

# FINAL ANNOUNCEMENT

ORGANISED BY



# Palm International Nutra-Cosmeceutical Conference

# PIN 2017

LE MÉRIDIEN PUTRAJAYA

31<sup>ST</sup> JULY 2017  
1<sup>ST</sup> AUGUST 2017

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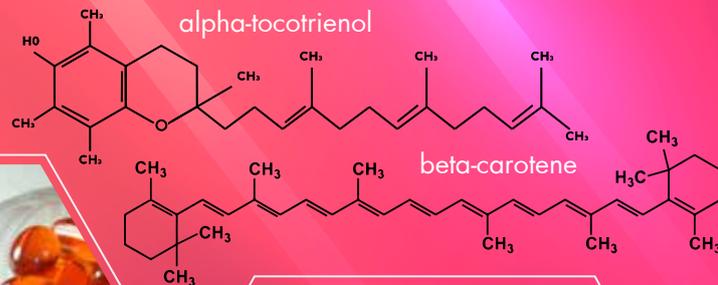
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Dear Potential Sponsors, Exhibitors & Delegates,

Malaysian Palm Oil Council (MPOC) is pleased to announce that the Palm International Nutra-Cosmeceutical Conference (PINC 2017) will be held from 31st July - 1st August 2017. This programme includes an evening forum for medical practitioners and a nutrition conference on palm nutraceuticals and dietary palm oil. Details of the events planned are as follows:

- **Evening Forum for Medical Practitioners, 30th July 2017 at Le Méridien Putrajaya**
- **The 5th Palm International Nutra-Cosmeceutical Conference (PINC 2017), 31st July - 1st August at Le Méridien Putrajaya**

PINC 2017 aspires to highlight the positive roles of palm bioactives including tocotrienols, carotenoids and phenolics. An update on the latest scientific evidence on the health attributes of dietary palm oil is also planned. The target audience will not be limited to researchers and industry stakeholders alone, but is expanded to a larger set of audience including doctors, dietitians, nutritionists and health professionals.

Sessions planned within PINC 2017 will enable your organisation to interact with key players in the fields of nutraceuticals, cosmeceuticals and health, including manufacturers, retailers, researchers, exporters and importers. In addition, it will also provide you with a dynamic platform to showcase and brand your products.

As such, I strongly encourage you to actively participate at the PINC 2017 by taking up a sponsorship package that has been carefully tailored to maximise your organisation's marketing and branding potentials. We believe that these opportunities will also assist you to better understand your target market and enhance your business opportunities. Again, we take pleasure in inviting you to participate at PINC 2017 and look forward to your support and attendance.

Thank you.

Sincerely,



Dr. Kalyana Sundram  
Chief Executive Officer, MPOC



## INTRODUCTION

After more than three decades of concerted research spanning more than 180 research projects, aimed at better understanding of palm oil and its components for their effects on human health, there is still significant misinformation about palm oil. Misinformation has often resulted in mistrust and confusion despite a battery of credible scientific evidence that systematically exposes positive outcomes from these research projects conducted at some of the most renowned biomedical centres around the world. PINC 2017 is therefore a key scientific platform aimed at deliberating these issues and providing the most updated and correct science-based nutritional outputs. This event will host some of the best expertise in palm oil and health that should not be missed.

Themes:

**5th Palm International Nutra-Cosmeceutical Conference (PINC) 2017: 31st July to 1st August**

### **Palm Tocotrienols – Science Streamed Towards Disease Prevention**

Tocotrienols are natural isomers of the Vitamin E family and palm oil is currently the major source for the global nutraceutical industry. Interest in tocotrienols has gained significant momentum during the past decades arising from scientific observations on their potential health benefits that are different from tocopherols. Palm oil is the most important natural source of tocotrienols and state of the art technologies for the extraction and encapsulation of palm tocotrienols is already evident in the market place. A strong research based approach has helped to elucidate the biological potency of these palm tocotrienols. These include their observed benefits against cardiovascular disease, stroke and cancer prevention, apart from their higher antioxidant potency compared to tocopherols. The palm tocotrienols module aims to capture the essence of such recent scientific findings with emphasis on disease prevention and management from recent investigations. Several key leading researchers in these fields have been lined up to deliberate the latest science and marketing potentials of palm tocotrienols.

### **Palm Carotenes & Palm Phenolics - New Challenges & Emerging Opportunities**

Carotenoids are abundant in crude palm oil and form the basis of a family of significant palm bioactives important to the food and cosmeceutical industries. Carotenoids are fat soluble compounds which are naturally occurring in plants. They are characteristically reddish in colour and possess high antioxidant capacity. Carotenoids are well-known for their pro-vitamin A activity, beneficial effect for skin health and are involved in various biological mechanisms in human physiology. Red palm oil specially processed to retain its carotene and tocotrienol content has sparked the imagination of many nutritionists and culinary experts.

Under this palm carotenes module, the role of red palm oil in overcoming vitamin A deficiency is revisited along with its increased demand as a natural food colourant. The latest science buzz for palm carotenes through cancer model studies, skin health, antioxidant benefits, cell-cell signalling and enhancement of immune functions are among the topics covered.

The palm fruit, long used as the source of palm oil and palm kernel oil has revealed a hidden secret previously washed away into the milling waste stream. Scientists have successfully characterized the palm fruit phenolics and with an innovative process technology in place. The race to commercial this potent bioactive is well advanced through an internationally backed science and business consortium. Backed by an ever growing battery of patents and research findings from a consortium of international laboratories including those from Malaysian Palm Oil Board, Massachusetts Institute of Technology (MIT, USA), Commonwealth Scientific and Industrial Research Organisation (CSIRO, Australia), Brandeis University (USA) and Wayne State University (WSU, USA), the module will elucidate the biological activities of palm polyphenols and their potential role in disease prevention and wellness. Data for these come from a battery of cell culture, animal and pre-clinical studies. A module packed with leading science personalities and which should not be missed.

### **Dietary Palm Oil in Health & Nutrition: Latest on health and nutritional attributes of palm oil.**

Dietary fats especially saturated fatty acids, long associated with coronary heart disease risk are being re-examined by nutritionists and biomedical specialists. Recent major publications have debunked the long held hypothesis that saturates are the primary contributory risk factors for CHD. This has resulted in a string of debates and triggered a need to revisit dietary recommendations. Carbohydrates have loomed as a causative macronutrient we should pay greater attention to. How palm oil is featured in these new strategies will be the focus of presentations at PINC 2017. In addition the questions regarding food labelling via palm oil product formulations and consumer awareness would be discussed. The latest scientific findings will be highlighted by respected researchers.

### **Evening Forum : Sunday, 30th July 2017:**

Specially tailored for medical practitioners. The evening forum featuring prominent international health and nutrition speakers will be a lively debate on fats, nutraceuticals and lifestyle management including palm oil and bioactives, aimed at enhancing wellness and longevity. The voice of these expert should go a long way to resolve many questions medical practitioners continue to pose about dietary fats, palm oil and healthy lifestyle management. An evening not to be missed and supported towards your CME fulfillment as well.

# FINAL PROGRAMME

## Day 1: Monday, 31st July 2017

- 7.45 a.m. onward Registration and welcome coffee
- 9.00 a.m. Welcome remarks by  
*Y.Bhg. Dato' Lee Yeow Chor, Chairman, MPOC*
- 9.10 a.m. Keynote address by  
*YB Datuk Seri Mah Siew Keong, Minister of Plantation Industries and Commodities, Malaysia*

### PLENARY SESSION (9.30 a.m. - 10.30 a.m.)

- 9.30 a.m. **Plenary Paper 1: Expanding Horizons of Palm Tocotrienol in Healthcare**  
*Prof. Dr. Chandan Sen, Ohio State University, USA*
- 10.00 a.m. **Plenary Paper 2: Dietary Fat Nutrition: Science or Politics?**  
*Dr. Kalyana Sundram, Malaysian Palm Oil Council (MPOC)*

### 10.30 a.m. Morning Coffee Break

### SESSION 1 PALM TOCOTRIENOLS AND ITS HEALTH BENEFITS (11.00 a.m. - 1.00 p.m.)

- 11.00 a.m. Effects of individual tocotrienol isomers on bone cells in a 3D cell culture system  
*Prof. Dr. Ima Nirwana Soelaiman, Universiti Kebangsaan Malaysia*
- 11.20 a.m. Overview of tocotrienols in cancer prevention  
*Dr. Kanga Rani Selvaduray, Malaysian Palm Oil Board (MPOB)*
- 11.50 a.m. Tocotrienol Rich Fraction (TRF) increases cholesterol efflux in macrophages via upregulating PPAR- $\gamma$   
*Dr. Pramod Khosla, Wayne State University, USA*
- 12.20 p.m. Palm vitamin E: A potential therapy for peptic ulcer disease  
*Dr. Nur Azlina Mohd Fahami, Universiti Kebangsaan Malaysia*
- 12.40 p.m. Tocotrienols and their effects on microglia responses: implications for brain inflammatory conditions  
*Dr. Sharmili Vidyadaran, Universiti Putra Malaysia*

### 1.00 p.m. LUNCH

### SESSION 2 PALM PHENOLICS (2.00 p.m. - 3.40 p.m.)

- 2.00 p.m. Nutrition and the immune response: An overview  
*Prof. Dr. Shamala Devi, Universiti Malaya, Malaysia*
- 2.30 p.m. Oil palm phenolics: discovery, current knowledge and future challenges  
*Dr. Ravigadevi Sambanthamurthi, Consultant, Malaysia*

- 3.00 p.m. Oil Palm Phenolics (OPP) ameliorate neurodegenerative effects in a diet induced aged rat model of Alzheimer's disease  
*Dr. Smiti Gupta, Wayne State University, USA*
- 3.20 p.m. Emerging trends in the global nutraceuticals market - Novel opportunities for the palm oil industry  
*Dr. Mahinda Abeywardena, CSIRO, Australia*

**SESSION 3 PALM TOCOTRIENOLS AND ITS HEALTH BENEFITS**  
(3.40 p.m. – 4.40 p.m.)

- 3.40 p.m. Tocotrienol promotes myogenic differentiation in the prevention of replicative senescence of myoblasts  
*Prof. Dr. Suzana Makpol, Universiti Kebangsaan Malaysia*
- 4.00 p.m. Efficacy of oral mixed tocotrienols in diabetic peripheral neuropathy - a multicenter, randomized controlled trial  
*Dr. Hor Chee Peng, Seberang Jaya Hospital, Malaysia*
- 4.20 p.m. Dissecting the mechanism responsible for the anti-cancer stem cell properties of gamma-tocotrienol  
*Dr. Patrick Ling, Queensland University of Technology, Australia*

**4.40 p.m. End of Day 1**

**Day 2 Tuesday, 1st August 2017**

- 7.45 a.m. onward Registration and welcome coffee

**SESSION 4 DIETARY PALM OIL IN HEALTH AND NUTRITION**  
(8.30 a.m. – 10.30 a.m.)

- 8.30 a.m. Nutrigenomics and dietary fats/fatty acids  
*Dr. Mansoor Mohammed, Canada*
- 9.00 a.m. The Malaysian lipid study - lifestyle, nutrition and cardiometabolic risk profile of urban Malaysian society  
*Dr. Tilakavati Karupiah, Universiti Kebangsaan Malaysia*
- 9.30 a.m. Metabolomic profile of healthy Malaysian population conditioned to palm oil consumption: Correlation with anthropometric and metabolic parameters  
*Dr. Smiti Gupta, Wayne State University, USA*
- 10.00 a.m. Choosing optimum dietary fat permutations for healthy lifestyles  
*Dr. Felicia Stoler, Rutgers University, USA*

**10.30 a.m. Morning Coffee Break**

**SESSION 5**      **CURRENT CHALLENGES AND EMERGING ISSUES IN PALM OIL NUTRITION**  
(11.00 a.m. – 1.00 p.m.)

- 11.00 a.m.      Regulatory challenges and hurdles for bioactive compounds  
*Dr. Peter Pressman, Polyscience Consulting, USA*
- 11.30 a.m.      The challenges in getting T3 recognized as a vitamin E – legislation and market perspective  
*Mr. W.H. Leong, ExcelVite, Australia*
- 12.00 p.m.      Consumer perception and pick up: where we are at and where we *should* be  
*Mr. Bryce Wylde, USA*
- 12.30 p.m.      Systematic review on palm oil and its implication on diet related NCDs  
*Mr. Terence Tan Yew Chin, Institute for Medical Research, Malaysia*

**1.00 p.m.**      **LUNCH**

**SESSION 6**      **3-MCPD/GE: CHALLENGES AND OUTLOOK**  
(2.00 p.m. – 3.30 p.m.)

- 2.00 p.m.      MCPD - public health implications  
*Dr. Roger Clemens, University of Southern California, USA*
- 2.30 p.m.      3-MCPD and GE: Status updates and the strategic road map  
*Ms. Rosidah Radzian, Malaysian Palm Oil Board (MPOB)*
- 3.00 p.m.      Improving the quality and reputation of palm oil through research  
*Dr. Joerg J. Jacoby, Wilmar Biotechnology R&D Center, China*

**SESSION 7**      **OPEN FORUM/DEBATE ON PALM OIL AND HEALTH**  
(3.30 p.m. – 5.00 p.m.)

**Chaired by: Dr. Kalyana Sundram, CEO, MPOC**

**5.00 p.m.**      **Programme Ends / Evening Coffee Break**