



Our Ref : 0009 – 01/16
11th January 2016

En. Mohammad Jaaffar Ahmad,
Chief Executive Officer,
Palm Oil Refiners Association of Malaysia (PORAM),
801C/802A, Block B, Executive Suites,
Kelana Business Centre,
97, Jalan SS7/2,
Selangor.
Fax No : 03 74920128

Dear En. Mohammad Jaaffar,

INVITATION TO PARTICIPATE IN REACH & REMIND FRIENDS OF THE INDUSTRY 2016, A DIALOGUE WITH YB DATUK AMAR DOUGLAS UGGAH EMBAS, MINISTER OF PLANTATION INDUSTRIES AND COMMODITIES, MALAYSIA ON 2nd FEBRUARY 2016 AT THE PULLMAN HOTEL, KUCHING, SARAWAK.

MPOC has scheduled the Reach & Remind Friends of the Industry 2016 (R&R 2016) on the 2nd February 2016 at the Pullman Hotel, Kuching, Sarawak. The objective is to bring to the attention of palm oil stakeholders important issues, challenges and opportunities facing us in 2016. Its main feature will be key papers presented at the seminar (preliminary program attached) and the dialogue with our Honourable Minister.

We wish to provide PORAM ample opportunities to raise issues of importance at the dialogue with the Minister. In addition to providing special seating at the front of the hall for your association, we humbly request that you should send up to 3 questions, properly prioritized, that the Minister should address. Your representative will be able to then raise the questions verbally at the dialogue.

Kindly forward your question to MPOC before 25th January 2016, to give enough time for the Minister to prepare his response. Please note those questions that are received after the dateline may not be entertained and kindly direct your questions to the attention of Dr. Kalyana Sundram at MPOC.

We look forward to your presence and continued support. Thank you.

Yours Sincerely,

TAN SRI DATUK DR. YUSOF BASIRON
Chief Executive Officer



**REACH & REMIND FRIENDS OF THE INDUSTRY SEMINAR 2016
& DIALOGUE WITH
YANG BERHORMAT DATUK AMAR DOUGLAS UGGAH EMBAS,
MINISTER OF PLANTATION INDUSTRIES AND COMMODITIES, MALAYSIA.**

**TUESDAY , 2nd FEBRUARY 2016,
HOTEL PULLMAN KUCHING, SARAWAK**

TENTATIVE PROGRAM

7.30 am	Registration & Morning Refreshments
8.45 am	Welcome Remarks <i>Tan Sri Datuk Dr. Yusof Basiron, Chief Executive Officer, MPOC</i>
9.00 am	Paper 1: Malaysian Palm Oil - Creating New Drivers for Greater Global Market Penetration
9.30 am	Paper 2: Sarawak - Challenges and Viability for New Oil Palm Development and Smallholders in Light of Global Market and Certification Demands
10.00 am	Paper 3: Innovating Fresh Perspectives for the Well-being of Palm Oil Industry in Sabah and Sarawak
10.30 am	Coffee Break / Arrival of YB Minister
11.00 am - 1.00pm	DIALOGUE WITH YB MINISTER
11.00am	Opening Remarks by Chairman MPOC <i>Y. Bhg. Dato' Lee Yeow Chor</i>
11.15am	Keynote Address <i>YB Datuk Amar Douglas Uggah Embas, Minister of Plantation Industries & Commodities, Malaysia</i>
11.40am	Dialogue with YB Minister Datuk Amar Douglas Uggah Embas
1.00 pm	Concluding Remarks followed by Lunch
2.15pm	End of Event

* *Speakers for Papers 1-3 To Be Confirmed (TBC)*