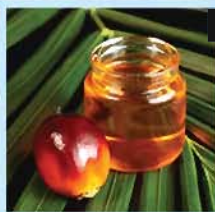


POTS[®] MALAYSIA-IRAN PALM OIL TRADE FAIR & SEMINAR

1ST ANNOUNCEMENT

7TH FEBRUARY 2017 • TEHRAN, IRAN

**ENHANCING KNOWLEDGE & CREATING OPPORTUNITIES
FOR MALAYSIAN PALM OIL IN IRAN**



For more information, please contact :

**Malaysian Palm Oil Council
Malaysian Secretariat**

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ORGANISED BY:



MALAYSIA-IRAN

PALM OIL TRADE FAIR & SEMINAR

7 FEBRUARY 2017 • TEHRAN, IRAN

Join us for Palm Oil Trade Fair and Seminar, Tehran, Iran.

POTS series is back!!! This time around it is held in Tehran, Iran, 7 February 2017. It is a certainly a pleasure for Malaysian Palm Oil Council (MPOC) and Malaysian Palm Oil Board (MPOB) to offer you the opportunity to participate in this event. POTS is mooted to acknowledge the importance of Iran as a major palm oil user and more importantly, a discerning customer of Malaysian palm oil. The event is designed to offer oils and fats players both from within and outside Iran a platform to exchange, discuss issues affecting the trade and business networking. In this regard, POTS Iran enables the users to receive updates on the latest development on palm oil trade. For this purpose, we have lined up a team of oils and fats industry experts to present carefully selected papers to update issues affecting the oils and fats trade. We are also honoured to have Malaysia's Minister of Plantation Industries and Commodities The Honorable Datuk Seri Mah Siew Keong to deliver the keynote address and officially open POTS Iran 2017.

We believe that the challenges and issues that are discussed during this event can be translated into business opportunities and partnerships when joint efforts are undertaken between suppliers and palm oil users to develop the trade. Besides, POTS Iran 2017 also offers opportunities for participating companies to promote their products and image via sponsorship and exhibition. As these effective and popular marketing tools are limited, please consider

taking up these opportunities to avoid disappointment.

We believe that this conference will shed insights on current issues and lead to opportunities for expanding trade. Don't miss this opportunity. Be part of this important event by registering now. Your participation will immensely contribute towards improving the quality of the conference.

POTS IRAN 2017 SECRETARIAT

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 Iran 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 Iran.
3. To provide a conducive platform for interaction between members of the Malaysian palm oil industry and Iran end users as well as to address issues of common interest.



About Malaysian Palm Oil Council (MPOC)

Malaysian Palm Oil Council (MPOC) is charged with spearheading the promotion and market expansion of Malaysian Palm Oil and its products by enhancing their image and creating better acceptance through awareness of various techno-economic advantages and environmental sustainability of palm oil.

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

ENHANCING KNOWLEDGE & CREATING OPPORTUNITIES FOR MALAYSIAN PALM OIL IN IRAN



PROPOSED PROGRAMME OF POTS IRAN 2017

Venue : Espinas Palace Hotel, Tehran, Iran

Date : 7 February 2017, Tuesday (Day 1)

Time	Programme
0800 - 0900 hrs	Registration of participants
0900 - 0910 hrs	Arrival of The Honourable Datuk Seri Mah Siew Keong <i>Minister of Plantation Industries and Commodities Malaysia</i>
0910 - 0920 hrs	Quran Recitation
0920 - 0935 hrs	Welcome Remarks By Dato' Lee Yeow Chor <i>Chairman of Malaysian Palm Oil Council (MPOC)</i>
0935 - 0950 hrs	Welcome Remarks By Datuk Ahmad Hamzah <i>Chairman of Malaysian Palm Oil Board (MPOB)</i>
0950 - 1005 hrs	Opening Remarks By Iranian Minister <i>Ministry of Agriculture</i>
1005 - 1020 hrs	Keynote Address By The Honourable Datuk Seri Mah Siew Keong <i>Minister of Plantation Industries and Commodities Malaysia</i>
1020 - 1030 hrs	Opening Ceremony of POTS Iran 2017
1030 - 1045 hrs	Morning Refreshment Break / Business Networking
1045 - 1115 hrs	Plenary Paper : Global Supply & Demand Outlook for Oils & Fats in 2017/18 Thomas Mielke, Oil World
1115 - 1145 hrs	Paper 1 : An Overview of Malaysian Palm Oil in the Global Market- Correcting Misconceptions Tan Sri Datuk Dr Yusof Basiron, Malaysian Palm Oil Council (MPOC)

SESSION 1: Palm Oil Application and Nutrition

1145 - 1215 hrs	Paper 2 : Effective Alternatives to Partially Hydrogenated Vegetable Fats and Oils Dr Ahmad Kushairi Din, Malaysian Palm Oil Board (MPOB)
1215 - 1245 hrs	Paper 3 : Saturated Fats and Coronary Heart Disease Dr Kalyana Sundram, Malaysian Palm Oil Council (MPOC)
1245 - 1315 hrs	Paper 4 : Current Palm Oil Trade / Demand in Iran Mr Darush Mahmoodi, Iranian Vegetable Oil Industry Association (IVOIA)
1315 - 1415 hrs	Conference Luncheons
1415 - 1435 hrs	Paper 5 : Nutritional and Health Attributes of Palm Oil TBA
1435 - 1455 hrs	Paper 6 : TBA
1455 - 1515 hrs	Paper 7 : TBA

Disclaimer: MPOC reserves the right to change the conference date, speakers, programme content and venue should circumstances beyond the control of MPOC occurs which so demands.

MALAYSIA-IRAN

PALM OIL TRADE FAIR & SEMINAR

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PROPOSED PROGRAMME OF POTS IRAN 2017

Venue : Espinas Palace Hotel, Tehran, Iran

Date : 7 February 2017, Tuesday (Day 1)

Time	Programme
SESSION 2: Market Updates and Price Forecast	
1515 - 1535 hrs	Paper 8 : TBA
1535 - 1555 hrs	Paper 9 : Financial Transaction and Services for Iran Market TBA
1555 - 1625 hrs	Paper 10 : Global Market for Vegetable Oils and the Outlook for 2017 Dr. Julian McGill, <i>LMC International Ltd</i>
1625 - 1640 hrs	Afternoon Refreshment Break / Business Networking
1645 hrs	POTS Iran 2017 Ends

Venue : Espinas Palace Hotel, Tehran, Iran

Date : 8 February 2017, Wednesday (Day 2)

Time	Programme
TBC hrs	Visit to Savola Behshahr Industrial Co. 8th Km Fath Freeway (Old Karaj road), Tehran, Iran Ramazanoğlu Tel: (+9821) 66250435-7 Tel: (+9821) 66796473 http://www.behshahr-ind.com/

Disclaimer: MPOC reserves the right to change the conference date, speakers, programme content and venue should circumstances beyond the control of MPOC occurs which so demands.

ENHANCING KNOWLEDGE & CREATING OPPORTUNITIES FOR MALAYSIAN PALM OIL IN IRAN



SPONSORSHIP PACKAGE

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 SPONSOR	RM25,000 Exclusive
PLATINUM SPONSOR	RM20,000 (2 Patrons)
GOLD SPONSOR	RM15,000 (3 Patrons)
SILVER SPONSOR	RM10,000 (3 Patrons)
PARTNER	RM5,000 Unlimited

TITANIUM SPONSOR - RM25,000 (EXCLUSIVE)

Titanium sponsor will be making a significant contribution towards the overall event and will receive maximum exposure through the following benefits :

- One (1) VIP Invitation for the Opening Ceremony
- Two (2) complimentary standard exhibition booths (3mx3m) in a prime location worth RM6,000
- Ten (10) seminar registration worth RM5,000
- One (1) full page advertisement with priority selection in Souvenir Program worth RM1,000
- Lead logo placement on all seminar signage & brochures
- Recognition as the Titanium Sponsor on all printed Seminar material including Seminar Brochure and Souvenir Programme
- Mailing address for all seminar delegates
- Opportunity to include promotional materials in the delegates' welcome packets

PLATINUM SPONSOR - RM20,000 (2 PATRONS)

Platinum Sponsor benefits include :

- One (1) VIP Invitation for the Opening Ceremony
- Two (2) complimentary standard exhibition booths (3mx3m) in a designated prime location worth RM6,000
- Five (5) seminar registration worth RM2,500
- One (1) full page advertisement with priority selection in Souvenir Programme worth RM1,000
- Lead logo placement on all conference signage & brochures
- Mailing address for all seminar delegates
- Opportunity to include promotional materials in the delegates' welcome packets

GOLD SPONSOR - RM15,000 (3 PATRONS)

Gold Sponsor benefits include :

- One (1) VIP Invitation for the Opening Ceremony
- One (1) complimentary standard exhibition booths (3mx3m) in a designated prime location worth RM3,000
- Three (3) seminar registration worth RM1,500
- One (1) full page advertisement in Souvenir Programme worth RM1,000
- Prominent logo placement on all conference signage & brochures
- Opportunity to include promotional materials in the delegates' welcome packets

SILVER SPONSOR - RM10,000 (6 PATRONS)

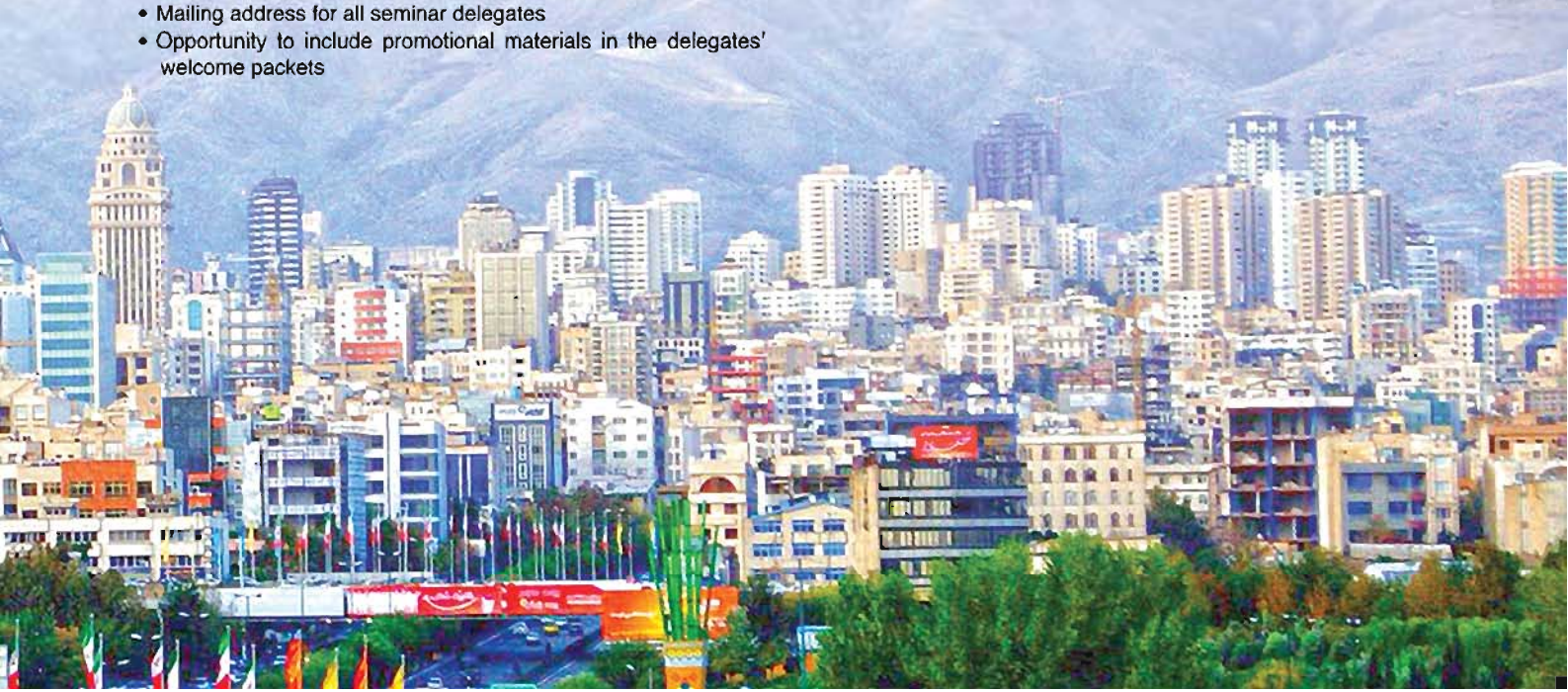
Silver Sponsor benefits include :

- One (1) VIP Invitation for the Opening Ceremony
- One (1) complimentary standard exhibition booth (3mx3m) worth RM3,000
- Two (2) seminar registration worth RM1,000
- Full page advertisement in Souvenir Program worth RM1,000
- Logo placement on all seminar brochures & Souvenir Programme
- Sponsor listing in seminar brochures and Souvenir Programme

PARTNER SPONSOR - RM5,000 (UNLIMITED)

Partner Sponsor benefits include :

- One (1) VIP Invitation for the Opening Ceremony
- One (1) complimentary standard exhibition booth (3mx3m) worth RM3,000
- One (1) seminar registration worth RM500
- Full page advertisement in Souvenir Program worth RM1,000
- Logo placement on all seminar brochures & Souvenir Programme
- Sponsor listing in seminar brochures and Souvenir Programme



MALAYSIA-IRAN

PALM OIL TRADE FAIR & SEMINAR

7 FEBRUARY 2017 • TEHRAN, IRAN

SPONSORSHIP PACKAGE

EXHIBITION - RM3,000

POTS Iran 2017 offers a limited number of high quality exhibition opportunities. This has become the avenue for making contacts and networking, and to attract new clients. A physical presence at the conference is often the best way to promote business development, and to showcase and promote products, equipment and services to decision makers worldwide.

As part of the exhibitors package (RM3,000), you will receive the following:

- A 3m x 3m exhibition booth space
- Two complimentary pass as exhibitors, which also entitle them to the conference area.
- Listing of company details in the Souvenir programme, including a 50-word description on the products and services that the company can offer.

ADVERTISING - RM1,000

Advertising in the conference program is an affordable way to ensure your message reaches each conference delegate. Advertising rates are as follows:

Full Page	Standard (210 x 295mm)	RM1,000
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Full Page
(Standard)

Ready to become a sponsor?
Return your completed reservation form to
Fax No. : 603-7806 2272
or contact **Mr. Muhammad Kharibi** (kharibi@mpoc.org.my)
or **Mr. Mohamad Suhaili** (msuhaili@mpocistanbul.com)
or **Ms. Nur Adibah** (nuradibah@mpoc.org.my)
at Tel No. : 603-7806 4097.

SPONSORSHIP, EXHIBITION & ADVERTISING RESERVATION FORM

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

SPONSORSHIP

- | | |
|--------------------------|---------------------|
| <input type="checkbox"/> | Titanium (RM25,000) |
| <input type="checkbox"/> | Platinum (RM20,000) |
| <input type="checkbox"/> | Gold (RM15,000) |
| <input type="checkbox"/> | Silver (RM10,000) |
| <input type="checkbox"/> | Partner (RM5,000) |

EXHIBITION

- | | | | |
|--------------------------|--|--------------------------|-------------|
| <input type="checkbox"/> | Standard shell scheme
(3m x 3m) - RM3,000 | <input type="checkbox"/> | No. of Unit |
|--------------------------|--|--------------------------|-------------|

Standard booth comes with 3m x 3m shell frame, lighting, overhead fascia panel with company name and stand number, carpeted floor, 1 unit information counter, 2 chairs, 1 waste basket and 2 complimentary passes.

ADVERTISING

Please reserve the following advertising space :

- | | |
|--------------------------|--------------------------------|
| <input type="checkbox"/> | Full Page (Standard) (RM1,000) |
|--------------------------|--------------------------------|

Company Name :	
Contact Person :	
Designation :	
Address :	
Tel. No. :	
Fax. No. :	
E-mail :	
Signature :	
Date :	

ENHANCING KNOWLEDGE & CREATING OPPORTUNITIES FOR MALAYSIAN PALM OIL IN IRAN



HOTEL REGISTRATION FORM

Please complete the form below. Reservation and cancelation 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. Any cancellation after January 26, 2017 by 2 pm, will be charged with penalties.
3. Rooms are subject to availability and rates are subject to changes.

ESPINAS PALACE HOTEL, TEHRAN

Room Category	Single Occupancy
Standard Room	USD 250
Junior Suite	USD 550

- The price is inclusive of ten percent (10%) service charge, and six percent (6%) value-added tax.
- A guarantee is mandatory to reserve the room.

PLEASE RESERVE FOR :

Credit Card Number :

Delegate Name :			
Company Name :			
Passport No. :			
Arrival Date :		Arrival Time :	
Departure Date :		Departure Time :	
Address :			
Postal Code. :		City :	
State :		Coutry :	
Tel. No. :		Fax No. :	
E-mail :			

REGISTRATION FORM FOR BIZMATCH

Title :	Mr / Ms / Mrs / Dr / Others	
Name :	(Please underline surname)	
Designation :		
Company :		
Address :		
Tel :		Fax :
Email :		

Seeking for : PALM OIL SUPPLIERS ☐

PALM OIL BUYERS ☐

OTHERS (Pls Specify)

Form may be duplicated for additional registration

Mail or Fax form to : The Secretariat
Malaysia-Iran Palm Oil Trade Fair & Seminar 2017
Malaysian Palm Oil Council (MPOC)
2nd Floor, Wisma Sawit, Lot 6, SS6 Jalan Perbandaran 47301
Kelana Jaya, Selangor, Malaysia

Tel : 603 - 7806 4097 Fax : 603 - 7806 2272

Contact Persons :

Muhammad Kharibi
Mohamed Suhaili
Nur Adibah

Email : kharibi@mpoc.org.my

Email : msuhaili@mpocistanbul.com

Email : nuradibah@mpoc.org.my

MALAYSIA-IRAN

PALM OIL TRADE FAIR & SEMINAR

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SEMINAR REGISTRATION FORM

Please fax this form to MPOC at Fax No.: 603 - 7806 2272

Title (Mr/ Ms/ Mrs/ Dr/ Others) :			
Name (Please underline surname) :			
Designation :			
Company :			
Address :			
Tel. No. :		Fax :	
E-mail :			

REGISTRATION FEES*

	Registration Fee (Per Person)	
Single (1 person)	<input type="checkbox"/> RM500 / US\$150	Amount Due (RM/US\$) : _____

MODE OF PAYMENT : PLEASE TICK ☒

Malaysian Delegate	International Delegate
<input type="checkbox"/> Cheque - Payable to "Malaysian Palm Oil Council" Cheque No : _____	<input type="checkbox"/> Cheque / Bank Draft Made Payable to "Malaysian Palm Oil Council" Cheque No : _____

- ☐ Bank-in to CIMB
Bank details : CIMB Bank, No. 60 - 62, Jalan SS6/14, 47301 Kelana Jaya, Selangor, Malaysia.
SWIFT CODE : CIBBMYKL **Account No. : 800 218 3566**
Email payment slip to azna@mpoc.org.my or emma@mpoc.org.my

Form may be duplicated for additional registration

Mail or Fax form to : The Secretariat
Malaysia-Iran Palm Oil Trade Fair & Seminar 2017
Malaysian Palm Oil Council (MPOC)
2nd Floor, Wisma Sawit, Lot 6, SS6 Jalan Perbandaran 47301
Kelana Jaya, Selangor, Malaysia

Tel : 603 - 7806 4097 Fax : 603 - 7806 2272
Contact Persons :
Muhammad Kharibi Email : kharibi@mpoc.org.my
Mohamed Suhaili Email : msuhaili@mpocistanbul.com
Nur Adibah Email : nuradibah@mpoc.org.my

For office use only

Dated received : _____
Payment Details : _____
Cheque No : _____
Amount : _____