

UPDATE



MPOC

Malaysian Palm Oil Council



The Palm Oil Refiners
Association of Malaysia

PRESENTS

21-24 November 2006
Shangri-La Hotel
Kuala Lumpur
Malaysia

Incorporating
PORAM Dinner 2006
Sat, 25 November 2006
Shangri-La Hotel
Kuala Lumpur

Malaysian Palm Oil
Industry Golf Challenge
Sat, 25 November 2006
Glenmarie Golf & Country Club
Shah Alam, Selangor

International Palm Oil Trade Fair & Seminar 2006

POTS



Snack Foods and Palm Oil - Trends and Opportunities

Highlights

- ✓ Seminar on "Snack Foods and Palm Oil - Trends and Opportunities"
- ✓ Showcase of snack foods and palm ingredients
- ✓ Business Meetings (BIZMATCH)
- ✓ Networking Evenings
- ✓ Malaysian Palm Oil Industry Golf Challenge

International Palm Oil Trade
Fair & Seminar 2006

POTS

SCHEDULE

Tuesday, 21 November 2006

05.00 pm - 08.00 pm

Registration Opens

Venue: Foyer of Sarawak Room

Welcome Reception / Cocktail

Venue: Sarawak Room

Wednesday, 22 November 2006

08.30 am - 09.30 am Registration resumes

09.30 am

09.30 am Opening Remarks by CEO of MPOC and on behalf of PORAM

Session 1: Plenary Paper

09.45 am Snack Food Market - A Global Perspective
Laetitia Wong (Euromonitor International (Asia))

10.30 am Morning Refreshment Break
Exhibitor Relations Meeting

Session 2: Health and Nutrition in Snack Foods

11.00 am Optimizing Nutritional Quality of Fats for Healthier Snacks
Dr. Kalyana Sundram (Malaysian Palm Oil Council)

11.30 am Frying Oil Quality Characteristics
Razali Ismail (Malaysian Palm Oil Board)

12.00 noon Fried Foods - Nutritional Attributes and Concerns

12.30 pm Opportunities for Snack Foods in the Healthy Eating Era
Dr. Suku Bhaskaran (Australia Food Marketing Research)

01.00 pm Questions & Answers

01.15 pm Conference Luncheon
Venue: Sarawak Room

Session 3: New Technologies in the Snack Food Industry

02.15 pm New Technological Solutions - Extrusion Process
Dr. Mian Riaz (Texas A&M University)

02.45 pm Trends and Technological Advances in Baked Snacks *(to be confirmed)*

03.15 pm Stay Ahead with Innovative Packaging *(to be confirmed)*

03.45 pm Confectionery Snacks - Technology and Future Trends *(to be confirmed)*

04.15 pm Questions and Answers

04.30 pm Afternoon Refreshment Break

06.00 pm Exhibition Closes

BIZMatch Meetings (11.00 am - 06.00 pm)

Thursday, 23 November 2006

Official Opening of POTS 2006

09.00 am Arrival of invited guests

09.30 am Delegates and Guests to be seated

09.45 am Arrival of YB Datuk Peter Chin Fah Kui, Minister of Plantation Industries and Commodities

10.00 am Welcome Remarks by Y. Bhg Dato' Seri Lee Oi Hian, Chairman, Malaysian Palm Oil Council (MPOC) and on behalf of PORAM

10.15 am Keynote Address by YB Datuk Peter Chin Fah Kui, Minister of Plantation Industries and Commodities

11.00 am Tour of Exhibit Hall by YB Minister and invited guests

11.00 am Morning Refreshment Break
Exhibitor Relations Meeting



SCHEDULE

Session 4: Global Snack Foods Markets - Potential for Palm Oil

- 11.30 am** The Role of Palm Oil in the Snack Food and Frying Industry *(to be confirmed)*
- 12.00 noon** Market Trends and Prospects of Snack Foods in USA *(to be confirmed)*
- 12.30 pm** Questions and Answers
- 12.45 pm** Conference Luncheon
Venue: Sarawak Room
- 02.00 pm** The Demand for Snack Foods in China *(to be confirmed)*
- 02.30 pm** Market Prospects for Snack Foods in the ASEAN Region
Eliza Leung (Reed Business Information Asia)
- 03.00 pm** Snack Food Market in East Asia
Dr. Suk Hoo Yoon (Korea Food Research Institute), Woo-Suk Kang (Nongshim) and Eui-Boong Jung (Samyang Food)
- 03.30 pm** Current Demand and Supply of Snack Foods in Europe *(to be confirmed)*
- 04.00 pm** Trends and Market Prospects for Snack Foods in Australia
Dr. Suku Bhaskaran (Australia Food Marketing Research)
- 04.30 pm** Questions and Answers
- 04.45 pm** Afternoon Refreshment Break
Exhibitor Relations Meeting

BIZMatch Meetings (11.00 am - 06.00 pm)

- 06.00 pm** Exhibition Closes

Friday, 24 November 2006

Session 5: PORAM Forum

- 09.00 am** Logistical Challenges and Specialized Transportation for Oils and Fats *(to be confirmed)*
- 09.45 am** Use of Waste Oil from Snack Food Industry for Biofuel Applications
Kom Mam Sun (Biofuel Research Pte. Ltd.)
- 10.30 am** Morning Refreshment Break
Exhibitor Relations Meeting
- 11.00 am** The Economics of the 3Fs - Food, Fuel and Feeds
Dr. James Fry (LMC International)
- 12.00 noon** Closing Remarks by Mr. Richard Cheang, Chairman, PORAM and on behalf of MPOC
- 12.30 pm** Conference Luncheon
Venue: Sarawak Room
- 15.00 pm** POTS '06 ends

Saturday, 25 November 2006

Malaysian Palm Oil Industry Golf Challenge

- Venue: Glenmarie Golf & Country Club
Shah Alam, Selangor
- 06.30 am** Registration & Breakfast
- 07.30 am** Tournament Tee-Off
- 01.00 pm** Lunch / Prize Presentation
- 03.00 pm** End

PORAM Dinner 2006

- Venue: Grand Ballroom, Shangri-La Hotel
Kuala Lumpur
- 07.00 pm** Arrival of Guests
- 08.00 pm** Arrival of Guests of Honour
Dinner and Entertainment
Presentation of Awards of Appreciation
- 11.00 pm** End of Dinner

International Palm Oil Trade
Fair & Seminar 2006



**PORAM DINNER 2006
Malaysia Palm Oil
Industry Golf Challenge**

For further details, please contact :

PORAM

801C/802A, Block B
Executive Suites Kelana Business Centre
97 Jalan SS7/2 47301 Kelana Jaya
Selangor, Malaysia

Tel No: 603 - 7492 0006

Fax No: 603 - 7492 0128

E-mail: poram@poram.org.my

SEMINAR REGISTRATION FORM

Please complete the form below. Submit only one badge request on each form. Registration and cancellation conditions apply.

Name for Badge: _____

Full Name: _____

Title: Mr. Ms. Dr. Others (pls specify) _____

Designation: _____

Company: _____

Address: _____

Postal Code: _____ City: _____

State: _____ Country: _____

Tel. No: _____ Fax. No: _____

E-mail: _____

Special Dietary Needs: Vegetarian Non-Vegetarian

REGISTRATION FEES:

REGISTRATION PACKAGES	EARLY BIRD Register & Pay Before 15/10/2006	NORMAL RATE Register & Pay After 15/10/2006	AMOUNT DUE (RM)
Seminar Registration	RM 750	RM 900	
BIZMatch	RM 300/day	RM 300/day	

MODE OF PAYMENT: PLEASE TICK ✓

Cheque / Bank draft made payable to "Malaysian Palm Oil Council"

Cheque No. _____

Bank-in to Bank Bumiputera-Commerce (BCB) Account No : 12160012671053 payable to "Malaysian Palm Oil Council"

Payment by credit-card

Card Type:

Visa Mastercard Others (pls specify) _____

Card Number: _____

Expiry Date: _____

Name printed on card: _____

Signature: _____

For Office Use only

Date Received _____

Payment Details _____

Cheque No. _____

Amount _____

Register / Mail / Fax Form to

The Secretariat

**MPOC - PORAM International Palm Oil
Trade Fair & Seminar (POTS 2006)
Malaysian Palm Oil Council (MPOC)**

2nd Floor, Wisma Sawit

Lot 6, SS 6 Jalan Perbandaran

47301 Kelana Jaya, Selangor

Tel No: 03 - 7806 4097

Fax No: 03 - 7806 2272

E-mail: pots2006@mpoc.org.my

Contact persons: Desmond/Poh Ling/Fatimah



HOTEL RESERVATION FORM

Please return this form latest by
15 September 2006

Please complete the form below. Reservation and cancellation conditions apply.

1. Reservation without credit card number will not be accepted. Confirmation will be sent to the guest within 48 hours of receipt of reservation.
2. Reservation may be cancelled without penalty until 30 September 2006.
3. Any cancellation after 17 October 2006 will be charged to the guest's credit card as 100% of the confirmed room rate. The charge will be based upon the room rate specified in the Hotel Reservation Form.

ACCOMMODATION RATES (RM PER NIGHT). PLEASE TICK (✓).

Shangri-La Kuala Lumpur	Renaissance Hotel	Concorde Hotel
<input type="radio"/> Single RM 365++	<input type="radio"/> Single RM 305++	<input type="radio"/> Superior RM 210++
<input type="radio"/> Double RM 395++	<input type="radio"/> Single RM 265++ (New World Wing)	<input type="radio"/> Executive RM 290++

Rates quoted exclude 10% service tax and 5% Government Tax. Rates quoted inclusive of breakfast.

PLEASE RESERVE FOR:

Full Name: _____

Passport No: _____

Arrival date: _____ Arrival time: _____

Departure date: _____ Departure time: _____

Address: _____

Postal Code: _____ City: _____

State: _____ Country: _____

Tel. No: _____ Fax. No: _____

E-mail: _____

Please provide your credit card number to guarantee your reservation

Card Type: Visa Mastercard Others (pls specify)

Card Number: _____

Expiry Date: _____

Name printed on card: _____

Signature: _____

For Office Use only

Confirmation Date _____

Confirmed By _____

EXHIBIT SPACE RESERVATION

1 COMPANY INFORMATION

Company Name: _____ E-mail: _____
Contact Person: _____
Company Address: _____
Tel. No: _____ Fax. No: _____
Website: _____

2 EXHIBITION FEES

Standard shell scheme RM5,000 x booth(s) Total Amount (RM): _____

Fee includes:

3 x 3 shell scheme, Frame, lightning, overhead fascia panel, company name and stand number, carpeted floor, 1 x information counter, 2 x folding chairs and 1 x waste basket, 2 complimentary exhibition registration badges per booth.

3 BOOTH LOCATION

Exhibition space is allocated based on first come, first served basis. However, you may indicate your preference by highlighting the booth number based on the Exhibition Floor Plan enclosed.

1st choice: Booth No.
2nd choice: Booth No.
3rd choice: Booth No.

4 EXHIBITOR BADGE

Kindly list the names of those persons designated to work at your booth.

1. _____
2. _____

5 BUSINESS DESCRIPTION

If you would like to have your company information included in the Program Book, please state a description below, maximum 50 words. (Company information must be forwarded by 30 September 2006)

BUSINESS MEETING PRE-REGISTRATION

BIZMatch is a value added opportunity specifically arranged for delegates of POTS 2006. Buyers are matched for face-to-face appointments with Malaysian suppliers through BIZMatch, a session that the organizers arrange according to their buyers/sellers interests on specific products and services. BIZMatch session has limited space and therefore restricted to only pre-registered delegates.

The registration fee for BIZMatch is RM300/day, which include one company registration and admittance for two representatives to the business desk on the dates and times stipulated.

Registered company will have access to the complete details of all delegates of POTS 2006.

Please register early. Walk-in registrations will not be accepted.

PRE-REGISTRATION FORM

Appointments will be made on a first come, first served basis. Appointments will not be confirmed until seminar registration and payment have been received.

Name: _____

Title: Mr. Ms. Dr. Others (pls specify) _____

Company: _____

Address: _____

Postal Code: _____ City: _____

State: _____ Country: _____

Tel. No: _____ Fax. No: _____

E-mail: _____

Seeking for: Palm Oil suppliers Palm oil buyers Others (pls specify) _____

Mail / Fax Form to **BIZMatch**
Malaysian Palm Oil Council (MPOC)
2nd, Floor, Wisma Sawit
Lot 6, SS 6 Jalan Perbandaran
47301 Kelana Jaya, Petaling Jaya
Selangor, Malaysia
Tel: 603-7806 4097
Fax: 603-7806 2272
E-mail: pots2006@mpoc.org.my