

ANNOUNCEMENT

**MALAYSIA-PHILIPPINES PALM OIL
TRADE FAIR & SEMINAR 2012**
16 APRIL 2012 Dusit Thani Hotel, Manila, Philippines.

POTS™

Enhancing Trade Opportunities
& Networking Through
Malaysian Palm Oil

ORGANISED BY :



Platinum Sponsor



Plantation



Continuous Innovation & Quality

Highlights

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

Gold Sponsor



KUALA LUMPUR
KEPONG BERHAD
(150434V)

Silver Sponsors



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Partners

For more information, please contact:

**Malaysian Palm Oil Council
Malaysian Secretariat**

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MALAYSIA-PHILIPPINES PALM OIL TRADE FAIR & INVESTMENT SEMINAR 2012

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Join us for PALM OIL TRADE FAIR AND SEMINAR, MANILA

POTS series is back!!! This time around it is held in **Dusit Thani Hotel, Manila on 16th April, 2012.**

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 Philippines as a major palm oil user and more importantly, a discerning customer of Malaysian palm oil.

The event is designed to offer oils and fats players both from within and outside Philippines a platform to exchange, discuss issues affecting the trade and business networking. In this regards, POTS Philippines 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 Tan Sri Giluk Bernard Dompok to deliver the keynote address and officially open POTS Philippines 2012.

We believe that the challenges and issues that is 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 Philippines 2012 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 PHILIPPINES 2012 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 Philippines 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 Philippines.
3. To provide a conducive platform for interaction between members of the Malaysian palm oil industry and Philippines 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

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PROPOSED POTS PHILLIPINE PROGRAMME

Venue : Dusit Thani Hotel, Manila, Philippines

Date : 16 April 2012

Time	Programme
0800-0850	Registration of Participants
0900-0905	Arrival of Hon. Tan Sri Bernard Dompok <i>Minister of Plantation Industries and Commodities Malaysia</i>
0905-0915	Welcome Remarks by Dato' Lee Yeow Chor <i>Chairman of Malaysian Palm Oil Council</i>
0915-0925	Opening Remarks by H.E. Dato' Seri Dr. Ibrahim Saad <i>Malaysian Ambassador to Philippines</i>
0925-0935	Special Remarks by Proceso Alcala (TBC) <i>Agricultural Secretary of Philippines</i>
0935-0950	Keynote Address by Hon. Tan Sri Bernard Dompok <i>Minister of Plantation Industries and Commodities Malaysia</i>
0950-1000	Opening Ceremony
1000-1030	Tea break and networking
1030-1100	Plenary Paper: Global Agriculture – the current state of play and its impact on food security and world trade. Emily French , Managing Director, <i>ConsiliAngra</i>
Session 1	
1100-1130	Paper 1 : Malaysian Palm Oil: Assuring Sustainable Supply of Oils & Fats into the Future Tan Sri Datuk Dr. Yusof Basiron , CEO, <i>Malaysian Palm Oil Council</i>
1130-1200	Paper 2 : Dynamics of the Malaysian Oil Palm Industry: Enhancing Competitiveness Datuk Dr. Choo Yuen May , Director General, <i>Malaysian Palm Oil Board</i>
1200-1230	Paper 3 : The Current Status and Nutritional Attributes of Palm Oil Dr. Pramod Khosla , <i>Wayne State University</i>
1230-1300	Q & A Sessions
1300-1400	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 PROGRAMME (continued)

Time	Programme
Session 2	
1400-1420	Paper 4 : Downstream Palm Based Products in the Philippines: The Goodman Fielder Experience Jun De Asis , General Manager/Country Head, <i>Goodman Fielder International Philippines, Inc</i>
1420-1440	Paper 5 : Food Applications in Palm Oil Dr. Mohd Suria Affandi Yusoff , Vice President, <i>Sime Darby Research</i>
1440-1500	Paper 6 : Palm Oil: Going Beyond Basics Oleochemicals Dr. Hazimah Abu Hassan , Director, <i>Advanced Oleochemical Technology Research Division, MPOB</i>
1500-1520	Tea break and networking
1520-1540	Paper 7 : PORAM Guide to Conduct Business with Malaysian Exporters Mohammad Jaaffar Ahmad , CEO, <i>The Palm Oil Refiners Association of Malaysia (PORAM)</i>
1540-1600	Paper 8 : Market Outlook for Palm Oil 2012 Mohd Izham , Marketing & Market Development Manager, <i>Malaysian Palm Oil Council</i>
1600-1630	Q & A Sessions
1630-1700	Closing Remarks by Datuk Dr. Choo Yuen May , Director General, <i>Malaysian Palm Oil Board</i>
1700-1830	Cocktail

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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:

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

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 18m² (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 buntings.
- 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 buntings.
- 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 buntings.
- 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 buntings 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: RM300 or US\$100

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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"/>
	<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 complete the form below.
Form may be duplicated for additional registrations.

Mail or Fax form to :
POTS PHILIPPINES 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:
Mohd Izham
Email: izham@mpoc.org.my
Mr. Lim Teck Chai
Email: lim@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)

RM300

US\$100

Amount Due (RM/US\$) _____

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

Mail or Fax form to :
POTS PHILIPPINES 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:

Mohd Izham

Email: izham@mpoc.org.my

Mr. Lim Teck Chaii

Email: lim@mpoc.org.my

MODE OF PAYMENT: PLEASE TICK ✓

Philippines / 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: _____

**MALAYSIA-PHILIPPINES PALM OIL
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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 01/04/2012 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.

ROOM RATE AT DUSIT THANI HOTEL

TYPE OF ROOM	RATE (US\$)	PLEASE TICK
Deluxe Room (Single)	US\$175 nett	
Deluxe Room (Double)	US\$185 nett	
Junior Suite (Single)	US\$250 nett	
Junior Suite (Double)	US\$270 nett	

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"/>
E-mail:	<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: