

OCP GROUP NAMED AS A FINALIST FOR THE 2021 FRANZ EDELMAN AWARD.

Prestigious award recognizes the application of outstanding operations research, management science and advanced analytics.

January 18, Casablanca - OCP Group, the world's largest phosphate mining and leading fertilizer company, has been named as a finalist for the prestigious Franz Edelman Award 2021, for successfully using advanced analytics and optimization algorithms to transform its entire production, supply chain and portfolio arbitrage processes.

Alongside other renowned finalists Alibaba, Amazon, JD.com, Lenovo, Memorial Sloan Kettering, and the United Nations World Food Programme, the Franz Edelman Award has recognized OCP for achievements in advanced analytics, operations research and management science which have led to incremental annual profits of ~US\$400 million.

OCP has transformed its business over the last ten years to become a global player in the fertilizer industry. The first wave of its US\$20 billion investment program, has enabled the Group to double its mining capacity, triple fertilizer production capacity and setup distinctive industrial assets such as the slurry pipeline with massive impact in terms of profitability, flexibility and environmental footprint.

Establishing the Business Steering Group, in charge of optimizing the Group's operations, marketing and supply chain activities, was one of the most impactful initiatives in the past decade. In collaboration with consulting firm Dynamic Ideas advanced supply chain models were developed to optimize the company profits with a holistic perspective leveraging inherent flexibility from mine extraction to prioritization of potential deals. These models enable users to explore how one part of the supply chain affects others, to investigate what-if scenarios and to understand the limitations of current infrastructure in order to improve commercial and operational arbitrage and prioritize future investments.

Through a collaborative approach, the Business Steering Group contributed significantly in breaking silos and setting-up a culture of innovation, entrepreneurship and collective intelligence.

Advanced analytics and innovation now sit at the heart of OCP and underpin its strategy and vision. This modern approach has led to the establishment of : new products such as the company's market leading range of customized fertilizers and digital agriculture applications, which were developed using machine learning; and the founding in 2017 of the Mohammed VI Polytechnic University (UM6P), at which analytics plays a central role in research and teaching.



OCP Group Executive Vice President - Performance Management, Nada Elmajdoub, said : “It is a great honor to be named as a finalist for the prestigious Franz Edelman Award alongside an esteemed list of multi-national companies. To be recognized in this way is testament to the hard work of our employees and the culture of innovation and entrepreneurship we have created over the last ten years, which I expect to continue to deliver outstanding results as we move into the second phase of our transformation program.”

ABOUT OCP GROUP

OCP plays an important role in feeding a growing global population, by providing essential elements for soil fertility and plant growth. With a century of experience and revenues reaching US\$5.62 billion in 2019, OCP is a leader in plant nutrition and the world’s first producer of phosphate-based fertilizers. OCP provides a wide range of customized fertilizer products to enhance soil, increase agricultural yields and help feed the planet in a sustainable and affordable way. Headquartered in Morocco and present on five continents, OCP works in close partnership with more than 160 customers across the world. Closer to home, OCP is committed to help drive forward Africa’s environmental and social development and implement sustainable and prosperous agriculture through innovation. The Group is firmly convinced that leadership and profitability are necessarily synonymous with social responsibility and sustainable development. Its strategic vision is rooted in the meeting of these two dimensions.

For more information: www.ocpgroup.ma

ABOUT THE FRANZ EDELMAN AWARD

First awarded in 1972, the prize is named in honour of Franz Edelman, who founded the Operations Research division within RCA, one of the first corporations to embed operations research as a business imperative. Previous winners of the Franz Edelman Award include the 2020 winner, Intel, as well as Louisville Metropolitan Sewer District (MSD), Federal Communications Commission (FCC), Holiday Retirement, UPS, IBM, Syngenta, The U.S. Centers for Disease Control and Prevention, Memorial Sloan Kettering Cancer Center, Hewlett-Packard and General Motors, among others. The 2021 Edelman Award will be presented at the **INFORMS Conference** on Business Analytics and Operations Research held virtually on April 12-14.

For more information on the Franz Edelman Award, visit:

<https://www.informs.org/Recognizing-Excellence/2020-Edelman-Award>

