

# REVISED PROGRAMME

25<sup>th</sup> January 2011

MARRIOTT PUTRAJAYA  
Wilayah Persekutuan, Malaysia

## REACH & TEACH FRIENDS OF THE INDUSTRY SEMINAR: CHALLENGES AND OPPORTUNITIES IN 2011



### TUESDAY

25<sup>nd</sup> January 2011

9.30 am Registration & Morning Refreshments

10.40 am **Welcome Address by Y. Bhg Dato' Lee Yeow Chor**  
*Chairman, Malaysian Palm Oil Council*

11.00 am **Launching of MPOC/FRIM Book:**  
A Fine Balance – Stories from Peatland Communities in Malaysia, authored by Ms. Liew Suet Fun

11.15 am **Palm Oil Market Outlook 2011 – Short to Medium Term Demand, Supply & Challenges**  
Mr. Benny Lee, *Chief Strategist, NextVIEW Sdn Bhd*

12.00 pm **Perspectives from PEMANDU on Palm Oil as a National Key Economic Area**  
Mr. John Low, *Director NKEA, PEMANDU, Prime Minister's Department, Malaysia*

12.45 pm Lunch

2.00 pm **The Untapped Potential of Palm Biomass & Its Potential Applications**  
Y. Bhg. Datuk Dr. Choo Yuen May, *Director-General, MPOB*

2.45 pm **Methane Capture & Biomass Utilization for Power Generation**  
Y. Bhg. Puan Sri Datin Dr. Liana Low, *CEO, Bell Eco Power Sdn Bhd*

3.30 pm **The Global Climate Change Debate and Taxpayer Funded Environmentalism**  
MEP His Excellency Mr. Roger Helmer (*UK Conservative in Brussels*)

4.15 pm **Current Global Anti Palm Oil Campaign – Where & What Needs to Be Done from Palm Oil's Perspective**  
Y. Bhg. Tan Sri Datuk Dr. Yusof Basiron, *CEO, Malaysian Palm Oil Council*

5.00 pm Coffee Break

5.40 pm **Arrival of YB Tan Sri Bernard Dompok**  
*Minister of Plantation Industries & Commodities, Malaysia*

5.45 pm **Keynote Address by YB Tan Sri Bernard Dompok, Minister of Plantation Industries & Commodities, Malaysia followed by Dialogue**

7.00 pm End of Programme

