



Soaring
with a
vision

Annual Report
2016



CONTENT

- 02 Our Company
 - 03 Mission & Objective
- 05 The Management
 - 06 Board of Trustees
 - 09 Finance & General Affairs Committee
 - 10 Organisation Chart and Management Team
 - 12 Chairman's Statement
 - 18 CEO's Report
- 27 Market Overview
 - 28 Asia Pacific
 - 38 Sub-Continent
 - 50 Middle East
 - 62 Europe
 - 70 Africa
 - 74 Americas
- 83 Domestic Promotions
 - 92 Public Relations Activities
 - 96 Malaysian Palm Oil Wildlife Conservation Fund
 - 98 Media Promotions
 - 100 Publications
 - 104 Posters & Photography
 - 106 Digital & Social Media
 - 110 Promotional Videos
- 113 Calendar of Events
- 125 Financial Statements
- 167 List of Abbreviations



Our Company

Mission

To promote the market expansion of Malaysian palm oil and its products by enhancing the image of palm oil and creating better acceptance of palm oil through awareness of various technological and economic advantages (techno-economic advantages) and environmental sustainability.

Objective



To enhance trade opportunities in the market place by identifying and meeting the latest opportunities in the market.



To encourage product diversification by using Malaysian palm oil as the key ingredient, thus gaining a prominent role in new and reformulated products.



To improve understanding of palm oil, enhancing its application and elucidating its numerous strengths and benefits.



To uphold the good name of Malaysian palm oil by closing the gap between the issues of perception, allegations and the realities of palm oil.



To safeguard Malaysian palm oil as the most dominant vegetable oil in terms of market coverage, nutritional benefits, environmental sustainability and commercial success.





The Management

Board of Trustees
Finance and General Affairs Committee
Organisation Chart & Management Team
Chairman's Statement
CEO's Report



Board of Trustees



- 1: Chairman
- 2: Representing Ministry of Plantation Industries and Commodities (MPIC)
- 3: Representing Ministry of Plantation Industries and Commodities (MPIC)
- 4: Representing Ministry of Plantation Industries and Commodities (MPIC)
- 5: Representing Malaysian Palm Oil Association (MPOA)
- 6: Representing Malaysian Palm Oil Association (MPOA)
- 7: Representing Malaysian Palm Oil Association (MPOA)

Dato' Lee Yeow Chor

Zurinah Pawanteh

Tan Sri Datuk Dr Yusof Basiron

Dr Ahmad Kushairi Din

Dato' Carl Bek-Nielsen

Datuk Franki Anthony Dass

Paul Wong Hee Kwong



Board of Trustees



Finance and General Affairs Committee

Chandramohan Dharmapalan Nair (Chairman)
Zurinah Pawanteh
Tan Sri Datuk Dr Yusof Basiron
Low Kok Ching
Mohamad Nor Abdul Rahman



- 1 Representing Malayan Edible Oil Manufacturers' Association (MEOMA)
- 2 Representing Federal Land and Development Authority (FELDA)
- 3 Representing Palm Oil Millers Association (POMA)
- 4 Representing Palm Oil Refiners Association Malaysia (PORAM)
- 5 Representing National Association of Smallholders (NASH)
- 6 Representing Sarawak Land Consolidation and Rehabilitation Authority (SALCRA)
- 7 Representing Malaysian Palm Oil Industry

Chandramohan Dharmapalan Nair

Datuk Hanapi Suhada

Low Kok Ching

Dato' Zakaria Arshad

Dato' Aliasak Haji Ambia

Datu Vasco Sabat Singkang

Dr Nuning Jeluing

► 1: **Tan Sri Datuk Dr Yusof Basiron**

Chief Executive Officer
(retired Jan 17, 2017)

► 2: **Dr Kalyana Sundram**

Deputy CEO / Director, Science & Environment Division
(Appointed CEO, Jan 18, 2017)

Computer & Communications Unit
Manager, Computer & Communications

- MIS Executive
- Information Services Executive
- Communication Web Executive

Senior Fellow
Manager, Science & Environment (Nutrition)

- Executive, Science & Environment (Nutrition)
- Executive, Science & Environment (Non-Food)

Manager, Science & Environment (Environment)

- Senior Executive, Science & Environment
- Executive, Environment
- Executive, Environment

► 3: **Adi Iskandar Iliyas**

Director, Finance & Human Resource Division

Manager, Finance & Human Resource

- Accountant
- Senior Executive, Human Resource & Administrative

► 4: **Faudzy Asrafudeen Sayed Mohamed**

Director, Marketing & Market Development Division

Senior Fellow
Manager, Marketing & Market Development

- Senior Executives
- Analyst, China
- Analyst, Sub-Continent
- Analyst, Africa
- Analyst, Americas
- Analyst, Asia Pacific
- Analyst, Europe
- Analyst, Middle East

Manager, Market Development
Regional Managers

- Africa
- Americas
- Asia Pacific
- Europe • Brussels • Moscow
- Sub Continent • Dhaka • Mumbai • Lahore
- Middle East • Cairo • Istanbul

► 5: **Belvinder Kaur Sron**

Director, Promotions & Branding Division
(Appointed Deputy CEO, March 1, 2017)

Manager, Promotions & Branding

- Senior Executive, Promotions & Branding
- Executive, Promotions & Branding

Manager, Communication

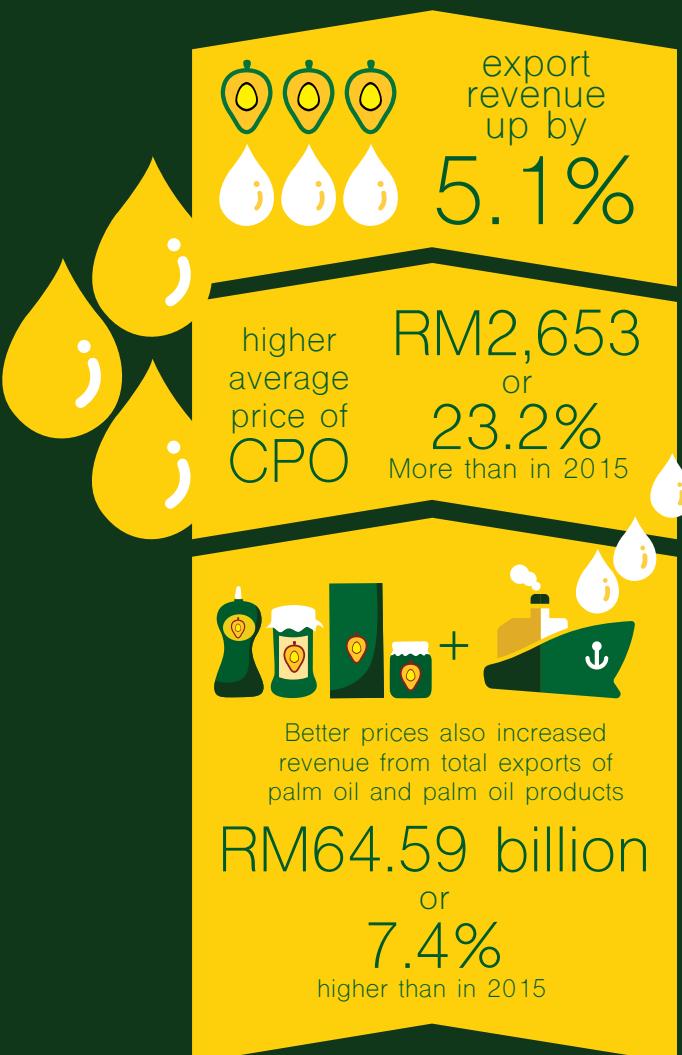
- Senior Executive, Communication
- Executive, Communication
- Script Writer
- Video Technician



Organisation Chart & Management Team

DATO' LEE YEOW CHOR

Malaysia's palm oil industry saw mixed outcomes in 2016. Crude palm oil (CPO) production declined by 13.2% due to the prolonged drought induced by the *El Nino* phenomenon in 2015, leading to an 8.2% decline in palm oil exports.



Fortunately, the impact was mitigated by the higher price of CPO. Palm oil export revenue rose by 5.1%, mainly due to the higher average price of CPO at RM2,653, or by 23.2% more than in 2015. Better prices also increased revenue from total exports of palm oil and palm oil products. This was recorded at RM64.59 billion, or 7.4% higher than in the previous year.

Review of exports

India maintained its position as the largest importer of Malaysian palm oil for the third consecutive year, accounting for 17.6% of the exports. This was despite a notable 23.3% drop in import volume to 2.83 million tonnes for the year, against 3.69 million tonnes in 2015. One factor was India's higher intake of soybean and sunflower oils, due to price competitiveness.



Chairman's Statement

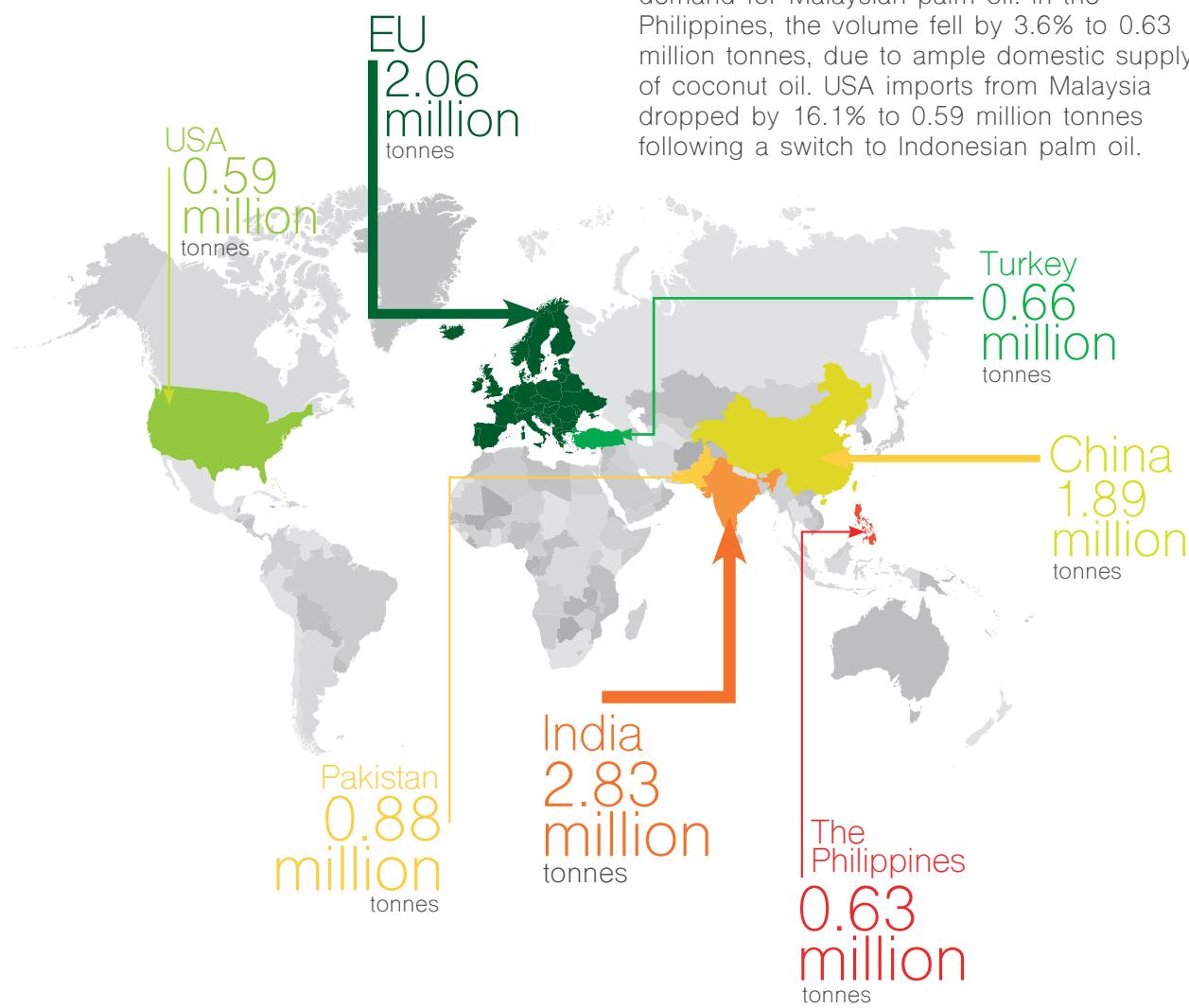
Other major importers of Malaysian palm oil were the EU, Pakistan, Turkey, the Philippines and USA. They were among the top seven importers that achieved a combined volume of 9.52 million tonnes, or 59.3% of Malaysia's palm oil exports.

The EU was the second-largest destination for Malaysian palm oil, although it reduced intake by 15.3% to 2.06 million tonnes. This was due to higher availability of soybean oil, as well as increased intake of sunflower oil from Ukraine under a Comprehensive Free Trade Agreement (FTA) implemented from Jan 1.

China was the third-largest importer of Malaysian palm oil with intake at 1.89 million tonnes. This reflected a 20.9% drop from 2.39 million tonnes in 2015 and was attributed to higher imports of soybean for domestic crushing.

Pakistan increased imports of Malaysian palm oil by 21% to 0.88 million tonnes from 0.73 million tonnes previously, at the expense of Indonesian palm oil. Turkey showed a substantial 64.8% increase, taking its volume of Malaysian palm oil to 0.66 million tonnes. At the same time, it reduced imports of soybean oil from Argentina and sunflower oil from Ukraine. The Malaysia-Turkey FTA, which took effect from Aug 1, was among reasons for this scenario.

The Philippines and USA recorded lower demand for Malaysian palm oil. In the Philippines, the volume fell by 3.6% to 0.63 million tonnes, due to ample domestic supply of coconut oil. USA imports from Malaysia dropped by 16.1% to 0.59 million tonnes following a switch to Indonesian palm oil.





POINTERS ON PRICE TRENDS

REACH & REMIND FRIENDS OF THE INDUSTRY SEMINAR 2017 & DIALOGUE MEETING MARKET CHALLENGES IN 2017



Market Outreach

MPOC reached out to various segments of the market to promote the diverse benefits of Malaysian palm oil and to encourage an increase in imports.

The 7th Reach and Remind Friends of the Industry Seminar and Dialogue was a platform for members of the industry to dialogue with the Minister of Plantation Industries and Commodities. Held in February, the discussions helped to set directions and to get the industry moving in tandem to achieve current goals.

MPOC's signature event, the regional Palm Oil Trade Fair and Seminar (POTS), was held in Turkey, India and China during the year. POTS Malaysia was held in Kuala Lumpur for the sixth time since the start of the series in 2006. It was timed to coincide with the Palm Oil Industry Leadership Award Dinner in October, thereby increasing participation by stakeholders.

The Customers Appreciation and Recognition Scheme was held in conjunction with POTS Malaysia. It provided the 26 selected oils and fats traders a useful means of expanding business contacts and gaining valuable updates on market-related issues. As top importers of Malaysian palm oil, they also met with local suppliers at 104 BizMatch sessions that were arranged for them. The traders were from South Africa, Zimbabwe, Mozambique, South Korea, Vietnam, China, Pakistan, India, Egypt, Turkey, Belgium and the Netherlands.



The annual Palm Oil Trade Awareness Programme was also conducted in conjunction with POTS Malaysia. The 29 participants from South Africa, Nigeria, USA, Myanmar, China, Bangladesh, Egypt, Tunisia, Russia, Ukraine, Serbia, Czech Republic, Belgium and Pakistan attended the seminar to widen their knowledge of Malaysian palm oil.

Two sessions of the popular 'POINTERS on Price Trends' webinar were organised in the first and third quarter of 2016 for the 3,319 registered participants.

In addition, the protection of wildlife, biodiversity and the environment in relation to oil palm cultivation continued to receive due attention through engagement with relevant government officials, NGOs, plantation companies and academics. Several projects were assisted or sustained through the Malaysian Palm Oil Wildlife Conservation Fund.

Information Campaign

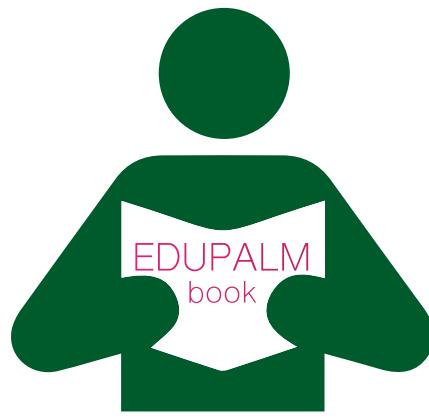
The education campaign on the Malaysian Palm Oil brand and management of trade issues focused on France and Italy where the anti-palm oil lobby has been active in recent years. The campaign in France secured critical wins in identifying and defeating threats to palm oil, including a tax proposal that was eventually rejected by the Parliament in June. In Italy, it resulted in three positive Parliamentary Resolutions that defended palm oil against the attacks.

The World Palm Portraits Photography Competition entered its fourth year, bringing out creative images in five categories. Promotion campaigns were carried out to attract contestants and drive public interest via exhibitions of winning photographs at KLIA2 and KL Sentral.

At the local level, an online contest was conducted for consumers in tandem with a bus advertisement campaign in the Klang Valley and in Kuching, Sarawak.

The continuing education programme for students saw an update to the EDUPALM book that was distributed to 47,833 Form 5 students in Negeri Sembilan, Melaka and Pahang. Another programme was held for 60 chefs from 10 countries to enhance their knowledge of the food applications, nutritional characteristics and health benefits of Malaysian palm oil.

A health and nutrition consumer roadshow in Melaka helped raise awareness of palm oil. The food truck concept was adopted, among other activities, to promote the use of Malaysian palm oil.



distributed to

47,833

Form 5 students in
Negeri Sembilan, Melaka
and Pahang

Acknowledgements

MPOC continued to recognise the outstanding achievements of individuals who have contributed to the Malaysian palm oil industry. The 2016 Palm Oil Industry Leadership Award (PILA) was presented to YABhg Tun Musa Hitam, former Chairman of Sime Darby Bhd. Tun Musa holds the unique distinction of having led the industry at both the government and business levels. He served as Chairman of three distinguished plantation-based organisations – the Federal Land Development Authority, Kumpulan Guthrie Bhd and Sime Darby Bhd.

As a firm believer in research and development, he realised the need for concerted measures to impel innovations in the oil palm industry. This paved the way for the establishment of the Palm Oil Research Institute Malaysia (PORIM) in 1979. PORIM and another oil palm entity, PORLA, were merged in May 2000 to become the Malaysian Palm Oil Board (MPOB). Today, the MPOB is synonymous with global leadership in oil palm research. In many ways, this can be attributed to Tun Musa's vision and inspiration.

The Lifetime Excellence Award, Palm Oil Industry (LEAP) was awarded to Dr N Rajanaidu who was instrumental in developing Malaysia's pre-eminent position in oil palm research. In particular, he brought about substantial development to the field of oil palm breeding.

There was a change at the helm of the Ministry of Plantation Industries and Commodities (MPIC) during the year. YB Datuk Seri Mah Siew Keong was appointed the Minister, succeeding YB Datuk Amar Douglas Uggah Embas. We are very confident that YB Datuk Seri Mah's vast experience and leadership will lead us and the palm oil industry to new heights, and we look forward to continuing our close working relationship with the Ministry. On behalf of the MPOC Board, I would like to take this opportunity to thank YB Datuk Amar Douglas for his leadership, guidance and enormous support during his tenure as the Minister.

Throughout 2016, four Board Meetings were held to oversee MPOC activities and provide strategic direction in moving forward. Prior to these meetings, the Finance and General Affairs Committee convened to review MPOC's expenditure, among other financial matters.

During the year, MPOC bid farewell to three Board Members who completed their term – YBhg Datuk Dr Choo Yuen May, representing MPIC; and Mr Chang Teck Mack and Mr Roy Lim Kiam Chye, both representing the Malaysian Palm Oil Association (MPOA). I would like to record my appreciation to them for their services.

At the same time, we welcomed new Board Members – Puan Zurinah Pawanteh and Dr Ahmad Kushairi Din, both representing MPIC; and YBhg Datuk Franki Anthony Dass and Mr Paul Wong Hee Kwong, both representing MPOA.

The palm oil industry was deeply saddened by the tragic death of three government leaders in a helicopter crash in Sarawak on May 5 – MPIC Deputy Minister YB Datuk Noriah Kasnon; MPIC Secretary-General and MPOC board member YBhg Datuk Dr Sundaran Annamalai; and MPOB Chairman YB Dato' Wan Mohammad Khair-il Anuar Wan Ahmad. Their loss is keenly felt by the country and the industry.

I would like to extend my appreciation to the MPOB, MPOA, Palm Oil Refiners Association of Malaysia, Malayan Edible Oil Manufacturers' Association, Malaysian Oleochemical Manufacturers Group, Federation of Palm Oil Millers Associations of Malaysia, diplomatic and trade missions abroad, as well as other agencies, for their invaluable support and assistance.

The management and staff of MPOC are also to be commended for their commitment and diligence in carrying out their duties for the benefit of Malaysia and the palm oil industry. As always, I am confident that dedication and perseverance will see us through all challenges that come our way.

DR KALYANA SUNDARAM

Malaysia's oil palm acreage grew to 5.74 million ha, marginally up by 1.68% compared to 5.64 million ha in 2015 (Table 1). Severe drought induced by the *El Nino* phenomenon in the second and third quarter of the year severely impacted palm oil production. As a result, crude palm oil (CPO) production was down by more than 2.64 million tonnes (13.24%) compared to the previous year. Weather conditions improved in the second half of the year, but did not help make up the production losses sustained in earlier months.

Crude palm kernel oil production was not spared either by the impact of *El Nino*, with output falling by 317,043 tonnes (13.93%).

Although there was some recovery in palm oil production over the last four months of the year, most plantations reported tree stress. This reduced overall output despite the increase in planted area. Palm oil ending stocks were recorded at 1.67 million tonnes compared to 2.63 million tonnes in 2015, down by 36.72%. Palm kernel oil stocks fell to 222,615 tonnes (by 33.81%) against 336,328 tonnes a year earlier.

Table 1 Oil Palm Planted Area & Output

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
Planted area (ha)	5,737,985	5,642,943	95,042	1.68
Production (tonnes)				
CPO	17,319,177	19,961,581	-2,642,404	-13.24
CPKO	1,959,423	2,276,466	-317,043	-13.93
Closing Stocks (tonnes)				
PO	1,666,673	2,633,940	-967,267	-36.72
PKO	222,615	336,328	113,713	-33.81

Source: MPOB – data as at Feb 28, 2017; subject to revision



The production shortfall led to slightly lower exports of palm oil and derived products. At 23.29 million tonnes (Table 2), this was a drop of 2.08 million tonnes (8.18%). Reduced volumes were registered in exports of almost all categories of palm-based products. Palm oil fell by 1.41 million tonnes (8.07%); palm kernel oil by 143,598 tonnes (13.46%); palm kernel cake by 413,122 tonnes (15.73%); and biodiesel by 95,361 tonnes (53.29%).

However, the export volume of finished products rose by 48,477 tonnes (11%), while other products accounted for an additional 28,444 tonnes (3.78%) during the year.

 Table
2

Export of Palm Oil & Derived Products (tonnes)

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
PO	16,045,957	17,454,213	-1,408,256	-8.07
PKO	923,096	1,066,694	-143,598	-13.46
PKC	2,213,847	2,626,969	-413,122	-15.73
Oleochemicals	2,757,756	2,850,495	-92,739	-3.25
Finished products	489,071	440,594	48,477	11.00
Biodiesel	83,581	178,942	-95,361	-53.29
Others	780,832	752,388	28,444	3.78
Total	23,294,140	25,370,295	-2,076,155	-8.18

Source: MPOB – data as at Feb 28, 2017; subject to revision

CEO's Report

Demand for Malaysian palm oil continued to be driven by strong consumption in India, China, EU-28, USA and ASEAN member-states ([Table 3](#)). The top 10 importing countries and regions took up 9.93 million tonnes, or 62% of the 16.05 million tonnes exported. A significant increase in Malaysian palm oil imports was seen in Turkey, Pakistan and Italy.

**Table
3**

Malaysian Palm Oil Exports to Selected Destinations (tonnes)

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
India	2,825,840	3,686,315	-860,475	-23.34
China/HK	1,889,566	2,391,369	-501,803	-20.98
Netherlands	1,022,060	1,446,930	-424,870	-29.36
Pakistan	880,455	727,610	152,845	21.01
Turkey	657,001	398,729	258,272	64.77
Philippines	625,007	648,364	-23,357	-3.60
USA	590,030	703,482	-113,452	-16.13
Vietnam	556,342	583,961	-27,619	-4.73
Japan	456,399	544,739	-88,340	-16.22
Italy	436,881	401,949	34,932	8.69
Others	6,106,376	5,920,765	185,611	3.13
Total	16,045,957	17,454,213	-1,408,256	-8.07

Source: MPOB – data as at Feb 28, 2017; subject to revision

India remained the biggest importer even though it absorbed 860,475 tonnes (23.34%) less than in 2015. Its intake of 2.83 million tonnes made up 17.64% of Malaysia's palm oil exports.

China's imports of 1.89 million tonnes, while still substantial, represented a drop in demand of 501,803 tonnes (20.98%). This was due to higher domestic crushing that produced an estimated 90 million tonnes of rapeseed oil, against 70 million tonnes the previous year.

Uptake of CPO and processed palm oil similarly fell in all marketing regions ([Table 4](#)), except East Suez (up by 29.32%), Africa (by 4.94%) and West Suez (by 3.73%).

4

Malaysian Palm Oil Exports to Regions (tonnes)

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
Asia Pacific	4,836,069	5,509,980	-673,911	-12.23
Sub-Continent	4,337,002	4,881,377	-544,375	-11.15
Middle East (East Suez)	1,402,015	1,084,108	317,907	29.32
Middle East (West Suez)	544,094	524,524	19,570	3.73
Africa	2,106,836	2,007,608	99,228	4.94
Europe	2,116,550	2,614,729	-498,179	-19.05
Americas	671,533	793,229	-121,696	-15.34
Others	31,858	38,658	-6,800	-17.59
Total	16,045,957	17,454,213	-1,408,256	-8.07

Source: MPOB – data as at Feb 28, 2017; subject to revision

Figure
1
CPO
Prices,
Malaysia
(2003-2016)



The annual average local delivered CPO price increased by RM500 (23.23%) to RM2,653 per tonne, against RM2,153.50 previously (Table 5). This was reflective of the shortage of palm oil due to *El Nino*, as well as higher import demand which reduced stock levels in Malaysia. The average export price of RBD palm oil and RBD palm olein

went up to US\$650.50 (by 11.01%) and US\$665.50 (13.67%) per tonne respectively. RBD palm stearin and Palm Fatty Acid Distillates showed gains to record US\$641 (up by 20.72%) and US\$589 (by 17.68%) per tonne respectively.

Average Price of Palm Oil & Derived Products Table 5

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
Domestic Price* (RM/tonne)				
CPO	2,653.00	2,153.50	500	23.23
CPKO	5,542.50	3,373.00	2,170	64.32
Export Price (US\$/tonne)				
RBD PO	650.50	586.00	65	11.01
RBD PL	665.50	585.50	80	13.67
RBD PS	641.00	531.00	110	20.72
PFAD	589.00	500.50	89	17.68

Source: MPOB – data as at Feb 28, 2017; subject to revision

*Average for Malaysia

Export earnings from palm-based products increased by 7.35% to RM64.59 billion (Table 6), mainly due to better prices of oils and fats. Revenue from palm oil and palm kernel oil sales increased by 5.12% and 19.76% respectively. However, a decline was seen for palm kernel cake (by 6.66%) and biodiesel (by 48.77%), largely due to lower export volumes of the two products.

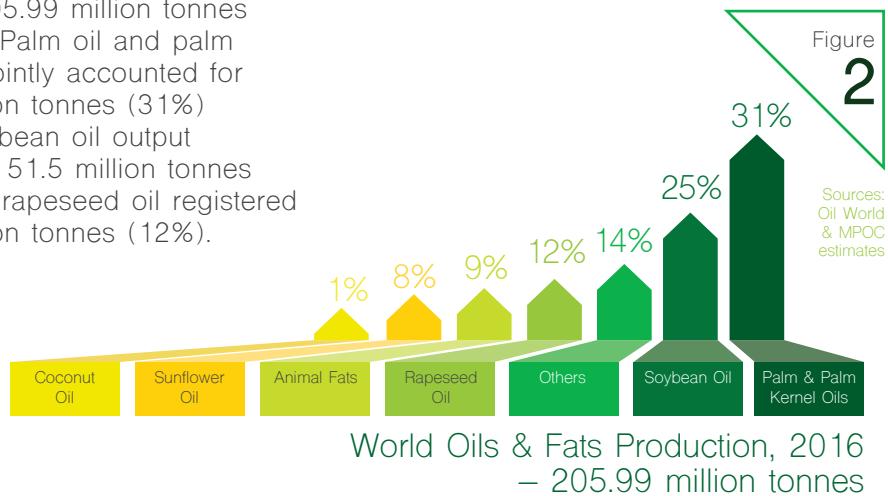
Revenue from Export of Palm Oil & Derived Products (RM million) Table 6

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
PO	43,369.28	41,257.50	2,111.78	5.12
PKO	4,886.66	4,080.40	806.26	19.76
PKC	873.69	936.01	-62.32	-6.66
Oleochemicals	12,721.93	11,295.43	1,426.50	12.63
Finished products	2,052.46	1,728.54	323.92	18.74
Biodiesel	247.70	483.57	-235.87	-48.77
Others	440.10	388.04	52.06	13.42
Total	64,591.82	60,169.49	4,422.33	7.35

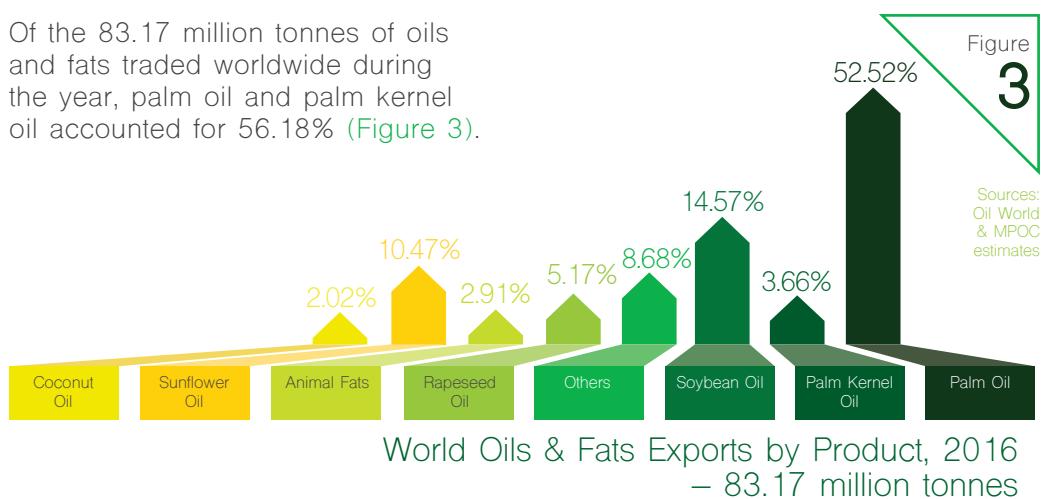
Source: MPOB – data as at Feb 28, 2017; subject to revision

Global Scenario

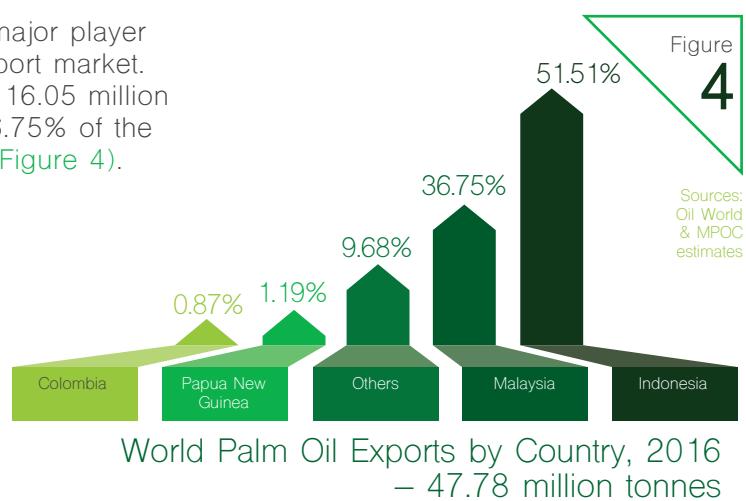
World production of oils and fats stood at 205.99 million tonnes (Figure 2). Palm oil and palm kernel oil jointly accounted for 64.65 million tonnes (31%) of this. Soybean oil output contributed 51.5 million tonnes (25%) and rapeseed oil registered 24.94 million tonnes (12%).



Of the 83.17 million tonnes of oils and fats traded worldwide during the year, palm oil and palm kernel oil accounted for 56.18% (Figure 3).



Malaysia remained a major player in the oils and fats export market. Its palm oil exports of 16.05 million tonnes represented 36.75% of the global palm oil trade (Figure 4).



Outlook for 2017

Global oils and fats production is projected to expand by approximately 1.45% to 209 million tonnes in 2017, compared to 206 million tonnes in 2016. Demand however, is expected to grow to 210.6 million tonnes. Demand should thus exceed supplies as the unfavourable weather resulting from the effects of *El Nino* affect production and still shows potential to slow down recovery in 2017.

More than 30% of the world's oils and fats requirements will be met by palm oil. Its output is set to reach 64 million tonnes, up by three million tonnes compared to 61 million tonnes in 2016. Malaysia's CPO production, which was lower by more than 2.6 million tonnes in 2016 is set to recover in 2017. Based on projections by the Malaysian Palm Oil Board (MPOB), CPO output in Malaysia is likely to be approximately 19.3 million tonnes in 2017.

The major competitor to palm oil is soybean oil. In the Americas, primarily USA, Brazil and Argentina, soybean production is likely to reach an all-time high in these three main producing countries – USA's output is expected to exceed 110 million tonnes, while Brazil and Argentina could produce a combined 160 million tonnes even though unfavourable weather is forecast for most of South America. Stock levels should therefore rise and stock usage ratio could be much higher, compared to 2016.

