



2nd
ANNOUNCEMENT
Mark Your Calendar

Malaysia-South Korea Palm Oil Trade Fair and Seminar 2011

POTS

Enhancing Global Oils and Fats Businesses Through Malaysian Palm Oil

Renaissance Seoul Hotel • 12-13 April, 2011

HIGHLIGHTS:

- Exciting line-up of seminar papers
- Business venture opportunities in palm oil related industries in South Korea
- Business meetings (BIZMatch)
- Networking opportunity with participants from South Korea
- Showcase of companies / Products & Sponsorship opportunities

Organized by:



For more information, please contact:

Malaysian Palm Oil Council

2nd Floor, Wisma Sawit, Lot 6, SS 6, Jalan Perbandaran,
47301 Kelana Jaya, Selangor.

Tel : 603-7806 4097

Fax : 603-7806 2272

Email : desmond@mpoc.org.my

lim@mpoc.org.my

Contact : Desmond Ng / Lim Teck Chai

Malaysian Palm Oil Board

No. 6, Persiaran Institusi, Bandar Baru Bangi,
43000 Kajang, Selangor.

Tel : 603-8769 4400

Fax : 603-8925 9446

Email : aznizan@mpob.gov.my

Contact : Nik Mohd. Aznizan Nik Ibrahim





Malaysia-South Korea Palm Oil Trade Fair and Seminar
Renaissance Seoul Hotel • 12 April, 2011

PROPOSED PROGRAMME

Time	Programme
0800 – 0850 hrs	Registration of participants
0900 – 0905 hrs	Arrival of YB Tan Sri Bernard Dompok, Minister of Plantation Industries and Commodities Malaysia
0905 – 0920 hrs	Welcome Remarks by Dato' Lee Yeow Chor, Chairman of MPOC
0920 – 0940 hrs	Keynote Address by YB Tan Sri Bernard Dompok, Minister of Plantation Industries and Commodities Malaysia
0940 – 0950 hrs	Opening Ceremony
0950 – 1020 hrs	Tea break and networking

Session 1: Chairperson – TBC

1020 – 1100 hrs	Paper 1: Price Forecast (David Jackson, LMC)
1100 – 1140 hrs	Paper 2: Malaysian Palm Oil: Assuring Sustainable Supply of Oils & Fats into Future (Tan Sri Datuk Dr Yusof Basiron, MPOC)
1140 – 1220 hrs	Paper 3: Biodiesel & Renewable Energy (Datuk Dr Choo Yuen May, MPOB)
1220 – 1240 hrs	Q & A Session
1240 – 1400 hrs	Lunch

Session 2: Chairperson – Dr Yoon Suk-Hoo, KoSFoST

1400 – 1430 hrs	Paper 4: Oils & Fats Market Situation in South Korea (Prof Eunok Choe, Inha University)
1430 – 1510 hrs	Paper 5: Nutritional and Health Attributes of Palm Oil, with Focus on Saturated Fat (Dr Pramod Khosla, Wayne State University)
1510 – 1540 hrs	Paper 6: Korean Food Regulation & Impact on Oils & Fats Trade (Dr Eun-Ju Kim, KFDA)
1540 – 1600 hrs	Q & A Session
1600 – 1620 hrs	Tea break and networking





Malaysia-South Korea Palm Oil Trade Fair and Seminar

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PROPOSED PROGRAMME

Time	Programme
Session 3: Chairperson – TBC	
1620 – 1650 hrs	Paper 7: Advantages of Palm Oil in Frying, Baking and Confectionery Applications (Dr Tan Boon Keng, The Nisshin OilliO Group)
1650 – 1720 hrs	Paper 8: Palm Oil in Oleochemicals Application (Prof Mun Yhung Jung, Woosuk University)
1720 – 1740 hrs	Q & A Session
1720 – 1740hrs	Closing Remarks by Datuk Dr Choo Yuen May, Director-General of MPOB
1740 – 1900 hrs	Cocktail / Networking Dinner for attendees
1740 hrs	Arrival of YB Minister at Cocktail

MALAYSIAN DELEGATES TECHNICAL VISIT PROGRAMME

DAY 1 - 12 APRIL 2011 (TUESDAY)

0800 – 1900 hrs POTS South Korea

DAY 2 - 13 APRIL 2011 (WEDNESDAY)

0900 – 1200 hrs Visit to Nong Shim Co., Ltd. *(to be confirmed)*





SPONSORSHIP PACKAGE

We offer your organization a variety of effective ways to get your company and products / services noticed by key decision makers. We have sponsorship options available to suit a range of marketing needs. The sponsorship categories available are:

PLATINUM SPONSOR (1 PATRON)	RM25,000 OR US\$8,500
GOLD SPONSOR	RM20,000 OR US\$7,000
SILVER SPONSOR	RM15,000 OR US\$5,000
PARTNERS	RM6,000 OR US\$2,000

PLATINUM SPONSOR (RM25,000 OR US\$8,500)

Platinum Sponsor will be making a significant contribution towards the overall event and will receive maximum exposure through the following benefits:

- VIP Invitation for the Official Opening Ceremony.
- Exhibition space of 18m² (equivalent to two standard 3m * 3m shell scheme booths) in a prime location.
- Six(6) complimentary conference registrations worth RM1,800 or US\$600.
- Full page advertisement in conference program booklet worth RM1,000 or US\$350.
- Lead logo placement on conference signs including posters and bunting.
- Full recognition and publicity as the Platinum Sponsor before, during and after the event on all printed conference materials including the conference program booklet, conference brochure and press release.
- Opportunity to include promotional materials (or corporate gift) in the delegates welcome packets or bag.

GOLD SPONSOR (RM20,000 OR US\$7,000)

Each Gold Sponsor benefits include:

- VIP Invitation for the Official Opening Ceremony.
- One (1) complimentary 3m * 3m standard exhibition booth in a designated prime location.
- Four (4) complimentary conference registrations worth RM1,200 OR US\$400
- Full page advertisement in conference booklet worth RM1,000 OR US\$350.
- Lead logo placement on conference signs including posters and bunting.
- Full recognition and publicity as the Gold Sponsor before, during and after the event on all printed conference materials including the conference program booklet, conference brochure and press release.
- Opportunity to include promotional materials (or corporate gift) in the delegates welcome packets or bag.

SILVER SPONSOR (RM15,000 OR US\$5,000)

Each Silver Sponsor benefits include:

- VIP Invitation for the Official Opening Ceremony.
- One (1) complimentary 3m * 3m standard exhibition booth in a designated prime location.
- Three (3) complimentary conference registrations worth RM900 OR US\$300.
- Full page advertisement in conference booklet worth RM1,000 OR US\$350.
- Prominent logo placement on conference signs including posters and bunting.
- Full recognition and publicity as the Silver Sponsor before, during and after the event on all printed conference materials including the conference program booklet, conference brochure and press release.
- Opportunity to include promotional materials (or corporate gift) in the delegates welcome packets or bag.

PARTNERS (RM6,000 OR US\$2,000)

Each Partner Sponsor benefits include:

- VIP Invitation for the Official Opening Ceremony.
- Two (2) complimentary conference registrations worth US\$100.
- One (1) complimentary 3m * 3m standard exhibition booth in designated prime location
- Half page advertisement in conference booklet worth RM500 OR US\$175.
- Prominent logo placement on conference signs including posters and bunting etc.
- Full recognition and publicity as the Partner before, during and after the event on all printed conference materials including the conference program booklet, conference brochure and press release.
- Opportunity to include promotional materials (or corporate gift) in the delegates welcome packets or bag.

ADVERTISEMENTS IN SOUVENIR PROGRAMME

• Full Page:	RM1,000 OR US\$350
• Half Page:	RM500 OR US\$175

EXHIBITION

- Standard Shell Scheme (3m * 3m) RM1,500 or US\$500 per booth.

REGISTRATION

- One Person: RM300 or US\$100





SPONSORSHIP, ADVERTISING & EXHIBITING RESERVATION FORM

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

SPONSORSHIP

<input type="checkbox"/> PLATINUM SPONSOR RM25,000 OR US\$8,500	<input type="checkbox"/> SILVER SPONSOR RM15,000 OR US\$5,000
<input type="checkbox"/> GOLD SPONSOR RM20,000 OR US\$7,000	<input type="checkbox"/> PARTNERS RM6,000 OR US\$2,000

ADVERTISINGS IN SOUVENIR PROGRAMME

Please reserve the following advertising space :

<input type="checkbox"/> Full Page: RM1,000 or US\$350	<input type="checkbox"/> Half Page: RM500 or US\$175
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EXHIBITION

<input type="checkbox"/> Standard shell scheme (3m x 3m) – RM1,500 or US\$500	<input type="checkbox"/> No of units (Standard booth comes with 3m x 3m 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 conference passes).
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Company Name:	<input type="text"/>
Contact Person:	<input type="text"/>
Designation:	<input type="text"/>
Address:	<input type="text"/>
	<input type="text"/>
Tel. No:	<input type="text"/>
Fax. No:	<input type="text"/>
E-mail:	<input type="text"/>
Signature:	<input type="text"/>
Date:	<input type="text"/>

Please complete the form below. Form may be duplicated for additional registrations.

Mail or Fax form to : POTS SOUTH KOREA 2011 Malaysian Palm Oil Council (MPOC) 2nd Floor, Wisma Sawit Lot 6, SS 6 Jalan Perbandaran 47301 Kelana Jaya, Selangor, Malaysia Tel: 603 - 7806 4097 Fax: 603 - 7806 2272	Contact Persons: Mr. Lim Teck Chai Mr. Desmond Ng	Email: lim@mpoc.org.my Email: desmond@mpoc.org.my
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REGISTRATION FORM

Please Fax this Form to MPOC at Fax No: 603-7806 2272

Title: Mr / Ms / Mrs / Dr / Others:	<input type="text"/>	
Name: (please underline surname)	<input type="text"/>	
Designation:	<input type="text"/>	
Company:	<input type="text"/>	
Address:	<input type="text"/>	
Tel:	<input type="text"/>	Fax: <input type="text"/>
E-mail:	<input type="text"/>	

REGISTRATION FEE*

Registration fee (per person)	
Single (1 person)	<input type="checkbox"/> RM300 <input type="checkbox"/> US\$100
Amount Due (RM/US\$)	<input type="text"/>

MODE OF PAYMENT: PLEASE TICK ✓

South Korea / International Delegate

Cheque - Payable to "Malaysian Palm Oil Council"
Cheque No:

Malaysian Delegate

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. 12160012671053

Payment by Credit Card
Card Type:
 Visa Mastercard Others (Pls specify)

Card Number: Expiry Date:

Name Printed On Card:

Signature:

For Office Use Only

Date Received:

Payment Details:

Cheque No:

Amount:

Please complete the form below. Form may be duplicated for additional registrations.

Mail or Fax form to :
POTS SOUTH KOREA 2011
Malaysian Palm Oil Council (MPOC)
2nd Floor, Wisma Sawit
Lot 6, SS 6 Jalan Perbandaran 47301
Kelana Jaya, Selangor, Malaysia
Tel: 603 - 7806 4097 Fax: 603 - 7806 2272

Contact Persons:

Mr. Lim Teck Chai
Mr. Desmond Ng

Email: lim@mpoc.org.my

Email: desmond@mpoc.org.my



HOTEL REGISTRATION FORM

Please complete the form below. Reservation and cancellation 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 01/04/2011 will be charged to the guest's credit card as 100% of the confirmed room rate. The charge will be based upon the room rate specified in the Hotel Reservation Form.
3. Rooms are subject to availability and rates are subject to changes.

ROOM RATE AT RENAISSANCE SEOUL HOTEL

TYPE OF ROOM	RATE (KRW)	PLEASE TICK
Deluxe Room (Single)	205,000	
Deluxe Room (Double)	220,000	
Club Deluxe Room (Single)	245,000	
Club Deluxe Room (Double)	260,000	

Note: Above rates are subject to 10% service charge and 10% government tax

PLEASE RESERVE FOR:

Full Name:			
Passport No:			
Arrival Date:		Arrival time:	
Departure Date:		Departure Time:	
Address:			
Postal Code:		City:	
State:		Country:	
Tel. No:		Fax No:	
E-mail:			

Please provide your credit card number to guarantee your reservation

Card Type:

Visa
 Mastercard
 Others (Pls specify)

Card Number:

Expiry Date:

Name Printed On Card:

Signature:



ONE FRUIT. COUNTLESS WONDERS.

Malaysian Palm Oil. A single crop with many priceless contributions. To the environment. To health. To livelihood. And the economy.

Its trees give us oxygen and fight against global warming. Its fruit gives us vitamins and energy. Malaysian Palm Oil also provides livelihood to millions around the globe, making large economic contributions to Malaysia and the world.

It's more than just oil. It's a gift from nature. A fruit for life.

Malaysian Palm Oil.

A gift from nature. A gift for life.