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PILA



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Palm Oil Industry Leadership Award ■ PILA



The Malaysian palm oil industry has quickly emerged as a global leader in the oils and fats market and is being increasingly acknowledged for its leadership and innovative roles. It meanwhile continues to be a major pillar of the Malaysian economy and is estimated to contribute in excess of RM45 billion this year alone.

These are major strides and achievements attributable to our industry and on many instances, to some individuals, whose leadership contributions, in the form of corporate governance, innovations, policy change etc. have impacted the palm oil industry in a major way and often resulted in measurable benefits for the industry.

MPOC therefore wishes to identify such outstanding individuals and recognise them for their leadership efforts and qualities. We have created the Palm Oil Industry Leadership Award (PILA) for such industry leaders. The award is presented every year at the Palm Oil Industry Leadership Award Dinner.



YB Dato' Sri Peter Chin Fah Kui

2010 PILA Recipient

Dato' Sri Peter Chin was the Minister of Plantation Industries and Commodities from 2004 to 2009 before assuming his current post as the Minister of Energy, Green Technology and Water.

During his tenure as the Minister of Plantation Industries and Commodities, Dato' Sri Peter Chin had provided a strong leadership quality, steered a clear direction forward and inspired Malaysia's vision to further boost the global competitiveness of our plantation industries and major commodities. Smallholders, major producers, refiners, oleochemical manufacturers and other industry players have largely benefited from the many industry-friendly policies outlined by the Ministry under the guidance of Dato' Sri Peter Chin.

One of the many strategic decisions he set during his tenure at the Ministry were the promulgation of the Malaysian Palm Oil Board (MPOB) Act and Subsidiary Legislation for the Oil Palm Sector; pertaining to Licensing Regulations, Quality, Registration of Contracts and Compound in 2005 to further streamline the industry; taking it into the next level of growth.

To ensure the long term viability of the industry, Dato' Sri Peter Chin was the driving force in encouraging active involvement of industry participants in RSPO certification as a strategic course forward to defy the intense anti palm oil campaign by international NGOs.

He was also instrumental in providing incentives and guidelines in our continuous effort to create a palm based bio-diesel industry in the country and moving towards the mandatory use of palm biofuels through the Biofuel Act.

Seeds of his labour saw many transformations which resulted in marked improvements in sustainability in the industry to meet the intense challenges and demands of the global commodities market. His pursuit for sustainability has now taken a new shape and wider spectrum in the form of Green Technology, one of the key areas of responsibility in his present Ministry.



Kurt G. Berger

Lifetime Award for Excellent Services to the Palm Oil Industry Recipient

His involvement in palm oil dates back to his time in the London research laboratories of a large food manufacturer. In 1953, after the British food industry was liberated from the shackles of the wartime Food Ministry control, Berger and his colleagues started to experiment with palm oil, which was then a new ingredient to them. It was the beginning of a long-term and beneficial career for Berger when they found that palm oil was functional and economic in a number of their products.

Berger was at one time attached to the Palm Oil Research Institute Malaysia (PORIM – now known as Malaysian Palm Oil Board, MPOB). The desire to share his knowledge on basic palm oil technology led him to write a series of articles in the 'Global Oils & Fats Business Magazine'. One of the objectives were to describe the parameters used to judge the quality of the product and the measures needed to ensure its good arrival at the user and to provide information on how it is used in food production around the world; giving some insight into the fascinating scientific aspect of food.

Berger contributed significantly to the start of PORIM which lasted for about eight years. During the period, he was involved in the drafting of research programmes with the technical committee of the industry. Earlier, he was involved in the preliminary chemical research conducted by the authority in 1979, the results of which were later presented at a palm oil conference organised by the Incorporated Society of Planters.

Besides heading the Technical Advisory Service staff recruitment exercise in 1980, Berger was also commissioned to investigate the potential uses of palm oil around the world for the Food Technology Unit. To disseminate better information on the advantages of palm oil-based products, Berger's advice was also sought in the publicity campaigns at international level through conventions and government-led trade missions abroad.

His most appreciated role in the development of the palm oil industry in Malaysia and worldwide perhaps is his immense contributions to 'Oil the Wheels of Palm Oil Commerce' globally through various familiarisation programmes he recommended, especially in developing nations where palm oil was less knowledgeable to them. At the backstage, he was instrumental in convincing foreign buyers through lectures, site visits and most importantly his serious personal attention.

At the age of 87, his passion for writing is reflected in his new book titled "Quality and Functions of Palm Oil in Food Applications – A Layman's Guide" which is launched at 2010 PILA Dinner.

Photo courtesy of UP Berhad

Past PILA recipients

2008

YABhg Tun Dr. Lim Keng Yaik

Former Minister of Primary Industries Malaysia

2009

YM Raja Tan Sri Dato' Seri Utama

Muhammad Alias Raja Muhammad Ali

Former Chairman of FELDA