



IRM and AFAP A Growing Partnership in Africa



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IFA Africa Forum – Chicago, IL
23 May 2013



Agenda

- Introduction to IRM
- Our Vision for Africa
- The Ambatovy Project
- Madagascar
- Mainland Africa Development
- Our Partnership with AFAP



International Raw Materials LTD

- Wholesale Marketer and Distributor of fertilizers and industrial products
- Established in 1979
- Philadelphia Headquarters
- International in Scope
 - North America
 - Asia
 - Oceania
 - Africa



IRM Africa Vision





The Ambatovy Project



- One of the largest lateritic Nickel mining operations in the world
- Largest-ever foreign investments in Madagascar: US\$6.3 billion
- At Capacity Production:
 - 60,000 tonnes of Nickel
 - 5,600 tonnes of Cobalt
 - 210,000 tonnes of Ammonium Sulfate fertilizer



MadaSul Marketing Plan





Madagascar

- Domestic Distribution
- Retailer Network Development
- Capacity Building
- Agriculture Policy



The AFAP Partnership - Madagascar

- How to leverage this opportunity?
 - Séminaire sur l'Agriculture Malgache
 - Stakeholder Engagement
 - Policy Discussions - Ministry
 - Capacity Building – IFDC, Agmark
- IFDC Workshop Sponsorship



Séminaire sur l'Agriculture Malgache



African Regional Growth

- MadaSul Customer Development – Baseload
- Expansion of international product sourcing
- Storage and Distribution Networks



The AFAP Partnership – Eastern Africa

- APC Credit Guarantee
- Industry Exchange
- Regional Partnerships
- Future Opportunities



Thank You



Excellence is always in season.