

FINAL ANNOUNCEMENT

ORGANISED BY



Malaysia-Romania Palm Oil Trade Fair & Seminar 2012

POTS™

17-19 SEPTEMBER 2012 | BUCHAREST, ROMANIA

***“Romania & Malaysia:
A Smart Partnership Towards
Meeting Oils and Fats Demand”***

HIGHLIGHTS

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

PLATINUM SPONSOR



Plantation

PARTNER



SOON SOON OILMILLS



Introduction

Malaysia currently accounts for 39% of world palm oil production and 44% of world exports. Malaysian palm oil has been exported to more than 150 countries. Being one of the biggest producers and exporters of palm oil and palm oil products, Malaysia has an important role to play in fulfilling the growing global need for oils and fats sustainably. Europe is one of major destinations for Malaysian palm oil and it is viewed that the demand for Malaysian palm oil will continue to grow in the region. As part of the effort to further promote the market potential and Malaysian palm oil presence in Europe, **Malaysia-Romania Palm Oil Trade Fair and Seminar (POTS)** will be held on **17-19 September 2012** in **Bucharest, Romania**.



Objectives

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

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



About Malaysian Palm Oil Council (MPOC)

Malaysian Palm Oil Promotion Council (MPOPC) was incorporated on January 25, 1990. The name was subsequently changed to Malaysian Palm Oil Council (MPOC) on April 13, 2006 to reflect a wider scope of responsibilities.

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

17-19 SEPTEMBER 2012
BUCHAREST, ROMANIA

Malaysia-Romania Palm Oil Trade Fair & Seminar
18 September 2012 • JW Marriott Bucharest Grand Hotel, Bucharest, Romania

PROPOSED PROGRAMME

Time	Programme
08:00 – 09:20	Registration of Participants
09:30 – 09:35	Arrival of Hon. Tan Sri Bernard Dompok <i>Minister of Plantation Industries and Commodities, Malaysia</i>
09:35 – 09:45	Welcome Remarks by Dato' Lee Yeow Chor <i>Chairman of Malaysian Palm Oil Council</i>
09:45 - 09:55	Opening Remarks by H.E. Dato' Nik Mustafa Kamal Nik Ahmad <i>Malaysian Ambassador to Romania</i>
09:55 – 10:10	Keynote Addresses by Hon. Tan Sri Bernard Dompok <i>Minister of Plantation Industries and Commodities, Malaysia</i>
10:10 – 10:15	Opening Ceremony
10:15 – 10:30	Tea break and networking
10:30 – 11:10	PLENARY PAPER Global Oils & Fats Market (focus on the Eastern Europe) and Price Outlook David Jackson, <i>LMC International</i>

SESSION 1 – PALM OIL IN THE GLOBAL OILS & FATS SCENARIO

11:10 – 11:50	PAPER 1 Overview of Oils and Fats Markets in Romania Mr. Adrian Dragota, <i>Cyrom</i>
11:50 – 12:30	PAPER 2 Opportunities to Increase Trade through Malaysian Palm Oil Tan Sri Datuk Dr. Yusof Basiron, <i>CEO, Malaysian Palm Oil Council</i>
12:30 – 13:10	PAPER 3 Malaysian Oil Palm Industry: Enhancing Competitiveness Datuk Dr. Choo Yuen May, <i>Director General, Malaysian Palm Oil Board</i>
13:10 – 14:00	Lunch

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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18 September 2012 • JW Marriott Bucharest Grand Hotel, Bucharest, Romania

PROPOSED PROGRAMME (Cont'd)

Time	Programme
SESSION 2 – NUTRITION & APPLICATION OF PALM OIL	
14:00 – 14:30	PAPER 4 Palm Oil: The Preferred Healthy Choice? Dr. Kalyana Sundram, <i>Deputy CEO and Director, Science & Environment, Malaysian Palm Oil Council</i>
14:30 – 15:00	PAPER 5 Advantages of Palm Oil in Food Application Mr. Hennie Slager, <i>IOI Loders Crocklaan, Europe</i>
15:00 – 15:30	PAPER 6 Palm Oil: Going Beyond Basic Oleochemicals Dr. Yeong Shoot Kian, <i>Advanced Oleochemical Technology Research Division, MPOB</i>
15:30 – 16:00	PAPER 7 Sustainability Practice by Malaysian Palm Oil Industry Mr. Tang Men Kon, <i>Sime Darby Plantation Sdn Bhd</i>
16:00 – 16:15	Tea break and networking
SESSION 3 – MARKETING	
16:15 – 16:45	PAPER 8 Marketing Malaysian Palm Fats in Romania Mr. Mohamad Raid Majzoub, <i>Soon Soon Oilmills Sdn Bhd</i>
16:45 – 17:15	PAPER 9 Price Outlook 2012/2013 – A Technical Perspective Benny Lee, <i>Jupiter Securities Sdn Bhd</i>
17:15 – 17:30	Closing Remarks by Datuk Dr. Choo Yuen May <i>Director General, Malaysian Palm Oil Board</i>
17:45 – 19:00	Cocktail

