

HOT EVENT!

REACH & REMIND FRIENDS OF THE INDUSTRY SEMINAR 2014 & DIALOGUE CHALLENGES AND OPPORTUNITIES IN 2014



ORGANISED BY



M P O C

10th February 2014

Pullman Hotel, Kuching, Sarawak

Guests of Honour

YB DATUK PATINGGI TAN SRI DR. ALFRED JABU ANAK NUMPANG
*DEPUTY CHIEF MINISTER & MINISTER FOR MODERNISATION OF
AGRICULTURE / MINISTER FOR RURAL DEVELOPMENT, SARAWAK*
(Plenary Address and Official Opening)

&

YB DATUK AMAR DOUGLAS UGGAH EMBAS
*MINISTER OF PLANTATION INDUSTRIES &
COMMODITIES, MALAYSIA*

Please visit our website at
www.mpoc.org.my
for more information



REACH & REMIND FRIENDS OF THE INDUSTRY SEMINAR 2014 & DIALOGUE CHALLENGES AND OPPORTUNITIES IN 2014



PROGRAMME

10th February 2014
(Monday)

Pullman Hotel, Kuching, Sarawak

8:00 am	Registration & Coffee
9:00 am	Welcome Remarks by Y. Bhg Dato' Lee Yeow Chor, Chairman Malaysian Palm Oil Council (MPOC)
9:10 am	Opening Remarks by YB DATUK AMAR DOUGLAS UGGAH EMBAS MINISTER OF PLANTATION INDUSTRIES & COMMODITIES, MALAYSIA
9:30 am	Keynote Address and Official Opening by YB DATUK PATINGGI TAN SRI DR. ALFRED JABU ANAK NUMPANG DEPUTY CHIEF MINISTER & MINISTER FOR MODERNISATION OF AGRICULTURE / MINISTER FOR RURAL DEVELOPMENT, SARAWAK "Poverty Eradication Through Land Development: the SALCRA (Sarawak) Experience"
10:10 am	Signing of Agreement between Sarawak Forestry Corporation (SFC) and Malaysian Palm Oil Council (MPOC) for "Orang Utan Conservation in the Sedilu-Ulu Sebuyau-Gunung Lesong and Maludam National Park Complex" . Launching of the MPOC book, "Back to Basics: Culinary Delights with Palm Oil" officialiated by YB DATUK PATINGGI TAN SRI DR. ALFRED JABU ANAK NUMPANG DEPUTY CHIEF MINISTER & MINISTER FOR MODERNISATION OF AGRICULTURE / MINISTER FOR RURAL DEVELOPMENT, SARAWAK & YB DATUK AMAR DOUGLAS UGGAH EMBAS, MINISTER OF PLANTATION INDUSTRIES AND COMMODITIES, MALAYSIA
10:30 am	Coffee & Refreshments Break
11:00 am	European Market Challenges: Creating a European Consumer Awareness Campaign in Anticipation of 2014 EU Labeling Regulations Mr. Laurent Cremona, Manager of Marketing, Ferrero SpA, Luxembourg
11:30 am	Palm Oil Price/Market Outlook 2014 from an Investment Banker's Perspective Mr. Abah Ofon, Research Analyst, Standard Chartered Research, Singapore
12:00 pm	MPOC Facilitated Emerging Market Opportunities: Innovative Tools to Meet Challenges in 2014 Tan Sri Datuk Dr. Yusof Basiron, Chief Executive Officer, MPOC
12:30 pm	Questions & Answers Session
12:45 pm	Lunch
2:00 - 4:30 pm	Dialogue With YB DATUK AMAR DOUGLAS UGGAH EMBAS, MINISTER OF PLANTATION INDUSTRIES AND COMMODITIES, MALAYSIA
4:30 pm	End of Seminar/Dialogue