

WHAT NEXT AGRICULTURE

The 6th Malaysia International
Agro-Bio Business Conference 2010
22 - 23 July 2010

Putra World Trade Centre, Kuala Lumpur, Malaysia

*Wealth Creation
Through Innovation*



Jointly Organized by



Co-organized by



Held in conjunction with



The 11th Malaysia
International
Food & Beverage
Trade Fair
22 - 24 July 2010
Putra World Trade Centre (PWTC),
Kuala Lumpur, Malaysia

WHAT NEXT AGRICULTURE

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Agro-Bio Business Conference 2010

WHAT NEXT AGRICULTURE...an exciting exploration of 2010's Malaysia International Agro-Bio Business Conference 2010 which intends to avail more answers. The business conference will be 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.

In 2008 and 2009, food shortage was the focus of the Malaysia International Agro Bio Business Conference, as 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.

Strategic solutions have since been put in place. Agro food supply chains reformatted and reorganised within countries and across borders and regional boundaries. However today still for most countries ensuring food security remains a looming issue.

It is no exception for Malaysia. Sustaining strategies adopted for agriculture warrants, innovative approaches and demands application of knowhow and the new technologies. Farm production today can be done with greater efficiency with optimal application of mechanization and automation. Similarly raw material can be delivered with the right quality to consumers through better managed post harvest practices and logistics. Innovative processing methods would produce new product forms and avail richer food nutrient content. Biotechnology and biochemical interventions would benefit the cost saving measures and supply simpler alternatives in converting products through the chain.

OBJECTIVES

- To learn about the emerging global trends and new innovations in agriculture
- To bring forth new business opportunities and strategies for 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 new economic model 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

PROGRAMME

DAY 1 22 July 2010 (Thursday)

- 8.00 am Arrival of Participants, Guests & Members of the Media
- 8.30 am Arrival of YB Dato' Sri Haji Noh bin Omar
Minister of Agriculture and Agro-Based Industry
Ministry of Agriculture and Agro-Based Industry
- 8.40 am **Welcoming Address by YBhg. by Tan Sri Mohamed Hashim bin Ahmad Makaruddin**
Chairman of the Organizing Committee cum Executive Chairman, Kumpulan Utusan
- 8.50 am **Speech by YBhg Dato' Dr Mohd Noor Ismail**
Chairman, Marditech Corporation Sdn Bhd
- 9.00 am **KEYNOTE ADDRESS**
The New Economic Model
- What NEXT Agriculture
by YB Dato' Sri Haji Noh bin Omar
Minister of Agriculture and Agro-Based Industry
- 10.00 am **Minister of Agriculture and Agro-Based Industry**
The 11th Malaysia International Food & Beverage Trade Fair 2010 & The 6th Malaysia International Agro-Bio Business Conference 2010
by YB Dato' Sri Haji Noh bin Omar
Minister of Agriculture and Agro-Based Industry
- 10.30 am Tea Break for participants

Plenary Sessions

11.00 am – 6.00 pm

Paper 1 Innovation in Products and Processes in Food Industry

One of the major thrust area for research in the Food Technology Research Center, Malaysian Agriculture Research and Development Institute, is in the product development and processing of health food, new products and new food ingredients from food crops, fruits, herbs, meat and fish. These include high carotene content sweet potato and many more.

This session would provide examples and insights for industrialists involved in the commercial and new product development aspects of food manufacturing. It also highlights important new theories for researchers, and offers stimulating and discursive case studies.

Paper 2 New Innovation in Agriculture – Taiwan's Perspective

A theory practiced in Taiwan. The industry's vision for development is to emphasize environmental protection, enhance production efficiency, improve the quality of living for mankind, and pursue the sustainable development of Taiwan's agriculture and livestock industry.

Paper 3 Mutton or Chevron?

Of late, there is much interest shown by the government department and agencies and other private farms to invest in goat industry especially the Boer breed. Millions of ringgit has been spent to establish the chevon industry. It is true that chevon is a healthier meat than mutton? Are we making the right choice? Are we in the right direction?

Paper 4 Wetland Padi Production Technology for Dry Climate – The Case of Kano State Nigeria

Area suitable for paddy production in the state of Kano, Nigeria is estimated at 213,000 ha. Only about 98,000 ha is cultivated with an average yield of 2.2 ton per ha. Annual production of paddy in Kano is about 215,000 tonnes metric. Conscious of the need to exploit further the rice production, Kano state has engaged Marditech to study the recommendations to increase the rice production in the state. This leads to the Kano State Rice Development Project.

Paper 5 Achieving High Yield in Oil Palm from New Clonal Materials

The use of hybrid Tenera as the commercial planting material for the palm oil industry has entered into the 3rd generation or three replants cycle. Much work has been done to improve its yield. Has it reached its ceiling yield? Due to the high labor cost, the Malaysian palm oil industry may need new higher yielding clonal materials.

Paper 6 Standardized Plant Extracts Versus Single Bioactive Compounds - Past, Present and Future

Our forefathers have taken ulams and lived healthily and to a ripe old age. Standardizing the process them scientifically with the right dosage for its optimum efficacy. However there are views that the single bioactive compound will be more potent in its effect whilst some do not agree!

Paper 7 Natural Products are Going Back to the Future

"Natural", "Organic", and "Chemical Free" are words that are banded around advertising and promotional material very freely today. From food to cosmetics we see these words and assume what we purchase, what we eat and what we use are natural. However, with the growing momentum of discernable consumers that are rejecting the mainstream and turning towards a new economy that empowers the local community about what good things it has to offer, alternative producers are talking about 'buy local', 'organic', 'community benefit', 'ethical products', 'barter trade', 'recycling' and 'sustainable.' This presentation will look at the buy local-organic-natural model and talk about how it can be applied here in Malaysia.

Paper 8 Kenaf Production for Industrial Materials

The overall aim of this topic presents the objectives of the fast track research of the Ministry of Agriculture to see the potential of growing kenaf in Malaysia as a source of animal feed ingredient and production of natural fibre.

Paper 9 Malaysian Agro-based Products for Global Markets

Spreading halal products in the Muslim world at large is pushing its way up the agenda of Malaysia, the current chair of the Organization of Islamic Conference (OIC). Halal here does not just mean food, it covers practically all kind of products.

Paper 10 Industrial Support for Agriculture and Food Producers

Creating a reformed environment in terms of safety, supporting through any research and development carried out during the process.

DAY 2 23 July 2010 (Friday)

Parallel Sessions 8.30 am – 12.00 nn

Updates on Malaysian Government Agro-Supply Chain Development Initiatives

- Y.Bhg. Datuk Dr. Mohd Yaakub Hj. Johari
Head, Sabah Economic Development & Investment Authority (SEDIA), Kota Kinabalu, Sabah
- Chief Executive Officer, Sarawak Corridor of Renewable Energy (SCORE), Sarawak
- Y.Bhg. Dato Jebasingam Issac John
General Manager, East Coast Economic Region (ECER)
- Dr. Malik Musharaf
Vice President, Manufacturing Division, Northern Corridor Implementation Authority (NCER), Penang
- Mr. Azizi Meor Ngah
Chief Executive Officer, Malaysian AgriFood Corporation Bhd (MAFC)
- Y. Bhg Dato Seri Jamil Bidin Chief Executive Officer
President, Halal Industry Development Corporation (HDC)

Hi-Technology to Support Agriculture

a. Nanotechnology Fertiliser Product

By Mr. P. Jegan
World Agri Trade (Malaysia) Sdn.Bhd.

b. Trace and Track System for Livestock Management

By Dr. Azizan Abdul Rashid,
Head, Business Development Unit,
Malaysian Agriculture Research and Development Institute

c. Intelligent Animal Housing

By Dr. Shanmugavelu Sithamnam
Deputy Director, Strategic Livestock Research Center,
Malaysian Agriculture Research and Development Institute

d. Modernizing Fish Products

By Mr. Haji Mohd Nor Hassan
Fishery Development Authority Malaysia

e. Modernizing Temperate Crop Production In The Tropics

By Mr. Chan Han Ee
Malaysian AgriFood Corporation Bhd

Financing Agriculture Growth

- Agrobank
- SME Bank
- Asian Development Bank (ADB)
- Malaysian Technology Development Corporation (MTDC)

Plenary Sessions 12.00 pm – 1.00 pm

What's NEXT in Malaysia Agriculture – Agro-Invest?

Chair: Mr. Hj. Anas Ahmad Nasarudin,
Group CEO, Marditech Corporation Sdn Bhd

Panel Speakers:

- Prof. Mohamad Nasir*
Dean, Faculty of Agriculture, Universiti Putra Malaysia
- YBhg. Dato' Dr. Sharif Haron*
Deputy Director General, Malaysian Agriculture Research and Development Institute
- Mr. S. Sivalingam*
Vice President, Strategy and Business Development, Sime Darby Plantation Sdn Bhd
- Mr. Sabtu Selamat*
Deputy Director General, Department of Agriculture Malaysia
- Dr. Wan Abdul Rahman Wan Yaacob*
Senior Vice President, BioTech Corp, Malaysia.

Invited Distinguished Speakers

- Malam Muhammad Umar Kura, Managing Director, Kano State Agricultural and Rural Development Authority (KNARDA)
- Puan Normah Omar, Director of Food Technology Research Centre, Malaysian Agriculture Research & Development Institute (MARDI)
- YBhg. Dato' Hj Mohamed Shariff Abdul Aziz, Director General, Federal Agricultural Marketing Authority (FAMA)
- Prof. Dr. Jean – Frederic Faizal Weber, Director, Faculty of Pharmacy, Institut Kajian Ubat Semulajadi (IKUS), Kampus Puncak Alam, UiTM, Selangor
- YBhg. Datuk Dr. Mohd Basri Wahid, Director General, Malaysian Palm Oil Board.
- Mr. Jamaludin Abu Bakar, Senior Manager, Technology Commercialization Unit, Marditech Corporation Sdn Bhd
- Mr. Murray Hunter, University UNIMAP
- Mr. Mat Daham Mat Daud, Senior Research Officer, Malaysian Agriculture Research & Development Institute (MARDI)
- Mr. Mudtorlep Nisoa, Walailak University, Thailand
- And many more prominent speakers

* Program is subject to change. For updates, logon to www.mifb.com.my

REGISTRATION FORM

WHAT NEXT AGRICULTURE

The 6th Malaysia International
Agro-Bio Business Conference 2010

22 - 23 July 2010 Putra World Trade Centre, KL

YES! Please register me / us for the above business conference

My / Our details are as follows:

1. Name:

Designation: _____

Company Name: _____

Address: _____

City: _____

Postcode: _____ Country: _____

Tel No. (O): _____

Mobile No.: _____

Fax No.: _____

Email: _____

Nature of Business: _____

2. Name:

Designation: _____

Company Name: _____

Address: _____

City: _____

Postcode: _____ Country: _____

Tel No. (O): _____

Mobile No.: _____

Fax No.: _____

Email: _____

Nature of Business: _____

3. Name:

Designation: _____

Company Name: _____

Address: _____

City: _____

Postcode: _____ Country: _____

Tel No. (O): _____

Mobile 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: conference@expomal.com

Crossed cheques should be made payable to *Expomal International Sdn Bhd*

Conference Fees

Full Registration Fee:

MYR 600.00 per person (Malaysian participants)

USD 210.00 per person (Foreign participants)

Special Group Discount (for Group of 3 or more):

MYR 580.00 per person (Malaysian participants)

USD 190.00 per person (Foreign participants)

Fees include: Programme Book and complimentary conference materials, teas and lunches.

**This conference is applicable for SBL scheme.*

Mode of payment:

- Bankers Cheque/Bank draft
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- Cheques
- Local orders

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

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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 proper. Cancellations must be received in writing before 25 June 2010 in order to receive a refund, minus a 10% administrative charge. No refunds will be made for cancellations received after **1 July 2010**.

For more information, please contact:

Project Secretariat:

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