



PROMOTING MSPO TO A GLOBAL AUDIENCE

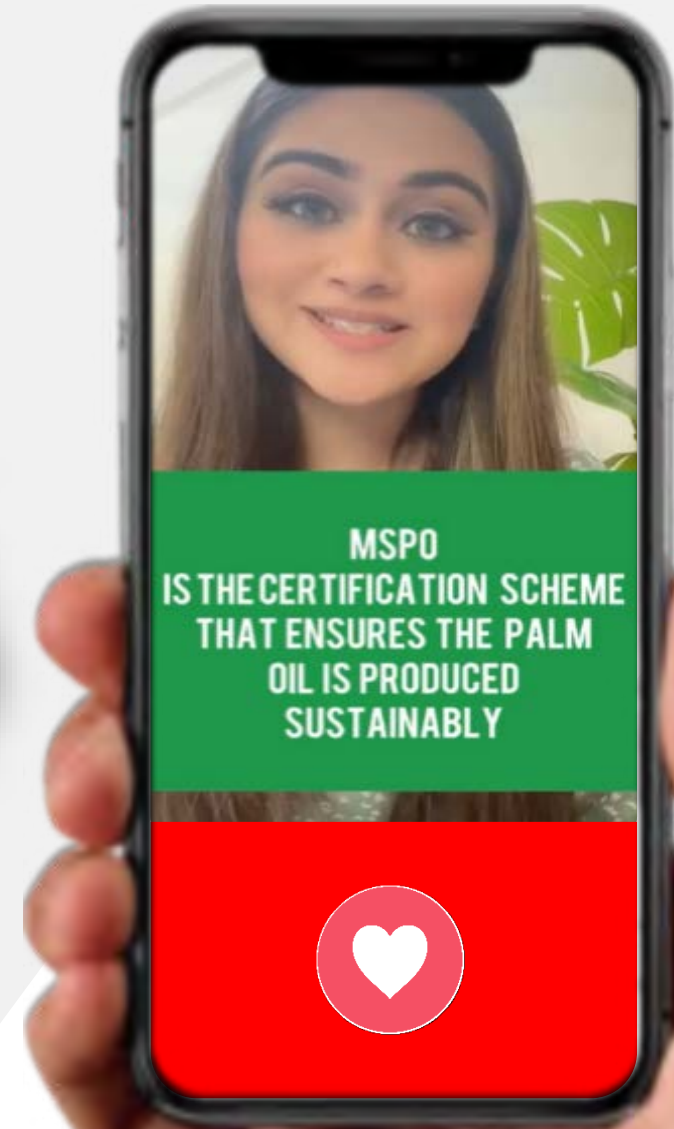
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Promoting & securing support for MSPO

- ASEAN
- Asia Pacific
- South Asia
- SEA
- Middle East



Why branding of MSPO?

PRODUCT DIFFERENTIATION

Currently there is no differentiation of MPO from other palm oil.



A market differentiation strategy must be adopted to enhance preference for Malaysian Palm Oil

Acceptance and brand strengthening must start from neighbouring countries in Asia

Promoting MSPO to a Global Audience

Increasing demand in Asia/SEA/Middle East markets

Due to criticism against palm oil benefits of sustainable palm oil are not getting through

Campaigners focus on perceived impact of demand from Europe & US

Increasing demand in developed countries – Asia , SEA & Middle East

- Encourage uptake & promotion of MSPO



Drive trade in Sustainable PO



MSPO made mandatory since January 2020 - **visibility has not been encouraging**



Increase visibility & acceptance



Build **trust , transparency & recognition**

MSPO provides assurance that MPO is sustainable

- Due Diligence Regulation- DF & HR
- Forest Act US – reduce illegal DF
- Companies looking at alternative oils



Assist companies to navigate the perception challenges by communicating directly on Malaysia's sustainability journey through MSPO in addition to RSPO.



91% of total oil palm planted area & 93% of total CPO production - MSPO certified





Build partnerships & engage with Governments & Trade Associations

- MSPO recognition by ASEAN
- MSPO endorsement by Governments / Oils & Fats Trade Associations - speaking engagements through regional workshops, events
- Promotion of MSPO at
 - ❖ regional exhibitions
 - ❖ Ministerial trade missions
 - ❖ key sectors (HORECA)



ASSOCIATION
OF SOUTHEAST
ASIAN NATIONS

A COMMUNITY OF
OPPORTUNITIES FOR ALL



Communication

- Promote transparency & traceability, through MSPO Trace which tracks & trace MSPO certification from oil palm planting to supply chain.
- Develop an online MSPO certified exporter database
- Push for usage of MSPO logo on all Malaysian certified products – branding SPO
 - ❖ Incentivize companies to use MSPO logo – support through PRIME grant
 - ❖ Produce brochures, infographics, videos – push MSPO through social media platforms

MSPO PROMOTION

Objective

Global recognition of MSPO as Malaysia's sustainability standard, through regional acceptance, demand and support.



Strategies

- 1 G2G information sharing on MSPO with key officials
- 2 Direct engagement with KOLs of HORECA and trade associations for awareness, followed by recognition of MSPO
- 3 Highly visible promotional efforts ranging from OOH and electronic media in important cities to collaboration with specific product brands containing palm oil
- 4 Promotion of MSPO Trace, as an online portal, as well as expanding its presence as a handy online app



Outcome

- 1 360-degree visibility of MSPO promotional and marketing efforts ranging from OOH and electronic, to government, business and consumers
- 2 Adoption of MSPO in product labelling at the end-phase of the intensive promotion and marketing exercise at the Asian level - MSPO Trace as an indicator of response, support and interest globally

INTERNATIONAL MSPO PROMOTION



Government/Lobby Work

- Engagement with government official to procure acceptance of MSPO.
- Engagement with trade associations and relevant authorities.



Professional Users/Trade

- Talks with HORECA and food manufacturers
- Trade seminars, i.e. POTS Philippines (June 2022).



Consumer

- Major food exhibitions
 - Roadshows
- Below-the-line: billboards, posters
- Mixed media promotion: radio, TV & social media



Publications

- GOFB
- Leaflets and reading material in MSPO



MSPO PROMOTION ROADMAP

GOAL

to achieve the

3As in 5 years

Awareness ▷ Acceptance ▷ Affiliation



Adoption

Adoption of the MSPO criteria and standards by plantations and smallholders resulting 91% certified planted area & 93% CSPO production



Awareness

Awareness of the existence of Certified Sustainable Palm Oil supply from Malaysia and its criteria via promotion & education



Acceptance

Acceptance of MSPO by manufacturers and consumers worldwide through knowledge & understanding of the MSPO standards



Affiliation

MSPO brand affiliation by manufacturers and consumers as product and quality assurance



MSPO PROMOTION – FOCUS COUNTRIES



South East Asia

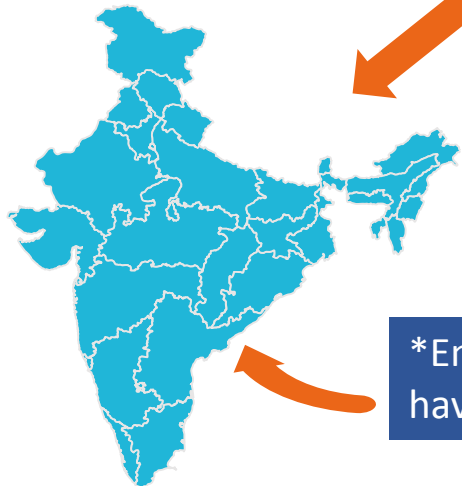
- **The Philippines** – To cultivate the MSPO awareness to the 70% of MPO market & create affiliation towards MSPO.
- **Vietnam** – To cultivate the MSPO awareness to the 45% of MPO market & create awareness and acceptance of MSPO.
- **Cambodia** – To create awareness and acceptance of MSPO for the SEA Games.



THE 32nd SEA GAMES
CAMBODIA 2023
PHNOM PENH

India

- Technical discussions on mutual recognition of MSPO in India sustainability framework
- Engagements with the SEA of India on the recognition and adoption of MSPO



Country	2020
India	2,745,081
PR of China	2,730,660
The Philippines	693,441
Vietnam	436,839
Japan	433,022
UAE	102,158
Cambodia	2,142
TOTAL	7,143,343

Source: MPOB (2021)

- Engagement with govt officials and trade associations
- Talks with HORECA & food manufacturers
- Online ads & promotion
- Electronic media promotion
- Billboards
- Roadshow
- Food Exhibition
- Promotion on social media for general consumers

*Engagement with government officials have been initiated by MPOB and MPOCC

Japan

- Promotion of biomass as fuel source in power plants



China

- Development of MSPO certified exporters database





MSPO PROMOTION – MIDDLE EAST (UAE)

Global Consumer Campaign with Lulu Hypermarket



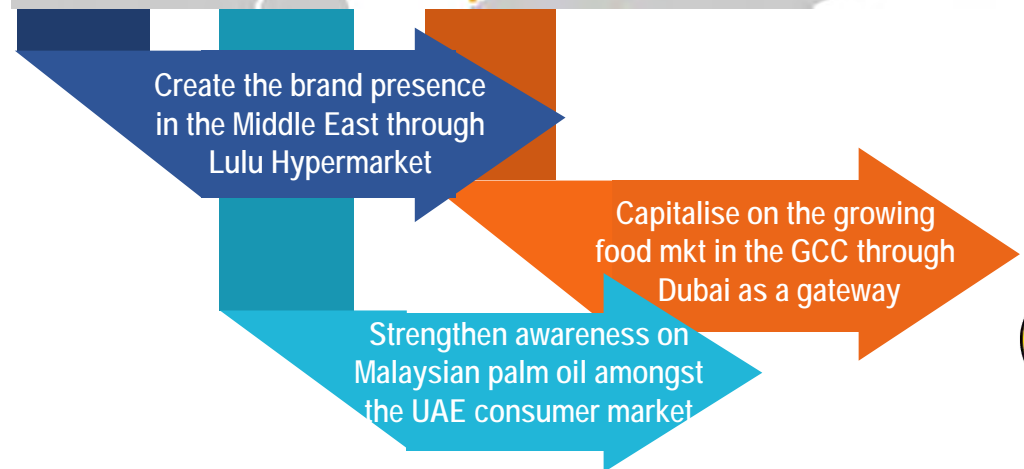
MALAYSIAN PALM OIL
FULL OF GOODNESS



To support 7 Malaysian palm oil-based product manufacturers who will be signing an MOU with Lulu for their product placement at Lulu Hypermarkets in UAE

To use selected outlets (within the 215 outlets of Lulu Hypermarkets) as a platform to promote MSPO to consumers throughout the GCC

To start with the HQ in Dubai as a continuity of the palm oil promotion at the World Expo Dubai






4 Main Activities


1 Oct 2021 – 31 Mar 2022

 Online contest

6-12 Feb 2022 (Week 19)

 Cooking demonstrations

 Soap making demonstrations

 Pocket Talks during the Trade & Business week



MSPO is currently being promoted on the MPOC World Expo Dubai online contest website.



Malaysian Palm Oil Full of Goodness will be the main theme during the Sustainable Agri-commodity Week (6-12 Feb 2022).





MSPO PROMOTION – ASEAN & OIC



منظمة التعاون الإسلامي
Organisation of Islamic Cooperation
Organisation de la Coopération Islamique



ASSOCIATION
OF SOUTHEAST
ASIAN NATIONS



Technical discussion & engagement with ASEAN Secretariat on the recognition of MSPO



Dialogue with ASEAN Secretariat on the recognition of MSPO



Forum with ASEAN palm oil importers on the recognition of MSPO



Technical discussions & engagements on the recognition of MSPO in OIC



Engagements with relevant authorities on the recognition of MSPO in OIC

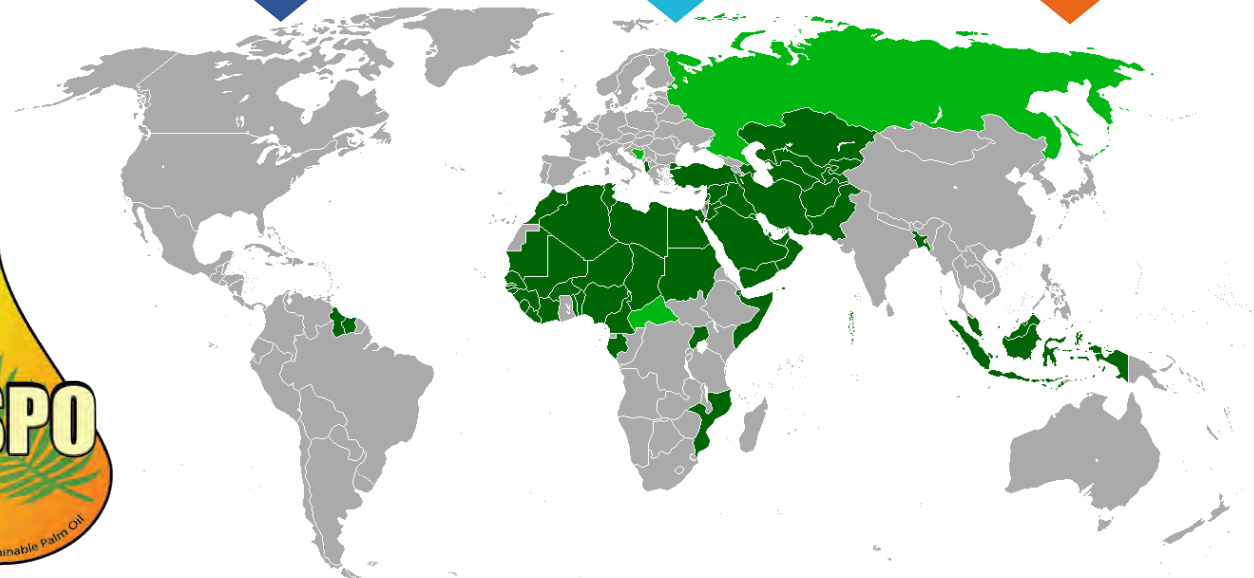


Global consumer campaign with Lulu Hypermarket



Acknowledgement of MSPO in the spirit of ASEAN's Motto: "One Vision, One Identity, One Community"

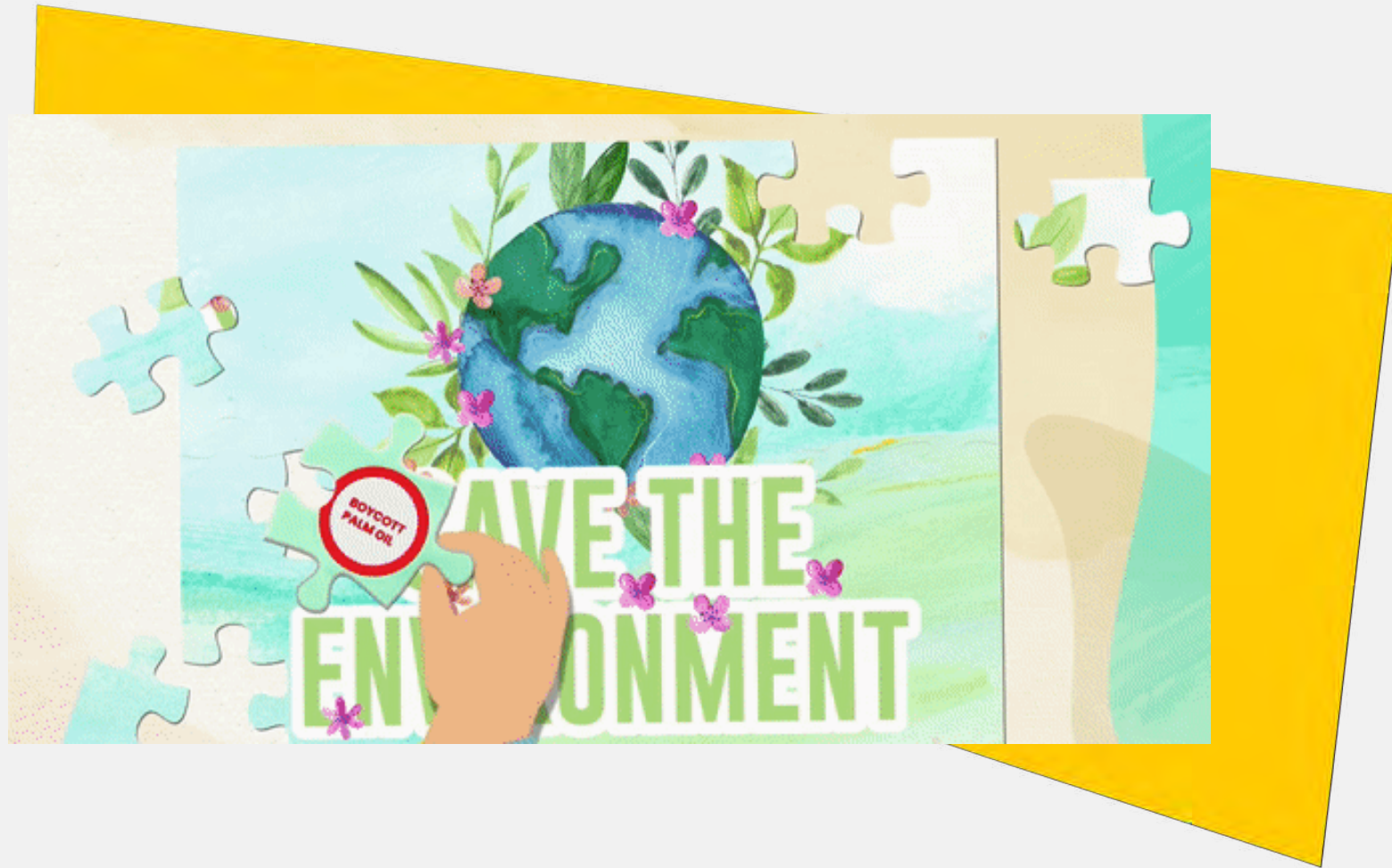
Towards: ASEAN Community Vision 2025 – Integrating Countries, Integrating Development



Benchmarking Success

The success of this strategy will be based on countries adopting /recognising MSPO as a credible scheme to import CSPO from Malaysia.

We will assess the effectiveness from time to time to evaluate the extent of usage in those countries



healthy fruits

Malaysian Red Palm Oil



-  undergoes a special refining method that retains the natural Provitamin A Carotenoids
-  exhibits powerful antioxidant activity
-  may help protect against heart disease and suppress the proliferation of cancer cells
-  boosts immune system
-  rich in Vitamin E Tocotrienols

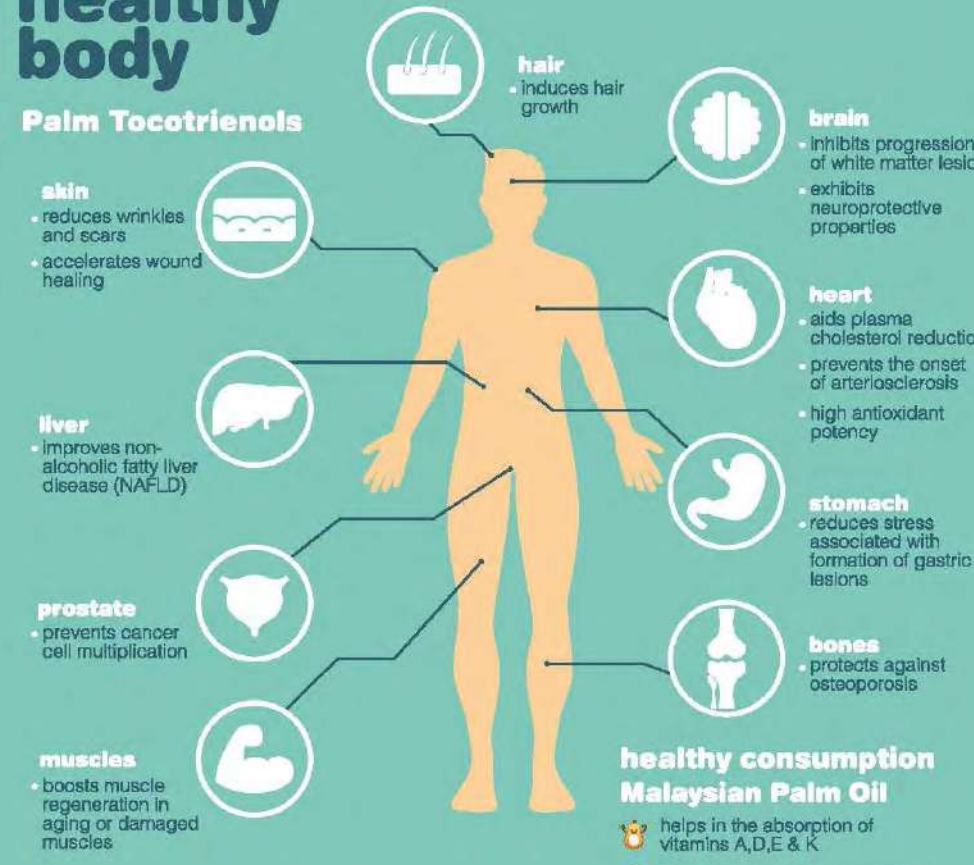
healthy benefits

Malaysian Red Palm Oil

- red palm oil is an excellent source of Provitamin A Carotenoids
-  **15x** more Provitamin A Carotenoids than in carrots
-  **50x** more Provitamin A Carotenoids than in tomatoes
- red palm oil is used as a natural colourant for dressings, mayonnaise, and bakery products while improving their shelf life






healthy body

Palm Tocotrienols



- skin**
 - reduces wrinkles and scars
 - accelerates wound healing
- hair**
 - induces hair growth
- brain**
 - inhibits progression of white matter lesion
 - exhibits neuroprotective properties
- heart**
 - aids plasma cholesterol reduction
 - prevents the onset of arteriosclerosis
 - high antioxidant potency
- liver**
 - improves non-alcoholic fatty liver disease (NAFLD)
- stomach**
 - reduces stress associated with formation of gastric lesions
- prostate**
 - prevents cancer cell multiplication
- bones**
 - protects against osteoporosis
- muscles**
 - boosts muscle regeneration in aging or damaged muscles

healthy consumption Malaysian Palm Oil

-  helps in the absorption of vitamins A, D, E & K
-  free of trans fat and cholesterol
-  rich in Vitamin E Tocotrienols
-  suitable for vegans
-  non-GMO



An aerial photograph of a lush green palm oil plantation. A white, glowing network of lines and nodes is overlaid on the image, resembling a digital or communication network. A bright yellow diagonal stripe runs from the top right corner towards the bottom left, partially obscuring the plantation. The sky is blue with some light clouds.

Thank You

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