

# ANNOUNCEMENT

# MALAYSIA - IRAN PALM OIL TRADE FAIR & SEMINAR 2014

20 January 2014, The Islamic Republic of Iran Broadcasts Center (IRIB) Tehran

# POTS™

Meeting Iran's Emerging Oils & Fats  
Diversity Through Malaysian Palm Oil

## HIGHLIGHTS

- Exciting line-up of seminar papers
- Investment opportunities in Iran
- Business meeting
- Excellent networking opportunities
- Showcase of products & services
- Event sponsorship opportunities

Organised by:



Collaboration with:



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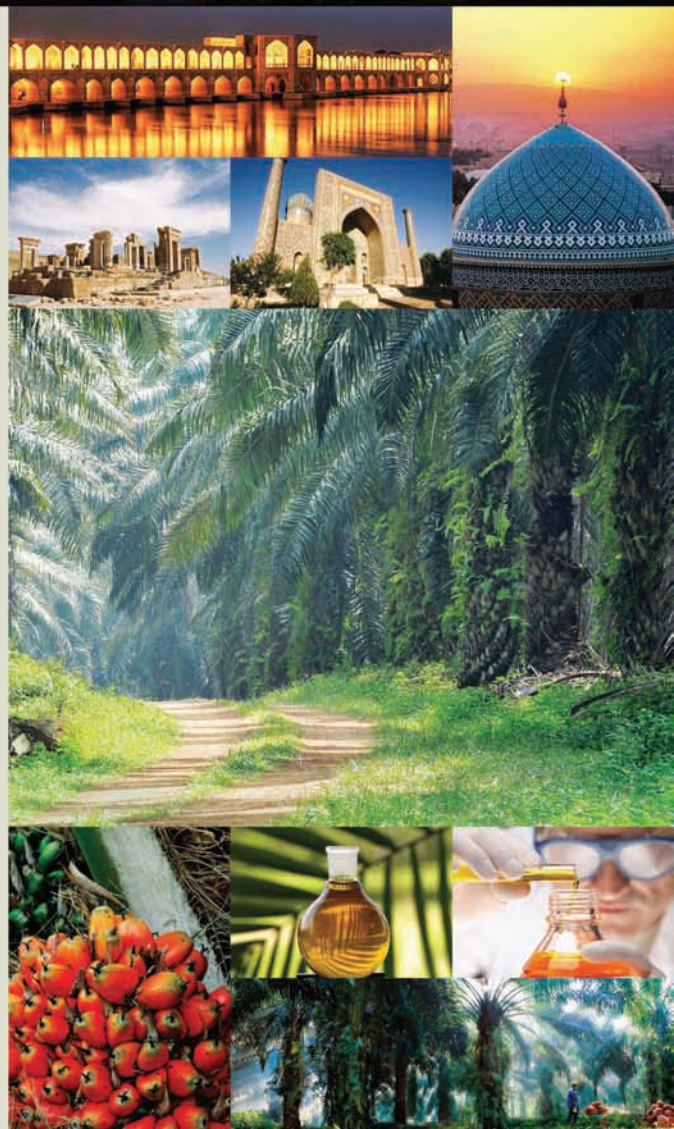
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# MALAYSIA-IRAN PALM OIL TRADE FAIR & SEMINAR 2014

## POTS

### Join us for PALM OIL TRADE FAIR AND SEMINAR, TEHRAN

**POTS series is back!!!** This time around inaugural POTS Iran will be held in The Islamic Republic of Iran Broadcasts Center (IRIB), **Tehran on 20th January, 2014.**

It is a certainly a pleasure for Malaysian Palm Oil Council (MPOC) and Malaysian Palm Oil Board (MPOB) to offer you the opportunity to participate in this inaugural event. POTS is mooted to acknowledge the importance of Iran as a major palm oil user and more importantly, as one of the biggest importers of Malaysian palm oil for Middle East Region.

The event is designed to offer oils and fats players both from within and outside Iran a platform to exchange, discuss issues affecting the trade and business networking. In this regards, POTS Iran enables the users to receive updates on the latest development on palm oil trade. For this purpose, we have lined up a team of oils and fats industry experts to present carefully selected papers to update issues affecting the oils and fats trade. We are also honoured to have Malaysia's Minister of Plantation Industries and Commodities, YB Datuk Amar Douglas Uggah Embas to deliver the keynote address and officially open POTS Iran 2014.

We believe that the challenges and issues that are disseminated in this event can be translated into business opportunities and partnerships when joint efforts are undertaken between suppliers and palm oil users to develop the trade. Besides, POTS Iran 2014 also offers opportunities for participating companies to promote their products and image via

sponsorship and exhibition. As these effective and popular marketing tools are limited, please consider taking up these opportunities to avoid disappointment.

We believe that this conference will shed insights on current issues and lead to opportunities for expanding trade. Don't miss this opportunity. Be part of this important event by registering now. Your participation will immensely contribute towards improving the quality of the conference.

*POTS IRAN 2014 SECRETARIAT*

### Objectives

**The objectives of POTS are as follows:**

1. To generate greater awareness of the nutritional benefits and advantages of palm oil for the food and non-food industries in the Iran and to promote greater usage of Malaysian palm oil and its related products.
2. To establish, renew and widen contacts as well as foster a better understanding with buyers / manufacturers / end-users related to the Oils & Fats industry in Iran.
3. To provide a conducive platform for interaction between members of the Malaysian palm oil industry and Iranian end users as well as to address issues of common interest.



### About Malaysian Palm Oil Council (MPOC)

**Malaysian Palm Oil Council (MPOC)** is charged with spearheading the promotion and market expansion of Malaysian Palm Oil and its products by enhancing their image and creating better acceptance through awareness of various techno-economic advantages and environmental sustainability of palm oil.

#### **Mission**

To promote the market expansion of Malaysian palm oil and its products by enhancing its image and creating a better acceptance through the awareness of various techno-economic advantages and the environmental sustainability of palm oil.

#### **Objectives**

- To enhance trade opportunities in the market place by addressing the latest opportunities in the market
- To encourage product diversification using Malaysian palm oil as the key ingredient, thus gaining a prominent role in new and reformulated products
- To improve understanding of palm oil, enhancing its application and elucidating its numerous strengths and benefits
- To uphold the good name of Malaysian palm oil by closing the gap between the issues of perception, allegations and realities of palm oil
- To safeguard Malaysian palm oil as the most dominant in terms of market coverage, nutritional benefits, environmental sustainability and commercial success

**Meeting Iran's Emerging Oils & Fats Diversity Through Malaysian Palm Oil**



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TRADE FAIR & SEMINAR 2014

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## PROPOSED POTS IRAN PROGRAMME

Venue : The Islamic Republic of Iran Broadcasts Centre (IRIB), Iran  
Date : 20 January 2014

Time	Programme
0830-0900	Registration of Participants
0900-0915	Arrival of Hon. Minister of Plantation Industries and Commodities Malaysia <b>Datuk Amar Douglas Uggah Embas</b>
0905-0915	Quran Recital <i>National Anthem of Malaysia and Iran</i>
0930-0940	Welcome Remarks by Chairman of MPOC <b>Dato Lee Yeow Chor</b>
0940-1000	Special Remarks and Updates on Development of Iran's Oils and Fats Market by President of Iran Vegetable Oils Industrialist Association <b>Mr. Mohammad Ghebleh</b>
1000-1010	Opening Remarks by H.E. Ambassador of Malaysia to Iran
1010-1020	Opening Remarks by Iranian Minister (TBC)
1020-1035	Keynote Address by Hon. Minister of Plantation Industries and Commodities Malaysia <b>Datuk Amar Douglas Uggah Embas</b>
1035-1050	Opening Ceremony of POTS Iran 2014
1050-1120	<b>Plenary Paper</b> : Palm Oil Outlook : Will Palm Oil Maintain its Competitiveness Against Other Soft Oils <b>Mr. David Jackson, LMC International</b>
1120-1150	<b>Paper 1</b> : Malaysia-Iran Palm Oil Trade: Moving Forward in Challenging Times <b>Tan Sri Datuk Dr. Yusof Basiron, CEO, Malaysian Palm Oil Council (MPOC)</b>
1150-1220	<b>Paper 2</b> : TBC <b>Datuk Dr. Choo Yuen May, Director General, Malaysian Palm Oil Board (MPOB)</b>
1220-1235	<b>Paper 3</b> : Essential Effects of Palm Oil on Iranian Vegetable Oils Production and Trade <b>TBC</b>
1235-1335	Lunch

Disclaimer: MPOC reserves the rights to change the conference date, speakers, programme content and venue should circumstances beyond the control of MPOC occurs which so demands.

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## PROPOSED POTS IRAN PROGRAMME

Time	Programme
1400-1430	<b>Paper 4</b> : Nutritional and Health Attributes of Palm Oil <b>Dr. Pramod Khosla</b> , <i>Wayne University</i>
1430-1500	<b>Paper 5</b> : Application of Palm Oil in Non Food and Oleochemical – Potential and Challenges <b>TBC</b>
1500-1530	<b>Paper 6</b> : Palm Oil Demand Scenario <b>Mohd Suhaili</b> , <i>MPOC</i>
1530-1600	<b>Paper 7</b> : Global Outlook for Palm Oil Complex <b>Mr. Dorab Mistry</b> , <i>Godrej International</i>
1600-1610	Closing Remarks by Director General of MPOB

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**SPONSORSHIP PACKAGE**

We offer your organization a variety of effective ways to get your company and products / services noticed by key decision makers. We have sponsorship options available to suit a range of marketing needs. The sponsorship categories available are:

<b>PLATINUM SPONSOR (1 PATRON)</b>	<b>RM20,000 OR US\$7,000</b>
<b>GOLD SPONSOR</b>	<b>RM15,000 OR US\$5,000</b>
<b>SILVER SPONSOR</b>	<b>RM10,000 OR US\$3,500</b>
<b>PARTNERS</b>	<b>RM5,000 OR US\$1,600</b>

**PLATINUM SPONSOR (RM20,000 OR US\$7,000)**

Platinum Sponsor will be making a significant contribution towards the overall event and will receive maximum exposure through the following benefits:

- VIP Invitation for the Official Opening Ceremony.
- Exhibition space of 18m<sup>2</sup> (equivalent to two standard 3m \* 3m shell scheme booths) in a prime location.
- Six(6) complimentary conference registrations worth RM1,800 or US\$600.
- Full page advertisement in conference program booklet worth RM1,000 or US\$350.
- Lead logo placement on conference signs including posters and bunting.
- Full recognition and publicity as the Platinum Sponsor before, during and after the event on all printed conference materials including the conference program booklet, conference brochure and press release.
- Opportunity to include promotional materials (or corporate gift) in the delegates welcome packets or bag.

**GOLD SPONSOR (RM15,000 OR US\$5,000)**

Each Gold Sponsor benefits include:

- VIP Invitation for the Official Opening Ceremony.
- One (1) complimentary 3m \* 3m standard exhibition booth in a designated prime location.
- Four (4) complimentary conference registrations worth RM1,200 OR US\$400
- Full page advertisement in conference booklet worth RM1,000 OR US\$350.
- Lead logo placement on conference signs including posters and bunting.
- Full recognition and publicity as the Gold Sponsor before, during and after the event on all printed conference materials including the conference program booklet, conference brochure and press release.
- Opportunity to include promotional materials (or corporate gift) in the delegates welcome packets or bag.

**SILVER SPONSOR (RM10,000 OR US\$3,500)**

Each Silver Sponsor benefits include:

- VIP Invitation for the Official Opening Ceremony.
- One (1) complimentary 3m \* 3m standard exhibition booth in a designated prime location.
- Three (3) complimentary conference registrations worth RM900 OR US\$300.
- Full page advertisement in conference booklet worth RM1,000 OR US\$350.
- Prominent logo placement on conference signs including posters and bunting.
- Full recognition and publicity as the Silver Sponsor before, during and after the event on all printed conference materials including the conference program booklet, conference brochure and press release.
- Opportunity to include promotional materials (or corporate gift) in the delegates welcome packets or bag.

**PARTNERS (RM5,000 OR US\$1,600)**

Each Partner Sponsor benefits include:

- VIP Invitation for the Official Opening Ceremony.
- Two (2) complimentary conference registrations worth US\$100.
- One (1) complimentary 3m \* 3m standard exhibition booth
- Half page advertisement in conference booklet worth RM500 OR US\$175.
- Prominent logo placement on conference signs including posters and bunting etc.
- Full recognition and publicity as the Partner before, during and after the event on all printed conference materials including the conference program booklet, conference brochure and press release.

**ADVERTISEMENTS IN SOUVENIR PROGRAMME**

• Full Page:	RM1,000 OR US\$350
• Half Page:	RM500 OR US\$175

**EXHIBITION**

- Standard Shell Scheme (3m \* 3m) RM1,500 or US\$500 per booth.

**REGISTRATION**

- One Person: RM500 or US\$150



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## SPONSORSHIP, ADVERTISING & EXHIBITION RESERVATION FORM

Please reserve the following sponsorship package, exhibition booth for me / my company:

### SPONSORSHIP

- |   |   |
|---|---|
| <input type="checkbox"/> PLATINUM SPONSOR RM20,000 OR US\$7,000 | <input type="checkbox"/> SILVER SPONSOR RM10,000 OR US\$3,500 |
| <input type="checkbox"/> GOLD SPONSOR RM15,000 OR US\$5,000     | <input type="checkbox"/> PARTNERS RM5,000 OR US\$1,600        |

### ADVERTISEMENTS IN SOUVENIR PROGRAMME

Please reserve the following advertising space :

- |  |  |
|--|--|
| <input type="checkbox"/> Full Page: RM1,000 or US\$350 | <input type="checkbox"/> Half Page: RM500 or US\$175 |
|--|--|

### EXHIBITION

- |   |   |
|---|---|
| <input type="checkbox"/> Standard shell scheme (3m x 3m) – RM1,500 or US\$500 | <input type="checkbox"/> No of units (Standard booth comes with 3m x 3m shell frame, lighting, overhead fascia panel with company name and stand number, carpeted floor, 1 unit information counter, 2 chairs, 1 waste basket and 2 complimentary conference passes). |
|---|---|

Company Name:	<input type="text"/>
Contact Person:	<input type="text"/>
Designation:	<input type="text"/>
Address:	<input type="text"/>
Tel. No:	<input type="text"/>
Fax. No:	<input type="text"/>
E-mail:	<input type="text"/>
Signature:	<input type="text"/>
Date:	<input type="text"/>

Please send completed form by Mail or Fax to :

Mail or Fax form to :  
**POTS IRAN 2014**  
Malaysian Palm Oil Council (MPOC)  
2nd Floor, Wisma Sawit  
Lot 6, SS 6 Jalan Perbandaran 47301  
Kelana Jaya, Selangor, Malaysia  
Tel : 603 - 7806 4097  
Fax : 603 - 7806 2272

*Contact Persons:*  
**Mr. kharibi / Mr. Mohd Suhaili**  
Tel : +603 - 7806 4097  
Fax : +603 - 7806 2272  
Email : kharibi@mpoc.org.my  
msuhaili@mpoc.org.my

### For Office Use Only

Date Received:

Payment Details:

Cheque No:

Amount:

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## REGISTRATION FORM

Please Fax this Form to MPOC at Fax No: 603-7806 2272

Title: Mr / Ms / Mrs / Dr / Others: \_\_\_\_\_

Name: (please underline surname) \_\_\_\_\_

Designation: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### REGISTRATION FEE\*

Registration fee (per person)

Single (1 person)

RM500

US\$150

Amount Due (RM/US\$) \_\_\_\_\_

### MODE OF PAYMENT: PLEASE TICK ✓

#### Iran / International Delegate

Cheque - Payable to "Malaysian Palm Oil Council"

Cheque No: \_\_\_\_\_

#### Malaysian Delegate

Cheque / Bank draft made payable to "Malaysian Palm Oil Council"

Cheque No: \_\_\_\_\_

Bank-in to CIMB

Bank details: CIMB Bank, No. 60 – 62, Jalan SS6/14,  
47301 Kelana Jaya, Selangor, Malaysia  
SWIFT CODE: CIBBMYKL  
Account No. 12160012671053

Payment by Credit Card

Card Type:

Visa  Mastercard  Others (Pls specify) \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Name Printed On Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Please complete the form below.  
Form may be duplicated for  
additional registrations.

Mail or Fax form to :

**POTS IRAN 2014**

Malaysian Palm Oil Council (MPOC)

2nd Floor, Wisma Sawit

Lot 6, SS 6 Jalan Perbandaran 47301

Kelana Jaya, Selangor, Malaysia

Tel : 603 - 7806 4097

Fax : 603 - 7806 2272

Contact Persons:

**Mr. Kharibi / Mr. Mohd Suhaili**

**Tel** : +603 - 7806 4097

**Fax** : +603 - 7806 2272

**Email** : kharibi@mpoc.org.my  
msuhaili@mpoc.org.my

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