


PALM OIL INDUSTRY LEADERSHIP FORUM

4 September 2014  Hilton Hotel, KL Sentral



Forging Sustainable Business Networking
Through Malaysian Palm Oil



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TIME	PROGRAM
1330 – 1430	Registration of PILF participants
1430 – 1440	Introduction of the forum and panellists by the moderator, Dato' Lee Yeow Chor , Chairman of MPOC
Presentations by Invited Panellists	
1440 – 1510	i. Mr Thomas Mielke - Executive Director, ISTA MIELKE GmbH Sustaining Palm Oil Price Advantage Over Soyabean
1510 – 1540	ii. Mr. Yong Lee Keng , Nestle Sustainable Agriculture Initiatives – Nestlé's Creating Shared Value Platform in Relation to Oil Palm and Palm Oil Sectors
1540 – 1600	BREAK
1600 – 1630	iii. Ross Candido , Meltwater Effective Digital Strategy in Fighting Anti Palm Oil Campaigns
1630 – 1700	iv. YBhg. Tan Sri Datuk Dr Yusof Basiron – Chief Executive Officer, MPOC Palm Oil Plantation and Forest : The Case of Malaysia
1700 – 1730	Interactive Discussions among the Panellists
1730 – 1740	Closing Remarks

The above PILF programme is tentative and subject to final confirmation from respective speakers. MPOC reserves the right to modify this, as needed.



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Mr. Thomas Mielke

Executive Director, ISTA MIELKE GmbH

Sustaining Palm Oil Price Advantage Over Soyabean

Thomas Mielke is Executive Director of ISTA Mielke GmbH, OIL WORLD, in Hamburg (Germany), a leading research organization that provides global supply, demand and price analyses, statistics and forecasts for all the major oilseeds, vegetable oils & animal fats and oilmeals as well as for biodiesel and other products . From 1993 until 2007 Thomas Mielke was a member of the Programme Advisory Committee of the Malaysian Palm Oil Board. Thomas Mielke has given more than 300 lectures and talks in conferences and workshops all over the world. He joined the OIL WORLD team in the mid-1970s, after studying economics and specializing in oilseed and products market research. OIL WORLD was founded back in 1958 and is recognized worldwide as the independent, authoritative and unbiased information provider for oilseeds, oils and oilmeals. The WEEKLY and daily FLASH reports can be obtained from the internet at www.oilworld.de



Mr. Yong Lee Keng

Agriculture Services Manager, Nestle

Sustainable Agriculture Initiatives – Nestlé's Creating Shared Value Platform in Relation to Oil Palm and Palm Oil Sectors

Yong Lee Keng started his agricultural adventure as a Cadet Planter in Sabah, Malaysia in 1980, and over the next 4 years, took part in a plethora of plantation operations from land development to field planting involving crops such as rubber, oil palm, cocoa, and forest-products. In 1984, he joined Nestle Malaysia as the pioneering staff of the Agricultural Services Dept , and over the next 29 years, has been involved 'farm-to-fork', in a variety of crops and commodities such as chilies, cocoa, coffee, soya, spices, rice, herbals and oil palm. He currently heads the said Dept, a position he has held since 2000.

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Ross Candido

Meltwater

Effective Digital Strategy in Fighting Anti Palm Oil Campaigns

Worldly individual, authoritative leadership style with a collaborative mindset. Key strengths in Sales, People Development, Media Strategy, Social Media, Brand campaigns. Driven and commercially fit, enthusiastic and calculated.

Integrated Social Sciences, International Business 2004 - 2007
Jacobs University Bremen, Integrated Social Sciences; — Bremen, Germany
Thesis Topic: Internationalization Theory and the Growing Eastern Giant



YBhg Tan Sri Datuk Dr Yusof Basiron

Chief Executive Officer, Malaysian Palm Oil Council (MPOC)

Palm Oil Plantation and Forest : The Case of Malaysia

Tan Sri Datuk Dr. Yusof Basiron graduated in Chemical Engineering and holds two Masters Degrees in Industrial Management and Business Administration and also a PhD in Applied Economic and Management Science. He was the Director General of MPOB for 14 years, and now CEO of MPOC, besides being Board Member of CBIP (Milling) and Sime Darby Berhad. He is a Senior Fellow and Past President of Academy of Sciences Malaysia (ASM), and also Fellow of The Incorporated Society of Planters and Malaysian Oil Scientists' and Technologists' Association