

PROGRAMME

Sunday, 3 October 2010

4.00 – 7.00 pm Registration Opens
Venue : Pre Function Area

Monday, 4 October 2010

7.00 am Registration Opens
Venue : Pre Function Area

OFFICIAL OPENING CEREMONY

Venue: Taming Sari 1 & 2

8.30 am Arrival of Invited Guests

9.15 am Arrival of YB Minister (VIP Holding Room)

9.30 am Arrival of YB Minister (Conference Hall)

9.45 am Welcome Remarks
Y. Bhg. Dato' Lee Yeow Chor
Chairman, MPOC

10.00 am Keynote Address
Y. B Tan Sri Bernard Dompok
Minister of Plantation Industries and Commodities, Malaysia

10.45 am Official Opening of 3rd International Palm Oil Trade Fair & Seminar
Launching of the Palm Oil Internet Seminar On Price Trends (POINTERS)
Tour of Exhibition Area
Morning Refreshment Break

11.15 am Press Conference
Venue: Room Tun Sri Lanang 2

SESSION 1: Current Issues & Development

11.30 – 12.30 pm Paper 1
Sustainability : Challenges and Opportunities for Palm Oil
Mr M R Chandran
Industry Consultant, Malaysia

12.30 – 12.45 pm Q & A Session

12.45 – 2.00 pm Conference Luncheon
Venue: Taming Sari 3

PROGRAMME

SESSION 1: (continues)

2.00 – 2.30 pm Paper 2
Glimpse of 2011 – Pointers on 2011 Global Oils and Fats Trade
By Y.Bhg. Tan Sri Datuk Dr. Yusof Basiron
 CEO, MPOC

2.30 – 3.00 pm Paper 3
Renewable Fuels in Germany - Bane or Boom?
Mr. Jens Kass
 Chairman of the Board, German Association of Wholesale Traders in Oils, Fats & Raw Materials

3.00 – 3.30 pm Paper 4
Biodiesel Development in the US
Mr. Jeffrey M. Trucksess
 Executive Vice President of Government and Regulatory Affairs
 Green Earth Fuels, LLC

3.30 – 4.00 pm Paper 5
Nutrition, Dietary Guidelines and Food Labeling: Their Potential Impact on Oils and Fats Trade
Dr Kalyana Sundram
 Deputy CEO, MPOC

4.00 – 4.30 pm Paper 6
Development of the World Bank Group's Strategic Framework in the Palm Oil Sector
Teh Cheng Hai
 Consultant, TQEM, Malaysia

4.30 – 5.00 pm Q & A Session

5.00 – 7.00 pm Cocktail Reception & Business Networking
 Venue : Taming Sari 3 and Foyer area

10.30 – 11.00 am Morning Refreshment Break / Business Networking

11.00 – 12.00 pm Workshop Wrap Up Session
 Venue : Taming Sari 1 & 2

12.00 – 12.30 pm Q & A Session

12.30 – 2.00 pm Conference Luncheon
 Venue: Taming Sari 3

SESSION 2 : Market Updates & Price Forecast

2.00 – 2.30 pm Paper 7
Price Discovery and The Importance of Hedging in View of Forecasted Price Trends
Jeffrey Tan
 General Manager, Product Development
 Bursa Malaysia

2.30 – 3.15 pm Paper 8
"Are we about to start the Bull Run? Mapping the Market Thought of Oil and Oilseeds Complex"
Mr. Murali
 CEO - Consulting Business
 Transgraph Consulting Pvt Ltd India

3.15 – 4.00 pm Paper 9
Palm Reading - 2010/2011 Price Outlook. Is it Boom or Gloom?
Mr Benny Lee
 NextVIEW

4.00 – 4.30 pm Q & A Session

4.30 – 4.40 pm Closing Remarks
 Y. Bhg Tan Sri Datuk Dr. Yusof Basiron
 CEO, MPOC

4.40 – 6.00 pm Afternoon Refreshment Break / Business Networking
 POTS KL 2010 ends

Tuesday, 5 October 2010

REGIONAL WORKSHOPS

8.30 – 10.30 am	Room Sri Bendahara 1 Workshop 1	Sub Continent
	Room Sri Bendahara 2 Workshop 2	Asia Pacific & China
	Room Sri Panglima 2 Workshop 3	Middle East & Africa
	Executive Boardroom Workshop 4	Americas & Europe

(For details see next page)



REGIONAL WORKSHOPS

Workshop 1 : Sub Continent Region (India, Pakistan, Bangladesh, Sri Lanka)

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|-----------------------|---|--|
| Presentation 1 | – | Fostering Trade Relation with Malaysian Palm Oil Industry – Potential JV Opportunities & What India is Looking For |
| Presentation 2 | – | Expanding Trade in Bangladesh – Managing Trade Related Issues and Opportunities |
| Presentation 3 | – | Pakistan's Fast Growing Fast Food Sector |
| Presentation 4 | – | "Role Of Joint Ventures In Promoting Palm Oil Trade In Pakistan" |

Workshop 2 : Asia Pacific & China Region

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|-----------------------|---|--|
| Presentation 1 | – | Current Status and Opportunities of Palm Oil Market in China |
| Presentation 2 | – | Current Oleochemical Industry in China - Development amidst Reform |
| Presentation 3 | – | The Growing Importance of Palm Oil in the Japanese Market |
| Presentation 4 | – | The Indonesian Palm Oil Industry - An Update |

Workshop 3 : Middle East & Africa Region

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|-----------------------|---|---|
| Presentation 1 | – | Exporting to Financially Risky Countries, the Available Options |
| Presentation 2 | – | Challenges and opportunities for palm oil in Nigeria |
| Presentation 3 | – | Managing market Penetration issues in selected African countries |
| Presentation 4 | – | Mobilising Investment Flows; Access to Finance for Agriculture sector |
| Presentation 5 | – | Oils and Fats Scenario in Turkey |

Workshop 4 : Americas & Europe Region

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|-----------------------|---|---|
| Presentation 1 | – | Palm Oil Developments in USA - An Overview |
| Presentation 2 | – | Palm Oil in Food Applications in USA - Development and potential |
| Presentation 3 | – | Latest developments, opportunities and policies in the Latin American palm oil market |
| Presentation 4 | – | Smart Balance: Increasing Role of Palm in Margarine Application |
| Presentation 5 | – | Russian Fats Market Overview |
| Presentation 6 | – | The Trends in Market Demand in Russia |