aiming to promote the extensive and further combination of technology and capital in the potash industry and establish a stage for global technical exchange and cooperation for the potash industry.

### **Exhibits Profile:**

#### **---Display of domestic and overseas key potash resource bases**

famous potash ore resources such as potassium sulfate, kalii chloridum, potassium nitrate from various places)

#### **---Display of potash agricultural products and application**

Potash fertilizer and other related agricultural fertilizers

#### **--- Display of potash Industrial products and application**

Application of potassium carbonate, potassium sulfate, potassium bicarbonate, kalii chloridum, etc. in mechanical, food, military, chemical and building material fields

#### **--- Display of potash related equipments**

Various potash exploitation equipments, various electronic potash detecting instruments, various potash processing equipments (motor, evaporator, dryer, electrolysis bath, crystallizer, etc.), various potash product packing equipments.

#### **--- Display of potash related scientific research fruits**

Related production and technological research results by colleges and research institutes.

### **Target Visitors:**

- potash related trade associations and trade promotion organizations
- potash product producing enterprises
- potash related agricultural material manufacturers
- Domestic and overseas related pharmaceutical companies
- Domestic and overseas related food and tobacco companies
- Domestic and overseas related chemical enterprises
- Domestic and overseas related military industry enterprises
- Domestic and overseas related building material enterprises
- Domestic and overseas potash industry research institutes and scientific research
- colleges
- Other trade experts and professional purchasers

Over 20,000 professional visitors from above four fields can all be your potential clients. Therefore, the show will bring great benefits to exhibitors and visitors.



---

## Activity held at the same time

### I. 2008 World Potash Conference (Summit forum)

Topics:

1. China's Utilization of potash resources and harmony of international trade relationship
2. Development trend of China and international potash market
3. Challenges and opportunities in potash industry investment and financing
4. Forecast of China's potash production bases and overseas investment production bases
5. Chinese potash exploitation, processing and sustainable utilization
6. Medium and long-term market vision of potash demand
7. Medium and long-term potash production and development plan of various countries
8. Best management method of world potash market communication system

### II. Publication and communication of potash industry projects

1. Publication of potash resources investment and financing projects
2. Publication and communication of latest scientific results in potash industry

#### Exhibitor Expected:

- 200 exhibitors from 14 countries and regions
- 11,000m<sup>2</sup> in gross

**We expect to create success with you in World Potash 2008!**

**For further information, please contact:**

**Ms. Derry Zhuang/Ms. Vivian Zhong/ Ms. Zheng Lin/Mr.Xin Hao**

Tel: 0086-21-5038 6170/ 50346476/ 50346496/56529318

Fax: 0086-21-6130 3085

E-Mail: [info@ potashexpo.com](mailto:info@potashexpo.com)

Homepage: [www.potashexpo.com](http://www.potashexpo.com)