

2<sup>ND</sup> ANNOUNCEMENT (UPDATED)

ORGANISED BY



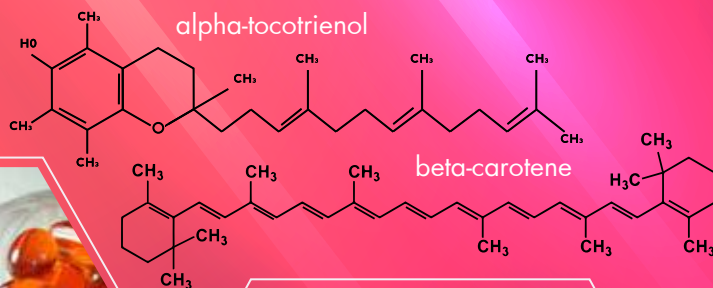
# Palm International Nutra-Cosmeceutical Conference

# PIN@2017

LE MÉRIDIEN PUTRAJAYA

31<sup>ST</sup> JULY 2017  
1<sup>ST</sup> AUGUST 2017

MARK YOUR  
CALENDAR AND  
REGISTER YOUR  
PARTICIPATION



Dear Potential Sponsors, Exhibitors & Delegates,

Malaysian Palm Oil Council (MPOC) is pleased to announce that the Palm International Nutra-Cosmeceutical Conference (PINC 2017) will be held from 31st July - 1st August 2017. This programme includes an evening forum for medical practitioners and a nutrition conference on palm nutraceuticals and dietary palm oil. Details of the events planned are as follows:

- **Evening Forum for Medical Practitioners, 30th July 2017 at Le Méridien Putrajaya**
- **The 5th Palm International Nutra-Cosmeceutical Conference (PINC 2017), 31st July - 1st August at Le Méridien Putrajaya**

PINC 2017 aspires to highlight the positive roles of palm bioactives including tocotrienols, carotenoids and phenolics. An update on the latest scientific evidence on the health attributes of dietary palm oil is also planned. The target audience will not be limited to researchers and industry stakeholders alone, but is expanded to a larger set of audience including doctors, dietitians, nutritionists and health professionals.

Sessions planned within PINC 2017 will enable your organisation to interact with key players in the fields of nutraceuticals, cosmeceuticals and health, including manufacturers, retailers, researchers, exporters and importers. In addition, it will also provide you with a dynamic platform to showcase and brand your products.

As such, I strongly encourage you to actively participate at the PINC 2017 by taking up a sponsorship package that has been carefully tailored to maximise your organisation's marketing and branding potentials. We believe that these opportunities will also assist you to better understand your target market and enhance your business opportunities. Again, we take pleasure in inviting you to participate at PINC 2017 and look forward to your support and attendance.

Thank you.

Sincerely,



Dr. Kalyana Sundram  
Chief Executive Officer, MPOC



## INTRODUCTION

After more than three decades of concerted research spanning more than 180 research projects, aimed at better understanding of palm oil and its components for their effects on human health, there is still significant misinformation about palm oil. Misinformation has often resulted in mistrust and confusion despite a battery of credible scientific evidence that systematically exposes positive outcomes from these research projects conducted at some of the most renowned biomedical centres around the world. PINC 2017 is therefore a key scientific platform aimed at deliberating these issues and providing the most updated and correct science-based nutritional outputs. This event will host some of the best expertise in palm oil and health that should not be missed.

Themes:

**5th Palm International Nutra-Cosmeceutical Conference (PINC) 2017: 31st July to 1st August**

### **Palm Tocotrienols – Science Streamed Towards Disease Prevention**

Tocotrienols are natural isomers of the Vitamin E family and palm oil is currently the major source for the global nutraceutical industry. Interest in tocotrienols has gained significant momentum during the past decades arising from scientific observations on their potential health benefits that are different from tocopherols. Palm oil is the most important natural source of tocotrienols and state of the art technologies for the extraction and encapsulation of palm tocotrienols is already evident in the market place. A strong research based approach has helped to elucidate the biological potency of these palm tocotrienols. These include their observed benefits against cardiovascular disease, stroke and cancer prevention, apart from their higher antioxidant potency compared to tocopherols. The palm tocotrienols module aims to capture the essence of such recent scientific findings with emphasis on disease prevention and management from recent investigations. Several key leading researchers in these fields have been lined up to deliberate the latest science and marketing potentials of palm tocotrienols.

### **Palm Carotenes & Palm Phenolics - New Challenges & Emerging Opportunities**

Carotenoids are abundant in crude palm oil and form the basis of a family of significant palm bioactives important to the food and cosmeceutical industries. Carotenoids are fat soluble compounds which are naturally occurring in plants. They are characteristically reddish in colour and possess high antioxidant capacity. Carotenoids are well-known for their pro-vitamin A activity, beneficial effect for skin health and are involved in various biological mechanisms in human physiology. Red palm oil specially processed to retain its carotene and tocotrienol content has sparked the imagination of many nutritionists and culinary experts.

Under this palm carotenes module, the role of red palm oil in overcoming vitamin A deficiency is revisited along with its increased demand as a natural food colourant. The latest science buzz for palm carotenes through cancer model studies, skin health, antioxidant benefits, cell-cell signalling and enhancement of immune functions are among the topics covered.

The palm fruit, long used as the source of palm oil and palm kernel oil has revealed a hidden secret previously washed away into the milling waste stream. Scientists have successfully characterized the palm fruit phenolics and with an innovative process technology in place. The race to commercial this potent bioactive is well advanced through an internationally backed science and business consortium. Backed by an ever growing battery of patents and research findings from a consortium of international laboratories including those from Malaysian Palm Oil Board, Massachusetts Institute of Technology (MIT, USA), Commonwealth Scientific and Industrial Research Organisation (CSIRO, Australia), Brandeis University (USA) and Wayne State University (WSU, USA), the module will elucidate the biological activities of palm polyphenols and their potential role in disease prevention and wellness. Data for these come from a battery of cell culture, animal and pre-clinical studies. A module packed with leading science personalities and which should not be missed.

### **Dietary Palm Oil in Health & Nutrition: Latest on health and nutritional attributes of palm oil.**

Dietary fats especially saturated fatty acids, long associated with coronary heart disease risk are being re-examined by nutritionists and biomedical specialists. Recent major publications have debunked the long held hypothesis that saturates are the primary contributory risk factors for CHD. This has resulted in a string of debates and triggered a need to revisit dietary recommendations. Carbohydrates have loomed as a causative macronutrient we should pay greater attention to. How palm oil is featured in these new strategies will be the focus of presentations at PINC 2017. In addition the questions regarding food labelling via palm oil product formulations and consumer awareness would be discussed. The latest scientific findings will be highlighted by respected researchers.

### **Evening Forum : Sunday, 30th July 2017:**

Specially tailored for medical practitioners. The evening forum featuring prominent international health and nutrition speakers will be a lively debate on fats, nutraceuticals and lifestyle management including palm oil and bioactives, aimed at enhancing wellness and longevity. The voice of these expert should go a long way to resolve many questions medical practitioners continue to pose about dietary fats, palm oil and healthy lifestyle management. An evening not to be missed and supported towards your CME fulfillment as well.

## PLATINUM SPONSOR – RM30,000 (1 patron)

This level of sponsorship provides the highest level of exposure, amongst all sponsors and partners involved in PINC 2017. This package is perfect for an organization wishing to demonstrate leadership in the health and nutra-cosmeceutical industry.

- The Platinum Sponsor will enjoy full recognition and publicity before, during and after event
- Acknowledgement as "PINC 2017 Platinum Sponsor" in all our publicity efforts
- Company profile, logo and product listing in the conference souvenir programme
- Prime exhibition booth location (3m x 3m booth)
- Six complimentary full passes for event valued at RM 1,800
- Complimentary one full page advertisement in souvenir programme prime space (choice of either inside-front cover, inside-back cover or back cover)
- Option for the inclusion of promotion materials (or corporate gift) in event registration package (to be provided by sponsor)

## GOLD SPONSOR – RM20,000

This level of sponsorship benefits the company wishing to register a significant presence at this important gathering.

- Acknowledgement as "PINC 2017 Gold Sponsor" in all our publicity efforts
- Company profile, logo and product listing in the conference souvenir programme
- Complimentary exhibition booth with priority selection (One 3m x 3m booth)
- Five complimentary full passes for event valued at RM 1,500
- Complimentary one full page advertisement in souvenir programme
- Option for the inclusion of promotion materials (or corporate gift) in event registration package (to be provided by sponsor)

## SILVER SPONSOR – RM10,000

- Acknowledgement as "PINC 2017 Silver Sponsor" in all our publicity efforts
- Company profile, logo and product listing in the conference souvenir programme
- Complimentary exhibition booth with priority selection (One 3m x 3m booth)
- Three complimentary full passes for event valued at RM 900
- Complimentary one full page advertisement in souvenir programme
- Option for the inclusion of promotion materials (or corporate gift) in event registration package (to be provided by sponsor)

## EXHIBITORS – RM5,000

- Acknowledgement as "PINC 2017" exhibitor in all our publicity efforts
- Exhibition booth of 3m x 3m booth)
- Company profile, logo and product listing in the conference souvenir programme
- Three complimentary full passes for event valued at RM 900

## EXCLUSIVE SPONSORSHIP

### SEMINAR BAG SPONSORSHIP (RM10,000)

Every registered delegate and participant will receive a conference bag. Your company logo will be placed on the bag. These bags are also often used by the participants after the conference ends.

### PEN DRIVE SPONSOR (RM5,000)

The conference pen drive will be placed in each conference bag for all registered participants. The pen drive will contain useful information and latest research on palm nutra-cosmeceutical with other relevant information on palm oil and its application. The sponsor will be given privilege to include their company brochure to be uploaded to the pen drive.

### CONFERENCE NOTEPAD (RM3,000)

The Notepad will be placed in each conference bag for all registered participants. Sponsor's name, logo and address, contact number and website will be printed on the notepad.

### PEN SPONSOR (RM3,000)

The pen will be placed in each conference bag for all registered participants. Sponsor's name and logo will be printed on the pen.

### LANYARD SPONSOR (RM2,000)

Turn participants and exhibitors into walking advertisements by sponsoring the PINC 2017 lanyards. This sponsorship is only exclusive to one company. The lanyards will be produced by MPOC and will include your company's logo.



Please return this form to:

**Palm International Nutra-Cosmeceutical  
Conference 2017**

**Malaysian Palm Oil Council (MPOC)**

2<sup>nd</sup> Floor, Wisma Sawit  
Lot 6, SS6, Jalan Perbandaran  
47301 Kelana Jaya, Selangor, Malaysia  
Tel: 603-7806 4097 Fax: 603-7806 2272  
Email: anthony@mpoc.org.my / sara@mpoc.org.my  
(Attn: Mr. Anthony K.Veerayan / Ms. Sarafhana Dollah)

# REGISTRATION FORM FOR SPONSORS AND EXHIBITORS

**Finalize Your Sponsorship by 30<sup>th</sup> June 2017**

## 1. COMPANY INFORMATION

Company Name

Contact Person

Address

Tel

Fax

Email

## 2. WE WOULD LIKE TO SPONSOR THE FOLLOWING

(✓) SPONSORSHIP	AMOUNT	(✓) SPONSORSHIP	AMOUNT
<input type="radio"/> Platinum	<b>RM30,000</b>	<input type="radio"/> Note Pad	<b>RM3,000</b>
<input type="radio"/> Gold	<b>RM20,000</b>	<input type="radio"/> Pen	<b>RM3,000</b>
<input type="radio"/> Silver	<b>RM10,000</b>	<input type="radio"/> Lanyard	<b>RM2,000</b>
<input type="radio"/> Bag	<b>RM10,000</b>		
<input type="radio"/> Pen Drive	<b>RM5,000</b>		
		<b>TOTAL</b>	