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**17-19 SEPTEMBER 2012
BUCHAREST, ROMANIA**

SPONSORSHIP PACKAGE

Get your company's products or services noticed by key decision makers. We have sponsorship options available to suit a range of marketing needs. The sponsorship categories available are:

PLATINUM SPONSORS	RM20,000 or EURO€5,000 or US\$6,700
GOLD SPONSORS	RM15,000 or EURO€3,800 or US\$5,000
SILVER SPONSORS	RM10,000 or EURO€2,500 or US\$3,300
PARTNERS	RM3,000 or EURO€800 or US\$1,000

PLATINUM SPONSORS (RM20,000 or EURO€5,000 or US\$6,700)

The Platinum Sponsor will receive maximum exposure through the following benefits:

- VIP invitation for the Official Opening Ceremony.
- Exhibition space of 18m² (equivalent to two 3m x 3m standard shell scheme booths) in a prime location.
- Full page advertisement in the conference programme booklet worth RM1,000 or EURO€250 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 programme booklet, conference brochure and press release statement.
- Opportunity to include promotional materials (or corporate gift) in the welcome packets or bags for the delegates.

GOLD SPONSORS (RM15,000 or EURO€3,800 or US\$5,000)

Benefits for each Gold Sponsor include:

- VIP invitation for the Official Opening Ceremony.
- One (1) complimentary 3m x 3m standard shell scheme booth in a designated prime location.
- Full page advertisement in the conference programme booklet worth RM1,000 or EURO€250 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 programme booklet, conference brochure and press release statement.
- Opportunity to include promotional materials (or corporate gift) in the welcome packets or bags for the delegates.

SILVER SPONSORS (RM10,000 or EURO€2,500 or US\$3,300)

Benefits for each Silver Sponsor include:

- VIP invitation for the Official Opening Ceremony.
- One (1) complimentary 3m x 3m standard shell scheme booth.
- Full page advertisement in the conference programme booklet worth RM1,000 or EURO€250 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 programme booklet, conference brochure and press release statement.
- Opportunity to include promotional materials (or corporate gift) in the welcome packets or bags for the delegates.

PARTNERS (RM3,000 or EURO€800 or US\$1,000)

Benefits for each Partner Sponsor include:

- VIP invitation for the Official Opening Ceremony.
- One (1) complimentary 3m x 3m standard shell scheme booth.
- Half page advertisement in the conference programme booklet worth RM600 or EURO€150 or US\$200.
- Prominent logo placement on conference signs including posters and bunting.
- Full recognition and publicity as the Partner before, during and after the event on all printed conference materials including the conference programme booklet, conference brochure and press release statement.

NOTEPAD & PEN SPONSOR (RM3,200 or EURO€800 or US\$1,100)

SEMINAR BAG SPONSORS (RM4,800 or EURO€1,200 or US\$1,600)

Benefits for each Sponsor include:

- Exclusive company's logo and name placement.
- Opportunity to include promotional materials (or corporate gift) in the welcome bags for the delegates.

ADVERTISING IN SOUVENIR PROGRAMME

FULL PAGE	RM1,000 or EURO€250 or US\$350
HALF PAGE	RM600 or EURO€150 or US\$200

EXHIBITION

- Standard shell scheme booth (3m x 3m) **RM1,600 or EURO€400 or US\$500** per booth.

SPONSORSHIP, ADVERTISING & EXHIBITING RESERVATION FORM

Please reserve the following sponsorship package and/or exhibition booth for my company/myself:

SPONSORSHIP

- PLATINUM SPONSOR**
RM20,000 or EURO€5,000 or US\$6,700
- GOLD SPONSORS**
RM15,000 or EURO€3,800 or US\$5,000
- SILVER SPONSORS**
RM10,000 or EURO€2,500 or US\$3,300
- PARTNERS**
RM3,000 or EURO€800 or US\$1,000
- NOTEPAD & PEN**
(RM3,200 or EURO€800 or US\$1,100)
- SEMINAR BAGS**
(RM4,800 or EURO€1,200 or US\$1,600)

ADVERTISING IN SOUVENIR PROGRAMME

Specifications:

- i) **Full Page** – 297mm (h) x 210mm (w).
Bleed area – 305mm (h) x 216mm (w).
Trimmed area – 297mm (h) x 210mm (w).
- ii) **Half Page** – 128mm (h) x 185mm (w).

