FINAL ANNOUNCEMENT



PALM OIL TRADE FAIR & SEMINAR KUALA LUMPUR

28-29 AUGUST 2018, KUALA LUMPUR, MALAYSIA



EMBRACING CHANGE IN A TRANSFORMING MARKETPLACE











ORGANISED BY :



For more information, please contact:

Malaysian Palm Oil Council

Tel: +603-7806 4097 Fax: +603-7806 2272 Muhammad Kharibi kharibi@mpoc.org.my Mohd Izham Hassan izham@mpoc.org.my

PALM DIL TRADE FAIR & SEMINAR KUALA LUMPUR

28-29 AUGUST 2018, KUALA LUMPUR, MALAYSIA

JOIN US FOR PALM OIL TRADE FAIR AND SEMINAR, KUALA LUMPUR

POTS series is back!!! This time around it is held in Kuala Lumpur, Malaysia, 28-29 August 2018. It is a certainly a pleasure for Malaysian Palm Oil Council (MPOC) to offer you the opportunity to participate in this event. POTS is mooted to acknowledge the importance of Malaysia as a major palm oil producer 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 Malaysia a platform to exchange, discuss issues affecting the trade and business networking. In this regard, POTS KL 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 palm oil trade.

We believe that the challenges and issues that are discussed during 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 Malaysia 2018 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 KL 2018 SECRETARIAT

OBJECTIVES

The objectives of POTS are as follows:

- To generate greater awareness of the nutritional benefits and advantages of palm oil for the food and non-food industries in Malaysia and to promote greater usage of Malaysian palm oil and Its related products.
- 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 Malaysia.
- To provide a conducive platform for interaction between members of the Malaysian palm oil industry and China end users as well as to address issues of common interest.

ABOUT MALAYSIAN PALM OIL COUNCIL (MPOC)

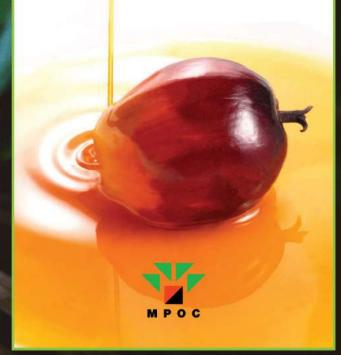
Malaysian Palm Oil Council (MPOC) is charged with spearheading the promotion and market expansion of Malaysian Palm Oil and its products by enhancing their image and creating better acceptance through awareness of various techno-economic advantages and environmental sustainability of palm oil.

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





VENUE: SHANGRI-LA HOTEL, KUALA LUMPUR **DATE:** (DAY 1) 28 AUGUST 2018 (TUESDAY)

TIME	PROGRAMME		
0730 - 0900 hrs	Registration of Participants		
0900 - 0905 hrs	Introductory Remarks by Y Bhg Datuk Dr. Kalyana Sundram, CEO, Malaysian Palm Oil Council (MPOC)		
0905 - 0940 hrs	Plenary Paper: Next Level Opportunities, How to Manage Your Risk in a Time of Emerging Trade Barriers Paul Bloemendal, Pretb Pte Ltd		
SESSION 1: PA	SESSION 1: PALM OIL CURRENT ISSUES		
0940 - 1015 hrs	Paper 1: Global Oils & Fats Markets & Price Outlook 2018 / 2019 Thomas Mielke, Oil World		
1015 - 1045 hrs	Paper 2: Meeting Global Oils & Fats Demand with Malaysian Palm Oil 2018 and Beyond Datuk Dr. Kalyana Sundram, Malaysian Palm Oil Council (MPOC)		
1045 - 1115 hrs	Morning Refreshment Break / Business Networking		
1115 - 1145 hrs	Paper 3: Outlook of Palm Oil in China Under Current Trade and Economic Policy Mr. Zhou Shi Yong, President, Beijing Heyirong Invest Group Co. Ltd		
OPENING CEREMONY			
1155 - 1210 hrs	Welcome Remarks by Dato' Lee Yeow Chor, Chairman Malaysian Palm Oil Council (MPOC)		
1210 - 1245 hrs	Keynote Address by YB. Puan Teresa Kok Suh Sim Minister of Primary Industries		
	Opening Ceremony POTS KL 2018		
1245 - 1400 hrs	Conference Lunch		
1400 - 1430 hrs	Paper 4 : Globalization to Overcome Protectionism In International Trade Vijay Sardana, UPL Group		
SESSION 2: AF	SESSION 2: APPLICATION AND MARKETING ISSUES OF PALM OIL		
1430 - 1500 hrs	Paper 5: The Challenges of Saturated Fats in Food Formulation: A Role for Palm Oil Kevin Smith, Fat Science Consulting Ltd		
1500 - 1530 hrs	Paper 6: Innovation in Overcoming 3-MCPD/GE in Palm Oil Datuk Dr. Ahmad Kushairi Din, Malaysian Palm Oil Board (MPOB)		
1530 - 1600 hrs	Paper 7: Biodiesel – Challenges & Opportunities U.R. Unnithan, Malaysian Biodiesel Association (MBA)		
1600 - 1630 hrs	Paper 8: The Use of Palm Oil in Food Ingredients Production in the United States of America Dr. Katy Revels, Fuji Vegetable Oil		
1630 - 1700 hrs	Tea Break		

Disclaimer:



VENUE: SHANGRI-LA HOTEL, KUALA LUMPUR DATE: (DAY 1) 28 AUGUST 2018 (TUESDAY)

TIME	PROGRAMME	
SESSION 2: APPLICATION AND MARKETING ISSUES OF PALM OIL (Continued)		
1700 - 1900 hrs	CEO Forum Theme: Striking Balance – Between Profit & Sustainability Moderator: Dato' Lee Yeow Chor, Chairman, MPOC Panelists:- 1. Atul Chaturvedi, Solvent Extractors' Association of India (SEA) 2. Darwin Indigo, Wilmar International 3. Mohamed H Radwan, Oleo Misr 4. Paul Bloemendal, Pretb Pte Ltd 5. Mr Zhou Shi Yong, President, Beijing Heyirong Invest	
1900 hrs	End of Day 1	

VENUE: SHANGRI-LA HOTEL, KUALA LUMPUR **DATE:** (DAY 2) 29 AUGUST 2018 (WEDNESDAY)

TIME	PROGRAMME	
0900 - 0920 hrs	Paper 9: Global Analysis of Supply and Demand 2018 and Beyond Mohd Izham Hassan, Malaysian Palm Oil Council (MPOC)	
0920 - 0950 hrs	Paper 10 : Augmenting Palm Oil Applications in Oleochemical Industry Derek Ng, IFFCO (Malaysia) Sdn Bhd	
SESSION 3: REG	GIONAL WORKSHOP	
	Regional Workshop 1 : Sub Continent / Asia Pacific & China	
1000 - 1010 hrs	Paper 1 : Sponsor's Slot	
1010 - 1030 hrs	Paper 2 : Palm Oil Outlook in Japan's Food, Non-Food and Energy Market Koji Ishihara, Mitsubishi Corporation (Oils & Fats Unit)	
1030 - 1050 hrs	Paper 3: Asia Pacific Oleochemicals Market Development and Outlook Jackie Wong Tsz Hin, ICIS	
1050 - 1110 hrs	Paper 4: Steady Growth in Import vis-ã-vis Consumption of Oils and Fats in India Bhavna Shah, MPOC India	
1110 - 1130 hrs	Paper 5: Enhancing Market Application of Oils and Fats in Vietnam Dinh Phuong Thao, Golden Hope Nabhe	
1130 - 1150 hrs	Paper 6: Pakistan's Insatiable Appetite for Palm Oil & Opportunities in Processing and Storage Facilities Jahangir Rasheed, Westbury Group	
1120 - 1220 hrs	Q & A	

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.



VENUE: SHANGRI-LA HOTEL, KUALA LUMPUR **DATE:** (DAY 2) 29 AUGUST 2018 (WEDNESDAY)

TIME	PROGRAMME	
	Regional Workshop 2 : Middle East & Africa	
1000 - 1010 hrs	Paper 1 : Sponsor's Slot	
1010 - 1030 hrs	Paper 2 : Oleochemical Growth Opportunities in Egypt Mohamed H Radwan, Oleo Misr	
1030 - 1050 hrs	Paper 3: Palm Oil in Saudi Arabia & Middle East Current Trends and Future Prospects Zahid Hussain, United Flowers for Vegetables Oils Co. Ltd	
1050 - 1110 hrs	Paper 4: Market Challenges & Opportunities for Palm Oil in Iran Mohammad Hafezh, MPOC Turkey	
1230 - 1400 hrs	Paper 5 : Growing Demand for Palm Oil in Africa, Changing Dynamic Sandeep Singh, Global Farm Trade	
1400 - 1430 hrs	Q & A	
	Regional Workshop 3 : Europe & Americas	
1000 - 1010 hrs	Paper 1 : Palm Oil Market Growth in Colombia Roberto Herrera Lara, CEO, Guaicaramo SA Group	
1010 - 1030 hrs	Paper 2 : Renewable and Sustainable Fuels Demand in Europe and US RFS2 Implications and Opportunities for Palm Biofuels Adrian Suharto, Neste Singapore	
1030 - 1050 hrs	Paper 3: Update on Palm Oil Consumption in the United States of America Luis Carlos Corredor, Thin Oil Products	
1050 - 1110 hrs	Paper 4: Sustainable Supply Chain in the Malaysian Palm Oil Industry with Blockchain Technology Kamales Lardi, Lardi & Partner Consulting GmbH	
1110 - 1130 hrs	Paper 5: Issues and Challenges for Palm Oil in Eurasian Region Aleksey Udovenko, MPOC Russia	
1130 - 1220 hrs	Q & A	
SESSION 4: MA	RKET UPDATES & PRICE FORECAST	
1400 - 1430 hrs	Paper 11 : Behavior of CPO Market Dr. James Fry, LMC International	
1430 - 1500 hrs	Paper 12 : Adopting Traceability & Sustainability as Marketing Advantage for Palm Oil Guy Hogge, Louis Dreyfus (LDC)	
1500 - 1530 hrs	Paper 13: Indonesian Biodiesel Program: Towards Achieving B30 Blending by 2025 Togar Sitanggang, GAPKI	
1530 - 1600 hrs	Paper 14 : Outlook of Palm and Vegetable Oils 2018/2019 Dorab Mistry, Godrej	
1600 - 1630 hrs	Tea Break	
1630 hrs	End of POTS KL 2018	

Disclaimer:



We offer your organization a variety of effective ways to get your company and products / services noticed by key decision markers. We have sponsorship options available to suit a range of marketing needs. The sponsorship categories available are:

TITANIUM SPONSOR	RM 50,000 (Exclusive)
PLATINUM SPONSOR	RM 40,000 (2 Patrons)
GOLD SPONSOR	RM 30,000 (3 Patrons)
SILVER SPONSOR	RM 15,000 (3 Patrons)
PARTNERS	RM 10,000 (Unlimited)
CONFERENCE BAG SPONSOR	RM 30,000 (1 Patron)
NOTEPAD SPONSOR	RM 7,000 (1 Patron)
REGIONAL WORKSHOP SPONSOR	RM 15,000/Workshop (3 Patrons)
LUNCHEON SPONSOR	RM 30,000 (1 Patron)

TITANIUM SPONSOR - RM50,000 (EXCLUSIVE)

Titanium sponsor will be making a significant contribution towards the overall event and will receive maximum exposure through the following benefits:

- . One (1) VIP Invitation for the Opening Ceremony
- Two (2) complimentary standard exhibition booths (3mx3m) in a prime location worth RM10,000
- Ten (10) seminar registrations worth RM10,000
- One (1) full advertisement with priority selection in Souvenir Programme worth RM3,000
- · Lead logo placement on all seminar signage and brochures
- Recognition as the Titanium Sponsor on all printed seminar material including Seminar Brochure & Souvenir Programme
- · Mailing address for all seminar delegates
- Opportunity to include promotional materials in the delegates' welcome packets

PLATINUM SPONSOR - RM40,000 (2 PATRONS)

Platinum Sponsor benefits include:

- · One (1) VIP invitation for the Opening Ceremony
- Two (2) complimentary standard exhibition booths (3mx3m) in a designated prime location worth RM 10,000
- Six (6) seminar registrations worth RM6,000
- One (1) full page advertisement with priority selection in Souvenir Programme worth RM3,000

- · Lead logo placement on all conference signage & brochures
- · Mailing address for all seminar delegates
- Opportunity to include promotional materials in the delegates' welcome packets

GOLD SPONSOR - RM30,000 (3 PATRONS)

Gold Sponsor benefits include:

- One (1) VIP invitation for the Opening Ceremony
- One (1) complimentary standard exhibition booths (3mx3m) in a designated prime location worth RM3,000
- Three (3) seminar registrations worth RM4,500
- One (1) full page advertisement with priority selection in Souvenir Programme worth RM3,000
- Prominent logo placement on all conference signage & brochures

SILVER SPONSOR - RM15,000 (3 PATRONS)

Silver Sponsor benefits include :

- One (1) VIP invitation for the Opening Ceremony
- One (1) complimentary standard exhibition booths (3mx3m) worth RM 5,000
- Two (2) seminar registrations worth RM2,000
- One (1) full page advertisement with priority selection in Souvenir Programme worth RM3,000
- Logo placement on all seminar brochures and Souvenir Programme
- · Sponsor listing in seminar brochures and Souvenir Programme

PARTNERS - RM10,000 (UNLIMITED)

Partner Sponsor benefits include:

- · One (1) VIP invitation for the Opening Ceremony
- One (1) complimentary standard exhibition booths (3mx3m) worth RM 5,000
- One (1) seminar registration worth RM1,000
- One (1) full page advertisement with priority selection in Souvenir Programme worth RM3,000
- Logo placement on all seminar brochures and Souvenir Programme
- · Sponsor listing in seminar brochures and Souvenir Programme



CONFERENCE BAG SPONSOR RM30,000 (1 PATRON)

Increase your corporate visibility by adding your company logo to the conference bag which will be distributed to all conference delegates. Your company can become a 'walking' advertisement and this sponsorship can even provide months of exposure even after the event. In addition, your company will be provided with:

- Four (4) seminar registrations worth RM4,000
- One (1) full page advertisement in Souvenir Programme worth BM3.000
- · Exclusive company name and logo on each bag

NOTEPAD SPONSOR RM7,000 (1 PATRON)

All delegates will receive a notebook with their seminar bags. Your company name and logo will be on each notebook and it should increase your company's exposure through brand recognition. In addition your company will be provided with:

- Two (2) seminar registration worth RM2,000
- · Exclusive company name and logo on each notebook

REGIONAL WORKSHOP SPONSOR RM15,000 PER WORKSHOP (3 PATRONS)

- i. Sub-Continent / Asia Pacific & China
- ii. Middle East & Africa
- iii. Europe & Americas

Regional Workshop Sponsor benefits include:

- . One (1) VIP invitation for the Opening Ceremony
- One (1) nomination speaker slot at the Sponsored Regional Workshop Session
- One (1) complimentary standard exhibition booths (3mx3m) worth BM 5 000
- Two (2) seminar registrations worth RM2,000
- Logo placement on all seminar brochures and Souvenir Programme
- · Sponsor listing in seminar brochures and Souvenir Programme

LUNCHEON SPONSOR - RM30,000 (1 PATRON)

Luncheon Sponsor benefits include:

- . One (1) VIP invitation for the Opening Ceremony
- Logo placement on all table during lunch.
- Seven (7) seminar registrations worth RM7,000
- Lead logo placement on all conference signage & brochures
- Mailing address for all seminar delegates
- Opportunity to include promotional materials in the delegates' welcome packets

EXHIBITION - RM5,000

POTS KL 2018 offers a limited number of high quality exhibition opportunities. This has become the avenue for making contacts and networking, and to attract new clients. A physical presence at the conference is often the best way to promote business development, and to showcase and promote products, equipment and services to decision makers worldwide.

As part of the exhibitors package (RM5,000), you will receive the following:

- . A 3m x 3m exhibition booth space
- Two complimentary passes as exhibitors, which also entitle them to the conference area.
- Listing of company details in the Souvenir programme, including a 50-word description on the products and services that the company can offer.

ADVERTISING - RM3,000

Advertising in the conference program is an affordable way to ensure your message reaches each conference delegate. Advertising rates are as follows:

Full Page (Standard)

Full Page

Standard (210 x 295mm)

RM3,000



Ready to become a sponsor?

Return your completed reservation form to

Fax No.: 603-7806 2272
or contact Mr. Mohd Izham Hassan (izham@mpoc.org.my)
or Mr. Muhammad Kharibi (kharibi@mpoc.org.my)
at Tel No.: 603-7806 4097.



Please reserve the following sponsorship package for me / my company :

SPONSORSHIP

Titanium	(RM50,000)	Conference Bag (RM30,000)
Platinum	(RM40,000)	Note Pad (RM7,000)
Gold	(RM30,000	Regional Workshop Sponsor
Silver	(RM15,000)	(RM15,000)
Partner	(RM10,000)	Luncheon Sponsor (RM30,000)

EXHIBITION

Standard shell scheme No. of Unit (3m x 3m) - RM5,000

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 passes.

ADVERTISING

Please reserve the following advertising space : Full Page (Standard) (RM3,000)

SPONSORSHIP, ADVERTISING & EXHIBITION RESERVATION FORM

Company Name :

Contact Person :

Designation :

Address :

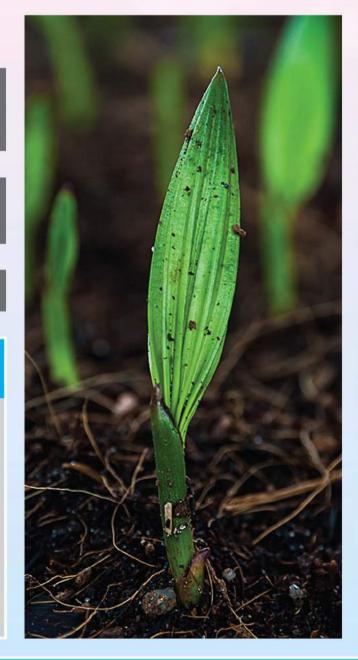
Tel. No. :

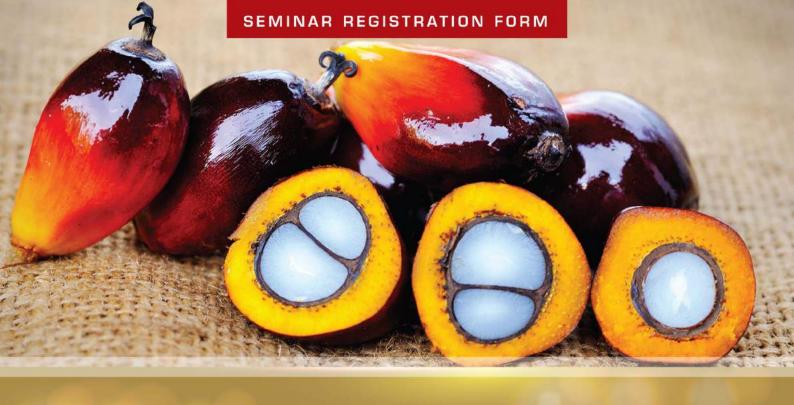
Fax. No. :

E-mail :

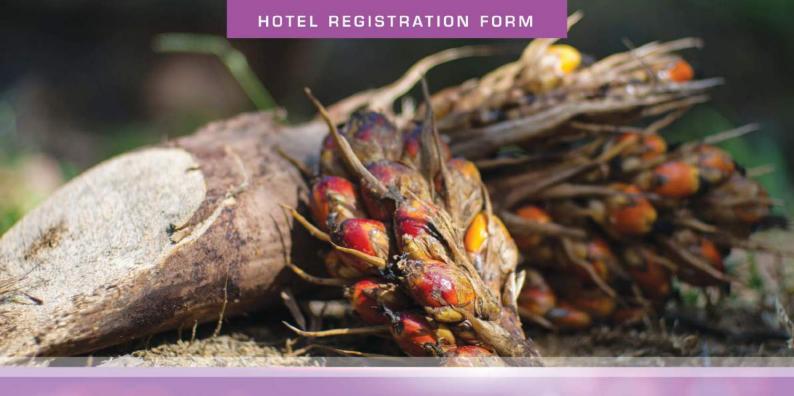
Signature :

Date :





Please fax this form to MPOC at Fax No.: 603 - 7806 2272 MODE OF PAYMENT : PLEASE TICK Malaysia Delegate Title (Mr/ Ms/ Mrs/ Dr/ Others): Cheque - Payable to "Malaysian Palm Oil Council" Cheque No: Name (Please underline surname): **International Delegate** Cheque / Bank Draft Made Payable to "Malaysian Palm Oil Council" Designation: Cheque No: Company: Bank-in to CIMB Bank details: CIMB Bank, No. 60 - 62, Jalan SS6/14, 47301 Kelana Jaya, Selangor, Malaysia. Address : SWIFT CODE: CIBBMYKL Account No.: 800 218 3566 Email payment slip to : ismail@mpoc.org.my or emma@mpoc.org.my Form may be duplicated for additional registration Tel. No.: Mail or Fax form to : The Secretariat Kuala Lumpur Palm Oil Trade Fair & Seminar 2018 Fax: Malaysian Palm Oil Council (MPOC) 2nd Floor, Wisma Sawit, Lot 6, SS6 Jalan Perbandaran, 47301 Kelana Jaya, Selangor, Malaysia. E-mail: Tel: 603 - 7806 4097 Fax: 603 - 7806 2272 **Contact Persons:** Muhammad Kharibi Email: kharibi@mpoc.org.my Mohd Izham Email: izham@mpoc.org.my **REGISTRATION FEES** For office use only Registration Fee (Per Person) Dated received: Payment Details: RM1,000 / US\$250 Cheque No: Amount Due (RM/US\$): Amount:



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

- Reservation without credit card number will not be accepted. Confirmation will be sent to the guest within 48 hours of receipt of reservation.
- Any cancelation after 10 / August / 2018 will be charged to the guest's credit card as 100% of the comfirmation room rate. The charge will be based upon the room rate specified in the Hotel Reservation Form
- Rooms are subject to availability and rates are subject to changes.

SHANGRI-LA HOTEL, KUALA LUMPUR

Room Category	Single Occupancy	Double Occupancy
Executive Room	RM 550.00 ++	RM 600.00 ++
Horizon Executive Room	RM 700.00 ++	RM 750.00 ++

The Daily Room Rates quoted above are:

- Subject to 10% service charge, 0% GST per room per night.
- Inclusive of daily buffet breakfast and Wi-Fi (200Mbps).

Form may be duplicated for additional registration

Mail or Fax form to : The Secretariat

Malaysia Palm Oil Trade Fair & Seminar 2018

Malaysian Palm Oil Council (MPOC)

2nd Floor, Wisma Sawit, Lot 6, SS6 Jalan Perbandaran,

47301 Kelana Jaya, Selangor, Malaysia.

Tel: 603 - 7806 4097 Fax: 603 - 7806 2272

Contact Persons:

Muhammad Kharibi Email : kharibi@mpoc.org.my
Mohd Izham Email : izham@mpoc.org.my
Lim Teck Chaii Email : lim@mpoc.org.my



PLEASE RESERVE FOR	
Credit Card Number : _	

Company Name :	
Passport No. :	
Arrival Date :	
Arrival Time :	
Departure Date :	
Departure Time :	
Address:	
Postal Code. :	
State :	
City:	
Country:	
Tel. No. :	
Fax No.:	
E-mail:	

For office use o	nly
Dated received :	
Payment Details :	
Cheque No :	
Amount :	