

## WOMEN IN THE INDUSTRY

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### WHY DID YOU CHOOSE TO WORK IN THE FERTILIZER INDUSTRY?

I didn't choose this job, it chose me. It was a part of my life from the very beginning. I was born into a family of mining engineers. My parents married when they were students at Saint-Petersburg Mine University. I was born there. Then our family moved to Belarus and my parents joined Belaruskali. My father had a great career progressing from the Mining Foreman to the Deputy-CEO for Production. My younger brother chose the same road and started his work as a mining engineer following my father.

All my childhood passed in the atmosphere of potash production, even the view from my room was one of the production sites in the distance. Every morning started with strange words from my father's phone conversations like "granules, dusty, dust-free, urea, shaft, headframe etc." After a few years I understood what they meant. I visited a potash mine for the first time when I was 15. I wasn't going to follow my parents and didn't choose to study mining at university but economics as I wanted something different. But my life did everything for me. No matter how hard I resisted, I soon found myself in the fertilizer industry. It seems it was my destiny.

### HOW DID YOU START YOUR CAREER IN THE INDUSTRY?

I got my very first job in 2003 at the International Potash Company, where I began to understand that the fertilizer market is very interesting. In 2005 the Belarusian Potash Company was established, and I moved there. For around 7 years I worked in the Finance department supervising financing and controlling the costs of foreign offices. At the end of 2012 I decided to change my activity and joined a marketing team to work as a market analyst. It was a really interesting and exciting job.

At the end of 2013 I chose to leave the company for my next step. I moved to Moscow and started to work as an analyst at Argus Media (in the consulting department). I was responsible for FSU fertilizer market research. I spent almost three interesting years with the Argus team getting a valuable experience working with the global market consultants. That's when I started my collaboration with IFA in different task forces. In 2017, I decided to go back to the industry from consulting and joined Uralchem as an analyst for the commodities market. In 2019 I became Head of Commodities Market Analytics. This year, I've been promoted to Head of Analytics and Research at the Strategy business unit.



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### WHAT DO YOU FIND THE MOST REWARDING ABOUT YOUR JOB?

I adore my work as I find it as interesting and exciting as I could ever imagine. I love the fertilizer market and like to see how it changes. Also, all the great people I meet across the world. It's a great benefit of my job. I have met many people in different countries, from Australia to the USA, many of whom are my friends. I'm thankful to my job for them.

### WHAT CHALLENGES HAVE YOU HAD TO OVERCOME?

I think the most difficult time for me was when I decided to move to Moscow from Belarus. I didn't know what to expect from the new country, from the new company. Fortunately, all my fears were in vain.

### WHAT ACHIEVEMENT ARE YOU MOST PROUD OF?

I am very happy that I was brave enough to take on the challenge and change my life by moving to a new country. Despite many doubts and fears, I did it and did it successfully! I am proud of everything that I got.

### WHAT IS THE MOST IMPORTANT LESSON YOU'VE LEARNED IN YOUR CAREER TO DATE?

To be decent and honest, not to betray, to remain human in any situation and to never give up. You can get everything; just believe in yourself and your force.

### DO YOU THINK YOUR JOB AND THE INDUSTRY WILL CHANGE IN THE FUTURE?

Of course. Everything is changing. Our world is developing very fast in all areas. The industry has to follow the trends. Today we see that the industry is a different one than 10 years ago. Digitalization, new products, new formulas and new values are becoming part of the strategies of all the world's biggest companies. To be successful it is not enough for a fertilizer company to just produce, it also needs to satisfy the needs of

the people, be a solution maker and become a service provider. This will continue in the future. In 20 years, it will absolutely be a different industry with new values and ideas.

### WHICH FEMALE LEADERS DO YOU ADMIRE AND WHY?

I admire all the women of today. It doesn't matter if she's a boss or a housewife, every woman is a leader in her world.

### WHERE DO YOU SEE THE BIGGEST CHANGES AS A RESULT OF THE COVID-19 CRISIS?

I do not want to talk about the bad moments that are known to everyone because the crisis has affected all countries and the consequences are already being felt. However, there are also interesting points. The winners were those who were able to quickly move their business online. Digitalization, online sales of goods and services and mobile workplaces have all shown their effectiveness in a crisis. The further adoption of digital technologies will be accelerated and a reduction of the obstacles to going virtual for any sort of experience will be required. Anything that can be done virtually will be.

### HOW DO YOU SEE AGRICULTURE AND FOOD SYSTEMS CHANGING IN THE FUTURE?

In the last few years agriculture has been developing very fast. Now in many countries the expansion of arable land is only possible through deforestation or draining rivers, which negatively affects the global climate. So people have to look for new alternatives to find food. Already today, with a growing population and changing dietary preferences, people are beginning to create new systems like different types of greenhouses, selecting high yield seeds and water saving crops and looking for new sources of proteins. I think that further changes in agriculture will take place in the pursuit of increased productivity while reducing the impact on the environment.