

Programme*

MONDAY 15 MARCH 2010

13:00-14:00

Delegate Registration/Check-In

Networking Lunch sponsored by FAMA
(Mandarin Oriental Hotel, Diamond Ballroom Foyer)



14:00-15:30

SESSION ONE

Setting the scene: Malaysia in the marketplace

Top market analysts provide expert overviews of Malaysia's position in the regional and international fresh produce business and the latest socio-economic, consumer and retail trends.

Nelson Woo, Kantar Worldpanel Asia (Malaysia)

Veiverne Yuen, Rabobank International (Singapore)

15:30-16:30

Networking Break

16:30-18:00

SESSION TWO

Modern retail in Malaysia: opportunities and challenges

The modern retail trade has made steady gains in Malaysia, with new growth coming in the convenience sector. What opportunities and challenges exist for the sector going forward, and for its fresh produce suppliers?

Tham Oi Loon, GCH Retail (Malaysia) / Dairy Farm (Malaysia)

A Retna Malar, GCH Retail (Malaysia) / Dairy Farm (Malaysia)

Eddie Saw, Washington Apple Commission (Malaysia)

18:00-19:30

Welcome Reception

Sponsored by MAFC
(Mandarin Oriental Hotel, Diamond Ballroom Area)



TUESDAY 16 MARCH

08:00

Delegate Registration

Welcome Refreshments sponsored by Euro-Atlantic



09:00-10:30

SESSION THREE

Bridging the GAP: the certification debate

Meeting international requirements in terms of food safety and quality assurance is increasingly vital to success in export markets. Are Malaysia's own certification schemes enough to meet market requirements, should local producers prioritise international standards like GlobalGAP, or do they need to go a step further?

Norma Othman, Department of Agriculture (Malaysia)

Sathianathan Menon, QA Plus Asia-Pacific (Malaysia)

Ishak Abas, Federal Agricultural Marketing Authority (Malaysia)



FRESH PRODUCE

Malaysia

10:30-11:30

Networking Break

11:30-12:30

SESSION FOUR

Innovation in Malaysia's fresh produce category

Malaysia has already carved out its position as a supplier of high-quality fruit and vegetables to international markets. How can it innovate and diversify its offering to further capitalise on opportunities at the premium end of international markets?

Sekar Shanmugam, MAFC (Malaysia)

Dr Chan Ying Kwok, MAFC (Malaysia)

Jan Doldersum, Rijk Zwaan (China)

12:30-14:00

Networking Lunch

14:00-15:30

SESSION FIVE

The opportunity for imports: new suppliers to Malaysia

Well established as a market for imported fruits, Malaysia is attracting growing interest from global suppliers. Representatives of newer supplying countries discuss the opportunities they see in this burgeoning market.

Andre Loo, Euro-Atlantic (Malaysia)

Captain Mohammed Deeb Esbetah, Misr Pan Transport Co (Egypt)

Siebe van Wijk, Fresh Studio Innovations Asia (Vietnam)

15:30-16:30

Networking Break

16:30-18:00

SESSION SIX

Finding a cutting edge: new supply chain solutions

New technologies are emerging along every step of the supply chain. What opportunities do they present for Malaysia's fresh produce business and how can these technologies be applied to achieve the best results?

Peter Anderson, AP Horticulture (Australia)

Tracy King, Sinclair International (USA)

Rod Johnson, Sensitech Inc (Australia)

18:00-18:30

Conference conclusions

18:30-20:00

Fresh Produce Malaysia Gala Cocktail

(Mandarin Oriental Hotel, Diamond Ballroom Area)

WEDNESDAY 17 MARCH

10:00-13:00

Optional delegate tour to AEON CO. (M) BHD and Giant retail outlets

Last updated: 10 March 2010 *Please note: this programme is subject to change.

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