

ANNOUNCEMENT

MALAYSIA-VIETNAM PALM OIL TRADE FAIR & SEMINAR 2013

POTS

1-2 July 2013, New World Saigon Hotel,
Ho Chi Minh City, VIETNAM

Malaysian Palm Oil
Sharing Solutions, Shaping The Visions

ORGANISED BY:



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PLATINUM SPONSOR



SILVER SPONSOR



Highlights

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

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 products, Malaysia has an important role to play in fulfilling the growing global need for oils and fats sustainability. Asean 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 Asean, **Malaysia-Vietnam Palm Oil Trade Fair and Seminar (POTS)** will be held on **1-2 July 2013** in **Ho Chi Minh City, VIETNAM**



Objectives

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

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

MISSION

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





MALAYSIA - VIETNAM PALM OIL TRADE FAIR & SEMINAR 1 July 2013 Hotel New World, Ho Chi Minh City, VIETNAM

PROPOSED PROGRAMME

Time	Programme
0800-0850	Registration of Participants
0900-0905	Arrival of Hon. Minister of Plantation Industries and Commodities Malaysia Dato' Sri Douglas Uggah Embas
0905-0915	Welcome Remarks by Dato' Lee Yeow Chor Chairman of Malaysian Palm Oil Council
0915-0925	Opening Remarks by H.E. Dato, Azmil Zabidi Malaysian Ambassador to Vietnam
0925-0935	Special Remarks by Vietnam Minister of Industry and Trade Mr. Vu Huy Hoang
0935-0950	Keynote Address by Hon. Minister of Plantation Industries and Commodities Malaysia, Dato' Sri Douglas Uggah Embas
0950-1000	Opening Ceremony
1000-1030	Tea break and networking
1030 - 1110	PLENARY PAPER Dr. James Fry , LMC International <i>Key Factors Determining World Palm Oil Prices</i>

SESSION 1

1110 - 1140	PAPER 1 Mr. Albert Yong See Leng , Deputy General Director, Golden Hope, Nha Be Edible Oils Co.LTD. <i>Positioning Palm Oil in Vietnam Market</i>
1140 - 1210	PAPER 2 Y Bhg Tan Sri Datuk Dr. Yusof Basiron , CEO, Malaysian Palm Oil Council. <i>Vietnam – Malaysia Palm Oil Trade : Moving Forward in Challenging Times</i>
1210-1240	PAPER 3 Speaker Y.Bhg Datuk Dr. Choo Yuen May , Director General, Malaysian Palm Oil Board (MPOB). <i>Palm Oil : A Versatile Ingredient for Food and Non-food Application</i>
1240-1300	Q & A Session

MALAYSIA-VIETNAM PALM OIL TRADE FAIR & SEMINAR
1 July 2013 Hotel New World, Ho Chi Minh City, VIETNAM

PROPOSED PROGRAMME

Time	Programme
1300-1400	Lunch
SESSION 2	
1400-1420	PAPER 4 Speaker Dr. Miskandar Mat Sahri , Head of Protein & Food Technology Unit, MPOB <i>Palm Oil Application for Frying, Baking and Specialty Fats</i>
1420 – 1440	PAPER 5 Prof. Nguyen Thi Lam , Deputy Director National Institute of Nutrition, Vietnam <i>The Nutritional Status Dietary Intake of Vietnamese</i>
1440 – 1500	PAPER 6 Mr. Mohd Hafezh Abdul Rahman , MPOC, <i>The Potential for Palm Kernel Meal as Feed in Vietnam Livestock Industry</i>
1500-1520	Tea Break and Networking
1520-1540	PAPER 7 Mr Donny Khor , Deputy Director, RHB Investment Bank Bhd. <i>BMD Crude Palm Oil Futures-Advantage & Opportunities</i>
1540 – 1600	PAPER 8 Mr. Benny Lee , Jupiter Securities <i>Palm Oil Price Direction – What To Expect In The Next Quarter</i>
1600 – 1640	PAPER 9 Mr. Thomas Mielke <i>Global Oils & Fats – A Forecast on Demand and Consumption</i>
1640-1700	Q & A Session
1700-1715	Closing Remarks by Datuk Dr. Choo Yuen May , Director General, Malaysian Palm Oil Board (MPOB).
1715-1900	Networking Cocktail

POTS



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	RM 20,000 or US\$ 6,700
Gold Sponsors	RM 15,000 or US\$ 5,000
Silver Sponsors	RM 10,000 or US\$ 3,400
Partners	RM 5,000 or US\$ 1,700

PLATINUM SPONSORS (RM 20,000 or US\$ 6700)

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.

Platinum Sponsor

- Eight (8) seminar registrations

Gold Sponsor

- Six(6) seminar registrations

Silver Sponsors

- Four (4) seminar registrations

Partners Sponsor

- Two(2) seminar registrations

- Full page advertisement in the conference programme booklet worth **RM 1,000 or US\$ 340**
- 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 (RM 15,000 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 **RM 1,000 or US\$ 340**
- 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 (RM 10,000 or US\$ 3,400)

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 **RM 1,000 or US\$ 340**
- 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 (RM 5,000 or US\$ 1,700)

Benefits for each Partner Sponsor include:

- VIP invitation for the Official Opening Ceremony.
- One (1) complimentary 3m x 3m standard shell scheme booth.
- 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.

ADVERTISING IN SOUVENIR PROGRAMME

Full Page

RM 1,000 or US\$ 340

EXHIBITION

- Standard shell scheme booth (3m x 3m) **RM 3,000 or US\$ 1,020 per booth.**

POTS™

SPONSORSHIP, ADVERTISING & EXHIBITING RESERVATION FORM

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

SPONSORSHIP

PLATINUM SPONSOR
RM 20,000 or US\$ 6,700

GOLD SPONSOR
RM 15,000 or US\$ 5,000

SILVER SPONSOR
RM 10,000 or US\$ 3,400

PARTNERS
RM 5,000 or US\$ 1,700

ADVERTISING IN SOUVENIR PROGRAMME

Specifications:

- i) Full Page - 297mm (h) x 210mm (w)
- Bleed area - 305mm (h) x 216mm (w)
- Trimmed area - 297 (h) x 210mm (w)

Please reserve the following advertising space:

FULL PAGE
RM 1,000 or US\$ 340

EXHIBITION

Standard shell scheme
booth (3m x 3m) - RM 3000 or
US\$ 1020 per booth

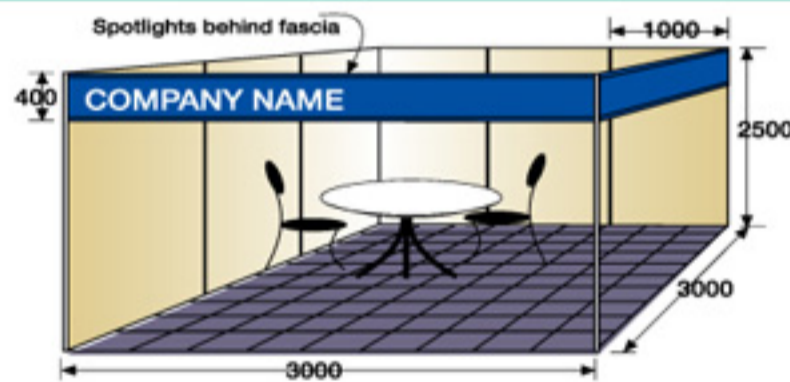
No of unit (Standard shell scheme booth comes with
3m x 3m shell frame, lighting, overhead fascia panel
with company name and stand number)

MODE OF PAYMENT: PLEASE TICK

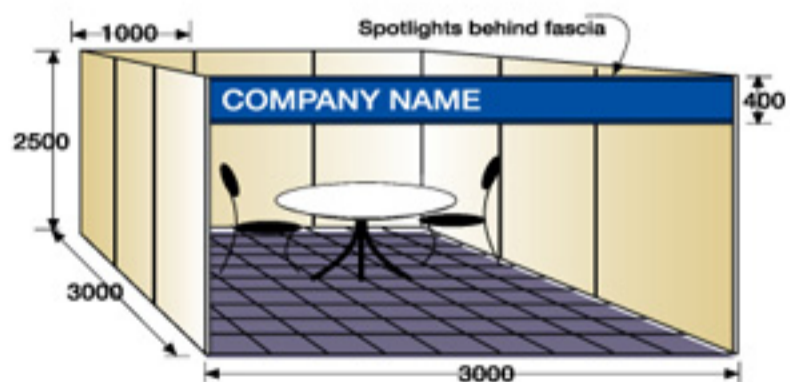
Cheque - Payable to :
Malaysian Palm Oil Council

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



Typical corner stand



Centre row stand

For Office Use Only

Date Received _____
Payment Details _____
Cheque No _____
Amount _____

POTS



REGISTRATION

Please fax or email this form to

MPOC HQ- 2nd. Floor, Wisma Sawit, Lot 6, SS6, Jalan Perbandaran, 47301 Kelana Jaya,
Selangor Darul Ehsan, MALAYSIA.
Tel : 603 - 7806 4097
Fax : 603 - 7806 2272
Email: mhafezh@mpoc.org.my / farah@mpoc.org.my

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:

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

POTS

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 15 June 2013 will be charge 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:
Fax to: +848 3824 3722 & email: reservations.saigon@newworldhotels.com

ROOM RATES AT HOTEL NEW WORLD, HO CHI MINH CITY, VIETNAM

TYPE OF ROOM	RATES	NO OF ROOM	TOTAL
Deluxe room	US\$ 135.00		

*Note: The above rates for Hotel booking is valid till 21 JUNE, 2013

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: