

SEMINAR PROGRAMME

Sunday, 7 November 2010

1500 – 1700 hrs	Registration Opens Welcome Cocktail & Networking Session
2000 hrs	For Exhibitors: Corporate Booth Set-up

Monday, 8 November 2010

0900 hrs	Registration and Welcoming Drinks Venue: Intercontinental Cairo Citystars Hotel
1000 hrs	Arrival of the YB Minister and Guest of Honour at Opening Ceremony
1015 hrs	Welcome Remarks Dato' Lee Yeow Chor Chairman, Malaysian Palm Oil Council
1030 hrs	Welcome Remarks Mr. Mohamed Shoukry Chairman Chamber of Food Industries
1045 hrs	Keynote Address YB Tan Sri Bernard Dompok Minister of Plantation Industries & Commodities, Malaysia
1100 hrs	Coffee Break
Session 1: Global / Regional Perspective of Oils and Fats	
1130 hrs	Paper 1: Investment Opportunities in The Egyptian Market Mr. Osama Saleh Chairman, <i>General Authority for Investment and Free Zones (GAFI), Egypt</i>
1200 hrs	Paper 2: Oils And Fats Industry of Egypt: Past, Present and Future Direction Zakaria Shafiee Chairman, <i>UNITED OIL Processing, Egypt</i>
1230 hrs	Paper 3: Malaysian Palm Oil for The Egyptian Market Dr. Kalyana Sundram <i>DCEO, Malaysian Palm Oil Council (MPOC)</i>
1300 hrs	Q & A Session
1315 hrs	Lunch
Session 2: Technical Trends and New Demands	
1415 hrs	Paper 4: The Potential of Red Palm oil as Functional Foods: Some Experiences in Egypt Prof. Dr. Mohammed Mahmoud Youssef <i>Faculty of Agriculture, Alexandria University</i>
1445 hrs	Paper 5: Recent Advances and innovations of Palm Products in Food Applications Dr. Mohd Suria Affandi Yusoff <i>Vice President 1 R&D, Sime Darby Research Sdn Bhd</i>

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1515 hrs

Paper 6: Breakthrough Discoveries in Palm Oil Nutritional Studies

Dr. Kalanithi Nesaretnam
Director, Malaysian Palm Oil Board (MPOB)

1545 hrs

Q & A Session

Session 3: Price Outlook and Market Directions

1600 hrs

Paper 7: Branding of Edible Oils in Middle East: Some Practical Experiences in Egypt

Mr. George Edward
Senior Brand Consultant, SIVA Marketing Agency

1630 hrs

Paper 8: Short Term Palm Oil Price Outlook: Technical Analysis

Mr. Benny Lee
Chief Market Strategist, NextVIEW

1700 hrs

Paper 9: Palm Oil Outlook: Foreseeable Trends According to Current Situation

Dr. James Fry
Managing Director, LMC International Ltd.

1730 hrs

Q & A Session

1745 hrs

Closing Remarks
By Chairman/ Director General
MPOB

1800 - 1900 hrs

Cocktail Reception & Business Networking

MALAYSIAN DELEGATES' TECHNICAL VISIT PROGRAMME

DAY 1 : Sunday, 7 November 2010

1400 hrs

Visit Port Sokhna & Special Economic Zone and Briefing on Investment opportunities in the Egyptian Market

DAY 2 : Monday, 8 November 2010

0900 - 1900 hrs

POTS Egypt 2010

DAY 3 : Tuesday, 9 November 2010

0930 hrs

Visit Adabiya Port Authority, Egypt

1100 hrs

Visit IFFCO, Egypt

1200 hrs

Lunch

1400 hrs

Visit SAVOLA, Egypt