

MALAYSIAN PALM OIL TRADE MISSION AND NETWORKING SEMINAR TO CROATIA AND BOSNIA AND HERZEGOVINA

Malaysia currently accounts for around 40% of world palm oil production and 44% of world exports. Malaysian palm oil has been exported to more than 150 countries. Being one of the biggest producers and exporters of palm oil and palm oil products, Malaysia has important role to play in fuelling the global need for sustainable edible oils and fats.

Europe is one of the major destinations for sustainable Malaysian palm oil and it is viewed that the demand for Malaysian palm oil will continue to grow in the region. As part of the effort to further promote the market potential and Malaysian palm oil presence in Europe and specifically in the Balkan region, the Malaysian Palm Oil Networking Seminar in Zagreb, Croatia and Sarajevo, Bosnia & Herzegovina will be held on 31st of August and 6th of September 2016 respectively.

The objectives of the programme are as follows:

1. To generate greater awareness of the versatilities, nutritional benefits and advantages of palm oil for the food and non-food industries in the Balkan region and promote greater usage of Malaysian palm oil and its related products.
2. To establish, renew and broaden contacts as well as foster a better understanding with buyers / manufactures / end-users related to the Oils & Fats industry in the Balkan region with rest of Europe and Malaysia.
3. To provide a conducive platform for interaction between members in the Malaysian palm oil industry and in the European region with major players in Balkan region and to address issues of common interest and build better communication and interactions.

ABOUT MPOC

To promote the market expansion of Malaysian palm oil and its products by enhancing the image of palm oil and creating better acceptance of palm oil through awareness of various technological and economic advantages (techno-economic advantages) and environmental sustainability.

AGENDA

**Malaysian Palm Oil Networking Seminar and Networking Dinner
(Croatia)
31st August 2016, (Wednesday)**

TIME	AGENDA
09:00 – 17:00	Biz - Match
Malaysian Palm Oil Networking Dinner	
18:30 – 19:00	Cocktail
19:00 – 19:10	Welcome remarks by HE. Ambassador of Malaysia to Croatia
19:10 – 19:20	Opening remarks by DCEO of MPOC Dr. Kalyana Sundram
19:20 – 19:40	Paper 1 - Malaysian Palm Oil a Sustainable Food Commodity for Europe – Food & Nutrition by Dr. Kalyana Sundram, DCEO, MPOC
19:40 – 20:00	Paper 2 - The Global Oils & Fats Market and Development of the Palm Oil Industry by Mr. Faudzy Asrafudeen, Director, MMD, MPOC
20:00 -20:20	Paper 3 - Introduction to European Palm Oil Alliance by Mr. Frans Claassen, EPOA Chairman
20:20 – 20:30	Paper 4 – By EXIM Bank
20:30	Networking Dinner
22:00	Malaysian Palm Oil Video show (during Dessert & Coffee time)
22:30	Dinner ends
Programme Ends	

**Malaysian Palm Oil Networking Seminar and Networking Dinner
(Bosnia & Herzegovina)
6th September 2016, (Tuesday)**

TIME	AGENDA
09:00 – 17:00	Biz - Match
Malaysian Palm Oil Networking Dinner	
18:30 – 19:00	Cocktail
19:00 – 19:10	Welcome remarks by HE Datuk Anuar Kasman Malaysian Ambassador to Bosnia & Herzegovina
19:10 – 19:20	Opening remarks by DCEO of MPOC Dr. Kalyana Sundram
19:20 – 19:40	Paper 1 - Malaysian Palm Oil a Sustainable Food Commodity for Europe – Food & Nutrition by Dr. Kalyana Sundram, DCEO, MPOC
19:40 – 20:00	Paper 2 - The Global Oils & Fats Market and Development of the Palm Oil Industry by Mr. Faudzy Asrafudeen, Director, MMD, MPOC
20:00 – 20:20	Paper 3 - By EXIM Bank
20:20	Networking Dinner
22:00	Malaysian Palm Oil Video Show (during Dessert & Coffee time)
22:30	Dinner ends
Programme Ends	

VENUES

- 1) Malaysian Palm Oil Networking Seminar in Zagreb, Croatia
31st August 2016 (Wednesday)
Esplanade Hotel Zagreb, Mihanovićeva ul. 1, 10000, Zagreb, Croatia

- 2) Malaysian Palm Oil Networking Seminar in Sarajevo, Bosnia and Herzegovina
6th September 2016 (Tuesday)
Congress Center, Hotel Terme, Hrasnička cesta 14, Ilidža 71210, Bosnia & Herzegovina