



# **PALM OIL TRADE FAIR AND SEMINAR 2021**

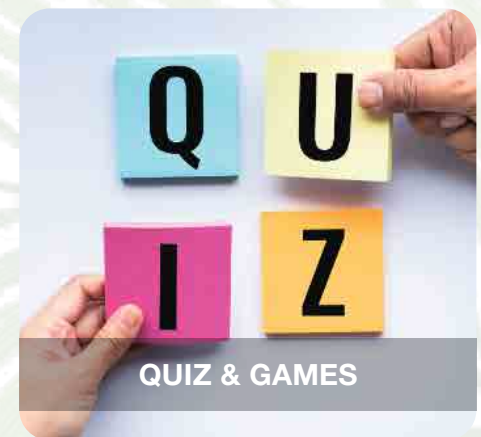
*“Malaysian Palm Oil - Forging Forward in the New Norm”*

**JANUARY 5 -7, 2021**



# EVENT INTRODUCTION

The Palm Oil Trade Fair and Seminar (POTS Digital) 2021 is an international virtual conference bringing together world-renowned oils and fats industry leaders and experts to deliberate on the latest market developments and opportunities. The conference will feature 8 major events and activities.



# WHY ATTEND?



- Participate in a comprehensive virtual conference from the comfort of your office or home.
- Learn about the latest developments and future trends in the global oils and fats market in the post-Covid era.
- Engage and network with industry leaders from around the world.
- Discover the latest scientific evidence linking diet, dietary fats, palm oil, and health.
- Feel inspired to create new recipes using versatile palm-based ingredients.
- Play fun games on the virtual platform and participate in our quiz for a chance to win exciting prizes daily!

# VIRTUAL LOBBY

The POTS Digital Virtual Lobby is the entrance and navigation point for the conference's auditoriums, halls, lounges, marketing exhibition and more. Participants will be able to reach and access different locations through the navigation provided at the Virtual Lobby. In addition, the POTS Digital sponsors will be showcased through various branding opportunities in and around the Virtual Lobby.



# MARKETING CONFERENCE

12 insightful papers and presentations from world-renowned, international speakers on topics relating to the latest oils and fats market developments, current issues, price outlook and the way forward for the palm oil industry in 2021 post-Covid19.



# VIRTUAL EXHIBITION

An interactive virtual exhibition will showcase exhibition booths from leading Malaysian palm oil companies who will promote their products and services to a global audience.

*Limited number of FREE exhibition booths available for Malaysian palm oil companies on a first come, first served basis.*



# CEO FORUM



Be part of the live discussion among the top CEOs from around the world on the way forward for the palm oil industry, particularly in the post-pandemic era. The panel of CEOs will engage with the audience in a Q&A session and give their views on the growth drivers for the oils and fats industry and the outlook for 2021.

# SUSTAINABILITY DEBATE



Join us for a sustainability debate that explores the current and emerging sustainability challenges and opportunities in the Malaysian palm oil industry. This will include discussions on deforestation, climate change and certification, as well as addressing the social issues within the industry.

# BIZMATCH LOUNGE



Engage and network with international palm oil industry leaders in the BizMatch Lounge. The BizMatch Lounge will have Regional Networking groups which will provide an opportunity for conference attendees to network with players from specific regions and markets around the world.

# PALM INTERNATIONAL NUTRA-COSMECEUTICAL CONFERENCE (PINC)



Discover the positive roles of palm bioactives including tocotrienols, carotenoids and phenolics. Updates on the latest scientific evidence on the health attributes of dietary palm oil will also be presented. Participants will learn how issues about dietary fats, palm oil and healthy lifestyle management can be resolved.



## **COOKING DEMOS & RECIPES**



**Watch celebrity chefs prepare exciting new recipes using high quality, versatile, palm-based ingredients. A must-attend for culinary enthusiasts, this area of the conference will also host a wide range of recipe videos and other engaging content.**

## **QUIZ COMPETITION & GAMES**



**Play fun games on the virtual platform and try to top the leaderboard every day. The quiz competition section of the POTS Digital conference will provide consumers with the opportunity to participate in quizzes and games for a chance to win exciting prizes daily.**

# SPONSOR & EXHIBITOR PACKAGE

## CONFERENCE SPONSOR

USD 1,500 / RM 6,000

### Package includes:

- Premium exhibition booth
- Company logo placement in the Virtual Lobby
- Premium placement of company logo & link on POTS Digital website and in pre-event communications
- Post event data report

**BECOME A SPONSOR**

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## EXHIBITION BOOTH

USD 1,000 / RM 4,000

### Package includes:

- Exhibition booth
- Company logo & link placement on POTS Digital website
- Post event data report

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**RESERVE EXHIBITION BOOTH**

[tinyurl.com/potsbooth](http://tinyurl.com/potsbooth)



**REGISTER AS A DELEGATE**

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