3rd ANNOUNCEMENT

POTS
MALAYSIA-GHANA PALM OIL TRADE FAIR & SEMINAR
23 OCTOBER 2017 • ACCRA, GHANA

CREATING MUTUAL PARTNERSHIP,
OPTIMIZING AND EXPANDING PALM OIL
OPPORTUNITIES IN WEST AFRICA

TITANIUM SPONSOR
wilmar
PLATINUM SPONSOR
avnash
GOLD SPONSOR
GOPDC
PARTNER
PALMTOP VEGEOIL PRODUCTS
SDN BHD

For more information, please contact:
Malaysian Palm Oil Council
Malaysian Secretariat

Tel: +603-7806 4097  Fax: +603-7806 2272
Kamal Azmi kazmi@mpoc.org.za
Nor Iskahar Nordin iskahar@mpoc.org.my

ORGANISED BY:

3rd ANNOUNCEMENT
POTS series is back!!! This time around it is held in Accra, Ghana, 23 October 2017. 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 Ghana 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 Ghana a platform to exchange, discuss issues affecting the trade and business networking. In this regard, POTS Ghana 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 Ministry of Plantation Industries and Commodities to deliver the keynote address and officially open POTS Ghana 2017.

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 Ghana 2017 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 Ghana 2017 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 Ghana 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 Ghana.
3. To provide a conducive platform for interaction between members of the Malaysian palm oil industry and Ghana 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.
**MALAYSIA-GHANA PALM OIL TRADE FAIR & SEMINAR**  
**23 OCTOBER 2017 • ACCRA, GHANA**

**PROPOSED PROGRAMME**

Venue: Movenpick Ambassador Hotel, Accra, Ghana  
Date: 23 October 2017, Monday (Day 1)

<table>
<thead>
<tr>
<th>TIME</th>
<th>PROGRAMME</th>
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<tbody>
<tr>
<td><strong>0830 - 1000 hrs</strong></td>
<td>Registration of Participants</td>
</tr>
</tbody>
</table>
| **1000 - 1010 hrs** | Welcome Remarks by **Dato' Lee Yeow Chor**  
Chairman of Malaysian Palm Oil Council |
| **1010 - 1020 hrs** | Welcome Remarks by **Datuk Seri Ahmad Hamzah**  
Chairman of Malaysian Palm Oil Board |
| **1020 - 1030 hrs** | Opening Remarks by **Ghana Representative**                               |
| **1030 - 1045 hrs** | Keynote Address by Ministry of Plantation Industries and Commodities Malaysia  
(TBC)  
Opening Ceremony of POTS Ghana 2017 |
| **1045 - 1100 hrs** | Morning Refreshment / Business Networking                                     |
| **1100 - 1130 hrs** | Plenary Paper: **Global Supply & Outlook for Oils & Fats in 2017/18 (Focus on West Africa)**  
**Dr. James Fry, LMC International** |

**SESSION 1: Palm Oil Current Issues & Development**

<table>
<thead>
<tr>
<th>TIME</th>
<th>PROGRAMME</th>
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</table>
| **1130 - 1200 hrs** | Paper 1: **Investments in Large Oil Palm in Ghana: Constraints, Opportunities and Modalities**  
**Ing. Kwasi Poku, Ministry of Trade and Industry, Ghana** |
| **1200 - 1230 hrs** | Paper 2: **Malaysian Palm Oil in the Global Market: 100 Years of Progress**  
**Dr. Kalyana Sundram, Malaysian Palm Oil Council** |
| **1230 - 1300 hrs** | Paper 3: **Development of the Malaysian Oil Palm Industry and the Importance of Palm Oil in the Global Oils and Fats Market**  
**Dr. Ahmad Kushairi Din, Malaysian Palm Oil Board** |
| **1300 - 1400 hrs** | Conference Luncheon                                                        |
| **1400 - 1420 hrs** | Paper 4: **Leading Africa’s Sustainable Plantations - Shaping the Next Decade**  
**Supramaniam R. Ramasamy, OLAM** |

Disclaimer:  
MPOC reserves the right to change the conference date, speakers, programme content and venue should circumstances beyond the control of MPOC occurs which so demands.
# PROPOSED PROGRAMME

**Venue:** Movenpick Ambassador Hotel, Accra, Ghana  
**Date:** 23 October 2017, Monday (Day 1)

<table>
<thead>
<tr>
<th>TIME</th>
<th>PROGRAMME</th>
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<tbody>
<tr>
<td><strong>SESSION 2:</strong> Palm Oil Application &amp; Nutrition</td>
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</tr>
</tbody>
</table>
| 1420 - 1440 hrs | Paper 5: Technical Advantages of Using Palm Oil in Food Applications  
Teah Yau Kun, Malaysian Palm Oil Council  
1440 - 1500 hrs | Paper 6: Malaysian Palm Oil: A Versatile Ingredient for Food and Non-Food Sectors in Ghana  
Isa bin Mansor, Malaysian Palm Oil Board |
| **SESSION 3:** Market Updates & Opportunities                                                                                         |
| 1500 - 1520 hrs | Paper 7: Logistics and Transportation Challenges for Oils and Fats in West Africa  
Samuel Ntow-Kummi, Ghana Ports and Harbours Authority  
1520 - 1540 hrs | Paper 8: Trends and Market Prospects for Palm oil in West Africa  
Gert Vandermissen, Ghana Oil Palm Oil Development Company (GOPDC) Ltd.  
1540 - 1600 hrs | Afternoon Refreshment / Business Networking  
1600 - 1620 hrs | Paper 9: Oil Palm in West Africa: Financing Facilities and Risk Mitigation  
EXIM Bank  
1620 - 1640 hrs | Paper 10: Oil Palm Plantation Development in Africa: The Malaysian Experience  
Mohamad Helmy Othman Basha, Sime Darby  
1640 - 1700 hrs | Paper 11: African Palm Oil Market Outlook/Future Growth  
Santosh Pillai, Wilmar  
1700 - 1720 hrs | Paper 12: Branding Palm Oil Value Chain in Ghana: Avnash’s Experiences  
Jai Michandani, Avnash  
1720 hrs | POTS Ghana 2017 ENDS  
1730 - 1900 hrs | Cocktail |

**Date:** 24 October 2017, Tuesday (Day 2)

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<th>TIME</th>
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<tbody>
<tr>
<td>10.00 - 12.00 am</td>
<td>Technical Visit to Tema Port and Avnash</td>
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**Disclaimer:**  
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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 markers. We have sponsorship options available to suit a range of marketing needs. The sponsorship categories available are:

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>Titanium Sponsor</td>
<td>RM30,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Platinum Sponsor</td>
<td>RM25,000</td>
<td>(2 Patrons)</td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>RM20,000</td>
<td>(3 Patrons)</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>RM15,000</td>
<td>(3 Patrons)</td>
</tr>
<tr>
<td>Partner</td>
<td>RM10,000</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>

**Titanium Sponsor - RM30,000 (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 (3mx2m) in a designated prime location worth RM10,000
- Ten (10) seminar registration worth RM5,000
- One (1) full page advertisement with priority selection in Souvenir Program worth RM1,000
- Lead logo placement on all seminar signage & brochures
- Recognition as the Titanium Sponsor on all printed Seminar material including Seminar Brochure and Souvenir Programme
- Mailing address for all seminar delegates
- Opportunity to include promotional materials in the delegates’ welcome packets

**Platinum Sponsor - RM25,000 (2 Patrons)**

Platinum Sponsor benefits include:

- One (1) VIP Invitation for the Opening Ceremony
- Two (2) complimentary standard exhibition booths (3mx2m) in a designated prime location worth RM10,000
- Five (5) seminar registration worth RM2,500
- One (1) full page advertisement with priority selection in Souvenir Programme worth RM1,000
- 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 - RM20,000 (3 Patrons)**

Gold Sponsor benefits include:

- One (1) VIP Invitation for the Opening Ceremony
- One (1) complimentary standard exhibition booths (3mx2m) in a designated prime location worth RM5,000
- Three (3) seminar registration worth RM1,500
- One (1) full page advertisement in Souvenir Programme worth RM1,000
- Prominent logo placement on all conference signage & brochures
- Opportunity to include promotional materials in the delegates’ welcome packets

**Silver Sponsor - RM15,000 (6 Patrons)**

Silver Sponsor benefits include:

- One (1) VIP Invitation for the Opening Ceremony
- One (1) complimentary standard exhibition booth (3mx2m) worth RM5,000
- Two (2) seminar registration worth RM1,000
- Full page advertisement in Souvenir Program worth RM1,000
- Logo placement on all seminar brochures & Souvenir Program
- Sponsor listing in seminar brochures and Souvenir Programme

**Partner Sponsor - RM10,000 (UNLIMITED)**

Partner Sponsor benefits include:

- One (1) VIP Invitation for the Opening Ceremony
- One (1) complimentary standard exhibition booth (3mx2m) worth RM5,000
- One (1) seminar registration worth RM500
- Full page advertisement in Souvenir Program worth RM1,000
- Logo placement on all seminar brochures & Souvenir Program
- Sponsor listing in seminar brochures and Souvenir Programme
CREATING MUTUAL PARTNERSHIP, OPTIMIZING AND EXPANDING PALM OIL OPPORTUNITIES IN WEST AFRICA

SPONSORSHIP PACKAGE

EXHIBITION - RM5,000

POTS Ghana 2017 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 2m exhibition booth space
- Two complimentary pass 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 - RM1,000

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>RM1,000</td>
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</tbody>
</table>

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

SPONSORSHIP

- Titanium (RM30,000)
- Platinum (RM25,000)
- Gold (RM20,000)
- Silver (RM15,000)
- Partner (RM10,000)

EXHIBITION

- Standard shell scheme (3m x 2m) - RM5,000

Standard booth comes with 3m x 2m 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) (RM1,000)

Ready to become a sponsor?
Return your completed reservation form to
Fax No. : 603-7806 2272
or contact Mr. Muhammad Kharibi (kharibi@mpoc.org.my)
or Kamal Azmi (kazmi@mpoc.org.za)
or Nor Iskahar Nordin (iskahar@mpoc.org.my)
at Tel No. : 603-7806 4097.
MALAYSIA-GHANA PALM OIL TRADE FAIR & SEMINAR
23 OCTOBER 2017 • ACCRA, GHANA

HOTEL REGISTRATION FORM

Please complete the form below. Reservation and cancelation 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 October 16, 2017 by 2 pm, will be charged with penalties.
3. Rooms are subject to availability and rates are subject to changes.

MOVENPICK AMBASSADOR HOTEL, ACCRA, GHANA

<table>
<thead>
<tr>
<th>Room Category</th>
<th>Single Occupancy</th>
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<tbody>
<tr>
<td>Superior Room</td>
<td>USD 250</td>
</tr>
<tr>
<td>Executive Room</td>
<td>USD 350</td>
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- The price is inclusive of 17.5% value added tax and 1% tourism levy.
- A guarantee is mandatory to reserve the room.

PLEASE RESERVE FOR:
Credit Card Number:

<table>
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<tr>
<th>Delegate Name:</th>
<th>Company Name:</th>
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<th>State:</th>
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<th>E-mail:</th>
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REGISTRATION FORM FOR BIZMATCH

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<thead>
<tr>
<th>Title:</th>
<th>Mr / Ms / Mrs / Dr / Others</th>
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<tbody>
<tr>
<td>Name:</td>
<td>(Please underline surname)</td>
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<tr>
<td>Designation:</td>
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<tr>
<td>Company:</td>
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<td>Fax:</td>
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<td>Email:</td>
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Seeking for: PALM OIL SUPPLIERS  PALM OIL BUYERS  OTHERS (Pls Specify)

Form may be duplicated for additional registration

Mail or Fax form to: The Secretariat
Malaysia-Ghana Palm Oil Trade Fair & Seminar 2017
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
Kamal Azmi  Email: kazmi@mpoc.org.za
Nor Iskahar Nordin  Email: iskahar@mpoc.org.my
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SEMINAR REGISTRATION FORM

Please fax this form to **MPOC** at Fax No.: 603 - 7806 2272

**REGISTRATION FEES**

<table>
<thead>
<tr>
<th>Registration Fee (Per Person)</th>
<th>Amount Due (RM/US$)</th>
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<tbody>
<tr>
<td>Single (1 person)</td>
<td>RM500 / US$150</td>
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MODE OF PAYMENT : PLEASE TICK

- [ ] Cheque - Payable to “Malaysian Palm Oil Council”
  - Cheque No :

- [ ] 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. : 800 218 3566
  - Email payment slip to azna@mpoc.org.my or emma@mpoc.org.my

**Designation:**

**Company:**

**Address:**

**Tel. No.**

**E-mail:**

**Title (Mr/ Ms/ Mrs/ Dr/ Others):**

**Name (Please underline surname):**

**REGISTRATION FEES**

Form may be duplicated for additional registration

Mail or Fax form to: **The Secretariat**
Malaysia-Ghana Palm Oil Trade Fair & Seminar 2017
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
- Kamal Azmi
- Nor Iskahar Nordin

Email: kharibi@mpoc.org.my
Email: kazmi@mpoc.org.za
Email: iskahar@mpoc.org.my

For office use only

Dated received

Payment Details:

Cheque No:

Amount: