

2nd ANNOUNCEMENT

POTS

MALAYSIA - TURKEY PALM OIL
TRADE FAIR & SEMINAR

HIGHLIGHTS

SEMINAR ON LATEST DEVELOPMENT
OF PALM OIL MARKETS

SHOWCASE OF
COMPANIES & PRODUCTS

PLATFORM FOR INTERACTION
BETWEEN INDUSTRY PLAYERS

BUSINESS MEETINGS

SPONSORSHIP
OPPORTUNITIES

GALA DINNER

ONLINE REGISTRATION IS
AVAILABLE NOW!
VISIT : www.mpoc.org.my

3 & 4 AUGUST 2009

CEYLAN INTERCONTINENTAL HOTEL, ISTANBUL, TURKEY

OPTIMIZING OPPORTUNITIES IN VARYING GLOBAL CHALLENGES

ORGANIZED BY



M P O C



M P O B

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SUPPORTED BY



POTS

MALAYSIA - TURKEY PALM OIL
TRADE FAIR & SEMINAR

3 & 4 AUGUST 2009
CEYLAN INTERCONTINENTAL HOTEL
ISTANBUL, TURKEY

PROGRAMME SCHEDULE

Sunday, 2 August 2009

1500 - 1700	Registration Opens Welcome Cocktail & Networking Session
2000	For Exhibitors: Corporate Booth Set-up

Monday, 3 August 2009

POTS Official Opening

Venue: Dolmabahce Ballroom, Ceylan Intercontinental
Istanbul, Turkey

0800	Registration
0840	Arrival of The Honourable Tan Sri Bernard Dompok Minister of Plantation Industries and Commodities, Malaysia
0900	Opening Remarks by H.E Dato' Saipul Anuar Abd.Muin, Malaysian Ambassador Extraordinary and Plenipotentiary to Ankara, Turkey
0910	Welcome Remarks by Dato' Lee Yeow Chor, Chairman of MPOC
0920	Keynote Address & Official Opening by The Honourable Tan Sri Bernard Dompok, Minister of Plantation Industries and Commodities, Malaysia
0945	Special Presentation and Official Opening of MPOC Middle East Regional Office
1015	Tour of Exhibit Hall by Honourable Minister and VIPs
1015	Invited Guests Networking & Tea-Break
1045	Press Conference

PLENARY LECTURE

OPTIMIZING OPPORTUNITIES IN VARYING GLOBAL CHALLENGES

1115	PLENARY PAPER Malaysian Palm Oil Dynamics and Prospects <i>Tan Sri Datuk Dr. Yusof Basiron, CEO, MPOC</i>
SESSION 1 – GLOBAL PERSPECTIVE ON OILS & FATS	
1145	PAPER 1 Prospects for Vegetable Oil Prices and Its Direction for 2009 and Onwards <i>Dr. James Fry</i> LMC International Ltd.
1230	PAPER 2 Strengthening the Malaysian Palm Oil Position in Turkey Speaker to be confirmed
1300	Lunch

PROGRAMME SCHEDULE

SESSION 2 – TECHNICAL TRENDS & CHALLENGES

- 1400 **PAPER 3**
Recent Developments in Palm Oil for Food Applications
MPOB Speaker
- 1430 **PAPER 4**
Nutritional Benefits of Palm Oil / TFA Issues
Dr. Pramod Khosla, Wayne State University, Michigan
- 1500 **PAPER 5**
Solid Fats Market in Turkey
Kitchen Products & Margarine Industrialist Association (MUMSAD)
- 1530 **PAPER 6**
Market Development & Challenges for Olechemical Industry in Turkey
Mr. Emrah Ozyagcilar
Alemdar Chemical Industry Co. Inc
- 1600 Q & A Session
- 1630 Tea-Break & Networking Session
- 1700 Exhibition Closes

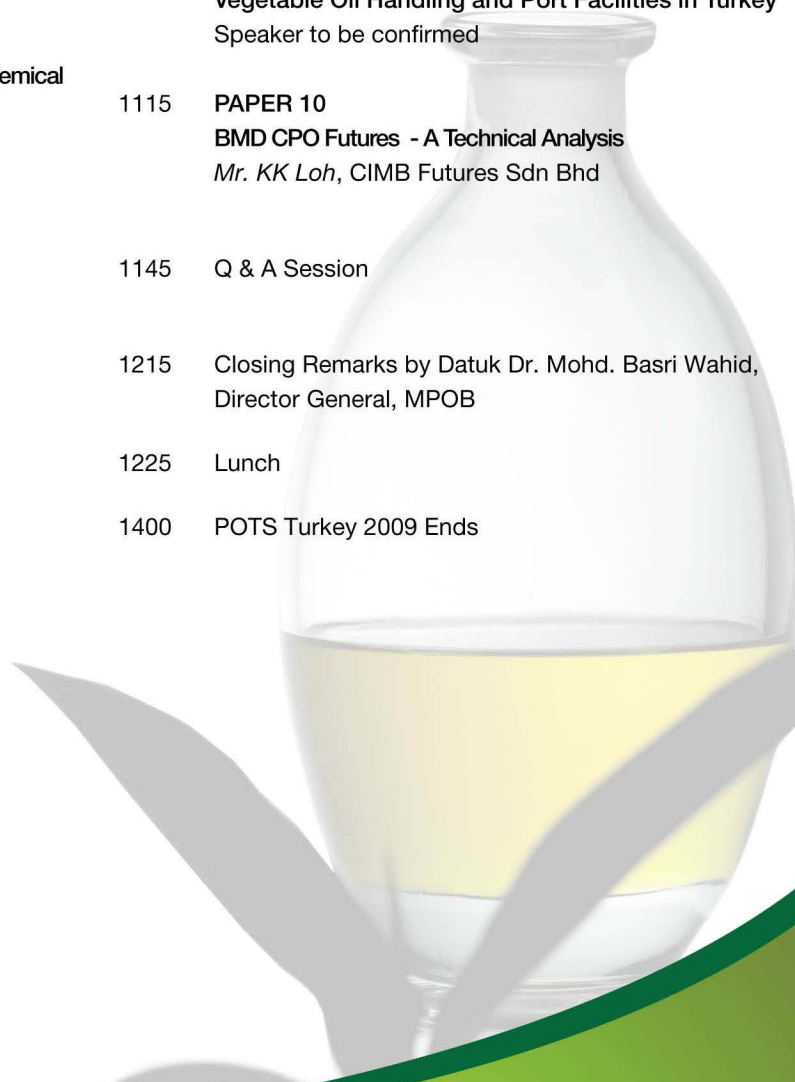
GALA DINNER

- 2000 Arrival of guests
- 2015 Arrival of Minister & VIPs
- 2030 Dinner
- 2100 Traditional National Dance Performance
- 2230 End of Gala Dinner

Tuesday, 4 August 2009

SESSION 3 – PALM OIL PROSPECTS & MARKET DIRECTIONS

- 0900 **PAPER 7**
PALM - Price Outlook
Dorab E Mistry
Godrej International Ltd.
- 0945 **PAPER 8**
Turkey's Role as a Oils & Fats Hub in The Region
Speaker to be confirmed
- 1015 Tea-Break & Networking Session
- 1045 **PAPER 9**
Vegetable Oil Handling and Port Facilities in Turkey
Speaker to be confirmed
- 1115 **PAPER 10**
BMD CPO Futures - A Technical Analysis
Mr. KK Loh, CIMB Futures Sdn Bhd
- 1145 Q & A Session
- 1215 Closing Remarks by Datuk Dr. Mohd. Basri Wahid,
Director General, MPOB
- 1225 Lunch
- 1400 POTS Turkey 2009 Ends



SPONSORSHIP PACKAGES

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)	RM 40,000 OR € 8,400
● GOLD SPONSOR	(2 patrons)	RM 25,000 OR € 5,300
● SILVER SPONSOR	(3 patrons)	RM 15,000 OR € 3,200
● PARTNERS	(5 patrons)	RM 10,000 OR € 2,100
● CONFERENCE BAG SPONSOR	(1 patron)	RM 8,000 OR € 1,700
● NOTEPAD & PEN SPONSOR	(1 patron)	RM 7,000 OR € 1,500
● BADGE & LANYARD SPONSOR	(1 patron)	RM 3,000 OR € 600

PLATINUM SPONSOR (RM 40,000 or € 8,400)

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 x 3m shell scheme booths) in a prime location worth RM 12,000 or € 2,400
- Six (6) complimentary conference registrations worth RM 3,000 or € 600
- Full page advertisement in conference program booklet worth RM 3,000 or € 600
- 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
- Web link with company logo on conference website
- Mailing addresses of all conference delegates
- Opportunity to include promotional materials (or corporate gift) in the delegates welcome packets or bag
- Recognition as Platinum Sponsor from the podium during the Official Opening Ceremony and Closing Session

SPONSORSHIP PACKAGES

GOLD SPONSOR (RM25,000 or € 5,300)

Each Gold Sponsor benefits include :

- VIP Invitation for the Official Opening Ceremony
- One (1) complimentary 3m x 3m standard exhibition booth worth RM 6,000 or € 1,200 in a designated prime location
- Four (4) complimentary conference registrations worth RM 2,000 or € 400
- Full page advertisement in conference program booklet worth RM 3,000 or € 600
- 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
- Web link with company logo on conference website
- Mailing addresses of all conference delegates
- Opportunity to include promotional materials (or corporate gift) in the delegates welcome packets or bag
- Recognition from the podium during the Official Opening Ceremony and Closing Session

SILVER SPONSOR (RM 15,000 or € 3,200)

Each Silver Sponsor benefits include :

- VIP Invitation for the Official Opening Ceremony
- One (1) complimentary 3m x 3m standard exhibition booth worth RM 6,000 or € 1,200 in a designated prime location
- Three (3) complimentary conference registrations worth RM 1,500 or € 300
- Full page advertisement in conference program booklet worth RM 3,000 or € 600
- 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
- Web link with company logo on conference website
- Opportunity to include promotional materials (or corporate gift) in the delegates welcome packets or bags

SPONSORSHIP PACKAGES

PARTNERS (RM 10,000 OR € 2,100)

Each Partner benefits include :

- VIP Invitation for the Official Opening Ceremony
- Two (2) complimentary conference registrations worth RM 1,000 or € 200
- Half page advertisement in conference program booklet worth RM 2,000 or € 400
- 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
- Web link with company logo on conference website
- Opportunity to include promotional materials (or corporate gift) in the delegates welcome packets or bag

CONFERENCE BAG SPONSOR (RM 8,000 or € 1,700)

The Sponsor benefits include :

- Exclusive logo placement on the conference bag
- Two (2) complimentary conference registration worth RM 1,000 or € 200
- One (1) standard page advertisement in conference program booklet and brochure worth RM 3,000 or € 600
- Opportunity to include promotional materials (or corporate gift) in the delegates welcome packets or bag

NOTEPAD & PEN SPONSOR (RM 7,000 or € 1,500)

The Sponsor benefits include :

- Exclusive company's logo and name placement on the conference note pad and pen
- Two (2) complimentary conference registration worth RM 1,000 or € 200
- Opportunity to include promotional materials (or corporate gift) in the delegates welcome packets or bag

BADGE & LANYARD SPONSOR (RM 3,000 or € 600)

The Sponsor benefits include :

- Exclusive company's logo and name placement on the conference's lanyard and badge
- Two (2) complimentary conference registration worth RM 1,000 or € 200
- Opportunity to include promotional materials (or corporate gift) in the delegates welcome packets or bag

SPONSORSHIP, ADVERTISING, EXHIBITION & REGISTRATION FORM

Please reserve the following package for me / my company :

Sponsorship :

- PLATINUM** € 8,400 or RM 40,000
- GOLD** € 5,300 or RM 25,000
- SILVER** € 3,200 or RM 15,000
- PARTNER** € 2,100 or RM 10,000
- CONFERENCE BAG** € 1,700 or RM 8,000
- NOTEPAD & PEN** € 1,500 or RM 7,000
- BADGE & LANYARD** € 600 or RM 3,000

Advertisement :

- FULL PAGE** € 600 or RM 3,000
- HALF PAGE** € 400 or RM 2,000

Exhibition :

- STANDARD SHELL SCHEME (3m x 3m)**
€ 1,200 or RM 6,000 per booth
- NO. OF UNIT**

Registration :

- € 100 or RM 500 per person**

PLEASE SUBMIT THIS FORM TO POTS TURKEY 2009 SECRETARIAT

Title: Mr/Ms/Mrs/Dr./Others :

Name (please underline surname / family name) :

Name to appear on badge (max 25 letter) :

Designation :

Company :

.....

Tel : Fax :

E-mail :

* Please attach your business card here.

HOTEL RESERVATION FORM

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

1. Please return this form latest by 1st July 2009.
2. Any reservation after 1st July 2009 will be subject to room availability at prevailing market rates.
3. Any cancellation after 1st July 2009 will be subject to one night room charge.

ACCOMMODATION RATES (PER NIGHT + BREAKFAST), PLEASE TICK (✓)

CEYLAN INTERCONTINENTAL ISTANBUL			
Room Type		Single	Double / Twin
Standard	<input type="checkbox"/>	€ 170.00	<input type="checkbox"/> € 190.00

The rates quoted are presented in **Euro** currency and exclusive of tax, which is currently at 8%. Any legal changes in VAT will be reflected to the room guest accordingly.

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 NO. TO GUARANTEE YOUR RESERVATION :

Card Type : Visa MasterCard Others :
 (Please specify)

Card Number :

Expiry Date :

Name Printed on Card :

Signature :

MODE OF PAYMENT

SPONSORSHIP, ADVERTISEMENT, EXHIBITION AND REGISTRATION

MODE OF PAYMENT: PLEASE TICK (√)

Cheque / Bank Draft Made Payable to **MALAYSIAN PALM OIL COUNCIL**

Cheque No: _____

Bank-in to : **MALAYSIAN PALM OILCOUNCIL**

CIMB BANK BERHAD MALAYSIA

Account No : 12160012671053

SWIFT Code : CIBBMYKL

Credit Card

Card Type: Visa MasterCard Others (please specify) _____

Card No: _____ Expiry Date: _____

Name Printed On Card: _____

Signature: _____

For Office Use Only

Date Received: _____

Payment Details: _____

Cheque No: _____

Amount: _____

