



# MALAYSIAN PALM OIL FORUM CHINA 2026



**M P O C**  
Malaysian Palm Oil Council



**MALAYSIAN PALM OIL:**  
Supporting High-Value Growth  
Through Innovation and Partnerships

**12 MAY 2026**

Pudong Shangri-La Hotel, Shanghai



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**MPOF CHINA 2026 SECRETARIAT**

**Headquarter - KL**

Desmond Ng, [desmond@mpoc.org.my](mailto:desmond@mpoc.org.my)  
William Lau, [williamlh@mpoc.org.my](mailto:williamlh@mpoc.org.my)

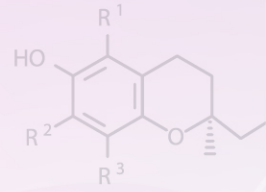
**Shanghai Office**

Demi Wang, [demi@mpoc.org.my](mailto:demi@mpoc.org.my)  
Jenny Sun, [jenny@mpoc.org.cn](mailto:jenny@mpoc.org.cn)

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.

**JOIN US AT MPOC'S FLAGSHIP EVENT**

# Malaysian Palm Oil Forum China 2026



We are pleased to invite you to the Malaysian Palm Oil Forum (MPOF) China 2026, organised by the Malaysian Palm Oil Council (MPOC) and taking place in Shanghai on 12 May 2026.

As MPOC's flagship platform in China, MPOF brings together Malaysian palm oil producers, international buyers, refiners, manufacturers, and end users to strengthen partnerships, explore emerging trade opportunities, and expand market reach.

China's oils and fats market is experiencing dynamic shifts in pricing trends, evolving consumption patterns, and changing import demand. As one of the world's most significant markets for edible oils, China continues to offer substantial opportunities, making timely market intelligence and strategic insights more important than ever.

MPOF China 2026 will highlight the expanding opportunities for palm-based products across high-growth sectors. With rising consumer affluence and increasing demand for innovative applications, the forum will explore developments in palm oleochemicals and phytonutrients, and their growing role in personal care and home care industries. Discussions will also examine the outlook for China's oils and fats market in 2026, alongside strategies for managing supply volatility and capturing new areas of growth.

MPOF China offers a unique platform for direct engagement between Chinese buyers and Malaysian suppliers, facilitating meaningful business connections and fostering long-term collaboration.

Be part of this important event in Shanghai to engage with industry leaders, gain valuable market insights, and explore new business opportunities.

## Key Highlights of MPOF China 2026



### Conference Sessions

Featuring nine expert presentations by renowned international and local speakers on oleochemicals, palm oil nutrition, and market outlook.



### Exhibition and Networking Dinner

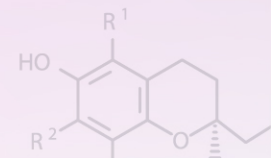
Held in Shanghai, the one-day exhibition and Networking Dinner will enable Malaysian and Chinese industry players to showcase products, connect with participants, and strengthen business networking opportunities.



### Trade Networking Opportunities

Providing direct engagement with key players in the China's edible oil industry, fostering valuable business connections and trade opportunities.

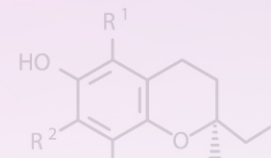
# Tentative Programme



TIME	PROGRAMME
0830 – 0930 hrs	Registration
<b>OPENING CEREMONY OF MPOF CHINA 2026</b>	
0930 – 0940 hrs	<b>Welcome Remarks by Ms. Belvinder Sron</b> Chief Executive Officer, Malaysian Palm Oil Council
0940 – 1000 hrs	<b>Keynote Address by the Honourable Datuk Seri Dr. Noraini binti Ahmad</b> Minister of Plantation & Commodities, Malaysia
1000 – 1010 hrs	<b>Official Opening of MPOF China</b>
1010 – 1040 hrs	<b>Plenary Paper: From Supply to Solutions: How Palm Oil Supports China's High-Value Manufacturing</b> Dr. Julian McGill, Glenauk Economics
<b>SESSION I – NUTRITION AND APPLICATIONS</b>	
1040 – 1110 hrs	<b>Paper 1: Unlocking Value in Palm-Based Specialty Fats for China's Applications</b> Dr. Chun-Ming Liu, Wilmar (Shanghai) Biotechnology Research & Development Center Co., Ltd.
1110 – 1140 hrs	<b>Paper 2: Advancing Palm Oil Nutrition: Tocotrienols, Functional Lipids and Future Health Applications</b> Prof Dr. Tan Chin Ping, Universiti Putra Malaysia
1140 – 1210 hrs	<b>Paper 3: Advancing Palm Oleochemicals in China: Emerging Applications in Personal Care, Home Care and Industrial Solutions</b> Mr. Shi Liwen, Zanyu Technology Group Co., Ltd.
1210 – 1400 hrs	<b>Networking Lunch</b>
<b>SESSION II: MARKET OUTLOOK AND SUSTAINABILITY</b>	
1400 – 1430 hrs	<b>Paper 4: Current Status and Outlook of the China's Oleochemical Industry</b> Mr. Bian Feng, China Cleaning Industry Association
1430 – 1500 hrs	<b>Paper 5: MSPO in Action: Building Trust Through Sustainability and Traceability</b> Mr. Muhammad Haris Abdullah, Malaysian Sustainable Palm Oil
1500 – 1530 hrs	<b>Paper 6: Palm Oil and China's Agriculture &amp; Food System</b> Prof. Fan Shenggen, China Agricultural University
1530 – 1600 hrs	<b>Paper 7: Navigating 2026: Supply and Demand Outlook for Palm and Palm Kernel Oil</b> Ms. Leow Huey Chuen, Glenauk Economics
1600 – 1630 hrs	<b>Paper 8: Palm Oil Price Outlook 2026: The Chinese Market Perspective</b> Ms. Jiang Hongyan, Galaxy Futures Research Institute
1630 – 1830 hrs	<b>Pre-Dinner Cocktail and Networking</b>
1830 – 2100 hrs	<b>Networking Dinner</b>

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# Sponsorship Packages



MPOF China 2026 provides a series of sponsorship packages, aiming to enhance your brand visibility and help your company connect with key decision-makers in the oils and fats industry. All packages offer exclusive promotional opportunities to ensure maximum brand exposure throughout the conference.

## TITANIUM SPONSOR

RM 40,000 / USD10,000 (Taken)

- 2 VIP Guest Seats (for the opening ceremony and key sessions)
- Corporate video screening during interval sessions
- Verbal acknowledgement by the emcee during the opening ceremony
- Top-tier logo placement on all conference materials, including signage, backdrops, brochures and digital platforms
- 1 on-site exhibition booth (equipped with branded backdrop, 1 table and 2 chairs) with priority location selection
- 1 full-page advertisement in the souvenir programme + corporate promotional materials included in delegates' welcome kits
- 1 promotional article published on MPOC's official WeChat account

## PLATINUM SPONSOR

RM 30,000 / USD7,500

- 1 VIP Guest Seat (for the opening ceremony and key sessions)
- Corporate video screening during interval sessions
- Verbal acknowledgement by the emcee during the opening ceremony
- Priority logo placement on all conference materials, including signage, backdrops, brochures and digital platforms
- 1 on-site exhibition booth (equipped with branded backdrop, 1 table and 2 chairs) with priority location selection
- 1 full-page advertisement in the souvenir programme + corporate promotional materials included in delegates' welcome kits
- 1 promotional article published on MPOC's official WeChat account

## GOLD SPONSOR

RM 20,000 / USD5,000

- Recognition as the Gold Sponsor on all the conference materials
- 1 on-site exhibition booth (equipped with branded backdrop, 1 table and 2 chairs) with priority location selection
- Logo placement on all conference materials, including signage, backdrops, brochures and digital platforms
- 1 full-page advertisement in the souvenir programme

## SILVER SPONSOR

RM10,000 / USD2,500

- Recognition as the Silver Sponsor on all the conference materials
- 1 on-site exhibition booth (equipped with branded backdrop, 1 table and 2 chairs) with priority location selection
- Logo placement on all conference materials, including signage, backdrops, brochures and digital platforms
- Half-page advertisement in the souvenir programme

## PARTNER

RM5,000 / USD1,250

- Logo placement on all conference materials, including signage, backdrops, brochures and digital platforms.
- Half-page advertisement in the souvenir programme

## DINNER SPONSOR

RM 50,000 / USD12,500 (Taken)

- 1 VIP Guest Seat at Dinner
- 2 VIP Guest Seats at Opening Ceremony and key sessions
- 5-minute speech opportunity at the dinner
- Corporate video screening during both the conference and dinner
- Verbal acknowledgement by the emcee (during both conference and dinner)
- 1 on-site exhibition booth (equipped with branded backdrop, 1 table and 2 chairs) with priority location selection
- Company name and logo displayed as Dinner Sponsor on all dinner table cards
- Company name and logo displayed as Dinner Sponsor on the dinner's on-site large screen, backdrop and off-site LED screen
- 1 full-page advertisement in the souvenir programme + corporate promotional materials included in delegates' welcome kits
- 1 promotional article published on MPOC's official WeChat account

Our team will be happy to assist you with sponsorship confirmation and any inquiries regarding available packages.

To explore sponsorship opportunities  
and secure your preferred package,  
please reach out to our team:

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