

ANNOUNCEMENT

MALAYSIAN PALM OIL TRADE FAIR & SEMINAR 2012

15-16 October 2012, Shangri-La Hotel, Kuala Lumpur

POTS™

**Malaysian Palm Oil,
Breaking Barriers... Creating Opportunities**



Highlights

- Exciting line-up of seminar papers
- Investment and trade opportunities
- Business meetings
- Excellent networking opportunities
- Showcase of products & services
- Event sponsorship opportunities

ORGANISED BY :



For more information, please contact:

Malaysian Palm Oil Council

Mr. Mohd Izham / Mr. Muhammad Kharibi

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Kharibi@mpoc.org.my

Register online now at:

www.mpoc.org.my



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Malaysian Palm Oil,
Breaking Barriers... Creating Opportunities

15-16 October 2012 Kuala Lumpur

FOREWORD

The Malaysian Palm Oil Council (MPOC) is proud to present the Malaysian Palm Oil Trade Fair and Seminar in Kuala Lumpur (POTS KL 2012), which will be held from October 15 to 16, 2012, at the Shangri La Hotel, Kuala Lumpur. The theme for this event is "**Malaysian Palm Oil, Breaking Barriers...Creating Opportunities**" is indeed appropriate in view of the current challenges and barriers faced as well as the opportunities that can be generated by the palm oil industry.

The seminar will also highlight efforts undertaken by stakeholders to leverage on available and new technologies or ideas, within as well as outside the industry, in facing the challenging state of affairs in the global oils and fats sector.

This two-day event will see another assemblage of internationally renowned presenters and speakers who will impart their knowledge to the audience. There will also be exhibitions by participants with deep interest in the oils and fats industry, particularly in palm oil. The event will enable key players and industry leaders from related sectors to explore all the possible ways and means, which will be deliberated during the seminar, to better manage challenges and opportunities in the global market.

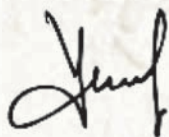
While participants and visitors gain invaluable insights into the thinking of some of the greatest minds in the industry, sponsorship opportunities are also available for companies to raise their corporate visibility and promote brand awareness. Exhibition booths are an important part of the POTS KL 2012 event for companies wishing to maximise exposure for their products and services. POTS KL 2012 is the perfect venue for corporate exhibition booths, offering strategic booth locations and a complete trade fair experience.

We know from the many testimonies industry members have given us in the past that they have benefited tremendously from participating in our POTS series. We are flattered, but foremost in our work is that we will always strive to do better.

We are confident that you will also share the same sentiment and experience as the many people who have been through our POTS events.

Quickly, mark your calendar today. I look forward to meeting you at POTS KL 2012.

See you there!



Tan Sri Datuk Dr Yusof Basiron
Chief Executive Officer
Malaysian Palm Oil Council



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15-16 October 2012 Kuala Lumpur

PROPOSED POTS KL PROGRAMME

Venue : Shangri-La Hotel, KL

Date : 15-16 October 2012

Day 1 : 15 October 2012

Time	Programme
0800-0850	Registration of Participants
0900-0950	Arrival of YB Tan Sri Bernard Dompok Minister of Plantation and Commodities Malaysia
0905-0915	Welcome Remarks by Y.Bhg Dato' Lee Yeow Chor Chairman of Malaysian Palm Oil Council
0915-0930	Keynote Addresses by YB Tan Sri Bernard Dompok Minister of Plantation and Commodities Malaysia
0930-0935	Opening Ceremony
0935-1020	Plenary Paper : Creating Opportunities for Palm Oil Through the NKEA Dato' Seri Idris Jala, CEO, Performance Management & Delivery Unit (PEMANDU) Prime Minister's Department
1020-1030	Morning Refreshment Break / Business Networking

SESSION 1: Palm Oil Current Issues & Development

1030-1100	Paper 1 : Palm Oil Leads the Way in Sustainable Practices <i>Dato' Carl Bek Nielsen, United Plantations</i>
1100-1130	Paper 2 : The Impact of the Euro Financial Crisis on Palm Oil <i>Wayne Gordon, UBS Securities LLC, USA</i>
1130-1200	Paper 3 : Malaysian Palm Oil : Assuring Sustainable Supply of Oils & Fats into the Future <i>YBhg Tan Sri Datuk Dr. Yusof Basiron, CEO, Malaysian Palm Oil Council</i>
1130-1200	Paper 4 : TBA <i>Y Bhg Datuk Dr. Choo Yuen May, Director General, Malaysian Palm Oil Board</i>
1200-1230	Paper 5 : Weather Effects on Palm Oil Production : Supply Outlook 2012/2013 <i>Ling Ah Hong, Ganling Sdn Bhd</i>
1230-1300	Q & A Sessions
1300-1400	Conference Luncheons

