



MALAYSIAN PALM OIL FORUM EGYPT 2024

28 MAY 2024 | Triumph Luxury Hotel, Cairo



CONFERENCE



EXHIBITION



INDUSTRY
DIALOGUE



TRADE
NETWORKING



MALAYSIAN PALM OIL

PAVING THE WAY FOR
SUSTAINABLE AGRIBUSINESS



MPOF EGYPT 2024 SECRETARIAT

Fatimah Zaharah

Email: fatimah@mpoc.org.my

Tel: +603 7806 4097

Lamyaa El-Enany

Email: lamyaa@mpocegypt.com

Tel: +20 2 23067433

About Malaysian Palm Oil Forum - Egypt 2024

We are pleased to announce that the Malaysian Palm Oil Council (MPOC) is hosting the Malaysian Palm Oil Forum (MPOF) in Cairo, Egypt on 28 May 2024. MPOF Egypt 2024 is designed to provide a platform for interaction between members of the Malaysian palm oil industry, key buyers, and end users, with the main objective of exploring avenues for trade enhancement.

In a series of paper presentations and an industry dialogue, expert speakers will share the latest developments in areas of trade and opportunities in the North African region, health & nutrition, functional attributes of Malaysian palm oil, and sustainability efforts that are being undertaken. MPOF will also provide a platform for Malaysian palm oil suppliers to showcase their products and services to potential buyers as part of their efforts in improving their exports and footprint in this growing region.

Egypt's selection for the second Malaysian Palm Oil Forum aligns with our focus on expanding Malaysian palm oil exports to the African region. Egypt is the largest importer of Malaysian palm oil in North Africa and is also being established as a hub for re-exports to neighbouring countries. The North Africa region which comprises of Egypt, Tunisia, Algeria, Morocco, and Libya boasts a population of 215 million and is a growing consumer market. The region has the potential for oils and fats growth through its growing population and rising per capita consumption of vegetable oils and fats.

Through the Malaysian Palm Oil Forum that will be held in Cairo, MPOC aims to strategically target stakeholders of the oils and fats industry in the North African region. It is the objective of this Forum to provide a unique opportunity for buyers in these markets to interact directly with Malaysian palm oil suppliers, and subsequently for these interactions to foster relationships, leading to increased business opportunities for all stakeholders involved.

Key Highlights of MPOF 2024



CONFERENCE

Eleven insightful papers and presentations by renowned international speakers. Topics range from opportunities in the Egyptian and North African edible oil and food sectors to the latest developments in oils and fats markets.



INDUSTRY DIALOGUE

Engage with industry leaders to get their perspectives on the challenges and issues surrounding palm oil trade in Egypt's market.



EXHIBITION

Explore a showcase of products and services presented by leading companies from Malaysia and Egypt.



TRADE NETWORKING

Engage and network directly with major edible oils players from the North African region.

Malaysian Palm Oil Forum Egypt 2024

28 May 2024 at Triumph Luxury Hotel, Cairo, Egypt



TENTATIVE PROGRAMME

Time	Programme
8.00 AM - 8.45 AM	Registration of Participants
8.55 AM	The arrival of the Honourable Datuk Seri Johari Abdul Ghani, Minister of Plantation and Commodities, Malaysia.
9.00 AM - 9.05 AM	Quran Recitation
Opening Ceremony	
9.10 AM - 9.20 AM	Opening Remarks by Ms. Belvinder Sron Chief Executive Officer of Malaysian Palm Oil Council
9.20 AM - 9.30 AM	Welcome Address by His Excellency Mr. Ahmed Samir Minister of Trade, and Industry of Egypt (TBC)
9.30 AM - 10.00 AM	Keynote Address by the Honourable Datuk Seri Johari Abdul Ghani Minister of Plantation and Commodities, Malaysia. Official Opening of Malaysian Palm Oil Forum - Egypt 2024 Presentation of Token of Appreciation to His Excellency Mr. Ahmed Samir Minister of Trade, and Industry of Egypt (TBC)
10.00 AM - 10.20 AM	Plenary Paper 1: Egypt a Consistent Market for Palm Oil with Potential in Food Industries Eng. Zakaria El Shafei , Head of Oils and Fats Department, Chamber of Food Industries
10.20 AM - 10.40 AM	Plenary Paper 2: Egypt as a Gateway of Palm Oil to Africa and Europe Mr. Waleid Gamal Eldien , Suez Canal Economic Zone (SCZone)
10.40 AM - 11.00 AM	Refreshment Break

Disclaimer: MPOC reserves the right to cancel or change the time or date of the event and change its venue, content, and speakers at any time at its discretion.

Malaysian Palm Oil Forum Egypt 2024

28 May 2024 at Triumph Luxury Hotel, Cairo, Egypt

TENTATIVE PROGRAMME

Time	Programme
SESSION 1 - Palm Oil Aspects and Developments	
11.00 AM - 11.30 AM	Paper 1: Malaysian Palm Oil Growth Potential in the North African Region Ms. Lamyaa El Enany, MPOC
11.30 AM - 12.00 AM	Paper 2: Malaysian Palm Oil: Food Applications, Processing Contaminants Management and Industry's Way Forward Mr. Johari Minal, MPOB
12.00 AM - 12.30 PM	Paper 3: Palm Based Oleochemical & its Applications Mr. Chris de Lavigne, Deloitte APAC
12.30 PM - 1.00 PM	Paper 4: MSPO - Tool to Meet Global Sustainability Requirements Ms. Nurul Hasanah Ahmed Hassain Malim, FGV Holdings
1.00 PM - 2.00 PM	Lunch Break and Networking
SESSION 2 - Markets Trends and Prospects	
2.00 PM - 2.30 PM	Paper 5: Market Trends and Future Growth Opportunities in the Egyptian Cheese Industry Eng. Fathy Kamel, Brego for Food Industries
2.30 PM - 3.00 PM	Paper 6: Deep Dive into the Egyptian Home and Personal Care Industry and Potential for Malaysian Palm Oil Mr. Mohamed Radwan, Oleo Misr
3.00 PM - 3.30 PM	Paper 7: Impact of the Geopolitical Factors on the Global Oils & Fats Market, Special focus on Red Sea Situation Dr. Julian McGill, Glenauk Economics
3.30 PM - 4.00 PM	Paper 8: Palm Oil Price Outlook and Forecast Dr. Sathia Varqa, Palm Oil Analytics
4.00 PM - 5.00 PM	High Tea & Networking at the Exhibition
5.00 PM	End of MPO Forum

Disclaimer: MPOC reserves the right to cancel or change the time or date of the event and change its venue, content, and speakers at any time at its discretion.

Malaysian Palm Oil Forum Egypt 2024

28 May 2024 at Triumph Luxury Hotel, Cairo, Egypt



SPONSORSHIP PACKAGES

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:

Titanium	RM30,000	Gold	RM15,000
Platinum	RM20,000	Silver	RM10,000
		Partner	RM 5,000

TITANIUM SPONSOR - RM30,000

Titanium Sponsor benefits include:

- One (1) complimentary exhibition booth (6mx2m) in a prime location
- One (1) full page advertisement with priority selection in souvenir program
- Recognition as the Titanium Sponsor on all printed seminar materials including seminar brochure and souvenir program
- Prominent logo placement on all conference signage, brochures & souvenir program
- Mailing addresses of all seminar delegates
- Opportunity to include promotional materials in the delegates' welcome kits

PLATINUM SPONSOR - RM20,000

Platinum Sponsor benefits include:

- One (1) complimentary exhibition booth (4mx2m) in a prime location
- One (1) full page advertisement with preferred selection in souvenir program
- Recognition as the Platinum Sponsor on all printed seminar materials including seminar brochure and souvenir program
- Logo placement on all conference signage, brochures & souvenir program
- Mailing addresses of all seminar delegates
- Opportunity to include promotional materials in the delegates' welcome kits

GOLD SPONSOR - RM15,000

Gold Sponsor benefits include:

- One (1) complimentary standard exhibition booth (3mx2m)
- One (1) full page advertisement in souvenir program
- Logo placement on all conference signage, brochures & souvenir program

SILVER SPONSOR - RM10,000 (3 PATRONS)

Silver Sponsor benefits include:

- One (1) complimentary standard exhibition booth (3mx2m)
- One (1) full page advertisement in souvenir program
- Logo placement on all conference signage, brochures & souvenir program

PARTNERS - RM5,000

Partner Sponsor benefits include:

- One (1) full page advertisement in souvenir program
- Logo placement on all conference signage, brochures & souvenir program

Ready to become a sponsor?

Return your completed reservation form to

Nursabrina Mohd Hayat (sabrina@mpoc.org.my) | Fatimah Zaharah (fatimah@mpoc.org.my)

Malaysian Palm Oil Forum Egypt 2024

28 May 2024 at Triumph Luxury Hotel, Cairo, Egypt

SPONSORSHIP RESERVATION FORM

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

SPONSORSHIP

<input type="checkbox"/>	Titanium	RM30,000	<input type="checkbox"/>	Gold	RM15,000
<input type="checkbox"/>	Platinum	RM20,000	<input type="checkbox"/>	Silver	RM10,000
<input type="checkbox"/>			<input type="checkbox"/>	Partner	RM 5,000

Company Name :

Contact Person :

Designation :

Address :

Tel. No. :

Fax. No. :

E-mail :

Signature :

Date :

Form may be duplicated for additional registration

Email the completed form to:
Nursabrina Mohd Hayat (sabrina@mpoc.org.my)
Fatimah Zaharah (fatimah@mpoc.org.my)

