

A N N O U N C E M E N T

MALAYSIA-CHINA PALM OIL TRADE FAIR & SEMINAR 2012

POTSTM

Le Meridien Chongqing, Chongqing,
China 29-30 November 2012

Enhancing Partnership, Strengthening Innovation
through Malaysian Palm Oil

HIGHLIGHTS

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

Organisers:



Partners:



Supported by:



MALAYSIA-CHINA PALM OIL TRADE FAIR & SEMINAR 2012

POTS™

29-30 November 2012 Chongqing, China

Join us for PALM OIL TRADE FAIR AND SEMINAR, CHONGQING

POTS series is back!!! This time around it is held in **Le Meridien Hotel, Chongqing on 29th November, 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 event. POTS is mooted to acknowledge the importance of China 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 China a platform to exchange, discuss issues affecting the trade and business networking. In this regards, POTS China 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 China 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 China 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 CHINA 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 China 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 China.
3. To provide a conducive platform for interaction between members of the Malaysian palm oil industry and China's 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

Enhancing Partnership, Strengthening Innovation Through Malaysian Palm Oil

MALAYSIA-CHINA PALM OIL
TRADE FAIR & SEMINAR 2012

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29-30 November 2012 Chongqing, China

PROPOSED POTS CHINA PROGRAMME

Venue : Le Meridien Hotel, Chongqing, China
Date : 29 November 2012

Time	Programme
0800 - 0850 hrs	Registration of participants
0850 - 0900 hrs	Arrival of YB Tan Sri Bernard Dompok , <i>Minister of Plantation Industries and Commodities Malaysia</i>
0900 - 0920 hrs	Welcome Remarks by Dato' Lee Yeow Chor , <i>Chairman of MPOC</i>
0920 - 0930 hrs	Welcome Remarks by Minister of State Administration of Grain, China
0930 - 1000 hrs	Keynote Address by YB Tan Sri Bernard Dompok , <i>Minister of Plantation Industries and Commodities Malaysia</i>
0950 - 1020 hrs	Tea break and networking
1020 - 1100 hrs	Paper 1: Global Oils & Fats, Aftermath of European Crisis – Thomas Mielke (Oil World)
1100 - 1110 hrs	Paper 2: China's oils and fats policy update (Chinese speaker)
1110 - 1130 hrs	Paper 3: Latest Development of China's Oils & Fats Industry (China National Grains & Oils Information Center)
1130 - 1200 hrs	Paper 4: Paper 4: Malaysian Palm Oil: Assuring Sustainable Supply of Oils & Fats into Future (MPOC)
1200 - 1230 hrs	Paper 5 : MPOB Paper
1230 - 1400 hrs	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 POTS CHINA PROGRAMME

Venue : Le Meridien Hotel, Chongqing, China

Date : 29 November 2012

Time	Programme
1400 - 1430 hrs	Paper 6: Nutritional and Health Attributes of Palm Oil, with Focus on Saturate Fats and Blended Oil – Dr Pramod Khosla
1430 - 1500 hrs	Paper 7: Palm Oil Applications and Its Superiority in Food Processing – Dr. Tan Boon Keng
1500 - 1530 hrs	Paper 8: Perspective and Outlook of China's Oleochemicals Industry (China Cleaning Industry Association)
1530 - 1550 hrs	Tea break and networking
1550 - 1620 hrs	Paper 9: Technical Analysis of Price Outlook for CPO (KK Loh)
1620 - 1650 hrs	Paper 10: Global Development of Oils & Fats And its Impact on China (Chinese speaker)
1650 - 1720hrs	Paper 11: 2013 CPO price outlook – Mr. David Jackson, LMC
1720 - 1730 hrs	Closing Remarks by Datuk Dr Choo Yuen May, Director-General of MPOB
1830 - 2000 hrs	Official Dinner

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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	RMB50,000 (RM25,000)
GOLD SPONSOR	RMB30,000 (RM15,000) x2
SILVER SPONSOR	RMB20,000 (RM10,000) x3
PARTNERS	RMB10,000 (RM5,000) Unlimited

PLATINUM SPONSOR - RMB50,000 (RM25,000)

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 bunting.
- 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 seminar bags.

GOLD SPONSOR - RMB30,000 (RM15,000) x2

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 bunting.
- 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 seminar bags.

SILVER SPONSOR - RMB20,000 (RMB10,000) x3

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 bunting.
- 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 seminar bags.

PARTNERS - RMB10,000 (RM5,000) Unlimited

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 bunting 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: RMB800 or RM400

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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 RMB50,000 (RM25,000) | <input type="checkbox"/> SILVER SPONSOR RMB20,000 (RM10,000) |
| <input type="checkbox"/> GOLD SPONSOR RMB30,000 (RM15,000) | <input type="checkbox"/> PARTNERS RMB10,000 (RM5,000) |

ADVERTISINGS 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:	
Contact Person:	
Designation:	
Address:	
Tel. No:	
Fax. No:	
E-mail:	
Signature:	
Date:	

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

Mail or Fax form to :
POTS CHINA 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:
Mr. Teah Yau Kun
Email: teah@mpoc.org.cn
Mr. Desmond Ng
Email: desmond@mpoc.org.my
Mr. Lim Teck Chaii
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) RM400
US\$130

Amount Due (RM/US\$) _____

MODE OF PAYMENT: PLEASE TICK ✓

Malaysia/ International participants

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: _____

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

Mail or Fax form to :
POTS CHINA 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:

Mr. Teah Yau Kun
Email: teah@mpoc.org.cn

Mr. Desmond Ng
Email: desmond@mpoc.org.my

Mr. Lim Teck Chaii
Email: lim@mpoc.org.my

For Office Use Only

Date Received: _____

Payment Details: _____

Cheque No: _____

Amount: _____

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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.
2. Cancellation may be charged to the guest's credit card as 100% of the confirmed room rate. The charge will be based upon the room rate condition in the Hotel Reservation Form.
3. Rooms are subject to availability and rates are subject to changes.

ROOM RATE AT LE MERIDIEN CHONGQING HOTEL

ROOM TYPE	RATE / NIGHT	PLEASE TICK
Deluxe Room (King)	RMB850+15%Tax 1 b/f	
Deluxe Room (Twin)	RMB850+15%Tax 2 b/f	
Le Royal Club Room (King)	RMB1100+15%Tax 1 b/f	
Le Royal Club Room (Twin)	RMB1100+15%Tax 2 b/f	
Deluxe Suite*	RMB1800+15%Tax 1-2 b/f	
Royal Suite	RMB2050+15%Tax 1-2 b/f	

*Note: Deluxe Suite does not have access to club floor facilities.

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: