



FOR IMMEDIATE RELEASE

## **SVETLANA IVANOVA JOINS STAFF OF IPNI AS EASTERN EUROPE AND CENTRAL ASIA GROUP COORDINATOR**

October 15, 2007 – Norcross, Georgia, U.S.A. – Dr. Svetlana Ivanova has joined the staff of the International Plant Nutrition Institute (IPNI) as Eastern Europe and Central Asia Group Coordinator, effective August 1, 2007. She will be based in Moscow, Russia, and have responsibility for establishment and oversight of the agronomic programs of IPNI in Russia and other Former Soviet Union countries, including Central Asia.

“This announcement marks a significant step toward realizing one of the key objectives of IPNI,” said Dr. Terry L. Roberts, IPNI President. “Dr. Ivanova has the credentials and qualifications along with a unique background that will be an excellent match for this new role.”

A native of Moscow, she graduated with honors in 1995 and received her Ph.D. in 1999, all at the Lomonosov’ Moscow State University. Her Ph.D. thesis examined the changes in the buffer capacity of forest podzolic soils to acids and alkalis under influence of simulated acid precipitations. From 1999 to 2001, Dr. Ivanova was a research scientist in the Institute of Oceanology (Russian Academy of Science). She worked as a corporate agronomist from 2001 to 2002 in Moscow. Since September 2002 she was employed with JSC “Uralkali”, based in Berezniki as a senior technical expert. Starting in 2004, Dr. Ivanova worked as coordinator of the China program of the International Potash Institute (IPI).

Throughout her career, Dr. Ivanova has been active in community and professional organizations, including recent service as a member of several task forces of the Agriculture Committee of the International Fertilizer Industry Association (IFA). Her resume also includes an impressive list of scientific publications as well as technical reports and presentations.

IPNI, which began operating in 2007, is a not-for-profit, scientific organization dedicated to responsible management of plant nutrients – N, P, K, secondary nutrients, and micronutrients – for

– more –

the benefit of the human family. With established programs in Latin American, North America, China, India, and Southeast Asia, and planned expansion to other areas of the world, IPNI is a global organization ready to respond to the world's demand for food, feed, fiber, and fuel. It provides a unified voice for the world's fertilizer industry. IPNI is currently funded by 16 member companies.

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*For further information, please visit the IPNI website: >[www.ipni.net](http://www.ipni.net)<.  
Or contact Dr. Terry Roberts at IPNI: tel. 1.770.447.0335; e-mail: [troberts@ipni.net](mailto:troberts@ipni.net).*

*Digital photo of Dr. Ivanova is available at: >[www.ipni.net/pr](http://www.ipni.net/pr)< or on request.  
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