## 3. EXHIBITION

Standard shell scheme –  
**RM5,000**

No of units

**TOTAL AMOUNT**

*(Standard shell scheme with a 3x3m shell scheme, frame, lighting, overhead fascia panel, company name, carpeted floor, 1 information counter, 2 folding chairs and 1 waste basket. Exhibitors receive 3 complimentary exhibition badges per booth)*

## 4. PAYMENT

Please make cheque payable to “**Malaysian Palm Oil Council**” before **30<sup>th</sup> June 2017**.

Payment may also be made directly into any branch of CIMB Bank for the credit of the following account

Title of the account: **Malaysian Palm Oil Council**

Name of Bank: **CIMB Bank**

Name of Branch: **Kelana Jaya, Petaling Jaya, Selangor**

Account No : **8002183566**

Swift Code : **CIBBMYKL**

Please send this form to MPOC at  
Fax : +603-7806 2272  
Email: pinc2017@mpoc.org.my

# Registration Form

Please complete the form below. Form may be duplicated for additional registrations.

## Contact Us:

The Secretariat  
Palm International Nutra-Cosmeceutical Conference (PINC 2017)  
Malaysian Palm Oil Council (MPOC)  
2<sup>nd</sup> Floor, Wisma Sawit, Lot 6, SS6 Jalan Perbandaran, 47301 Kelana Jaya, Selangor, Malaysia.  
Tel: 603-7806 4097 Fax: 603-7806 2272 Email: pinc2017@mpoc.org.my  
Contact persons: Mr. Muslimin Hashim/ Ms. Sarafhana Dolah/ Ms. Nooraziah Azman

Title: Tan Sri / Datuk / Dato' / Dr / Mr / Ms / Others	<input type="text"/>		
Full Name	<input type="text"/>		
Designation	<input type="text"/>		
Company	<input type="text"/>		
Address	<input type="text"/>		
	<input type="text"/>		
Tel	<input type="text"/>	Fax	<input type="text"/>
		Email	<input type="text"/>
Name on conference tag	<input type="text"/>		

REGISTRATION FEE	MALAYSIAN DELEGATE	OVERSEAS DELEGATE	STUDENTS
Per Pax	<input type="radio"/> RM 300 per pax	<input type="radio"/> USD 100 per pax	<input type="radio"/> RM 150 per pax
Amount Due	(RM) <input type="text"/>	(USD) <input type="text"/>	(RM) <input type="text"/>
Special Dietary Needs	<input type="radio"/> Vegetarian	<input type="radio"/> Non-Vegetarian	

## PAYMENT METHOD

All fees must be paid to the order of Malaysian Palm Oil Council

<input type="radio"/> Cheque/Bank draft No: <input type="text"/>	OR	<input type="radio"/> Bank-in to CIMB Bank No 60-62, Jalan SS/14 4730 1 Kelana Jaya Selangor SWIFT CODE: CIBBMYKL Account No: 8002183566
---	----	--

## IMPORTANT

1. Please fax/ e-mail copy of bank-in slip as proof/ verification of payment.
2. Registration confirmation number will be informed once payment is received.
3. Request for refund will not be entertained after 21st July 2017. However, the organisers are prepared to consider switching the name of the registered participants from the same organisation.
4. Please contact the PINC 2017 secretariat at pinc2017@mpoc.org.my for further enquiries.

## FOR OFFICE USE ONLY

Received on

Confirmed by