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 KL PROGRAMME (Continued)

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Date : 15-16 October 2012

SESSION 2: Nutrition & Application of Palm Oil

1400-1430	Paper 6 : Health Challenges for Global Oils & Fats Producers <i>Dr. Kalyana Sundram, MPOC</i>
1430-1500	Paper 7 : Updates on the Palm Bases Products Nutrition Aspect <i>Dr. Pramod Khosla, Wayne University, USA</i>
1500-1530	Paper 8 : US Dietary Guidelines and Implications for Global Oils & Fats Consumption <i>TBA</i>
1530-1545	Afternoon Refreshment Break / Business Networking
1545-1615	Paper 9 : Biodiesel Use and Government Policies <i>Ethan Hendricks, Rabobank, USA</i>
1615-1645	Paper 10 : Opportunities in Malaysian Oleochemical Industry <i>Dr. Surina Ismail, Emery Oleochemicals</i>
1645-1715	Q & A Sessions
1715-1900	Cocktail Reception & Business Networking
2000	Gala Dinner

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Venue : Shangri-La Hotel, KL

Date : 15-16 October 2012

Day 2 : 16 October 2012

Time	Programme
Regional Workshop	
0830-1030	
Sub-Continent	Paper 1 : Bangladesh (Topic TBA) - Syed Rafiqur Rahman, Technical Director, City Group of Companies Paper 2 : India - Impact of WTO on Indian (Edible) Oilseeds Sector and Safeguard Measures. - Dr. B.V. Mehta, Executive Director of The Solvent Extractors' Association of India Paper 3 : India - Mapping the Indian Edible Oil Market - Mr. Nagaraj Meda, Chairman & MD Of Transgraph Paper 4 : Pakistan (Topic TBA) - Mr. Faisal Iqbal, Regional Manager, MPOC Pakistan
Americas & Europe	Paper 1 : US Oils & Fats Trade - Andrew Bunger, Fuji Vegetable Oils Paper 2 : Challenges for palm oil in the US - Rosidah Radzian, MPOB Regional Director Paper 3 : Euro Zone crisis and the effect on Palm Oil - Mr. Spencer Swartz (Vice president / Associate Director of Energy & Sustainability – Fleishman Hillard) Paper 4 : Analysis of compliance of certain manufacturers labels with EU, French and WTO law - Mr. Paolo Vergano (Fertini Vergano)
Middle East & Africa	Paper 1 : Oils & Fats in East Africa Region: Assessment, Trends & Opportunities - Mr. Vijayraghavan R. Paper 2 : Ethiopia's Oils & Fats Overview - Mr. Salahadin Mohammed A. Omar-Amir Paper 3 : Assessment of the Current Oils & Fat Market Profile and Potentials in Egypt - Mr. Nader Mustafa A. Bassit
Asia Pacific & China	Paper 1 : Opportunities for palm oil in the Australian Food Industry - Michael Guida Paper 2 : Cambodia – A growing market for palm oil - Phillippe Thai Paper 3 : China Oleochemicals Industry - Mr. Zhang Hua Tao Paper 4 : An Outlook of China's Oils & Fats Industry in 2013 - Mr. Cai Neng Bin
1030-1100	Morning Refreshment Break / Business Networking
1100-1200	Workshop Wrap Up Session
1200-1230	Q & A Sessions
1230-1400	Conference Luncheons

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SESSION 3: Market Updates & Price Forecast

1400-1420	Paper 11 : Global Oils & Fats Market and Price Outlook <i>Thomas Mielke, (Video Presentation), Oil World</i>
1420-1440	Paper 12 : Global Challenges - Food Price Volatility & Food Security in Asia <i>Emily French, ConsiliAgra USA</i>
1440-1500	Paper 13 : Financial Tools for Trade and Export of Palm Oil <i>Baharuddin Muslim, Exim Bank</i>
1500-1520	Paper 14 : Shipping & Insuring Palm Oil Exports - Risks & Insurance <i>Joash Tan Ah Chuan, Managing Director, Mestari Adjusters Sdn Bhd</i>
1520-1540	Afternoon Refreshment Break / Business Networking
1540-1600	Paper 15 : Price Outlook 2012/2013 - A Technical Perspective <i>Benny Lee, Jupiter Securities Sdn Bhd</i>
1600-1620	Paper 16 : Export Taxes and Import Tariff : Implications for Processing Margin and World Trade <i>James Fry, LMC International</i>
1620-1640	Paper 17 : Impact of the Global Oils & Fats Prices with Special Reference to India <i>Dorab Mistry, Godrej International</i>
1640-1700	Panel Forum - (Chairperson TBA)
1700-1715	Closing Remarks by <i>YBhg. Tan Sri Datuk Dr. Yusoff Basiron, CEO, Malaysian Palm Oil Council</i>
1715	POTS KL 2012 ENDS