Please reserve the following advertising space:

- FULL PAGE**
RM1,000 or EURO€250 or US\$350
- HALF PAGE**
RM600 or EURO€150 or US\$200

EXHIBITION

- Standard shell scheme booth (3m x 3m) - RM1,600 or EURO€400 or US\$500**
- No of unit (Standard shell scheme booth comes with 3m x 3m shell frame, lighting, overhead fascia panel with company name and stand number)**

MODE OF PAYMENT: PLEASE TICK ✓

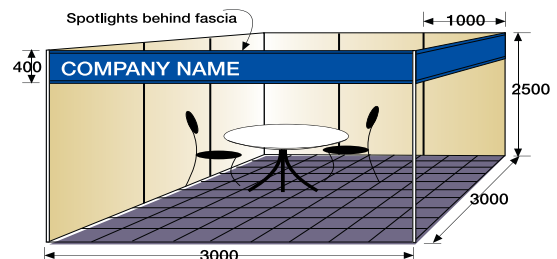
Cheque - Payable to "Malaysian Palm Oil Council"
Cheque No: _____

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

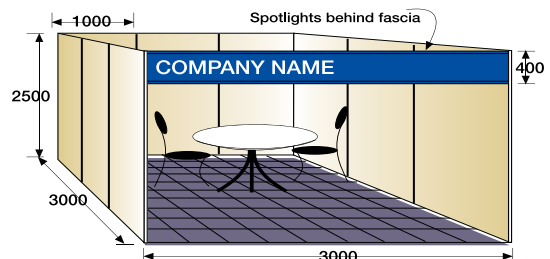
Payment by Credit Card
Card Type:
 Visa Mastercard
 Others (Pls specify) _____

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

Signature: _____



Typical corner stand



Centre row stand

For Office Use Only

Date Received: _____
Payment Details: _____
Cheque No: _____
Amount: _____

17-19 SEPTEMBER 2012
BUCHAREST, ROMANIA



FREE
for all
Participants

REGISTRATION

Please fax or email this form to

- 1) MPOC - Europe Region (Participants from Europe Region)
Fax No: +32 2 779 43 71, Email: kumar@mpoc.eu
- 2) MPOC - HQ (Others)
Fax No: +603-7806 2272, Email: azriyah@mpoc.org.my

Deadline:
8th September
2012

PARTICIPANT 1

Title: Mr / Ms / Dr / Others:

Name: (please underline surname)

Designation:

Company:

Address:

Tel: Fax:

Email:

PARTICIPANT 2

Title: Mr / Ms / Dr / Others:

Name: (please underline surname)

Designation:

Company:

Address:

Tel: Fax:

Email:

PARTICIPANT 3

Title: Mr / Ms / Dr / Others:

Name: (please underline surname)

Designation:

Company:

Address:

Tel: Fax:

Email:

HOTEL REGISTRATION FORM

Please complete the form below. Standard hotel reservation and cancellation conditions apply.

1. Reservations without a credit card number will not be accepted. Notice will be sent within 48 hours of confirmation.
2. Any cancellation after 1st September 2012 will be charged in full to the guest's credit card at the confirmed room rate.
3. Rooms are subject to availability and rates are subject to change.
4. Please fax or email the completed form to **Mr. Kumar - MPOC Europe Office, Fax No: +32 2 779 43 71,**

Email: kumar@mpoc.eu

ROOM RATES AT JW MARRIOTT BUCHAREST GRAND HOTEL, BUCHAREST, ROMANIA

TYPE OF ROOM	TICK (✓)	RATE	NO. OF ROOM	TOTAL
Deluxe room (single occupancy)		EURO€120		
Deluxe room (double occupancy)		EURO€130		
Executive room		EURO€170		
Executive Grand room		EURO€180		
Note: The above rates for Hotel booking is valid till 31st August 2012 (Standard Hotel rates applicable from 1st September, 2012)				TOTAL

*Please register early as limited rooms are available

PLEASE RESERVE FOR:

Full Name:	<input type="text"/>		
Passport No:	<input type="text"/>		
Arrival Date:	<input type="text"/>	Arrival Time:	<input type="text"/>
Departure Date:	<input type="text"/>	Departure Time:	<input type="text"/>
Address:	<input type="text"/>		
Postal Code:	<input type="text"/>	City:	<input type="text"/>
State:	<input type="text"/>	Country:	<input type="text"/>
Tel No:	<input type="text"/>	Fax No:	<input type="text"/>
Email:	<input type="text"/>		

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: