

Introduction



The success of the first Malaysia-Africa Palm Oil Trade Fair and Seminar (MA-POTS) held in 2007 in conjunction with the continent's largest food and beverage event – Africa's Big Seven – has encouraged a follow-up meeting in the Sub-Saharan Africa Region, which is an emerging agriculture investment destination. Generally, it is viewed that the demand for oils and fats will continue to grow in this region. On the ground information and contacts can be secured through networking at the **Malaysia – Africa Palm Oil Trade Fair and Seminar (POTS) 2011 on 7 December 2011 at Sandton Convention Centre, Johannesburg, South Africa.**



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 Africa region 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 Africa.
3. To provide a conducive platform for interaction between members of the Malaysian palm oil industry and African region 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 scope of responsibilities.

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 in the market place by addressing the latest opportunities.
- To encourage product diversification using Malaysian palm oil as the key ingredient, thus gaining a prominent role in new and formulated products.
- To improve understanding of palm oil, enhancing its applications and elucidating its numerous strengths and benefits.
- To uphold the good name of Malaysian palm oil by addressing the issues of perception, allegations and realities of palm oil.
- To safeguard the positioning of Malaysian palm oil as the most dominant vegetable oil in terms of market coverage, nutritional benefits, environmental sustainability and commercial success.

7 DECEMBER 2011

JOHANNESBURG,
SOUTH AFRICA

Malaysia-Africa Palm Oil Trade Fair & Seminar

7 December 2011 • Johannesburg, South Africa

PROPOSED PROGRAMME

Time	Programme
09:00 – 09:50	Registration of participants
10:00 – 10:05	Arrival of Hon. Minister Tan Sri Bernard Dompok <i>Minister of Plantation Industries and Commodities, Malaysia</i>
10:05 – 10:15	Welcome remarks by Dato' Lee Yeow Chor <i>Chairman, Malaysian Palm Oil Council</i>
10:15 – 10:25	Opening remarks by H.E. Kennedy Jawan <i>Malaysian High Commissioner to South Africa</i>
10:25 – 10:45	Keynote address by Hon. Minister Tan Sri Bernard Dompok <i>Minister of Plantation Industries and Commodities, Malaysia</i>
10:45 – 10:50	Opening ceremony
10:50 – 11:00	Tea break and networking
11:00 – 11:30	PLENARY PAPER Global Oils & Fats Market (Focus on Sub-Sahara Africa) and Price Outlook TBC
11:30 – 12:00	PAPER 1 Malaysian Palm Oil: Opportunities to Increase Trade Tan Sri Datuk Dr. Yusof Basiron, <i>CEO, Malaysian Palm Oil Council</i>
12:00 – 12:30	PAPER 2 Dynamics of the Malaysian Palm Oil Industry MPOB/TBC
12:30 – 12:50	Q & A Session
13:00 – 14:00	Lunch

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PROPOSED PROGRAMME (Cont'd)

Time	Programme
14:00 – 14:30	PAPER 3 An Update of Opportunities from Palm Oil in the Food and Health Sectors Dr. Aubrey Parsons, <i>Head of Research & Development</i>
14:30 – 15:00	PAPER 4 Oil Palm Plantation Development in Africa: The Malaysian Experience TBC
15:00 – 15:30	PAPER 5 Logistical and Transportation Challenges for Oils and Fats in Sub-Sahara Africa Mr. Rob Abendanon, <i>Managing Director, Wilmar Oils and Fats Africa Pty Ltd.</i>
15:30 – 15:45	Q & A Session
15:45 – 16:00	Tea break and networking
16:00 – 16:30	PAPER 6 Market Potential for Palm Oil in Southern Africa Mr. Derrick Francis, <i>Director, FR Waring (International) Pty Ltd.</i>
16:30 – 17:00	PAPER 7 Supply and Demand of Oils & Fats in Sub-Sahara Africa Mr. Shailendra Mishra, <i>Commercial Director, Louis Dreyfus Commodities Africa Pty Ltd.</i>
17:00 – 17:30	Q & A Session
17:20 – 17:40	Closing remarks by Datuk Dr. Choo Yuen May <i>Director General, Malaysian Palm Oil Board (MPOB)</i>
17:40 – 19:00	Cocktails



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JOHANNESBURG,
SOUTH AFRICA

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	RM25,000 or US\$7,800
GOLD SPONSORS	RM20,000 or US\$6,300
SILVER SPONSORS	RM15,000 or US\$4,700
PARTNERS	RM5,000 or US\$1,600

PLATINUM SPONSORS (RM25,000 or US\$7,800)

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.
- Six (6) complimentary conference registrations worth RM1,800 or US\$600.
- Full page advertisement in the conference programme 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 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 (RM20,000 or US\$6,300)

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.
- Four (4) complimentary conference registrations worth RM1,200 or US\$400.
- Full page advertisement in the conference programme 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 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 (RM15,000 or US\$4,700)

Benefits for each Silver Sponsor include:

- VIP invitation for the Official Opening Ceremony.
- One (1) complimentary 3m x 3m standard shell scheme booth.
- Three (3) complimentary conference registrations worth RM900 or US\$300.
- Full page advertisement in the conference programme 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 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 (RM5,000 or US\$1,600)

Benefits for each Partner Sponsor include:

- VIP invitation for the Official Opening Ceremony.
- One (1) complimentary 3m x 3m standard shell scheme booth.
- Two (2) complimentary conference registrations worth RM600 or US\$200.
- Half page advertisement in the conference programme booklet worth RM600 or US\$175.
- 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.

NOTEPAD & PEN SPONSOR (RM3,200 or US\$1,000)

SEMINAR BAG SPONSORS (RM4,800 or US\$1,500)

Benefits for each Sponsor include:

- Exclusive company's logo and name placement.
- Opportunity to include promotional materials (or corporate gift) in the welcome bags for the delegates.

ADVERTISING IN SOUVENIR PROGRAMME

FULL PAGE	RM1,000 or US\$350
HALF PAGE	RM600 or US\$175

EXHIBITION

- Standard shell scheme booth (3m x 3m) **RM1,600 or US\$500** per booth.

SPONSORSHIP, ADVERTISING & EXHIBITING RESERVATION FORM

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

SPONSORSHIP

<input type="checkbox"/> PLATINUM SPONSOR RM25,000 or US\$7,800	<input type="checkbox"/> SILVER SPONSORS RM15,000 or US\$4,700
<input type="checkbox"/> GOLD SPONSORS RM20,000 or US\$6,300	<input type="checkbox"/> PARTNERS RM5,000 or US\$1,600
<input type="checkbox"/> NOTEPAD & PEN (RM3,200 or US\$1,000)	<input type="checkbox"/> SEMINAR BAGS (RM4,800 or US\$1,500)

ADVERTISING IN SOUVENIR PROGRAMME

Specifications:

Full Page – 297mm (h) x 210mm (w). Bleed area – 305mm (h) x 216mm (w). Trimmed area – 297mm (h) x 210mm (w).

Half Page – 128mm (h) x 185mm (w).

Please reserve the following advertising space:

<input type="checkbox"/> Full Page: RM1,000 or US\$350	<input type="checkbox"/> Half Page: RM600 or US\$175
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EXHIBITION

<input type="checkbox"/> Standard shell scheme booth (3m x 3m) - RM1,600 or US\$500	<input type="checkbox"/> No of unit (Standard shell scheme booth comes with 3m x 3m shell frame, lighting, overhead fascia panel with company name and stand number)
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MODE OF PAYMENT: PLEASE TICK ✓

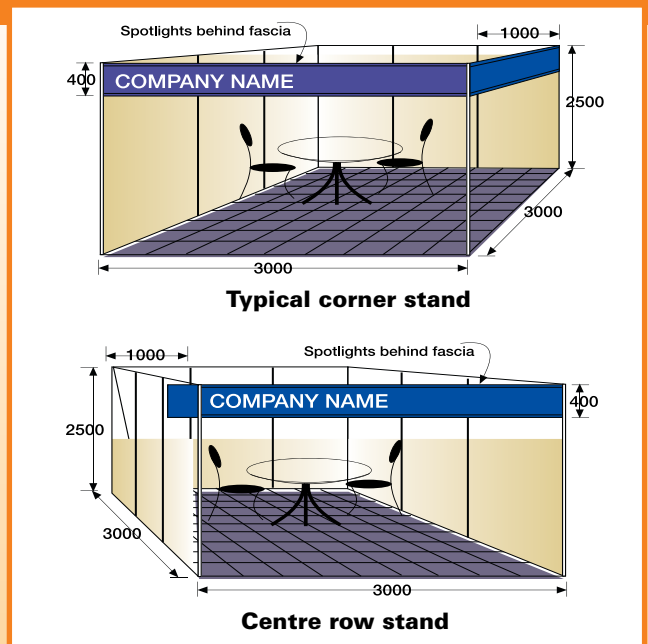
Cheque - Payable to "Malaysian Palm Oil Council"
Cheque No: _____

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

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: _____

7 DECEMBER 2011

JOHANNESBURG,
SOUTH AFRICA

REGISTRATION FORM (Duplicate for additional registrations)

Please fax or email this form to

Fax No: +603-7806 2272
Email: iskahar@mpoc.org.my

Deadline: 15th November 2011

Title: Mr / Ms / Dr / Others:

Name: (please underline surname)

Designation:

Company:

Address:

Tel:

Fax:

Email:

REGISTRATION FEE

Registration fee (per person)

Single (1 person)

RM300

US\$100

Amount Due (RM/US\$) _____

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

Payment by Credit Card

Card Type:

Visa Mastercard Others (Pls specify)

Card Number: _____

Expiry Date: _____

Name Printed On Card: _____

Signature: _____

**Please send completed form by
Mail or Fax to:**

POTS South Africa 2011

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:

Mr Iskahar

Email: iskahar@mpoc.org.my

Mr Kharibi

Email: kharibi@mpoc.org.my

For Office Use Only

Date Received: _____

Payment Details: _____

Cheque No: _____

Amount: _____

HOTEL REGISTRATION FORM

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 23rd November 2011 will be charged 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 **Mr. Kumar - Durban Office, South Africa, Fax No: +27 31 5666 170, Email: kumar@mpoc.org.za**

ROOM RATES AT INTERCONTINENTAL JOHANNESBURG SANDTON TOWERS HOTEL

TYPE OF ROOM	TICK (✓)	RATE	NO. OF ROOM	TOTAL
Deluxe Standard (Single)		US\$286		
Deluxe Standard (Double)		US\$314		
Corner Deluxe (Single)		US\$358		
Corner Deluxe (Double)		US\$400		
TOTAL				

Note: Above rates are subject to 10% service charge and 14% government tax

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: