

FINAL ANNOUNCEMENT

Malaysia-Africa Palm Oil Trade Fair & Investment Seminar 2011

ORGANISED BY



POTS™

NIGERIA

Maximizing Africa's Potential: Seizing New Opportunities

12 DECEMBER 2011

Federal Palace Hotel
Victoria Island
Lagos, Nigeria

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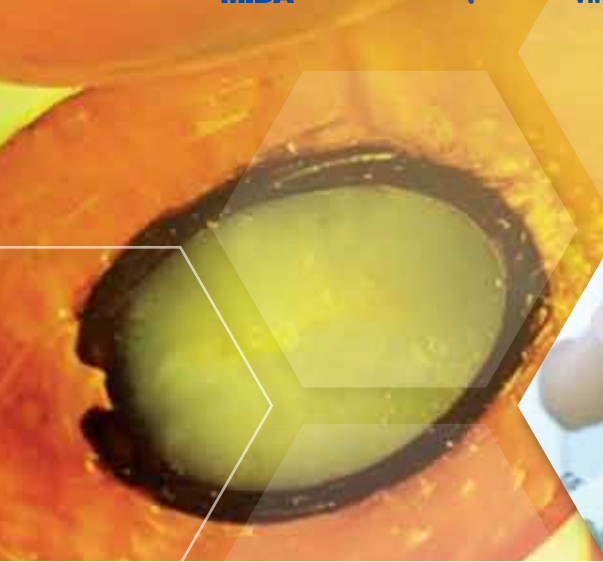


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Introduction



The success of the first Malaysia-Africa Palm Oil Trade Fair and Seminar (MA-POTS) held in conjunction with the continent's largest food and beverage event – Africa's Big Seven – has encouraged a follow up meeting in the West Africa Region, which is an emerging agriculture investment destination. Generally, it is viewed that the demand for oils and fats will continue to grow in this region and Malaysian palm oil exports to this region are projected to exceed one million metric tonnes for the first time in 2011. On the ground information and contacts can be secured through networking at the **Malaysia – Africa Palm Oil Trade Fair and Investment Seminar (POTS) 2011 on 12 December 2011 at Federal Palace Hotel, Victoria Island, Lagos, Nigeria.**

Objectives

The objectives of **POTS** are as follows:

1. To generate greater awareness of the nutritional benefits and advantages of palm oil for the food and non-food industries in the Africa region and to promote greater usage of Malaysian palm oil and its related products.
2. To establish, renew and widen contacts as well as foster a better understanding with buyers / manufacturers / end-users related to the Oils & Fats industry in Africa.
3. To provide a conducive platform for interaction between members of the Malaysian palm oil industry and African region end users as well as to address issues of common interest.



About Malaysian Palm Oil Council (MPOC)

Malaysian Palm Oil Promotion Council (MPOPC) was incorporated on January 25, 1990. The name was subsequently changed to Malaysian Palm Oil Council (MPOC) on April 13, 2006 to reflect a wider scope of responsibilities.

MISSION

To promote the market expansion of Malaysian palm oil and its products by enhancing its image and creating a better acceptance through the awareness of various techno-economic advantages and the environmental sustainability of palm oil.

OBJECTIVES

- To enhance trade in the market place by addressing the latest opportunities.
- To encourage product diversification using Malaysian palm oil as the key ingredient, thus gaining a prominent role in new and formulated products.
- To improve understanding of palm oil, enhancing its applications and elucidating its numerous strengths and benefits.
- To uphold the good name of Malaysian palm oil by addressing the issues of perception, allegations and realities of palm oil.
- To safeguard the positioning of Malaysian palm oil as the most dominant vegetable oil in terms of market coverage, nutritional benefits, environmental sustainability and commercial success.



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PROGRAMME

Time	Programme
08:00 – 09:50	Registration of participants
10:00 – 10:05	Arrival of Hon. Minister Tan Sri Bernard Dompok <i>Minister of Plantation Industries and Commodities, Malaysia</i>
10:05 – 10:15	Welcome remarks by Dato' Lee Yeow Chor <i>Chairman, Malaysian Palm Oil Council (MPOC)</i>
10:15 – 10:25	Opening remarks by H.E. Nik Mustafa Kamal Nik Ahmad <i>Malaysian High Commissioner to Nigeria</i>
10:25 – 10:45	Keynote address by Hon. Minister Tan Sri Bernard Dompok <i>Minister of Plantation Industries and Commodities, Malaysia</i>
10:45 – 10:50	Opening ceremony
10:50 – 11:10	Tea break and networking
11:10 – 11:35	PLENARY PAPER Global Oils and Fats Market (Focus on Sub-Sahara Africa) and Price Outlook <i>Dr. James Fry, Managing Director, LMC, UK</i>
11:35 – 12:00	PAPER 1 Malaysian Palm Oil: Opportunities to Increase Trade <i>Tan Sri Datuk Dr. Yusof Basiron, CEO, Malaysian Palm Oil Council (MPOC)</i>
12:00 – 12:25	PAPER 2 Dynamics of the Malaysian Palm Oil Industry <i>Datuk Dr. Choo Yuen May, Director General, Malaysian Palm Oil Board (MPOB)</i>
12:25 – 12:50	PAPER 3 Overview of the Palm Oil Industry in Nigeria: Future Outlook <i>Mr. Deepak Singhal, CEO/MD of DUFIL PRIMA FOODS PLC</i>
12:50 – 13:10	Q & A Session
13:10 – 14:00	Lunch

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PROGRAMME (Cont'd)

Time	Programme
14:00 – 14:25	PAPER 4 Oil Palm Plantation Development in Africa: The Malaysian Experience Mr. Mohamad Nageeb Bin Ahmad Abdul Wahab, <i>Senior Vice President, Plantation Upstream, Sime Darby</i>
14:25 – 14:50	PAPER 5 Trends and Market Prospects for Palm Oil in the West Africa Region Mr. John O. Isemede, <i>Director General, Nigerian Association of Chambers of Commerce, Industry, Mines & Agriculture (NACCIMA)</i>
14:50 – 15:10	Q & A Session
15:10 – 15:40	Tea break and networking
15:40 – 16:05	PAPER 6 Port Management and Development in the West Africa Region: The Challenges and Prospects for the Oils and Fats Industry Mr. Joshua Asanga, <i>Port Manager, Nigerian Ports Authority</i>
16:05 – 16:30	PAPER 7 Eradicating Poverty through Palm oil Mr. Thompson Ayodele, <i>Executive Director, Initiative for Public Policy Analysis (IPPA), Nigeria</i>
16:30 – 16:55	PAPER 8 An Update of Opportunities from Palm Oil in the Food and Health Sectors Dr. Aubrey Parsons, <i>Head of Research & Development, Nimue Skin, South Africa</i>
16:55 – 17:20	PAPER 9 Fostering Palm Oil Trade with Nigeria Mr. Iskahar Nordin, <i>Market Analyst, MPOC</i>
17:20 – 17:45	Q & A Session
17:45 – 18:00	Closing remarks by Datuk Dr. Choo Yuen May <i>Director General, Malaysian Palm Oil Board (MPOB)</i>
18:00 – 20:00	Cocktails



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REGISTRATION

Please fax or email this form to

- 1) MPOC - Africa Region (Participants from Africa Region)
Fax No: +27 31 5666 170, Email: kumar@mpoc.org.za
- 2) MPOC - HQ (Others)
Fax No: +603-7806 2272, Email: iskahar@mpoc.org.my

**Deadline:
1st December
2011**

PARTICIPANT 1

Title: Mr / Ms / Dr / Others:

Name: (please underline surname)

Designation:

Company:

Address:

Tel: Fax:

Email:

PARTICIPANT 2

Title: Mr / Ms / Dr / Others:

Name: (please underline surname)

Designation:

Company:

Address:

Tel: Fax:

Email:

PARTICIPANT 3

Title: Mr / Ms / Dr / Others:

Name: (please underline surname)

Designation:

Company:

Address:

Tel: Fax:

Email: