

## REGISTRATION FORM

# WORLD FOOD Shortage Conference II

Paradigm Shifts: Opportunities Amidst the Food & Economic Crisis

9 - 10 July 2009 Putra World Trade Centre, KL, Malaysia

YES! Please register me / us for the World Food Shortage Conference II.

My / Our details are as follows:

1. Name: \_\_\_\_\_  
Designation: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Postcode: \_\_\_\_\_ Country: \_\_\_\_\_  
Tel No. (O): \_\_\_\_\_ H/P No.: \_\_\_\_\_  
Fax No.: \_\_\_\_\_ Email: \_\_\_\_\_  
Nature of Business: \_\_\_\_\_

2. Name: \_\_\_\_\_  
Designation: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Postcode: \_\_\_\_\_ Country: \_\_\_\_\_  
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Tel No. (O): \_\_\_\_\_ H/P No.: \_\_\_\_\_  
Fax No.: \_\_\_\_\_ Email: \_\_\_\_\_  
Nature of Business: \_\_\_\_\_

Bankdraft / Cheque No : \_\_\_\_\_  
Bank : \_\_\_\_\_  
Amount : \_\_\_\_\_

Send / fax this entire form (or a photocopy) to:  
Project Secretariat: Expomal International Sdn. Bhd.  
7-2, Subang Business Centre, Jalan USJ 9/5Q,  
47620 Subang Jaya, Selangor D.E., Malaysia  
Tel: (+603) 8024 6500 Fax: (+603) 8024 8740  
Email: skwoon@expomal.com

Crossed cheques should be made payable to "Expomal International Sdn. Bhd."

### Conference Fees

Full Registration Fee:  
MYR 650.00 per person (Malaysian participants)  
USD 200.00 per person (Foreign participants)

Special Group Discount (for Group of 3 or more):  
MYR 580.00 per person (Malaysian participants)  
USD 180.00 per person (Foreign participants)

Fees include: programme book, conference materials, refreshments and lunches.

\*This conference is applicable for SBL scheme.

### Mode of payment:

- Bankers Cheque/Bank draft
- Electronic transfer
- Cheques
- Local orders

Payment by cheque or bank draft should be crossed and made payable to Expomal International Sdn Bhd.

Participants shall bear all additional banking and clearance charges. The organizers reserve the right to reject the participation of individuals who have not met the stipulated requirements.

For telegraphic transfer, please remit to:  
Bank swift code : CIBBMYKL  
A/C No. : 1209-000-1448058  
CIMB Bank berhad, No 31-1, Jalan USJ 9/5S,  
47620 Subang Jaya, Selangor, Malaysia

Proof of payment must be shown upon request on entry.

### For Government Officials

A Local Order or letter of approval to participate must be presented before the conference.

### Substitution / Cancellations

Substitution is allowed for registered delegates. Please note that all payments must be made prior to the event date. Cancellations must be received in writing before 26 June 2009 in order to receive a refund, minus a 10% administrative charge. No refunds will be made for cancellations received after 30 June 2009.

For more information, please contact:

Project Secretariat:  
Expomal International Sdn. Bhd.  
7-2, Subang Business Centre,  
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[www.mifb.com.my](http://www.mifb.com.my)



KEYNOTE ADDRESSES BY  
YAB Dato' Sri Mohd. Najib bin Tun Haji Abdul Razak  
Prime Minister of Malaysia (invited)

YB Dato' Haji Noh bin Omar  
Minister of Agriculture and Agro-Based Industry (invited)

YB Datuk Peter Chin Fah Kui  
Minister of Energy, Green Technology and Water (invited)

A special focus of  
The 5th Malaysia International  
Agro-Bio Business Conference 2009

Held in conjunction with  
MIFB 2009  
- The 10th Malaysia International  
Food & Beverage Trade Fair

Jointly organised by



In collaboration with  
MOA

Managed by  
MUTIARA SIGMA



**DAY 1: 9 July 2009 (Thursday) 8.00 am – 6.30 pm**

- 8.00 am Registration of participants
- 9.00 am Welcome address by  
YBhg Tan Sri Mohamed Hashim bin Ahmad Makaruddin  
Chairman of the Organizing Committee cum  
Executive Chairman, Kumpulan Utusan
- 9.15 am KEYNOTE ADDRESS  
World Food Shortage II:  
Towards A Competitive & Productive Food Industry  
By YAB Dato' Sri Mohd. Najib bin Tun Haji Abdul Razak  
Prime Minister of Malaysia (invited)
- 9.55 am Official Launch  
MIFB 2009 – The 10th Malaysia International  
Food & Beverage Trade Fair  
& The 5th Malaysia International Agro-Bio  
Business Conference 2009  
By YAB Dato' Sri Mohd. Najib bin Tun Haji Abdul Razak  
Prime Minister of Malaysia (invited)
- 10.00 am Tea Break for Participants

10.15 am – 12.00 nn  
**Plenary Session 1: Global and Regional Food Crisis Recovery Initiatives**  
 The first session discusses what happens one year after the global food crisis. International organisations, governments and the private sector have responded to the crisis in various ways. Have these responses been on track, effective or adequate. What else needs to be done? Speakers from International and regional organisations will outline the impact of the crisis thus far and share their expert views on policies and strategies to overcome the crisis

- Paper 1 Policy and Strategic Responses to the Global Food Crisis: Are We on the Right Track to Recovery  
Dr Jacques Diouf, Director General  
Food and Agriculture Organisation of the UN (FAO), Rome (invited)
- Paper 2 Impact and Initiatives: Achieving the Millennium Goal in a Financial and Food Crisis  
Mr Kamal Malhotra, Resident Representative  
United Nation Development Program (UNDP) (invited)
- Paper 3 Reinvesting in Agriculture: Financial Stimulus Package for Food Security and Trade  
Mr Rajat M. Nag, Managing Director General  
Asian Development Bank (invited)

**BUSINESS LUNCHEON TALK**

- 12.30 pm Welcoming Address by  
YBhg Datuk Dr. Shukur bin Abd Rahman  
Director General of Malaysian Agricultural Research and  
Development Institute
- 12.40 pm KEYNOTE ADDRESS II  
Agriculture is Business – Enterprise Agriculture &  
The Economic Future  
By YB Dato' Haji Noh bin Omar  
Minister of Agriculture and Agrobased Industry (invited)
- 1.15 pm Lunch

In 2008, the world saw a global food shortage that affected over 33 countries caused by the hike in oil prices, drastic climate changes, expanding demand for food, feed and biofuels; the rising price of energy; as well as the increase of land and water scarcity. The Malaysia International Agro-Bio Business Conference took an in-depth look into the crisis and initiated plausible solutions and strategies to overcome the global shock through the World Food Shortage Conference 2008.

As the need to ensure global food security and sustainability in the world food system for producing and distributing food escalate amid the challenging global economic climate, the 5th Malaysia International Agro-Bio Business Conference 2009 is continuing its

- 2.30 pm – 6.30 pm  
**Plenary Session 1: Global and Regional Food Crisis Recovery Initiatives (cont)**
- Paper 4 Food Crisis:Socio-economic Impact on Communities and Vulnerable Groups  
Director General, UN Economic and Social Commission for Asia and the Pacific (ESCAP) (invited)
- Paper 5 Scenario of Immediate Short Term Growth of Malaysia Agricultural and Food Sector  
Dr Larry Wong  
Malaysian Institute of Economic Research
- Paper 6 Technology Strategy for Modern Production  
YBhg. Datuk Dr. Abd. Shukur bin Abdul Rahman, Director General  
Malaysian Agricultural Research and Development Institute
- Paper 7 Technology Services For Agricultural Development  
YM Dato' Tunku Mahmud Tunku Yahya  
Business and Technology Consultant  
Marditech Corporation Sdn Bhd
- Paper 8 Agricultural Opportunities in a Global Financial Melttdown  
Y.Bhg. Tan Sri Dr. Sulaiman Mahbob, Director General  
Economic Planning Unit (EPU), Prime Minister's Department
- Paper 9 Enhancing Food Business Enterprises in Economic Crisis Situation  
Dr. Kandeh K. Yumkella, Director General  
United National Development Organization (UNIDO) (invited)
- 6.30 pm Q&A & Refreshments  
End of Conference Day 1

**DAY 2: 10 July 2009 (Friday) 8.00 am – 6.00 pm**

- 8.00 am Registration of participants
- Parallel Session 1: Technology for Productivity**  
 The global food crisis while having socio-economic impacts on food availability and affordability at the same time creates opportunities for expanding supply and production of food. How can one participate in this process? The session looks at technologies and services available and the food items in great demand worldwide. Parallel sessions will be conducted to suit participants' area of interest
- Paper 1 Biotech Innovations to Enhance Agricultural and Food Production  
Dr. Wan Abdul Rahman Wan Yaacob, Chief Executive Officer  
Biotech Corporation
- Paper 2 Mechanization and Automation in Malaysian Agriculture  
Dr. Ibtisam Hajar Rukunuddin, Director  
Mechanization and Automation Research Centre, MARDI
- Paper 3 Technology for Halal Industry  
Prof. Winal Dahlan, Director  
The Halal Science Center, Chulalongkorn University, Thailand
- Paper 4 Technology Enabled Agro Biotechnology Industry  
– Perspective from Singapore  
Singapore Institute of Agro-Microbiology (invited)
- Paper 5 Novel Food Products  
Ms. Hashimah, Deputy Director  
Food Technology Centre MARDI
- Paper 6 Putting Technology on the Farm – The Thai Experience

initiative to address current issues revolving around the food and economic crisis through the second series of the World Food Shortage Conference 2009.

Themed "Paradigm Shifts: Opportunities Amidst the Food & Economic Crisis", the business conference is bringing together over 30 international food and agriculture experts and industry players from over 5 countries to share their knowledge, expertise and proven business models and trends by focusing on the business opportunities that will help stimulate the industry.

**Objectives**

- To learn about the emerging global trends and the current scenario of the world food shortage
- To bring forth the possible solutions available from industry players
- To provide an interactive platform for industry players and related organizations to network and exchange information
- To encourage more entrepreneurs to tap into the vast opportunities available from the possible solutions in the agriculture and agro-bio sectors

**Who Should Attend**

- Business Owners
- Directors, senior executives and managers
- Aspiring entrepreneurs, startups and innovators
- Government officials and decision makers
- Government-link companies and agencies
- Management consultants and industry analysts
- R&D and academia

- Prof Dr. Chairat Siripatana  
International Relation Office, Walailak University, Thailand
- Paper 7 Technology for SMI Growth  
Mr Jamaludin Abu Bakar, Senior Manager  
Marditech Corporation Sdn Bhd (invited)
- Paper 8 The Potential of Genome Technology in Oil Palm Industry  
Y. Bhg. Dato' Azhar Abdul Hamid, Executive Vice President  
Sime Darby Plantation Sdn Bhd (invited)
- Paper 9 Gene Detection Technology in Food Industry  
Mr Wan Izzudin Sulaiman, Vice President  
Agriculture Industry Development, Biotech Corporation

**Parallel Session 2: Agriculture is Business**  
 Agriculture proves to be a lucrative business venture for innovative and resilient entrepreneurs. This session explores the growing trends in the business of agriculture and shares the successes of proven strategies and business opportunities for "modern farmers".

- Paper 1 Investing in Goat Farming  
Dr. Wan Zahari Mohamed, Director  
Livestock Strategic Research Centre, MARDI
- Paper 2 The Business of Food Ingredients  
Mr Binu Vargesh  
Director Marketing & Business Development South & West Asia  
AB Mauri India (P) Ltd
- Paper 3 Prospects of the Herbal Industry  
Mr Zainal Azman Abu Kassim, General Manager  
Malaysian Herbal Corporation
- Paper 4 Infrastructure for Profitable Farming  
Ms Yeoh Gim Bee  
Department of Agriculture, Ministry of Agriculture and  
Agro-based Industry
- Paper 5 Agricultural projects in the East Coast of Malaysia  
Y. Bhg. Dato' Jebasingam Issace John, General Manager  
East Coast Economic Region (ECER)
- Paper 6 Modernizing Padi Production  
Y. Bhg. Datuk Seri Panglima Mohd Annur Zaini  
Malaysia's Prime Minister's Special Advisor  
Northern Corridor Economic Region (NCER)
- Paper 7 Resources for Agro Entrepreneurship Development  
Mr Ahmad b. Said, Act. Managing Director  
Agro Bank (invited)
- Paper 8 Financing Agrotechnology Based Companies  
Mr Tan Thiam Chai, Senior General Manager  
Malaysian Technology Development Corporation (invited)
- Paper 9 From Biotech Incubator to Agriculture Business :  
The Story of Banana Market  
Mr Mohd Shukri Ibrahim, Managing Director  
Invitrotech Sdn Bhd
- Paper 10 Farms for Milk and Beef Production for Malaysia  
Mr Jaroslav Dvorak, Managing Director  
DVORAK – Engineering Ltd., Czech Republic

**Parallel Session 3: Agro Industrial Supply Chain**

One needs to identify and position oneself where along the food supply chain one needs to invest. Opportunities are abundant and new services and technologies will be required to give you the competitive edge. This session explores various vertical and horizontal supply chains in expanding food supply. Parallel sessions are available for your choice preference.



- Paper 1 Constructing a Malaysian Horticultural Supply Chain  
Mr Azizi Meor Ngah, Chief Executive Officer  
Malaysian Food Corporation (MAFC) (invited)
- Paper 2 Exporting Meat Products Worldwide  
– Success Story from Australia  
Mr Kevin Collison, Chief Executive Officer  
Australian Meat Processing Corporation, Australia
- Paper 3 Sustaining the Palm Oil Supply Chain  
Y. Bhg. Dato' Ahmad Tarmizi Alias, Director General  
Federal Land Development Agency (invited)
- Paper 4 Halal Agro-Industry Supply Chain  
Mr Hazellah Abd. Rahman  
Marditech Corporation Sdn Bhd (invited)
- Paper 5 Food Safety and Risk Management  
Dr WeiGuang Fu, Associate Head  
Taiwan Food Industry Research & Development Institute, Taiwan
- Paper 6 Highland Vegetable Supply Chain  
Tuan Syed Abdul Rahman Syed Abdul Razak  
Cameron Highlands Vegetable Grower
- Paper 7 Farming at the Top of the Supply Chain  
Prof. Madya Dr. Mohamed Murray Hunter  
Universiti Malaysia Perlis (UNIMAP)
- Paper 8 Bio-Security Strategy for Combating Disease in Food  
Y. Bhg. Datin Paduka Prof. Dr. Khattijah Mohd. Yusoff  
Deputy Secretary General  
Ministry of Science, Technology and Innovation (invited)
- Paper 9 Euregap as a Source of Competitive Advantage  
Prof. Sommart Chulikpongpe  
Prince of Songkla University, Thailand

**Plenary Session II (11.00 am – 12.30 pm)**  
 KEYNOTE ADDRESS III  
 Green Technology: Towards a Sustainable  
 Agriculture Environment and Food Production  
 By YB Datuk Peter Chin Fah Kui  
 Minister of Energy, Green Technology and Water (invited)

**Plenary Session III (5.00 pm – 6.00 pm)**  
 Paradigm Shifts: Opportunities Amidst the Food & Economic Crisis  
 - Integrate and Consolidate Issues & Recommendation  
 This session also provides participants the myriads of perspectives and issues pertaining to the global food crisis impeded by the financial downturn. Panel members from diverse viewpoints and disciplines will be selected to discuss on approaches to overcome the increasing food demand and to suggest creative ways of confronting the problem.

6.30 pm Refreshments and End of Conference

\* Programme is subject to change. For updates, logon to [www.mifb.com.my](http://www.mifb.com.my)