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SPONSORSHIP PACKAGE

TITANIUM SPONSOR – RM70,000 (EXCLUSIVE)

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

- One (1) VIP Invitation for the Opening Ceremony
- Four (4) complimentary standard exhibition booths (3mx3m) in a prime location worth RM20,000
- Six (6) seminar registration worth RM7,200
- One (1) full page advertisement with priority selection in Souvenir Program worth RM3,000
- Lead logo placement on all seminar signage & brochures
- Recognition as the Titanium Sponsor on all printed Seminar material including Seminar Brochure and Souvenir Program
- Mailing address for all seminar delegates
- Opportunity to include promotional materials in the delegates' welcome packets
- Recognition as Titanium Sponsor from podium during the podium during the official opening ceremony and closing session

PLATINUM SPONSOR – RM50,000 (1 PATRON)

Platinum Sponsor benefits include:

- Three (3) complimentary standard exhibition booths (3mx3m) in a designated prime location worth RM15,000
- Four (4) seminar registration worth RM4,800
- One (1) full page advertisement with priority selection in Souvenir Program worth RM3,000
- Lead logo placement on all conference signage & brochures
- Mailing address for all seminar delegates
- Opportunity to include promotional materials in the delegates' welcome packets
- Recognition as Platinum Sponsor from podium during the podium during the official opening ceremony and closing session

GOLD SPONSORS – RM30,000 (2 PATRONS)

Gold Sponsor benefits include:

- Two (2) complimentary standard exhibition booths (3mx3m) in a designated prime location worth RM10,000
- Three (3) seminar registration worth RM3,600
- One (1) full page advertisement in Souvenir Program worth RM3,000
- Prominent logo placement on all conference signage & brochures
- Opportunity to include promotional materials in the delegates' welcome packets

SILVER SPONSORS – RM15,000 (3 PATRONS)

Silver Sponsor benefits include:

- Two (2) complimentary standard exhibition booth (3mx3m) worth RM10,000
- Two (2) seminar registration worth RM2,400
- Half page advertisement in Souvenir Program worth RM2,000
- Logo placement on all seminar brochures & Souvenir Program
- Sponsor listing in seminar brochures and Souvenir Program

PARTNER SPONSORS – RM10,000 (UNLIMITED)

Partner sponsor benefits include:

- One (1) complimentary standard exhibition booth (3mx3m) worth RM5,000
- One (1) seminar registration worth RM1,200
- Half (½) page advertisement in Souvenir Program worth RM2,000
- Logo placement on all seminar brochures & Souvenir Program
- Sponsor listing in seminar brochures and Souvenir Program

DINNER SPONSOR - RM25,000 (1 PATRON)

Dinner sponsor benefits include:

- Five (5) seminar registration worth RM6,000
- Display of Company Name and Logo at the cocktail venue backdrop
- One (1) full page advertisement in Souvenir Program worth RM3,000
- Prominent logo placement on all conference signage & brochures

CONFERENCE BAG SPONSOR - RM40,000 (1 PATRON)

Increase your corporate visibility by adding your company logo to the conference bag which will be distributed to all conference delegates. Your company can become a 'walking' advertisement and this sponsorship can even provide months of exposure even after the event. In addition your company will be provided with:

- Four (4) seminar registration worth RM4,800
- One (1) full page advertisement in Souvenir Program worth RM3,000
- Exclusive company name and logo on each bag

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SPONSORSHIP PACKAGE

NOTEPAD SPONSOR – RM5,000 (1 PATRON)

All delegates will receive a notebook with their seminar bags. Your company name and logo will be on each notebook and it should increase your company's exposure through brand recognition. In addition your company will be provided with:

- One (1) seminar registration worth RM1,200
- Exclusive company name and logo on each notebook

EXHIBITION

POTS 2012 offers a limited number of high quality exhibition opportunities. This has become the avenue for making contacts and networking, and to attract new clients. A physical presence at the conference is often the best way to promote business development, and to showcase and promote products, equipment and services to decision makers worldwide.

As part of the exhibitors package (RM5,000), you will receive the following:

- A 3m x 3m exhibition booth space
- Two complimentary pass as exhibitors, which also entitle them to the conference area.
- Listing of company details in the Souvenir program, including a 50-word description on the products and services that the company can offer.

ADVERTISING

Advertising in the conference program is an affordable way to ensure your message reaches each conference delegate. Advertising rates are as follows:

Full Page	Standard (210mm x 295 mm)	RM 3,000
½ Page	(210 mm x 148 mm)	RM 2,000

Full Page
- Standard

Half Page

faiz@mpoc.org.my / 603-7806 4097

Ready to become a sponsor?
Return your completed reservation form to
Fax No: 603-7806 2272
or contact Mr. Lim Teck Chai (lim@mpoc.org.my)
or Mohd Faiz (faiz@mpoc.org.my)
at Tel No: 603-7806 4097.

SPONSORSHIP, ADVERTISING & EXHIBITING RESERVATION FORM

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

Sponsorship

- | | |
|---|--|
| <input type="checkbox"/> Titanium (RM 70,000) | <input type="checkbox"/> Conference Bag (RM40,000) |
| <input type="checkbox"/> Platinum (RM 50,000) | <input type="checkbox"/> Dinner (RM25,000) |
| <input type="checkbox"/> Gold (RM 30,000) | <input type="checkbox"/> Notepad (RM5,000) |
| <input type="checkbox"/> Silver (RM 15,000) | |
| <input type="checkbox"/> Partner (RM 10,000) | |

Advertising

Please reserve the following advertising space :

- | | |
|---|--|
| <input type="checkbox"/> Full Page – standard (RM3,000) | <input type="checkbox"/> Half-Page (RM2,000) |
|---|--|

Exhibition

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> Standard shell scheme
(3m x 3m) – RM5,000 | <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"/>
	<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"/>

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SEMINAR 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 Fees*

Early Bird Offer
Register & Pay by
30 September 2012

Normal Registration
Register & Pay after
30 September 2012

Registration fees (per person)

Single (1 person)

RM 1,000
 USD 325

RM 1,200
 USD 390

Amount Due (RM/USD) _____

REGISTRATION FEES IS RM1,200 (Malaysian Delegate) / USD390 (International Delegate)

Special Dietary Needs:

Vegetarian

Non-Vegetarian

MODE OF PAYMENT: PLEASE TICK ✓

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: _____

For Office Use Only

Date Received: _____

Payment Details: _____

Cheque No: _____

Amount: _____

Form may be duplicated for additional registrations.

Mail or Fax form to :
The Secretariat
Malaysian Palm Oil Trade Fair & Seminar 2012
(POTS KL 2012)
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:

Muhammad Kharibi
Fatimah Zaharah

Email: kharibi@mpoc.org.my
Email: fatimah@mpoc.org.my

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REGISTRATION FORM FOR REGIONAL WORKSHOP

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:

Region of interest (✓) choose (1) only. Seats are limited.

Sub Continent

Asia Pacific & China

Middle East & Africa

Americas & Europe

REGISTRATION FORM FOR BIZMATCH

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:

BIZMATCH

Seeking for:

Palm Oil Suppliers

Palm Oil Buyers

Others (pls specify) _____

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HOTEL REGISTRATION FORM

Please complete the form below. Reservation and cancellation conditions apply.

1. Reservation without credit card number will not be accepted. Confirmation will be sent to the guest within 48 hours of receipt of reservation.
2. Any cancellation after 30/9/2012 will be charged to the guest's credit card as 100% of the confirmed room rate. The charge will be based upon the room rate specified in the Hotel Reservation Form.
3. Rooms are subject to availability and rates are subject to changes.

SHANGRI-LA HOTEL KUALA LUMPUR	
Room Type	Rate
Superior Horizon Executive Room	RM785++ (Single) RM835++ (Double)
Deluxe Executive Room	RM585++ (Single) RM635++ (Double)

* Rate quoted is inclusive of breakfast.

PLEASE RESERVE FOR:

Full Name: _____
Passport No: _____
Arrival Date: _____ Arrival time: _____
Departure Date: _____ Departure Time: _____
Address: _____
Postal Code: _____ City: _____
State: _____ Country: _____
Tel. No: _____ Fax No: _____
E-mail: _____

Please provide your credit card number to guarantee your reservation

Card Type:

Visa Mastercard Others (Pls specify) _____

Card Number: _____
Expiry Date: _____
Name Printed On Card: _____
Signature: _____

Form may be duplicated for additional registrations.

Mail or Fax form to :
The Secretariat
Malaysian Palm Oil Trade Fair & Seminar 2012
(POTS KL 2012)
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:
Muhammad Kharibi Email: kharibi@mpoc.org.my
Fatimah Zaharah Email: fatimah@mpoc.org.my

ONE FRUIT. COUNTLESS WONDERS.

Malaysia Palm Oil. A single crop with many priceless contributions.
To the environment. To health. To livelihood. And the economy.

Its trees give us oxygen and fight against global warming. Its fruit gives us vitamins and energy. Malaysia Palm Oil also provides livelihood to millions around the globe, making large economic contributions to Malaysia and the world.

It's more than just oil. It's a gift from nature. A fruit for life.

Malaysia Palm Oil.

A gift from nature. A gift for life.