On the economic front, The World Bank projects that subdued growth, shifting fiscal and economic policies, heightened uncertainties in the global markets and stagnation of global trade in the commodities sector coupled to subdued investment trends could mark another difficult year for the world economy. Global growth in 2016 was estimated at a seven year low of 2.3 percent and this is projected to increase to only 2.7 percent in 2017.

Global consumption of oils and fats over the last decade has been very strong, recording an average annual growth of 6.4 million tonnes per year. Of this, 1.6 million tonnes was used as biofuel and 4.8 million tonnes for other purposes (mainly for food). Biodiesel consumption accounts for approximately 15% of world's consumption of all oils and fats. During the past 25 years world production of all oils and fats increased by more than 150% and palm oil now accounts for 30% of world production.

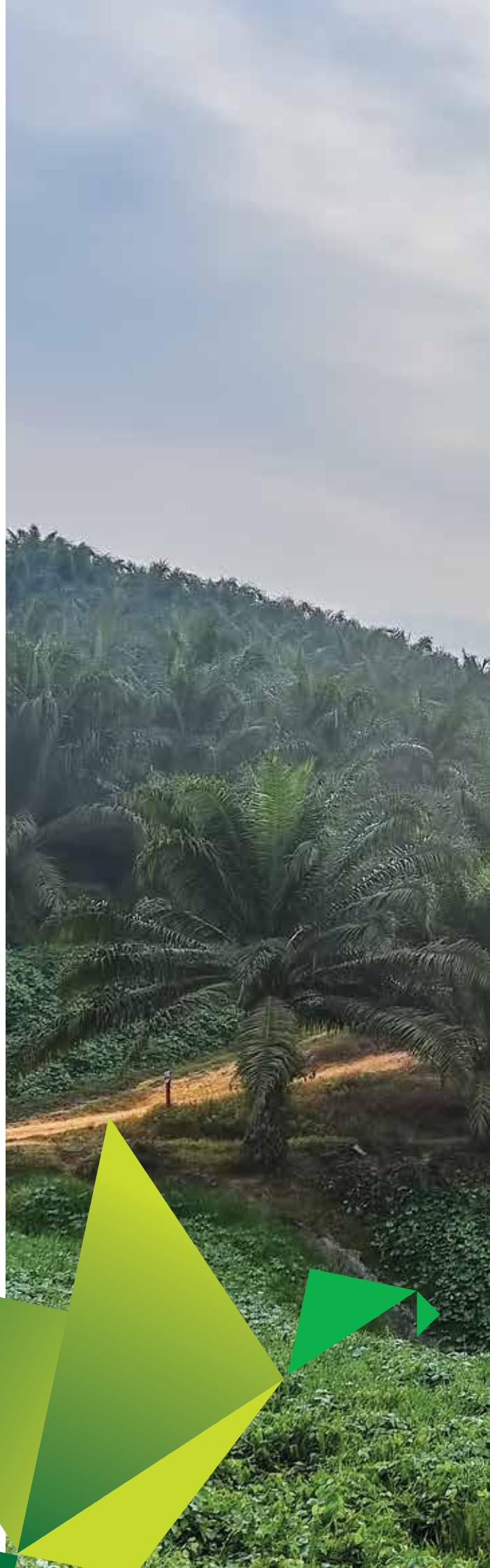
The growth in palm oil consumption in the coming years is anticipated to result primarily from the developing economies in ASEAN, Africa, China, India and Pakistan. Within ASEAN, the Philippines, Vietnam and Myanmar will continue to depend on palm oil for their oils and fats needs. Domestic production in these countries will not be sufficient to cater to their demands and they would need to import palm oil to meet their requirements. In Africa, the fast growing economies such as Tanzania, Côte d'Ivoire, Ethiopia and South Africa will be the key drivers for the increase in palm oil uptake.

As for China, India and Pakistan the slowdown in domestic oilseed production and their ever growing population will likely continue to spur demand for palm oil and it should maintain its position as the most in-demand oil for these countries.

Over the years, the market has been fraught with challenges for palm oil. This scenario is not likely to change in 2017 and there will be even greater challenges particularly in Europe. The recent vote by the European Parliament to implement tough new regulations on the palm oil trade could also likely have negative impact in the marketplace. In the European context the biggest challenges could be the proposed elimination of palm biofuels along with adaptation of only European driven sustainability cum certification standards which are not acceptable to the palm oil producer nations.

These events are most likely to trigger greater need to find new markets for palm oil. MPOC has identified several key regions and countries where demand for palm products could be sustained and any decreases in palm oil uptake in Europe compensated by higher consumption in such new markets. Already several market promotion activities are in place and we should reap benefits from these efforts in the near term.

Overall, many of these developments are bound to impact global oils and fats demand in 2017 but the growing global population, projected to exceed 7.5 billion this year, will be a key driver for sustaining palm oil demand. Such global dependence will most likely continue to rise and based on projections by *Oil World*, the world will need an additional 25 million tonnes of palm oil per year in 10 years from now.





Malaysia as a pioneer in the development, commercialization and promotion of palm oil will again be at the forefront in spearheading the campaigns to increase palm oil uptake. MPOC is well poised to lead these efforts through a variety of benchmarked programs. We are thus ready, willing and fully geared to enhance palm oil uptake throughout 2017 and beyond.





Market Overview

Asia Pacific
Sub-Continent
Middle East
Europe
Africa
Americas

Asia Pacific



Sources: Oil World, MPOB

Oils & Fats Imports (tonnes)		JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
PO – Malaysia	4,836,069	5,509,980	-673,911	-12.23	
PO – Indonesia	3,397,000	4,813,000	-1,416,000	-29.42	
SBO	1,018,000	1,292,000	-274,000	-21.21	
PKO – Malaysia	267,502	274,305	-6,804	-2.48	
PKO – Indonesia	567,000	705,600	-138,600	-19.64	
CNO	283,300	331,600	-48,300	-14.57	
RSO	774,800	693,800	81,000	11.67	
Tallow & Grease	507,500	492,100	15,400	3.13	
Butter	145,200	128,600	16,600	12.91	
Total	11,796,371	14,240,985	-2,444,614	-17.17	



Asia Pacific – Palm Oil Imports from Major Producers (tonnes)

Sources: Oil World, MPOB

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
PO – Malaysia	4,836,069	5,509,980	-673,911	-12.23
PO – Indonesia	3,397,000	4,813,000	-1,416,000	-29.42
Total	8,233,069	10,322,980	-2,089,911	-20.25



Asia Pacific – Import Share of Major Palm Oil Producers (%)

Sources: Oil World, MPOB

	JAN-DEC '16	Jan-Dec '15
PO – Malaysia	58.74	53.38
PO – Indonesia	41.26	46.62
Total	100.00	100.00



Asia Pacific – Malaysian Palm Oil Imports by Sub-Region (tonnes)

Source: MPOB

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
China/HK	1,889,566	2,391,369	-501,803	-20.98
North East	1,045,256	1,118,986	-73,730	-6.59
ASEAN	1,745,685	1,843,995	-98,310	-5.33
Oceania	155,562	155,630	-67	-0.04
Total	4,836,069	5,509,980	-673,911	-12.23

The region's oils and fats imports decreased by 2.44 million tonnes (17.17%) to 11.79 million tonnes, from 14.24 million tonnes a year earlier ([Table 1](#)). Palm oil and soybean oil accounted for 69.79% and 8.63% respectively of the volume.

Palm oil imports fell to 8.23 million tonnes, or by 2.09 million tonnes (20.25%), compared to 10.32 million tonnes previously ([Table 2](#)). This was mainly attributed to lower output by Indonesia and Malaysia. In addition, China reduced imports from both producers for the year – to 1.89 million tonnes from Malaysia and 2.46 million tonnes from Indonesia.

Malaysian palm oil imports by the region registered a fall of 673,911 tonnes (12.23%) to 4.84 million tonnes. However, the import share went up to 58.74% compared to 53.38% in 2015, due mainly to a drop in intake from Indonesia ([Table 3](#)).

In terms of destination, the bulk of Malaysian palm oil was shipped to China ([Table 4](#)). Despite a second consecutive year of lower imports – by 501,803 tonnes (20.98%) – it continued to be the region's highest consumer of palm oil. The other three sub-regions also recorded smaller import volumes.

RBD palm oil, palm olein and palm stearin were the main palm oil fractions imported by the region ([Table 5](#)). These jointly accounted for 3.99 million tonnes and an import share of 82.62%. However, this also represented a drop of 796,169 tonnes (16.62%) from 4.79 million tonnes in 2015.

Asia Pacific

MARKET OVERVIEW

Asia Pacific

 TABLE 5
Asia Pacific
- Malaysian Palm Oil Imports by Product (tonnes)

Source: MPOB

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
CPO/CPL/CPS	297,593	191,160	106,433	55.68
RBD PO	461,320	613,157	-151,837	-24.76
RBD PL	2,974,681	3,603,487	-628,806	-17.45
RBD PS	559,447	574,973	-15,526	-2.70
PFAD	171,822	212,521	-40,699	-19.15
CO/DPL	88,123	125,220	-37,097	-29.63
DFPL/Super PL	60,709	64,683	-3,974	-6.14
Others	222,374	124,779	97,595	78.22
Total	4,836,069	5,509,980	-673,911	-12.23

 TABLE 6
Asia Pacific
- Malaysian Palm Oil Imports by Country (tonnes)

Sources: Oil World, MPOB

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
China/HK	1,889,566	2,391,369	-501,803	-20.98
North East				
Japan	456,399	544,739	-88,340	-16.22
Macau	0	211	-211	-100.00
Mongolia	738	1,178	-440	-37.35
North Korea	526	156	370	237.18
South Korea	386,348	378,656	7,692	2.03
Taiwan	201,245	194,046	7,199	3.71
Sub-Total	1,045,256	1,118,986	-73,730	-6.59
ASEAN				
Brunei	6,821	6,409	412	6.43
Cambodia	3,206	1,531	1,675	109.41
Indonesia	2,896	4,143	-1,247	-30.10
Laos	750	483	267	55.28
Myanmar	197,702	205,937	-8,235	-4.00
Philippines	625,007	648,364	-23,357	-3.60
Singapore	352,961	393,167	-40,206	-10.23
Thailand	N/A	N/A	N/A	N/A
Vietnam	556,342	583,961	-27,619	-4.73
Sub-Total	1,745,685	1,843,995	-98,310	-5.33
Oceania				
Australia	125,496	121,747	3,749	3.08
East Timor	19	0	19	100.00
Fiji	3,483	3,600	-117	-3.25
Kiribati	39	15	24	160.00
New Caledonia	121	93	28	30.11
New Zealand	17,327	19,433	-2,106	-10.84
PNG	8,643	10,615	-1,972	-18.57
Samoa	130	32	98	306.25
Solomon Islands	83	78	5	6.41
Tuvalu	19	0	19	100.00
Tonga	72	17	55	323.53
Vanuatu	130	0	130	100.00
Sub-Total	155,562	155,630	-67	-0.04
Total Region	4,836,069	5,509,980	-673,911	-12.23
World	16,045,957	17,454,213		
Asia Pacific/World	30.14%	31.57%		

Asia Pacific

18/Feb



Palm Oil Symposium, Brisbane, Australia

MPOC organised this for 70 participants at the University of Queensland, with assistance from the School of Agriculture and Food Sciences. Among the 13 presentations on palm oil, three were by MPOC speakers, including Deputy CEO Dr Kalyana Sundram. The topics were on sustainability, certification, fertiliser management and remote sensing.

10–13/May



Seoul Food, Korea

FGV/Delima Oil Products Sdn Bhd, Hovid Bhd and Greenwall Sdn Bhd shared MPOC's booth. Visitors showed interest in acquiring their palm-based products. MPOC secured the use of FGV/Delima's palm-canola blend as the main cooking oil in a Culinary Challenge. The technical versatility of palm oil in food preparation and its nutritional components were highlighted to contestants, who were from culinary schools. There were 53,406 local and foreign visitors at the expo, with the 1,520 exhibitors including 683 from 46 countries.



Asia Pacific

19/Aug



Malaysian Palm Oil Symposium, Yangon, Myanmar

The 150 participants at the half-day event were from government agencies and oils and fats companies. Three papers were presented, followed by a panel discussion. Malaysian companies made contact with local businesses to extend ties in the country.

3-6/Oct

12th EcoBalance International Conference, Kyoto, Japan

This biennial event organised by the Institute of Life Cycle Assessment had about 330 participants. Themed 'Responsible Value Chains for Sustainability', the conference discussed challenges in adding value to business operations from the perspective of sustainability.

MPOC's paper was on 'Sustainability of Malaysian Palm Oil – the Biomass Approach as a Strategic Driver'. This updated the audience on potential applications of biomass, as well as on the importance of identifying appropriate functional units when preparing life cycle assessment (LCA) of palm oil.

MPOC also participated in the 3rd LCA Food Supply Chain Asia International Workshop, themed 'Future Challenges towards Sustainable Palm Products'. This was conducted by the National Agriculture and Food Research Organisation to discuss the sustainable sourcing of palm-based products in Japan. MPOC presented a paper on 'Sustainability of the Malaysian Palm Oil Industry' to inform Japanese stakeholders about relevant initiatives.



22/Oct - 22/Nov



Saji Masterchef, Visayas, The Philippines

The month-long cooking contest was intended to encourage food service professionals to step up the use of palm oil and derived products. The competition was between major culinary schools in the Visayas region. The final round was held in Cebu city on Nov 22. Six teams, each represented by four members, prepared dishes as instructed by the judges.

Messages on Malaysian palm oil were conveyed to the 300 guests and about 1,000 mall-goers who watched the finals. The University of Cebu team was declared the champion, while the Magsaysay Centre for Culinary Arts and Talisay City College were runners-up.

03/Nov



Meeting with Department of Trade & Industries, Manila, The Philippines

The meeting with two Under-secretaries, including Madam Zenaida-Cuisin Maglayas, mainly discussed the potential for Malaysian palm oil companies to invest in the Caraga region; and government purchase of palm oil for local schemes.

25-27/Nov



Myanfood, Yangon, Myanmar

MPOC participated with Felda Global Ventures Bhd and its agent Grand Wynn Enterprise (GWE). They were among 316 exhibitors from 18 countries. MPOC sponsored GWE in setting up a palm oil section and a cooking demonstration by a celebrity chef during the exhibition.

Asia Pacific China

23-25/Mar



Food
Ingredients
China, Shanghai

The 1,452 exhibitors from China and abroad showcased products and services in four exhibition halls. MOI Foods (Shanghai) Co Ltd and Integrated Fortune Sdn Bhd shared the MPOC booth to establish business contacts. MPOC received enquiries and positive feedbacks about palm oil from companies involved in the food, biotechnology and pharmaceutical industries. Academic forums and conferences were held concurrently over the three days.

08/Apr



Techno-
Marketing
Seminar on Palm Oil for
Food Industries, Zhengzhou

The seminar was organised by MPOC and Shanghai Pansun Information & Technology Co Ltd, and co-organised by Yong An Futures Corporation, River & Ocean Cereals and Oils Group Co Ltd and CEFC China Energy Co Ltd. Two others – Excelic Food Technology (Nanjing) Co Ltd and Yizheng Yijiang Oils & Grains Ind Co Ltd – provided support.

The five presentations included information on the superior functional attributes of palm oil and their relevance to the local market; and on China's oils and fats policy. Palm oil users and traders, as well as representatives of the oils and fats industry and research institutions, were among the 200 participants.

16/June



9th Annual Meeting of China Oleochemicals Industry, Yangzhou

The China Cleaning Industry Association organised a seminar supported by MPOC, *SCI Oleochemicals Magazine* and the Technology Centre of Oxiranechem Holdings Co Ltd. Presentations by MPOC, MPOB and the Indonesian Palm Oil Association were among the 13 papers delivered. These focused on challenges in the market and new technology related to the oleochemicals industry. The 159 participants were from Chinese, Malaysian and Indonesian companies engaged in upstream and downstream activities.

21-23/June



Food Ingredients Asia-China, Shanghai

More than 3,800 enterprises from local, regional and international food and health ingredients took part in the exhibition, which attracted 64,000 professional visitors. MPOC Shanghai participated with MOI Foods (Shanghai) Co Ltd, Integrated Fortune Sdn Bhd and ExcelVite Sdn Bhd. A representative of ExcelVite's USA office presented a paper on 'Natural mixed-carotene and super Vitamin E (tocotrienols) from red palm fruit – Applications and unique health benefits' at the seminar held alongside the exhibition.



Asia Pacific China

Aug-Ongoing



Print Media Campaign

Articles on seasonal, festive or trending food were published in newspapers and posted these on their websites, creating a multiplier effect and extending the reach to the public. The Youth Daily Press Group from Shanghai was engaged to write and publish monthly articles on palm oil from August 2016 to July 2017. Five articles were published in *China Youth Daily* (Shanghai) by December.

09/Aug



Palm Oil Trade Fair & Seminar, Tianjin

The Hon. Datuk Seri Mah Siew Keong, Malaysian Minister of Plantation Industries and Commodities, officiated at the event in the presence of Tianjin officials. This was the sixth such event in China which was jointly organised by MPOC and MPOB, and co-organised by Shanghai Pansun Information and Technology Co Ltd.

Nine papers were presented at the seminar by prominent speakers from the UK, China and Malaysia. Addressing 370 participants from China and Malaysia, they touched on palm oil market updates, and global oils supply and demand. Eight Malaysian and Chinese sponsors promoted their products or services.

10/Aug



5th Palm Oil Health & Nutrition Forum, Tianjin

The annual forum was jointly organised by MPOB and MPOC. It was co-organised by the Tianjin Nutrition Society and supported by the Tianjin Julong Group, Tianjin Cereal & Oils Association and Tianjin Food Industry Association. The 222 participants were from local health institutions, colleges, and oils and fats enterprises. Ten presentations provided the latest information on palm oil nutrition and how it affects human health.

Oct-Ongoing



Malaysian Palm Oil Official Account on WeChat

The account, created in April 2015, continues to provide information on the attributes of palm oil. The weekly posts are written in layman's language to facilitate understanding. Promotion of this public platform is being carried out online, as well as through community activities.

13-15/Oct



19th Ice Cream China, Tianjin

The top two ice cream exhibitions, in north China (Tianjin) and south China (Shanghai) respectively, were integrated to add value in serving the trade. The 400 domestic and foreign booths drew 30,000 professional visitors. MOI Foods (Shanghai) Co Ltd and Integrated Fortune Sdn Bhd shared MPOC's booth to renew business ties and meet potential clients.

30/Nov



6th Palm Oil Health & Nutrition Forum, Guangzhou

Guangzhou was selected for the event to intensify promotion of the health benefits of palm oil in the southern region of China. Nine presentations were delivered to 120 medical and health practitioners from health institutions, colleges, and oils and fats companies located in Guangdong Province. The forum was jointly organised by MPOB and MPOC, and co-organised with the Guangdong Nutrition Society. A market-related discussion was also held with palm oil importers and traders.

Sub-Continent

 TABLE 1
Sub-Continent - Oils & Fats Imports by Major Countries (tonnes)

		JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
India	14,425,417	15,044,029	-618,612	-4.11	
Pakistan	2,650,444	2,773,704	-123,260	-4.44	
Bangladesh	2,274,260	2,241,932	32,328	1.44	
Total	19,350,121	20,059,665	-709,544	-3.54	

Sources: SEA of India, MPOC Pakistan, MPOC Bangladesh

 TABLE 2
Sub-Continent - Oils & Fats Imports by Product (tonnes)

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
PO – Malaysia	3,924,273	4,750,994	-826,721	-17.40
PO – Indonesia	8,257,749	8,671,407	-413,658	-4.77
Total PO*	12,182,022	13,422,401	-1,240,379	-9.24
SBO	4,974,343	4,479,629	494,714	11.04
RSO/MO	447,848	351,696	96,152	27.34
SFO	1,518,808	1,477,339	41,469	2.81
Tallow	0	22,713	-22,713	-100.00
PKO	90,733	188,161	-97,428	-51.78
CNO	8,831	10,239	-1,408	-13.75
Other palm fats**	122,837	100,810	22,027	21.85
Others***	4,699	6,677	-1,978	-29.62
Total	19,350,121	20,059,665	-709,544	-3.54

Sources: SEA of India, MPOC Pakistan, MPOC Bangladesh
* India, Pakistan & Bangladesh only – CPO, CPL, RBD PO, RBD PL, PS
** PFAD, PKFAD, PAKAO, ROFS, PAO
*** Refined vegetable oil, butter oil, ghee/shortening

 TABLE 3
Sub-Continent - Palm Oil Imports by Product (tonnes)

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
CPO	5,785,364	7,536,151	-1,750,787	-23.23
CPL	42,892	4,000	38,892	972.30
RBD PO	1,028,618	1,123,293	-94,675	-8.43
RBD PL	5,182,882	4,652,681	530,201	11.40
PS	142,266	106,276	35,990	33.86
PKO	90,733	188,161	-97,428	-51.78
PFAD	106,913	82,994	23,919	28.82
Others*	15,924	17,816	-1,892	-10.62
Total	12,395,592	13,711,372	-1,315,780	-9.60

Sources: SEA of India, MPOC Pakistan, MPOC Bangladesh
* PKFAD, PAKAO, ROFS, PAO

The region's three main importing countries absorbed 3.54% less oils and fats over the year ([Table 1](#)). Lower volumes were seen in India (by 4.11%) and Pakistan (by 4.44%), but Bangladesh recorded a marginal increase of 1.44%. Imports were dampened mainly by higher international oils and fats prices, especially from August.

Palm oil imports made up 62.96% of the oils and fats imports. Soybean oil (25.71%) sunflower oil (7.85%), rapeseed/mustard oil (2.31%), palm kernel oil, coconut oil, palm fats and other oils (1.17%) accounted for the remaining market share.

However, there was a 9.24% drop in palm oil imports to 12.18 million tonnes ([Table 2](#)) due to the narrow price difference with soybean oil. Importers took more interest in soybean oil, which recorded growth of 11.04% due to higher intake by India and Bangladesh.

The region's intake of palm oil and derived products showed a drop of 1.32 million tonnes (by 9.6%). This was led by a sharp fall in CPO

imports, by 1.75 million tonnes or 23.23%, because of the more attractive soybean oil price. Some of the import volume shifted to RBD palm olein, particularly in India.

The palm oil market share between Malaysia and Indonesia stood at a ratio of 32:68 in the region ([Table 3](#)). It was 33:67 in India, 29:71 in Pakistan and 33:67 in Bangladesh ([Table 4](#)).

The 11.41% decline in Malaysian palm oil imports by the region was due largely to India's intake declining by 860,475 tonnes (23.34%) to 2.83 million tonnes ([Table 5](#)). However, India remained the top importer worldwide. Pakistan and Bangladesh recorded an increase of 21.01% and 64.05% respectively. Imports grew by 3,920 tonnes (5.08%) in the Central Asian Republics, with Uzbekistan (86.61%) and Kazakhstan (52.15%) showing the most improvement.

Sub-Continent

MARKET OVERVIEW

Sub-Continent



Sub-Continent - Palm Oil Imports from Major Producers (tonnes)

Sources:
MPOB, MPOC
Regional Offices

TABLE 4

	JAN-DEC '16		Jan-Dec '15	
INDIA				
	Malaysia	Indonesia	Malaysia	Indonesia
CPO	2,211,412	3,458,603	3,213,219	4,197,624
RBD PL	536,064	2,104,404	415,362	1,604,054
Total	2,747,476	5,563,007	3,628,581	5,801,678
PAKISTAN				
	Malaysia	Indonesia	Malaysia	Indonesia
CPO	105,348	10,001	105,895	19,413
RBD PO	71,091	925,527	65,300	1,011,894
RBD PL	512,865	788,346	360,832	930,356
Total	689,304	1,723,874	532,027	1,961,663
BANGLADESH				
	Malaysia	Indonesia	Malaysia	Indonesia
CPL	32,512	10,380	4,000	0
RBD PO	537	31,463	703	45,396
RBD PL	394,922	846,281	253,771	1,088,306
Total	430,971	888,124	258,474	1,133,702



Sub-Continent - Palm Oil Imports by Country (tonnes)

Source: MPOB

TABLE 5

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
Sub-Continent				
India	2,825,840	3,686,315	-860,475	-23.34
Pakistan	880,455	727,610	152,845	21.01
Bangladesh	430,686	262,529	168,157	64.05
Sri Lanka	112,130	120,690	-8,560	-7.09
Nepal	1,855	2,835	-980	-34.57
Maldives	5,021	4,303	718	16.69
Sub-Total	4,255,987	4,804,282	-548,295	-11.41
Central Asian Republics				
Afghanistan	35,698	51,648	-15,950	-30.88
Kazakhstan	4,067	2,673	1,394	52.15
Uzbekistan	40,068	21,471	18,597	86.61
Kyrgyzstan	1,122	1,303	-181	-13.89
Turkmenistan	60	0	60	100.00
Sub-Total	81,015	77,095	3,920	5.08
Total Region	4,337,002	4,881,377	-544,375	-11.15

Sub-Continent Pakistan

07/Feb

Pakistan Edible Oils Conference, Karachi

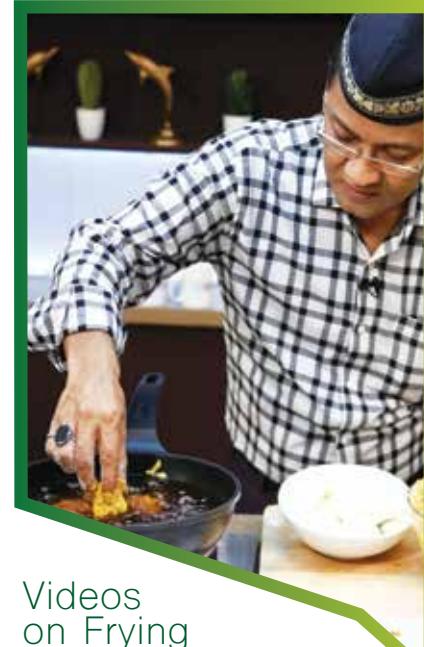
MPOC Pakistan was the Gold Sponsor of the inaugural conference organised by the Pakistan Vanaspati Manufacturers Association, Pakistan Edible Oil Refiners Association and All-Pakistan Solvent Extractors Association. More than 500 industry members, as well as participants from Malaysia, Indonesia and India, attended the event. Speakers included industry analysts Dorab Mistry, Thomas Mielke and Dr James Fry, and MPOC CEO Tan Sri Datuk Dr Yusof Basiron. MPOC Pakistan participated in the parallel exhibition, also conducting BizMatch sessions for Malaysian suppliers.

16-18/Mar

16th WorldFood Uzbekistan, Tashkent

As the largest food exhibition in the Central Asian Region, the event was ideal for meeting suppliers, producers and traders in the domestic and international industries. MPOC shared its booth with two Malaysian suppliers who are keen on expanding their business operations into the region. In addition to arranging meetings with leading importers, MPOC organised a networking dinner for more than 20 domestic food manufacturers and importers.

June



Videos on Frying

Celebrity Chef Zakir Qureshi was engaged to produce 24 short video clips which were uploaded on the MPOC Pakistan Facebook page and Vimeo channel. He explained the nutritional and functional benefits of Malaysian palm oil while cooking his favourite traditional and continental dishes. The videos received overwhelming response on social media, with the average reach exceeding 50,000 and views topping 30,000.



Sub-Continent Pakistan

03-08/June



Central Asian Buyer-Seller Mission to Kuala Lumpur, Malaysia

Uzbekistan, Kazakhstan and Tajikistan are developing markets that have shown a significant increase in imports of Malaysian palm oil over the past five years. In view of increased penetration of palm-based fats into their food sector, MPOC Pakistan organised a buyer-seller mission to Malaysia. Nine officials visited palm oil refineries and held meetings with leading suppliers in Kuala Lumpur. A special technical session addressed their enquiries on food applications and attributes of palm oil.

Nov-Dec



Cookery Show

MPOC joined hands with Mavra Ghee Industries to produce a 20-episode cooking show featuring Celebrity Chef Tahir Chodhary and popular host Abeel Khan. The programme was aired twice weekly on cooking channel Masala TV. The show was linked to the MPOC Pakistan Facebook page, widening viewership.

09/Nov



Techno-Economic Marketing Seminar on Palm Oil, Karachi

MPOC Pakistan's seminar featured the diversification of palm oil, food applications and potential for the domestic food sector. More than 120 officials from the confectionery, snack food, fast food and dairy industries took part, also requesting advanced information on applications for food formulations.



10/Nov

9th Food Safety & Quality Conference, Karachi

MPOC sponsored the conference organised by the Consumer Association of Pakistan and Pakistan Standards and Quality Control Authority. Food safety has been under the spotlight at both the provincial and federal levels in the country. This conference was timely in addressing concerns, bringing together more than 100 representatives of the food industry, the quality control authority and provincial governments.

Dec



DAWN 'All About Lifestyles' Exhibition, Lahore & Karachi

MPOC took part in the Dawn Media Group's annual consumer exhibition, setting up a booth to disseminate nutritional and commercial information about Malaysian palm oil. Fun-based activities included the Bucket Challenge, where visitors had to pick out items made with palm oil from grocery items, and the Rapid Fire quiz competition. The event was linked to MPOC Pakistan's social media platform, and visitors were asked to log on through their Facebook account and 'Like' the page to be eligible for a lucky draw.

Feb-Dec



Social Media Engagement

MPOC's Facebook page offered specialised content each quarter of the year – recipes, tips on healthy living, information on palm oil and technical information. The second edition of 'The Kitchen', a customised recipe-sharing application, yielded excellent results in terms of participation. The Facebook page was used to integrate other marketing and consumer activities. 'Likes' exceeded 90,000 and posts with the highest engagement had a reach of 500,000.

Sub-Continent India



Jan-Aug Palm Oil Lecture Series

Lectures on palm oil were conducted at the Vaikunth Mehta National Institute of Cooperative Management in Pune on Jan 8; Gogate Joglekar College in Ratnagiri from Jan 26-27; and National Institute of Agricultural Marketing, Ministry of Agriculture and Farmers Welfare, in Jaipur on Aug 19. Students remain a target group of MPOC India's outreach programme, as they will be consumers and potential decision makers with influence on future demand for palm oil.

14-15/Jan SCODET Asia Seminar & Exhibition, Mumbai

The biennial event highlighted developments in the production of soaps, cosmetics, oils and detergents. MPOC India presented a paper, 'Functional oleochemicals from palm oil for the personal care industry', at the seminar. At the exhibition, it disseminated information and interacted with key players in the oleochemicals industry. More than 1,000 visitors were recorded over the two days. The SCODET publication provided publicity for Malaysian palm oil.

26-27/Jan -
23/Dec

Continuing Medical Education Programme, Bengaluru & Ahmedabad

Two sessions were conducted in Bengaluru in association with the Indian Medical Association and Indian Dietetics Association. Another was conducted with the Ahmedabad Management Association, with leading corporate figures among the audience. The programme was for the medical fraternity and members of allied health and nutrition-related fields. Factual data was provided on the nutritional benefits of palm oil.

All the professional groupings that participated provided speakers. Additionally, MPOC Deputy CEO Dr Kalyana Sundram; Cardio Pulmonologist Dr Ketan Mehta of the Asian Heart Institute; and Adjunct Professor Dr Indu Mani of St John's Research Institute addressed the Bengaluru sessions. Dr Ketan and MPOC India representative Bhavna Shah were among the speakers in Ahmedabad.

24–26/Feb

7th Natural
Products Expo
& Seminar,
Mumbai

MPOC's exhibition booth featured the presence of a nutritionist, who supplemented information on the use of palm oil and responded to queries. Leaflets and publications were distributed to visitors. The event attracted more than 5,000 people over the two days.

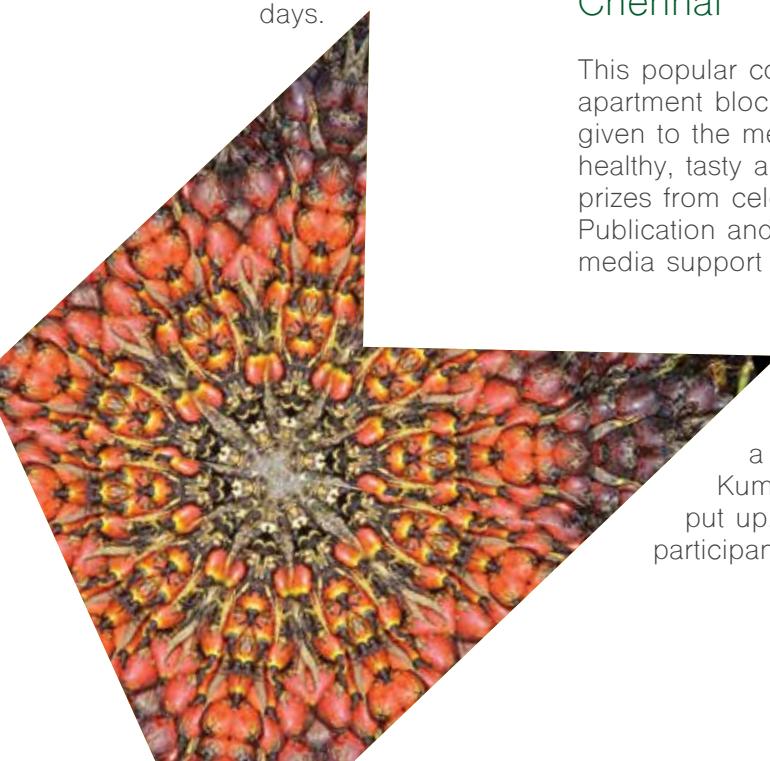
12/Mar – 2/Apr



'Super
Mom Super Chef',
Chennai

This popular cooking competition was held in 20 selected apartment blocks comprising 1,500 households. Priority was given to the message that dishes cooked with palm oil are healthy, tasty and affordable. The 25 winners received their prizes from celebrity guests at a gala ceremony. Kumudam Publication and television channel Star Vijaya provided media support for the event.

The contest was promoted in several ways. Posters were placed in strategic locations; a canter van moved around the residential areas to promote the hotspots; a full-page advertisement was placed in Kumudam; and a billboard advertisement was put up. On radio, jingles were played to attract participants.



Sub-Continent India

19–20/May

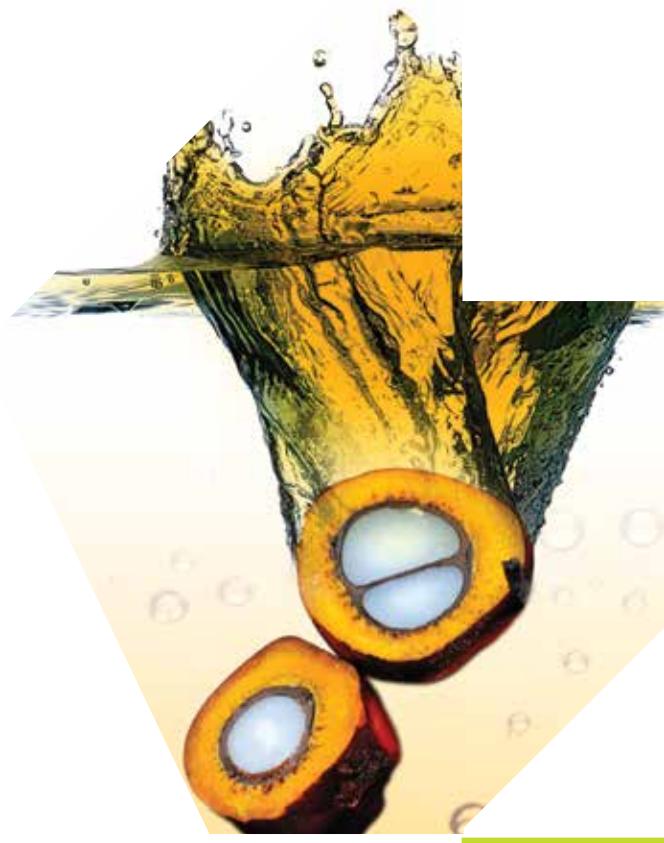


Malaysia- India Palm Oil Seminar, Hyderabad

This edition took into consideration the widening gap between consumption and domestic production of oils and fats in India, with special focus on south India. The seminar theme – ‘Bridging the supply/demand gap for India through Malaysian palm oil’ – provided an overview of the issue and explored the possibility of closer cooperation between related industries in the two countries.

The presentations examined innovative advances in utilisation of palm-based products; the nutritional benefits of palm oil; food safety and food security issues; and the Indian vegetable oil landscape and regulatory changes. International and local experts spoke on the oleochemicals industry; shipping; global oils and fats prices; sustainability in palm oil production; and reforms to India’s food labelling laws. A panel discussion concluded the seminar.

MPOC organised a factory visit to Ravi Foods Pvt Ltd for the Malaysian delegates. The company makes biscuits, wafers and confectionery with palm-based oils, fats and derivatives.



31/July

The Great Food Hunt, Bengaluru

MPOC and the Food Bloggers Association of India – comprising over 10,000 gastronomes on Facebook – co-organised the hunt for food made with palm oil. Participants worked in teams to unravel clues in locating eight eateries. They had four hours to complete the hunt, which started at 10am. Their photos and articles on Facebook and other social networking sites were useful in drawing attention to the culinary qualities of palm oil.

25/Nov



Consumer Programme, Varanasi

The programme was aimed at the hinterland, with its untapped demand for palm oil in rural and semi-rural areas. Consumers there have good spending power and are receptive to changes. MPOC India invited influential members of society to learn about the nutritional benefits of palm oil, while a cook-off enabled first-hand experience in using palm oil. A presentation, with the help of a cardiologist and nutritionist, explained the health attributes of palm oil.

12/Dec



Indo-Malaysian Healthy Food Fest, Pune

MPOC India delivered a talk on the benefits of palm oil to 400 young chefs at the Kohinoor Hospitality Management School. Renowned nutritionist Dr Meena Mehta shared interesting tips and quick fixes for healthy cooking, before tasting the dishes. Each group of participants had to prepare selected Indian and Malaysian recipes using palm oil. Chefs from leading hotels and experts from allied industries were invited to taste the dishes.

Jan-Dec

Social Media Engagement

MPOC India placed special focus on interactive campaigns and contests on the health attributes of palm oil via Facebook, Twitter, Instagram and Pinterest. The number of 'Likes' on Facebook went up from 102,053 on Jan 1 to 150,335 on Dec 31. Social media platforms were also extensively used to promote activities and events.



Sub-Continent Bangladesh

04/June 2015 - 11/Feb 2016

Feb-Dec



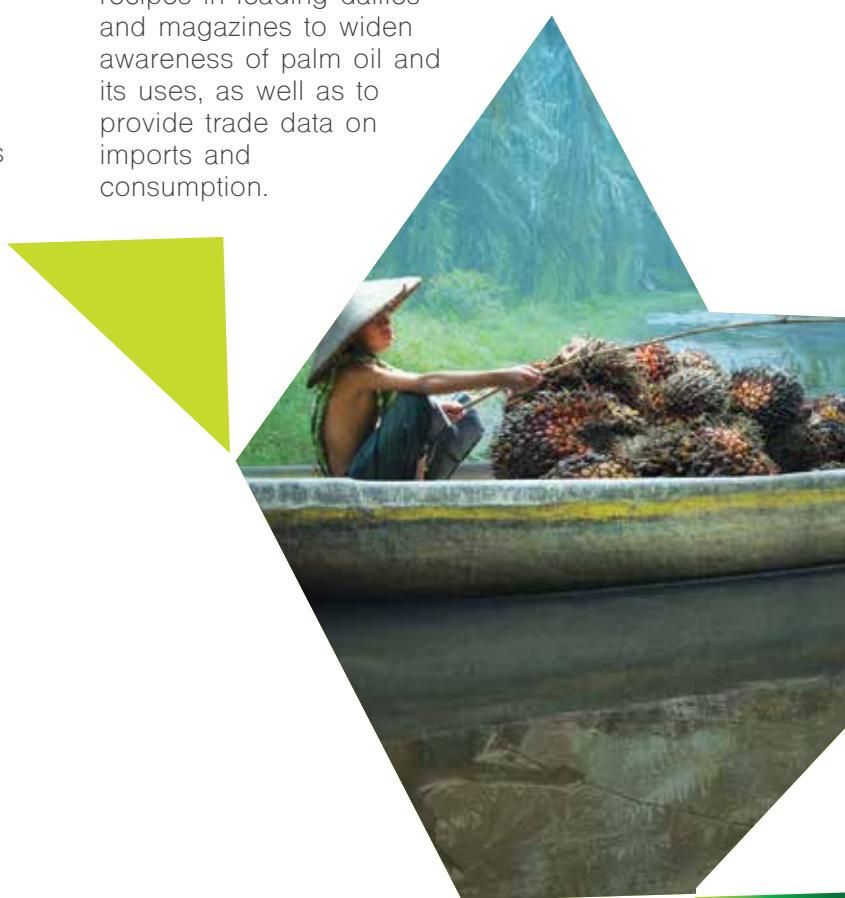
TV Cooking Show

The 'Best Chef of the Year – 2015' contest, co-sponsored by MPOC and the *Family* brand of palm olein, was completed during the year. Contestants from different regions took part in the 12 rounds and Grand Finale, all of which were aired on the ATN Bangla television channel. The emphasis was on the nutritional attributes of Malaysian palm oil and its suitability for use in local dishes. Each hour-long episode featured 30-second commercials on Malaysian palm oil. The backdrop, banners, promotional materials, flyers and competition set carried MPOC's name and logo.



Print Media Campaign

This comprised periodic placement of articles and recipes in leading dailies and magazines to widen awareness of palm oil and its uses, as well as to provide trade data on imports and consumption.



09/Apr



Expert Panel & Technical Seminar on Palm Oil, Dhaka

The specialised information disseminated was targeted at students of the Public Health Faculty of the State University of Bangladesh. As future doctors and nutritionists, they were given factual information on the health benefits of palm oil, the leading edible oil in the domestic market. Based on the outcome of the session, it was evident that many misconceptions had been cleared and confidence restored in the consumption of palm oil. Printed materials were distributed to bolster their knowledge.

Sept-Nov



'MEIZAN– Malaysian Palm Oil Best Chef of the Year – 2016'

The contest was officially launched on Sept 1, with local palm olein brand *MEIZAN* joining MPOC as co-sponsor. The 13 rounds were broadcast from October to November on the ATN Bangla television channel. The project enabled MPOC to expand its awareness campaign on palm oil's nutritional and health advantages, to millions of viewers. The backdrop and promotional materials carried MPOC's name and logo, while a 90-second commercial was aired during each episode.

Middle East of Suez

East


TABLE 1

East of Suez – Oils & Fats Imports (tonnes)

Sources: Oil World, MPOB

¹ Imports from Indonesia (Jan–Oct)² Imports from USA (Jan–Oct), Argentina (Jan–Oct), Brazil (Jan–Nov), Russia (Jan–Dec) & Ukraine (Jan–Dec)³ Imports from USA (Jan–Oct)⁴ Imports from Ukraine (Jan–Dec) & Russia (Jan–Dec)

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
PO – Malaysia	1,402,015	1,084,108	317,907	29.32
PO – Indonesia ¹	481,179	427,700	53,479	12.50
SBO ²	200,100	408,000	-207,900	-50.96
Corn oil ³	128,500	166,600	-38,100	-22.87
SFO ⁴	887,700	878,300	9,400	1.07
Total	3,099,494	2,964,708	134,786	4.55


TABLE 2

East of Suez – Malaysian Palm Oil Imports by Country (tonnes)

Source: MPOB

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
Armenia	10	22	-12	-54.55
Bahrain	9,181	7,692	1,489	19.36
Georgia	8,482	23,888	-15,406	-64.49
Iran	363,221	330,930	32,291	9.76
Iraq	12,229	7,602	4,627	60.87
Jordan	33,595	30,543	3,052	9.99
Kuwait	24,422	29,065	-4,643	-15.97
Oman	8,000	19,439	-11,439	-58.85
Qatar	7,157	4,281	2,876	67.18
Saudi Arabia	177,161	67,081	110,080	164.10
Turkey	657,001	398,729	258,272	64.77
UAE	66,055	76,805	-10,750	-14.00
Yemen	35,501	88,031	-52,530	-59.67
Total	1,402,015	1,084,108	317,907	29.32


TABLE 3

East of Suez – Malaysian Palm Kernel Oil Imports by Country (tonnes)

Source: MPOB

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
Armenia	12	0	12	100.00
Bahrain	94	298	-204	-68.46
Georgia	962	1,976	-1,014	-51.32
Iran	18,014	21,469	-3,455	-16.09
Iraq	1,195	745	450	60.40
Jordan	2,461	3,832	-1,371	-35.78
Kuwait	1,471	4,910	-3,439	-70.04
Oman	954	1,295	-341	-26.33
Qatar	258	152	106	69.74
Saudi Arabia	11,980	10,162	1,818	17.89
Turkey	65,688	42,124	23,564	55.94
UAE	11,108	11,169	-61	-0.55
Yemen	1,668	2,077	-409	-19.69
Total	115,865	100,209	15,656	15.62

The East of Suez sub-region increased its oils and fats intake by 134,786 tonnes (4.55%) to 3.09 million tonnes, compared to 2.96 million tonnes in 2015 ([Table 1](#)). This mainly constituted palm oil consignments.

Malaysian palm oil imports rose to 1.4 million tonnes, or by 317,907 tonnes (29.32%) year-on-year ([Table 2](#)). Turkey was the biggest importer with 657,001 tonnes, an increase of 258,272 tonnes (64.77%). Import growth was also seen in Saudi Arabia (by 110,080 tonnes), Iran (by 32,291 tonnes), Iraq (by 4,627 tonnes), Jordan (by 3,052 tonnes), Qatar (by 2,876 tonnes) and Bahrain (by 1,489 tonnes).

In contrast, Yemen's imports fell drastically by 52,530 tonnes (59.67%). Lower volumes were also registered in Georgia (by 15,406 tonnes), Oman (by 11,439 tonnes) UAE (by 10,750 tonnes) and Kuwait (by 4,643 tonnes).

East of Suez imported 115,865 tonnes of Malaysian palm kernel oil, or 15,656 tonnes (15.62%) more than in 2015 ([Table 3](#)). Of this, Turkey absorbed 65,688 tonnes, stepping up intake by 23,564 tonnes (55.94%). Saudi Arabia took up 11,980 tonnes, which added 1,818 tonnes (17.89%) to its volume. The UAE imported 11,108 tonnes, representing a slight drop of 61 tonnes (0.55%) year-on-year. Kuwait, Bahrain, Georgia, Oman and Yemen were among countries with a lower volume of imports.

Middle East

MARKET OVERVIEW

East of Suez

Middle East East of Suez

10-13/Feb



**ANFAS
Food Products
Exhibition, Antalya,
Turkey**

Over 400 companies from 12 countries exhibited products and services at this key food and beverage exhibition. The 50,000 visitors included some 1,500 foreigners. Malaysian palm oil already enjoys a price advantage in Turkey under a Free Trade Agreement with Malaysia. The exhibition extended opportunities for palm-based products to find a firmer footing in the market. MPOC Istanbul also promoted Malaysia-Turkey Palm Oil Seminar to be held in Turkey in May and the Palm Oil Trade Fair and Seminar (POTS) in Kuala Lumpur in October, by distributing flyers and brochures.

21-25/Feb



**Gulfood,
Dubai, UAE**

MPOC joined 69 companies at the Malaysia Pavilion coordinated by MATRADE. Eezdee Intrade Sdn Bhd, Nutrix Plantation Sdn Bhd, Delima Oil Products Sdn Bhd and Agri Asia Group Sdn Bhd shared the MPOC booth to promote palm products for cooking, vegetable ghee and margarine. Some 310 enquiries were received, including some on hydrogenated palm kernel oil and soap.

16-17/May



Malaysia-Turkey Palm Oil Seminar, Istanbul, Turkey

The timing of the event was useful, given that Malaysian palm oil imports by Turkey had grown at an exponential rate exceeding 400% in 2015. There were seven sponsors, six exhibitors and participation by more than five major associations in the palm oil supply chain. The 246 participants were from Turkey and neighbouring countries like Romania, Bulgaria, Georgia, Azerbaijan, Iran and Egypt. Also present were traders dealing with Iraq and several Indonesian companies.

Jan-Dec

Public Relations & Market Assessment Programme, Iran

Efforts were made to improve communications with trade bodies, industry players and government agencies. Market assessment measures allowed MPOC to keep abreast of developments in the oils and fats sector in Iran.

26-31/Aug



International Fair, Izmir, Turkey

The fair enabled MPOC Istanbul to promote palm oil to a global audience, with some 40,000 visitors attending the event. Promotional materials were distributed to publicise the Palm Oil Trade Fair and Seminar to be held in Kuala Lumpur in October.

Jan-Dec

Digital Palm Oil Info & Network Centre

MPOC's regional website was supported by the social networking site Facebook to enhance interaction with target groups. Updates on the Malaysian palm oil industry were posted online daily or weekly. MPOC also provided information on its programmes. More than 17,000 Facebook followers had been recorded by the end of the year.

Middle East West of Suez

 TABLE 1
West of Suez - Oils & Fats Imports (tonnes)

Sources: Oil World, MPOB
¹ Imports from Indonesia (Jan-Oct)
² Imports from USA (Jan-Oct), Argentina (Jan-Oct), Brazil (Jan-Nov), Russia (Jan-Dec) & Ukraine (Jan-Dec)
³ Imports from USA (Jan-Oct)
⁴ Imports from Ukraine (Jan-Dec) & Russia (Jan-Dec)

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
PO – Malaysia	544,094	524,524	19,570	3.73
PO – Indonesia ¹	978,800	961,700	17,100	1.78
SBO ²	1,273,900	889,200	384,700	43.26
Corn oil ³	50,400	106,000	-55,600	-52.45
SFO ⁴	414,200	414,500	-300	-0.07
Total	3,261,394	2,895,924	365,470	12.62

 TABLE 2
West of Suez - Malaysian Palm Oil Imports by Country (tonnes)

Source: MPOB

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
Algeria	32,101	31,292	809	2.59
Cyprus	151	354	-203	-57.34
Djibouti	80,213	54,764	25,449	46.47
Egypt	151,649	209,524	-57,875	-27.62
Eritrea	7,512	4,816	2,696	55.98
Ethiopia	136,232	94,050	42,182	44.85
Lebanon	8,254	9,460	-1,206	-12.75
Libya	413	73	340	465.75
Morocco	25,106	22,069	3,037	13.76
Somalia	80,381	61,306	19,075	31.11
Sudan	3,422	5,377	-1,955	-36.36
Syria	8,224	15,986	-7,762	-48.55
Tunisia	10,436	15,452	-5,016	-32.46
Total	544,094	524,524	19,570	3.73

The 3.26 million tonnes of oils and fats imported consisted of palm oil, soybean oil, corn oil and sunflower oil (Table 1). The combined increase in volume was 365,470 tonnes (12.62%) higher than in 2015.

Palm oil supplies by both major producers expanded slightly to over 1.52 million tonnes, based on available data. Soybean oil imports stood at 1.27 million tonnes, an increase of 384,700 tonnes (43.26%). The intake of corn oil was halved by 55,600 tonnes (52.45%).

Malaysia supplied 544,094 tonnes of the sub-region's palm oil requirements, or 19,570 tonnes (3.73%) more than in the previous year (Table 2). Egypt emerged as the top importer with 151,649 tonnes, although this reflected a drop of 57,875 tonnes (27.62%). Ethiopia took up 136,232 tonnes, or an increase of 42,182 tonnes (44.85%), while Somalia (80,381 tonnes) and Djibouti (80,213 tonnes) were among countries that boosted their imports. Lower import volumes were seen in Cyprus, Syria, Sudan, Tunisia and Lebanon.



MARKET
OVERVIEW

West of Suez

Middle East

The logo features the word "Middle" in large green letters, "East" in large green letters, and "West of Suez" in red letters. To the left of "Middle" and "East", the words "MARKET" and "OVERVIEW" are stacked vertically in smaller green letters. A vertical line connects the "M" of "Middle" and the "E" of "East".

Middle East

17/Feb

Seminar on Food Hygiene & Safety, Cairo, Egypt

MPOC Cairo sponsored the seminar conducted by the National Research Centre for more than 100 participants from research centres, universities and the food industry. The aim was to educate them on the benefits of palm oil.



West of Suez

23/Feb - 21/Aug



Palm Oil Lecture & Interaction Series, Egypt

Four sessions were conducted in different cities, targeting the domestic catering and hospitality industries. MPOC collaborated with the Egyptian Chefs Association (ECA) to disseminate information on the use of palm oil in cooking. Mr Markus Iten, the ECA Honorary President and Adviser to the Board, delivered a presentation and coordinated cooking demonstrations using palm olein at each location.

- Hurghada: The session on Feb 23 was supported by the United Oil Processing and Packaging Company. It attracted 25 senior chefs from hotels and restaurants in the Red Sea region.
- Luxor: Thirteen senior chefs took part in the programme on March 13.
- Alexandria: Held on May 17, this leg hosted 28 chefs from hotels and restaurant franchises.
- Sharm El-Sheikh: At the session on Aug 21, the emphasis was on the use of palm olein in frying. The 16 participants comprised culinary experts in the hotel catering, food production and restaurant sectors.

23-27/Feb
**Business Visit
to Malaysia**

MPOC Cairo organised the visit for Arabian Food Industries Co to source supplies of palm-based shortening. The company is the dominant Egyptian producer of cheese. Its delegation, led by General Manager Khaled El Damaty, comprised Purchasing Director Ahmed El-Shehemy and Scientific Consultant Dr Adel Gabr Abdel-Razek. They secured arrangements with two Malaysian suppliers to import about 1,500 tonnes of shortening per month.

Apr
**Market
Research in
Ethiopia**

Research was carried out into the prospects for marketing palm oil in Ethiopia. MPOC Cairo analysed relevant logistics and obtained an overview of refining and blending facilities, plant capacities and the distribution network. This will assist in designing effective strategies to improve promotion of palm oil.

Apr
سيدي: احذري اوناى الحديد فى القلى المكرر

**Media
Campaign**

MPOC Cairo's media campaign, undertaken with Innovation PR, utilised the print and social media to educate consumers and raise awareness of the health and nutritional benefits of palm oil. Three newspaper articles were published and 22 online posts were placed.

**Apr-June
'Palm Oil
Family'
Facebook
Campaign,
Egypt**


This featured short-story telling to communicate messages on palm oil with a light-hearted approach. A contest stimulated engagement with Facebook followers, resulting in the number rising from 74,939 in March to 78,871 in April alone. The number of posts stood at 355,568. MPOC Egypt's website witnessed good traffic in April, with visits increasing by 14% compared to March. The average time people spent on the website went up by 45%, while page-views increased by 37%.

Middle East West of Suez

10/Apr

Seminar on 'Challenges Facing the Food Industry', Cairo, Egypt

The National Research Centre organised the seminar for 120 participants representing research centres, universities and the food industry. MPOC Cairo sponsored the event and gave an overview of the Malaysian palm oil industry, as well as on the use of palm oil in food applications.

15-16/Apr



'Cairo Bites' Consumer Event, Cairo, Egypt

Participation in this event, the country's largest food festival, helped promote the advantages of using palm oil in food products. MPOC Cairo collaborated with the Egyptian Chefs Association to hold cooking demonstrations using palm olein.

04-07/May



Food Africa,
Cairo,
Egypt

The international food and beverage trade fair serves markets in Egypt and North Africa. With 287 exhibitors from 30 countries, it was a platform for MPOC Cairo to interact with food manufacturers and build business relations with industry players.

May

Palm Oil Facebook Campaign, Egypt

Themed 'Palm oil is always with you', the educational campaign was aimed at making a link with hundreds of palm-based consumer products sold in grocery outlets and supermarkets. A professional photographer was engaged to create a photo-profile of popular products containing palm oil. MPOC Cairo incorporated its new palm oil logo in a series of posts highlighting different categories of products, like chocolates, biscuits, cooking oil and vegetable ghee. The posts were designed for interaction by asking followers questions about their favourite products. As at May, the Facebook page had 79,850 fans.

12/May



Familiarisation Session on Palm Oil, Cairo, Egypt

MPOC Cairo conducted the session at the Arabian Food Industries Co to educate staff members on the attributes and food applications of palm oil. The company, established in 1989, is a leading manufacturer of cheese and dairy products. MPOC Cairo collaborated with its Scientific Adviser, Dr Adel Gabr Abdel Razek, in implementing the programme.

The 15 staff members who attended were from the production, quality control and research and development departments. They were briefed on MPOC's role and the Malaysian palm oil industry; palm oil and derived products; and general characteristics of vegetable fats. A discussion session followed.

June



Ramadan Palm Oil Facebook Campaign

MPOC Cairo's Facebook fans were asked to submit photos of any cooking oil brand that contains palm olein, also indicating where they had bought it and the cost. They were then eligible to participate in a lucky draw. The campaign helped meet two objectives – to heighten consumer awareness; and to survey cooking oil products in the market place. Using the MPOC Egypt website as a landing page for the contest resulted in higher traffic in June, with 1,758 visits. Of these, 53% were via the Facebook link.

June–July



Print Media Campaign

The palm oil outreach campaign saw the placement of six full colour advertisements over the period covering Ramadan and Eid-Al-Fitr, to capitalise on intensified demand for oils and fats. The advertisements were published in popular Arabic and English magazines.

Middle East

July–Sept

Website Redevelopment & Enhancement Initiative, Egypt

MPOC Cairo widened the popularity of its website by improving the Arabic content; encouraging visits; and making it the go-to platform for information on palm oil. Search Engine Optimisation was designed to improve the page-ranking of the website and organic search function. In July, organic searches made up 89% of the total, compared to 28% in June. The number of visitors over the three months went up to 29,549, compared to 4,067 in 2015.

03/Oct



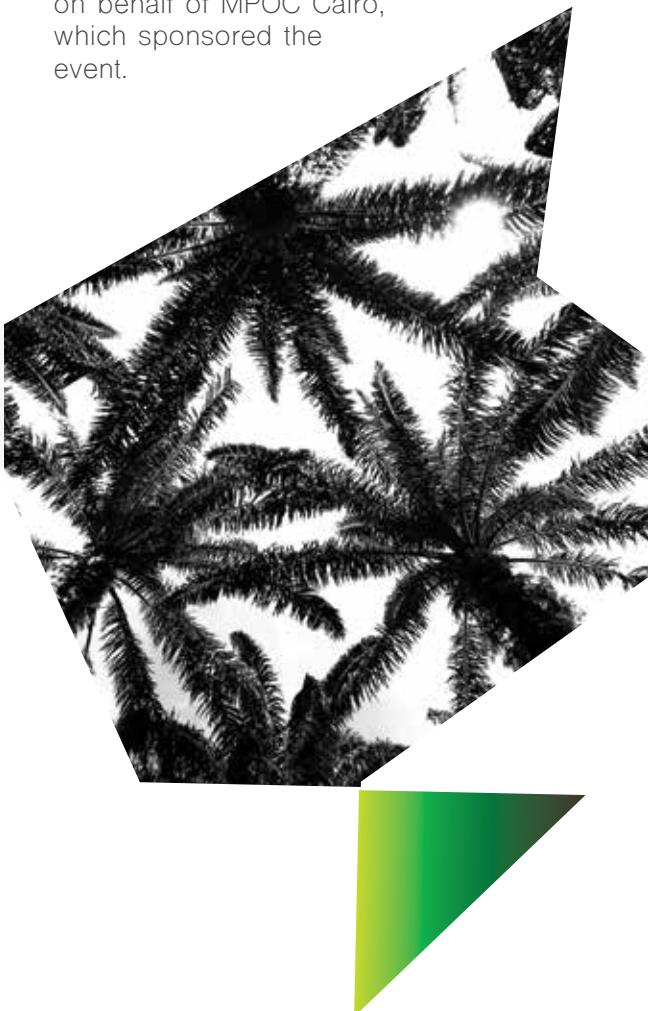
Workshop on Palm Oil & Oleochemicals, Giza, Egypt

This was a collaborative project between MPOC Cairo and Oleo Misr, a producer of edible oils and fats. The goal was to explore and develop the market for palm-based oleochemicals in Egypt through promotional activities. The workshop was on applications of palm-based oleochemicals, from both the academic and industrial perspective. The latest information and research findings were shared with 55 participants.

12–15/Oct

6th International Conference on Food Industries & Nutrition, Sharm El Sheikh, Egypt

The National Research Centre (NRC) organised the conference for food scientists from academic and research institutions; stakeholders in the oils and fats sector; government officials; and representatives of food service establishments. NRC member Dr Adel Gabr Abdel-Razek delivered a paper on 'Positive attributes required of edible oil used in deep-frying applications' on behalf of MPOC Cairo, which sponsored the event.



29/Nov - 02/Dec

Visit by FGV Delegation, Cairo, Egypt

MPOC Cairo organised the visit for Felda Global Ventures Holdings Bhd to enable the company to assess Egypt's oils and fats market, and explore investment and joint-venture opportunities for palm oil bulk storage and re-export. Chief International Business Officer Denys Collin Munang and Head of Product Development & Export Processes Sean Andrew Labansin led the delegation, which held meetings with seven companies.

14-17/Dec



Maghreb International Food Exhibition, Casablanca, Morocco

MPOC Cairo renewed participation in the event after a hiatus of four years. On show were food products and ingredients, as well as machinery for food processing, by 180 exhibitors from 18 countries. The information obtained will be utilised in expanding the market for palm oil.

21/Dec

Workshop on 'Future Trends in the Utilisation of Oil Crops', Cairo, Egypt

The Fats and Oils Department of the National Research Centre conducted the workshop, which MPOC Cairo sponsored. Research centres, universities and the food industry sent a total of 65 participants.

26/Dec



Workshop on 'Recent Trends in Dairy Products Based on Vegetable Oils', Dokki, Egypt

MPOC Cairo sponsored the event and delivered a presentation on 'Utilisation of palm oil and its fractions in the production of dairy products' to explain the importance, characteristics and attributes of palm oil. The workshop, organised by the Food Technology Research Institute, brought in 120 participants from research centres, universities, and the oils and fats sector.

Europe



**EU-28
– Oils & Fats
Imports (tonnes)**

Sources:
Oil World, MPOB

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
SBO – EU-28	301,000	302,000	-1,000	-0.33
SFO – EU-28	1,548,000	984,000	564,000	57.32
RSO – EU-28	205,000	230,000	-25,000	-10.87
PO – Malaysia	2,059,207	2,432,504	-373,297	-15.35
PO – Indonesia & Others	5,066,793	4,938,496	128,297	2.60
Total 4 major oils	9,180,000	8,887,000	293,000	3.30



**Europe
– Malaysian
Palm Oil
Imports (tonnes)**

Source: MPOB

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
EU-28	2,059,207	2,432,504	-373,297	-15.35
Non-EU	57,343	182,225	-124,882	-68.53
Total Region	2,116,550	2,614,729	-498,179	-19.05



**Europe
– Malaysia
Palm Oil
Imports by
Selected
Countries
(tonnes)**

Source: MPOB

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
Netherlands	1,022,060	1,446,930	-424,870	-29.36
Sweden	99,624	94,157	5,467	5.81
Germany	67,645	98,559	-30,914	-31.37
Italy	436,881	401,949	34,932	8.69
Denmark	53,094	51,425	1,669	3.25
Spain	249,533	227,945	21,588	9.47
UK	39,991	45,618	-5,627	-12.34
Russia	23,570	48,677	-25,107	-51.58
Ukraine	27,553	127,746	-100,193	-78.43
Others	96,599	71,723	24,876	34.68
Total Region	2,116,550	2,614,729	-498,179	-19.05



**EU-28
– Malaysian
Palm Oil
Imports by
Product
(tonnes)**

Source: MPOB

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
CPO/CPL/CPS	1,223,800	1,667,083	-443,283	-26.59
RBD PO	121,589	54,323	67,266	123.83
RBD PS	216,763	247,582	-30,819	-12.45
RBD PL	132,721	91,242	41,480	45.46
PFAD/PAO	184,972	171,589	13,383	7.80
Others	179,361	200,686	-21,324	-10.63
Total	2,059,207	2,432,504	-373,297	-15.35

The volume of four major vegetable oils imported by the EU-28 rose by 293,000 tonnes (3.3%), due mainly to a 57.32% surge in sunflower oil imports from Ukraine ([Table 1](#)). This followed implementation of a Free Trade Agreement from Jan 1, giving Ukraine preferential access to the EU market. Additionally, sunflower oil prices enjoyed a wide discount *vis-a-vis* rapeseed oil in Europe, leading to higher uptake, primarily in the food sector.

The EU-28 doubled its palm oil imports from Ivory Coast between January and August. *Oil World* attributed this to declining palm oil imports from Southeast Asia, due to foreign exchange shortages and the weakness of local currencies. This development is seen to have helped intensify palm oil production in Ivory Coast and to improve its competitiveness.

Palm oil maintained its market share as a preferred feedstock for biodiesel production at the expense of rapeseed oil and other oils. However, demand declined in the food sector. This was a result of preference for sunflower oil because of the narrowing gap in price against that of palm oil.

Soybean oil imports fell slightly by 0.33%, while rapeseed oil intake went down by 10.87%. Consumption of rapeseed oil fell short of expectations because of industry shifts to palm oil and other feedstock for biofuels, and to sunflower oil for food products.

Palm oil imports were driven by demand for energy purposes and to supplement insufficient local supplies of rapeseed oil. Malaysian palm oil

imports dropped by 498,179 tonnes (19.05%) to 2.12 million tonnes for the year ([Table 2](#)). The EU-28 absorbed 373,297 tonnes (15.35%) less to record 2.06 million tonnes, while the non-EU region reduced intake by 124,882 tonnes (68.53%) to register 57,343 tonnes.

Demand for Malaysian palm oil was affected by bigger imports of sunflower oil from Ukraine and Russia, both of which registered a large output during the year. Exceptionally attractive prices and increased domestic supply – due to higher-than-expected imports and crushing of seed – drove consumption of sunflower oil in the region.

Russia's intake of Malaysian palm oil went down to 23,570 tonnes (by 51.58%) from 48,677 tonnes a year earlier ([Table 3](#)). Ukraine's imports similarly fell to 27,553 tonnes (by 78.43%) from 127,746 tonnes previously. Apart from the price competitiveness of sunflower oil, there was stiff competition from Indonesian palm oil suppliers who dominated the Russian market. This had a bearing on imports from Malaysia and via the Netherlands.

Overall demand for Malaysian palm oil products in the EU-28 fell by 373,297 tonnes (15.35%) to register 2.06 million tonnes ([Table 4](#)). Crude palm oil and derived products showed the biggest drop to stand at 1.22 million tonnes, or 443,283 tonnes (26.59%) less than in 2015. The RBD palm oil volume improved by 67,266 tonnes (123.83%) to 121,589 tonnes. RBD palm olein imports went up to 132,721 tonnes, or by 41,480 tonnes (45.46%).

Europe

Jan-Dec

Meetings of Malaysian Agencies, Brussels, Belgium

At the monthly meetings, heads of agencies presented updates on bilateral trade matters. MPOC provided current data on palm oil exports and issues relating to marketing of the commodity. The meetings were chaired by H.E. Dato' Nafisah Mohamed, Malaysia's Ambassador to Belgium, Luxembourg and the EU.

Jan-Dec

Palm Oil Educational Quiz Contest, Russia

Leading publisher Burda Media was engaged to conduct the contest via its online and publishing units. This targeted women aged 24-40 with an interest in travel. More than 10,000 page-views were generated, while 3,705 entries were submitted. The main prize was a week's tour to Malaysia for the winner and her family.



18-19/Jan

Conference on Fuels of the Future, Berlin, Germany

The annual conference served as a meeting point for international players in the biofuels industry, including producers, certifiers, traders, the trade press and political stakeholders. MPOC Brussels obtained updated information on Germany's greenhouse gas reduction obligations, introduced a year ago. The domestic industry has since expressed dissatisfaction with the political approach toward reducing emissions in transport and the role of biofuels in this regard.

27/Jan

Meeting with Italian Palm Oil Union, Rome, Italy

MPOC Brussels attended the annual meeting which discussed activities to promote palm oil in Italy during the year. These were a consumer advertisement campaign, creation of a website, television commercials, press advertisements, social media messages, radio interviews and efforts to rebalance the debate on the health and nutritional aspects of palm oil. Members of the union comprise prominent food manufacturers, the Association of Confectionery and Pasta Industries, Association of Oil Industries and Association of Food Product Industries. They have a goal of using only 100% sustainable palm oil by 2020.

05-07/Feb

3rd Salon du Chocolat, Brussels, Belgium

MPOC Brussels shared a booth with the European Sustainable Palm Oil Advocacy Group at the event themed 'Cacao Expressions, Chocolate Innovations'. Major brands such as *Neuhaus*, *Godiva*, *Galler* and *Leonidas* were among the 80 exhibitors, together with emerging brands like *Didier* and *Joost Smeets Arijs*. Close to 10,000 visitors visited the exhibition over the three days.

15/Mar

Workshop on Palm Oil, Prague, Czech Republic

This was held in the Lower Chamber of the Czech Parliament to discuss issues linked to palm oil in the human diet; the chemistry of palm oil; environmental effects of oil palm cultivation; and use of palm oil in biofuels. The workshop was an initiative of Olga Havlova, Vice-Chair of the Agricultural Committee. MPOC Brussels attended the session to keep tabs on the ongoing debate.

17/Mar

Public Hearing on Palm Oil & Deforestation, Brussels, Belgium

This was organised by the Committee on Environment, Public Health and Food Safety of the European Parliament. It allowed Members of the European Parliament to exchange views with environmental experts on what the EU can do to curb deforestation. MPOC Brussels attended the hearing, which turned out to be a 'closed' session, to monitor the outcomes.

Apr-June



Meetings & Industry Events, Ukraine & Russia

Interaction with the oils and fats industry helped MPOC Moscow widen its network of contacts and to obtain information on the latest market-related developments.

- A meeting was held with industry representatives in Ukraine from April 7–9 to consider fresh challenges for palm oil in the domestic market.
- A seminar for the confectionery industry was held from April 13–14 in Voronezh, Russia, by dominant tropical oils importer EFKO Group. MPOC Moscow delivered a paper on 'Applications of tropical oils in formulations of specialty fats for the confectionery industry'. The 50 participants were from Russia and the CIS region.
- At an annual International Conference in Sochi, Russia, held from May 31 to June 3, MPOC Moscow addressed 200 participants on issues linked to negative campaigns in the media that target palm oil.
- The same paper was delivered to 30 palm oil importers from Russia and the CIS region at an annual seminar organised by EFKO Group from June 8–10.

Europe

13/Apr

Platt's 5th Biofuels Seminar, Geneva, Switzerland

MPOC Brussels attended the seminar which examined what is in store for the European biofuels industry after 2020. Participants were confident that biofuels will remain in the fuel transport mix and will continue to receive support at the European level.

20-27/Apr



Palm Oil Mission to Belgium & France, Brussels & Paris

MPOC Brussels made arrangements for the 10-member Malaysian delegation comprising representatives of the Ministry of Plantation Industries and Commodities, MPOB and MPOC headquarters. They held bilateral and business meetings in France and Belgium.

In France, discussions with the authorities and parliamentarians covered Malaysia's objections to the palm oil tax passed by the National Assembly on March 18. At a networking dinner in Brussels, the delegation interacted with key members of the European Palm Oil Alliance, the EU and European Commission, and the oils and fats industry. This enabled a better grasp of the protectionist agenda that has led to an anti-palm oil campaign in parts of Europe.

23-26/May



Dairy Olympics, Baku, Azerbaijan

MPOC Moscow sponsored the conference organised by *Dairy News Agency* for 150 producers and processors of dairy products, food scientists and providers of technological solutions. The Azerbaijan Ministry of Agriculture; Russian Federation State Duma Committee on Agriculture; Commission on the Agricultural Sector and Development of Rural Areas of the Russian Federation; and Civic Chamber supported the event.

09/June



4th RSPO European Conference, Milan, Italy

The Roundtable on Sustainable Palm Oil selected '100% certified sustainable palm oil by 2020: A climate change imperative' as the conference theme. MPOC Brussels was among some 300 participants consisting of representatives of governments and interested NGOs, as well as oil palm growers, traders, investors, food manufacturers, retailers and academics.

The RSPO unveiled new traceability and transparency tools in its certification process. It also stressed that trust and transparency are key to transforming the acceptance of palm oil in the global market. RSPO certification was promoted as an essential tool in implementing the sustainability and climate change commitments of players in the supply and use of palm oil. The data presented showed that 2.8 million tonnes of RSPO-certified palm oil had been sold in 2015. Of this, about 1.9 million tonnes were shipped to Europe alone.

21-25/Aug

18th World Congress of Food Science & Technology, Dublin, Ireland

The MPOC headquarters delivered two poster presentations – on food innovation and food sustainability – at the biennial event organised by the International Union of Food Science and Technology. Over 1,000 participants from 90 countries attended this time around. The theme was 'Greening the global food supply chain through innovation in food science and technology'. More than 1,000 abstracts were available on food innovation, the supply chain, sustainability, food safety and food security, among other hot-button topics. An inaugural Global Food Summit was also held.

26/Aug - 07/Sept



Palm Oil Roadshow in Balkan Region

The region shows much potential for use of palm oil. MPOC Brussels worked with the Marketing and Market Development Division at the head office to promote Malaysian palm oil in Croatia, as well as in Bosnia and Herzegovina. Meetings with industry stakeholders and factory visits were arranged, as the Malaysian delegation included representatives of Sime Darby Plantation Sdn Bhd, Intercontinental Specialty Fats Sdn Bhd, Inno-Wangsa Oils and Fats Sdn Bhd, Eezdee Intrade Sdn Bhd, IOI Loders Croklaan, Sime Darby Unimills and MATRADE. BizMatch sessions drew a total of 25 Balkan companies, while networking dinners attracted 100 local participants.

Europe

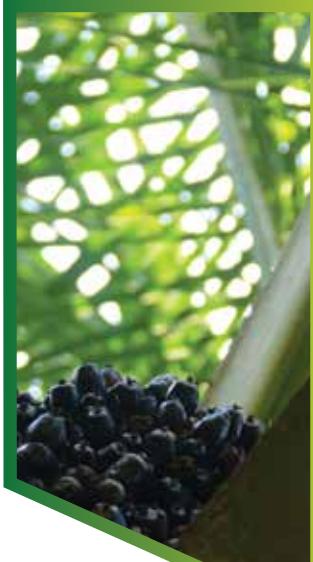
30/Sept



'Cooking with Palm Oil' Master Class, Moscow, Russia

The session was conducted in Europe's largest culinary studio to showcase the technical attributes of palm oil as cooking oil, especially for frying. A chef demonstrated a three-course dinner, explaining the use and functions of palm oil. The 13 participants, comprising journalists and bloggers, then prepared the meal. Each received a certificate of completion. They also took the opportunity to gather information on palm oil, with 11 reports being published.

23/Nov



Roundtable Discussion, Moscow, Russia

MPOC Moscow conducted the session for 42 journalists, in the wake of press reports on the presence of the contaminants 3MCPD and its glycidyl esters in oils and fats. This was a finding of the European Food Safety Agency, which had released its report in the middle of the year. To address the concerns of end-users and consumers, MPOC's Media Panel provided clarity in relation to palm oil and responded to questions.

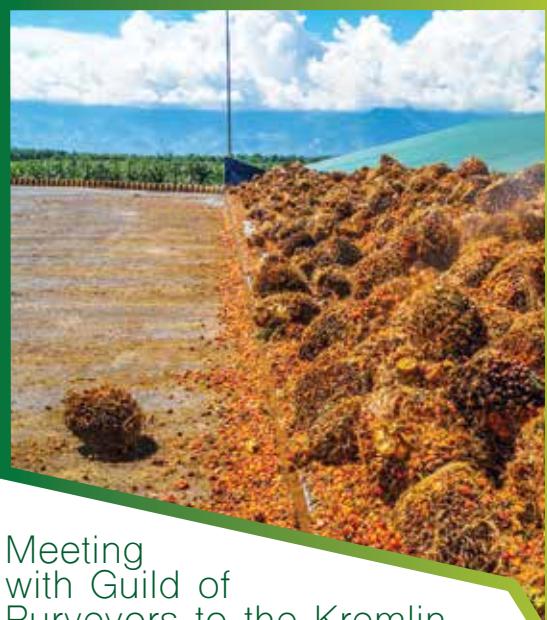
29/Nov - 01/Dec



Health & Natural Ingredients Exhibition, Frankfurt, Germany

The focus was on healthy, organic and natural ingredients for food formulations. The exhibition, organised by UBM, brought in 500 exhibitors and more than 10,000 visitors from 100 countries. MPOC's booth displayed infographics on Malaysian red palm oil and tocotrienols, while Sime Darby Plantation Sdn Bhd promoted its palm-based products. Visitors showed interest in these items, as well as in shortening, palm olein, palm kernel expeller and Vitamin A beta-carotene for various applications including body-care products.

16/Dec



Meeting with Guild of Purveyors to the Kremlin, Moscow, Russia

The Guild has a voluntary certification system to promote standards and quality control systems in Russia's food industry. MPOC Moscow's discussion was on ways to elevate consumer trust in palm oil.

Jan-Dec

Media & Social Media Campaigns, Russia

Information on palm oil was channelled to consumers via television, newspapers and accounts on Facebook, Twitter and Vkontakte. The MPOC Moscow representative appeared 12 times on federal television channels to speak against anti-palm oil labelling and a proposed excise tax on palm oil.

Jan-Dec

Social Media Campaign, Belgium

MPOC Brussels worked on improving consumer awareness on Malaysian palm oil through campaigns and informative posts via its social media accounts. As at December, there were 1.1 million 'Likes' on Facebook, 2,500 followers on Twitter and 23,000 stakeholders on LinkedIn. Posts were uploaded in French, Dutch and German to expand interaction.

Africa

 TABLE 1
Africa - Oils & Fats Imports (tonnes)

Sources: Oil World, MPOB
 *Jan-Oct
 **Jan-Aug
 ***Jan-Sept

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
PO – Malaysia	2,106,836	2,007,608	99,228	4.94
PO – Indonesia*	1,594,000	2,204,000	-610,000	-27.68
PO – Singapore**	10,000	19,800	-9,800	-49.50
SBO***	195,000	214,000	-19,000	-8.88
Others***	238,000	229,000	9,000	3.93
Total	4,143,836	4,674,408	-530,572	-11.36

 TABLE 2
Africa - Palm Oil Imports from Major Producers (tonnes)

Sources:
 MPOB, Oil World
 *Jan-Oct

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
PO – Malaysia	2,106,836	2,007,608	99,228	4.94
PO – Indonesia*	1,594,000	2,204,000	-610,000	-27.68
Total	3,700,836	4,211,608	-510,772	-12.13

 TABLE 3
Africa - Malaysian Palm Oil Imports by Country (tonnes)

Source: MPOB

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
Tanzania	374,435	240,098	134,337	55.95
Benin	311,308	349,957	-38,649	-11.04
Mozambique	208,894	108,876	100,018	91.86
Ghana	202,566	163,430	39,136	23.95
South Africa	192,130	167,438	24,692	14.75
Nigeria	186,840	229,560	-42,720	-18.61
Kenya	126,171	139,321	-13,150	-9.44
Angola	90,910	171,059	-80,149	-46.85
Guinea	57,660	27,917	29,743	106.54
Madagascar	57,643	51,337	6,306	12.28
Mauritania	55,229	44,626	10,603	23.76
Others	243,050	313,989	-70,939	-22.59
Total in Region	2,106,836	2,007,608	99,228	4.94

 TABLE 4
Africa - Malaysian Palm Oil Imports by Product (tonnes)

Source: MPOB

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
CPO/CPL/CPS	898,002	724,019	173,983	24.03
RBD PO	39,212	24,116	15,096	62.60
RBD PL	951,711	1,040,609	-88,898	-8.54
RBD PS	59,835	50,108	9,727	19.41
CO, DFPL/Super Olein	99,354	106,849	-7,495	-7.01
PFAD	52,634	51,929	705	1.36
Others	6,088	9,978	-3,890	-38.99
Total	2,106,836	2,007,608	99,228	4.94

The estimated 4.14 million tonnes of oils and fats imported by Sub-Saharan African countries mainly comprised palm oil and soybean oil ([Table 1](#)). Based on available data, the volume was lower by 530,572 tonnes (11.36%) compared to a year earlier. Malaysian palm oil held a 50.84% share of the imports.

Indonesia and Malaysia supplied 3.7 million tonnes of palm oil to the region ([Table 2](#)). This reflected a decline of 510,772 tonnes (4.58%) due to a fall in Indonesia's market-share. Malaysian palm oil imports went up by 99,228 tonnes (4.94%) to 2.11 million tonnes. The switch in supply was prompted by the marginal price difference of US\$5-10 per tonne between the two producers' output.

Tanzania was the region's largest importer of Malaysian palm oil with a volume of 374,435 tonnes, or 134,337 tonnes (55.95%) higher than in 2015 ([Table 3](#)). As the country's annual refining capacity has increased to 1.7 million tonnes, strong demand was sustained for crude palm oil (CPO) and crude palm olein (CPL) – these made up 85% of Malaysian palm oil imports for the year.

Benin (311,308 tonnes) and Mozambique (208,894 tonnes) were the other two key importers, followed by Ghana (202,566 tonnes) and South Africa (192,130 tonnes). About 91% of Ghana's imports were in the form of CPL.

CPO, CPL and crude palm stearin imports from Malaysia increased to 898,002 tonnes (up by 24.03%) compared to 724,019 tonnes in 2015 ([Table 4](#)). Tanzania, Ghana and Mozambique jointly increased intake of CPO and CPL to 610,637 tonnes, against 380,324 tonnes in 2015. The volume also made up 68% of the region's imports of these products.

RBD palm olein and cooking oil contributed about 49.89% of imports, but both products registered a lower volume at 951,711 tonnes and 99,354 tonnes respectively. The biggest buyers of RBD palm olein were Benin, South Africa, Tanzania and Kenya.

Africa

Jan-Dec



Consumer Outreach Roadshow, Kwazulu Natal, South Africa

MPOC conducted five palm oil roadshows with the help of Chefs Asha Maharaj and Shaan Singh. The roadshows targeted women's focus groups, end-users like food manufacturers, and consumers including parents and teachers. The activities comprised cooking demonstrations, food tasting, quiz contests and presentations.

Mar-Dec



'Cooking for Pleasure' Talk Show, Durban, South Africa

The programme saw 43 episodes being aired during the year. An on-air quiz contest and a Facebook competition were held in September, and four winners were selected. MPOC Durban used the talk show to highlight upcoming events, share recipes and tips on using palm oil. Recipes from the programme were posted on Facebook, recording more than 400,000 'Likes'.

01-05/Mar

Market Visit to Lagos, Nigeria

This helped update trade developments and facilitate understanding of the country's current policy and regulations on oils and fats.

Meetings were held with several local players. A BizMatch session was arranged in cooperation with MATRADE, between RedStar Oil and Gas Ltd (Nigeria) and Malaysian companies Delima Oil Products Sdn Bhd, Soon Soon Oil Mills Sdn Bhd and Mewah-Oils Sdn Bhd.

26-29/May

Good Food & Wine Show, Cape Town, South Africa

MPOC Durban worked with Sime Darby Hudson & Knight (Pty) Ltd and Africa Palm Oil Refineries to promote their brands to end-users and consumers. Cooking demonstrations – followed by food tasting – were held by local chef Zaharah Adam Davids, who used the *Holsum* and *Supacrisp* brands of palm olein in the dishes. About 350 visitors were recorded over the three days.

19-21/_{June}



**Agri-Food
Exhibition/
Africa Big Seven
Exhibition,
Johannesburg,
South Africa**

Participating alongside Sime Darby Hudson & Knight (Pty) Ltd and Premium Vegetable Oils Sdn Bhd, MPOC Durban set up BizMatch meetings for them during the event. H.E. Dato Baduddin AB Rahman, Malaysia's High Commissioner to South Africa, visited the booth. About 300 visitors received information on palm oil in food and non-food applications, with some taking a special interest in the nutritional and health benefits.

29-31/_{July}



**Good
Food &
Wine Show,
Johannesburg,
South Africa**

Joint participation by MPOC Durban and Sime Darby Hudson and Knight (Pty) Ltd enabled promotion of the *Holsom* and *Crispa Palm* brands of palm oil. Chefs Ana Michela De Figueiredo and Christo used the products in their cooking demonstrations. Social media engagement was carried out via Facebook during the event, which drew about 300 visitors to the booth.

28-30/_{Oct}



**Good
Food &
Wine Show,
Durban, South
Africa**

MPOC invited the four winners from the 'Cooking for Pleasure' quiz and Facebook contests to compete in the 'Battle of the Chefs' contest held at the booth. Chefs Asha Maharaj and Shaan Singh were the judges. The contest highlighted the versatility of palm olein against soft oils to a total of 300 visitors.

09/_{Oct}

Africa Buyer-Seller Mission to Kuala Lumpur, Malaysia

Three potential buyers from Africa – SONACOS (Senegal), Avnash Industries (Ghana) and Obooma Farm Products Ltd (Ghana) – attended the Palm Oil Trade Fair and Seminar held in Kuala Lumpur. Their representatives met with Malaysian exporters of CPO and refinery equipment.

Americas

 TABLE 1
Americas – Oils & Fats Imports (tonnes)

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
PO – Malaysia	671,533	793,229	-121,696	-15.34
PO – Indonesia*	844,000	717,000	127,000	17.71
SBO**	2,034,000	2,164,000	-130,000	-6.01
Total	3,549,533	3,674,229	-124,696	-3.39

Sources: Oil World, MPOB
*Jan-Oct
**Jan-Dec 2016F

 TABLE 2
Americas Malaysian Palm Oil Imports (tonnes)

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
Canada	14,739	11,775	2,964	25.17
USA	590,030	703,482	-113,452	-16.13
Other Americas	66,764	77,972	-11,208	-14.37
Total	671,533	793,229	-121,696	-15.34

Sources: MPOB

 TABLE 3
Americas – Malaysian Palm Oil Imports by Product (tonnes)

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
RBD PO	159,713	232,743	-73,030	-31.38
RBD PL	227,284	216,746	10,538	4.86
RBD PS	181,737	196,608	-14,871	-7.56
PFAD	53,592	91,637	-38,045	-41.52
Others	49,207	55,494	-6,287	-11.33
Total	671,533	793,229	-121,696	-15.34

Source: MPOB

 TABLE 4
USA – Palm Oil Imports from Major Producers (tonnes)

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
Malaysia	590,030	703,482	-113,452	-16.13
Indonesia*	570,000	451,000	119,000	26.39
Total	1,160,030	1,154,482	5,548	0.48

Sources: Oil World, MPOB
*Jan-Oct

 TABLE 5
USA – Malaysian Palm Oil Imports by Product (tonnes)

	JAN-DEC '16	Jan-Dec '15	Change (Vol)	Change (%)
RBD PO	134,000	208,080	-74,080	-35.60
RBD PL	203,950	196,742	7,208	3.66
RBD PS	179,529	187,700	-8,171	-4.35
PFAD	53,196	86,147	-32,951	-38.25
Others	19,355	24,814	-5,459	-22.00
Total	590,030	703,482	-113,452	-16.13

Source: MPOB

Countries in this region reduced their imports of oils and fats to 3.55 million tonnes, or by 124,696 tonnes (3.39%) compared to 2015 ([Table 1](#)). Palm oil imports stood at 1.52 million tonnes, which was 5,304 tonnes (0.35%) higher year-on-year. The drop in soybean oil imports – by 130,000 tonnes (6.01%) – was the main factor behind the overall decline in oils and fats imports.

The region imported 671,533 tonnes of Malaysian palm oil, which reflected a drop of 121,696 tonnes (by 15.34%) compared to a year ago ([Table 2](#)). The situation was attributed to higher soybean production in USA and rising competition from Indonesian palm oil.

Malaysian RBD palm olein was the region's preferred product at 227,284 tonnes, followed by RBD palm stearin at 181,737 tonnes and RBD palm oil at 159,713 tonnes ([Table 3](#)). These accounted for 34%, 27% and 24% respectively of the products imported.

Demand for palm oil in USA rose by a slim 0.48% to 1.16 million tonnes ([Table 4](#)). Malaysia contributed 590,030 tonnes of this, but it was lower by 113,452 tonnes (16.13%) over the comparative period. USA dropped two places in its global ranking from a year ago as an importer of Malaysian palm oil. It was seventh after India, China, the Netherlands, Pakistan, Turkey and the Philippines.

USA took up 77% of the region's imports of palm-based products. RBD palm olein (203,950 tonnes), RBD palm stearin (179,529 tonnes) and RBD palm oil (134,000 tonnes) were the most popular items ([Table 5](#)).

MARKET OVERVIEW

Americas

Americas



13–14/Jan

7th Bio-based & Sustainable Products Summit, San Diego, California

The annual event this time outlined a comprehensive response to growing consumer demand for safer chemicals and greener products. Commercialisation strategies were laid out for the bio-economy value chain, to enable the industry to reach its full potential. MPOC attended the summit to gather information. The event brought together policy makers, financiers and experts, as well as representatives of biochemical, biofuel, bioplastic, petrochemical, oleochemical and oil companies.

25–28/Jan

Coast-to-Coast National Biodiesel Conference & Expo, Tampa, Florida

The conference gathered hundreds of decision-makers from around the world. Sessions were designed to enhance understanding of key factors shaping the industry. MPOC participated in networking sessions to explore the best that the industry has to offer.

26/Jan



Malaysia Higher Education Showcase, Washington DC

This was an initiative of the Education Malaysia office in the Embassy of Malaysia. It publicised Malaysia's higher education facilities to an international audience, toward becoming an education hub by 2020. MPOC and MPOB jointly provided information on the nutritional benefits of palm oil and the industry's success stories, as part of a wider focus on national resources.

25-26/Feb

**USDA 92nd
Annual
Agricultural
Outlook Forum,
Arlington,
Virginia**

MPOC joined 1,200 participants at the forum themed 'Transforming agriculture: Blending technology and tradition'. Key topics were perspectives on food price inflation; factors behind changes in food prices; and the implications of rising food prices on consumers. Also discussed were opportunities for US exports in the Asia-Pacific region, which represents more than 40% of global trade and has a total population exceeding 805 million.

11-13/Mar



**Natural
Products Expo
West, Anaheim, California**

The expo had participation from more than 20,000 retailers, wholesalers and business owners in the food, supplements and natural products industries. MPOC's booth was supported by MPOB and Global Agri-Trade Group which promoted its products and services. Enquiries were received about organic red palm oil and palm oil. These are popular products because they are free of trans fats.

Other than distributing publications and exhibiting products, MPOC organised a series of cooking demonstrations over the three days. These featured various flavours of sweet doughnut using *Olera Gold* palm-based shortening supplied by Global Agri-Trade. There was positive feedback on the taste, after-frying smell and texture of the doughnut. Visitors were also attracted by the interactive games and educational quiz contests which built awareness of palm oil.



Americas

Apr-Sept

Techno-marketing & Market Assessment Visits

The three visits were to Orlando, Florida, from April 28-29; New York on June 27; and Buenos Aires, Argentina, from Sept 20-24.

These were carried out to connect with oils and fats companies like processors, manufacturers and importers of Malaysian palm oil, and included visits to their facilities. Meetings and attendance at relevant events produced additional information. Market reports were compiled based on this.



01-04/May



107th AOCS Annual Meeting & Expo, Salt Lake City, Utah

The American Oil Chemists' Society held a premier science and business forum on fats, oils, surfactants, lipids and related materials. Known worldwide for its extensive technical programme, the meeting featured more than 650 oral and poster presentations on 12 topics. Over 1,600 professionals from 45 countries attended the event. MPOC made new business contacts and engaged with exhibitors, joining the MPOB exhibition booth.

10-11/May



NYSCC Supplier's Day, New Jersey

Organised by the New York Society of Cosmetic Chemists (NYSCC), this must-attend event is for those seeking business development opportunities, education and innovation in the cosmetics chemistry. Over 31 countries were represented by some 8,000 participants. MPOC joined the MPOB booth to promote palm oil in non-food uses, particularly cosmetics. Enquiries were centred on red palm oil as a supplement and palm oil applications in the global cosmetics industry.

18–19/May

**Tortilla Industry
Association Annual
Convention, South
California**

As one of the main sponsors, MPOC received a 30-minute presentation slot to cover all aspects of palm oil. MPOC invited MPOB USA to present a paper.



04–07/June

**Dairy-Deli-Bakery
Show, Houston, Texas**

This was an event for leaders and innovators in related industries in USA. It was organised by the International Dairy Deli Bakery Association, pulling in over 9,000 participants and 1,900 exhibitors. MPOC participated for the first time to connect with industry professionals and gain insight from informative presentations, by top-rated speakers, on aspects of the business, economy, consumers and current trends.

05/June



**Asian
Heritage Street
Food Festival,
Washington DC**

MPOC was given a prominent spot, as it was among the main sponsors. Four outdoor cooking demonstrations were conducted with palm-based cooking oil. About 10,000 people received copies of publications, and had an opportunity to taste the dishes prepared. This summer outreach programme was aimed at expanding acceptance of palm oil and palm-based specialty fats on both the functionality and sustainability fronts.

Americas

16–19/July



IFT Annual Meeting & Food Expo, Chicago, Illinois

The Institute of Food Technologists' expo brought together 20,000 food science professionals, business owners and technology experts from over 90 countries. MPOC, MPOB and palm oil exporter Intercontinental Specialty Fats Sdn Bhd joined over 1,000 exhibitors at the expo. Apart from responding to enquiries, MPOC distributed publications and promotional materials. Visits were made to booths featuring food ingredients, equipment and packaging supplies.

Aug–Sept



Palm Oil Creative Contest for Students, USA

Malaysian students studying in American universities were invited to submit creative ideas for the centennial celebration of the Malaysian palm oil industry. The winning hashtag, logo, theme and video are intended for use in activities and programmes to mark the anniversary in 2017. Prizes were presented during the Perdana Scholar Award Night, organised by the Education Malaysia office in the Embassy of Malaysia, Washington DC, on Nov 5.

04/Sept



'Nasi Lemak Picnic', Washington DC

This annual summer event gave Malaysia-born Americans, their spouses and other Americans a chance to sample *nasi lemak* and *satay* prepared with palm oil. MPOC was the main sponsor of the picnic. The programme included a contest involving traditional desserts, educational games, a lucky draw and a children's drawing competition.

Jan-Dec



Integrated Media Campaign, USA

Over the year, 11 advertorials were placed in three highly-circulated food publications in USA – *Prepared Foods*, *Today's Dietitian* and *Naturally Healthy*. The advertorials, in print and digital form, highlighted Malaysian palm oil and its positive impact on the global environment, sustainability, trade, nutrition and health. These publications are distributed at major trade events such as the Natural Products Expo West, International Baking Industry Exposition and Natural Products Expo East.

Jan-Dec

Social Media Engagement, USA

Communications and promotional activities were strengthened through improved Internet presence, especially via social media networks. Facebook and Twitter accounts set up in 2015 were updated daily. An Instagram account under the name of 'MPOC USA' and a new regional website (www.mpoc.us) were created to reach consumer groups in both USA and neighbouring countries.

Jan-Dec

Monitoring of Current Issues & Soybean Production, USA

Ground exercises monitored, evaluated, analysed and acted on issues raised by environmental and human rights NGOs and by other agencies. The programme is aimed at protecting the interests of the Malaysian palm oil industry. Soybean production, supply and demand in Brazil, USA and Argentina were similarly tracked. Related articles and reports were posted on the Palm Oil Market Development Report website.







Domestic Promotions

Public Relations Activities

Malaysian Palm Oil Wildlife Conservation Fund

Media Promotions

Publications

Posters & Photography

Digital & Social Media

Promotional Videos



01-14/Feb

World Palm Portraits @ KLIA2, Sepang, Selangor

This showcased entries for the World Palm Portraits Photography Competition from 2013-15 provided an insight into the palm oil industry. KLIA2 was selected as it has consistently high traffic comprising travellers and the public. The booth was set up at the C1 entrance, at Level 3 of the Departure Hall, where passengers enter the Check-in Hall.

The images encompass aspects of greenery, wildlife and working life on oil palm plantations, and capture the co-existence of Nature with humankind. In addition, six videos were screened. These comprised short motion graphics and documentaries that explain palm oil's health and nutritional values, and sustainability features. Some 3,000 flyers were distributed, highlighting the next World Palm Portraits Photography Competition.

About 100-150 people visited the exhibition each day, partly drawn by a Palmie Contest – this encouraged them to take selfies for upload onto their social media accounts. The exhibition was promoted on MPOC's social and digital media platforms, through media advertising comprising digital panels, and the KLIA2 social media account.



02/Feb

7th Reach & Remind Friends of the Industry Seminar & Dialogue, Kuching, Sarawak

MPOC's annual event addressed issues, challenges and opportunities in the palm oil industry via a seminar-cum-dialogue and an exhibition. About 150 industry players attended the seminar. The Hon. Datuk Amar Douglas Uggah Embas, Minister of Plantation Industries and Commodities, officiated the event. Also present were Ministry Deputy Secretary-General Datuk M Nagarajan and industry stalwarts. The three papers were on:

- 'Creating new drivers for greater global market penetration'
- 'Domestic measures to enhance the competitiveness of the Malaysian palm oil industry'
- 'Planter's perspectives for the well-being of the palm oil industry in Sabah and Sarawak'

The Minister then helmed a dialogue session themed 'Creating greater market opportunities in 2016'. Concerns were expressed about current tax requirements and labour-related issues, as these have affected Malaysian palm oil's competitiveness.



23/Feb - 01/Mar,
17-23/Aug

'POINTERS on Price Trends' Webinar

The 20 papers included those by MPOC CEO Tan Sri Datuk Dr Yusof Basiron, MPOB Director-General Datuk Dr Choo Yuen May and industry personalities Nagaraj Meda, Ling Ah Hong, Cai Neng Bin, Long Tian Ching, Ivy Ng and Benny Lee. Sime Darby Plantation Sdn Bhd and Bursa Malaysia Derivatives Bhd sponsored the webinar, which has 3,319 registered participants.

During the August edition, a special segment was launched to highlight regional issues. A paper by MPOC's Marketing and Market Development Division forecast the average CPO price at RM2,678, with a low of RM2,162 and a high of RM3,195. This was close to the actual average price of RM2,690, a low of RM2,178 and a high of RM2,690.



08-09/Mar

Palm & Lauric Oils Conference & Exhibition, Kuala Lumpur

MPOC supported this event and took part in the exhibition, with its booth displaying a new set of infographics on palm oil's health attributes and posters on the environment. Its signature poster, 'The Annual Average Prices of CPO in Peninsular Malaysia', was updated to February as a main display item, alongside samples of imported brands of food and non-food products and Vitamin E tocotrienols.

Two coffee-table books, *Grown for the People by the People* and *Quintessential Palm Oil*, were on sale. MPOC's corporate brochure was distributed together with information leaflets. Conference participants received copies of the quarterly *Global Oils & Fats Business Magazine*.



22-24/May

MPOC-PERHILITAN Wildlife Biodiversity Forum, Genting Highlands, Pahang

MPOC together with the Department of Wildlife and National Parks Peninsular Malaysia (PERHILITAN) organised the forum to discuss issues on human-wildlife conflict, in particular those affecting elephants. The 95 participants were from the oil palm sector, environmental NGOs and academia. The 11 speakers were from local and international organisations, government agencies and the oil palm industry. An interesting presentation was on Sri Lanka's measures to mitigate human-elephant conflict (HEC). MPOC spoke on 'Perspectives of biodiversity with particular reference to cultivation of oil crops'.

A site visit was organised to an electric-fence facility installed to mitigate HEC in Kampung Chemomoi in Bentong, Pahang. The system is the most effective method in use by PERHILITAN, with a success rate of 40%. The department has since sought MPOC's assistance with installing warning signs along the East Coast Highway 2 to alert drivers on the risk of wildlife crossing the road.



18-20/July

ISP 12th NATSEM, Kuching, Sarawak

The National Seminar by the Incorporated Society of Planters allowed MPOC to interact with the oil palm sector as a panellist and an exhibitor. MPOC's booth displayed food and non-food products, publications and information on its activities. About 700 people attended the event.



15-19/Aug

15th International Peat Congress, Kuching, Sarawak

The quadrennial convention was hosted by the Malaysian Peat Society in partnership with the International Peatland Society. This was the first time it was held in Asia. The Hon. Datuk Seri Mah Siew Keong, Minister of Plantation Industries and Commodities, delivered a speech, while the Hon. Datuk Patinggi Tan Sri Adenan Satem, Sarawak Chief Minister, officiated the congress.

The theme was 'Peatlands in harmony – agriculture, industry and nature'. The three-day seminar and a field excursion drew the attendance of 1,005 Malaysians and foreigners. Among the 21 presentations was a paper by MPOC Deputy CEO Dr Kalyana Sundram, entitled 'Communicating peat science to society'. MPOC's booth at the parallel exhibition displayed digital scientific information on sustainability certification of Malaysian palm oil; Good Agricultural Practices; peat and land use in Malaysia; the Malaysian Palm Oil Wildlife Conservation Fund; and attributes of palm oil.



10-13/Oct

Palm Oil Trade Awareness Programme, Kuala Lumpur

A half-day seminar and field visits were organised for 29 participants from South Africa, Nigeria, USA, Myanmar, China, Bangladesh, Egypt, Tunisia, Russia, Ukraine, Serbia, Czech Republic, Belgium and Pakistan. They obtained information on uses of palm oil.



12/Oct

Palm Oil Industry Leadership Award Dinner, Kuala Lumpur

The ninth Palm Oil Industry Leadership Award and sixth Lifetime Excellence Award, Palm Oil Industry, were presented during the dinner to YABhg Tun Musa Hitam and Dr N Rajanaidu respectively. They received a trophy, certificate and cash award of RM50,000 and RM30,000 respectively. The Hon. Datuk Datu Nasrun Datu Mansur, Deputy Minister of Plantation Industries and Commodities, presented the keynote address and awards on behalf of the Minister.

The dinner was timed to coincide with MPOC's biennial Palm Oil Trade Fair and Seminar from Oct 12-13. A total of 580 leaders and members of the industry and related organisations attended the event. Seven companies contributed to the Malaysian Palm Oil Wildlife Conservation Fund by sponsoring 73 seats. Winners of the fourth World Palm Portraits Photography Competition received their prizes. *The Star* provided coverage in a report headlined 'A faithful journey for palm oil cause' on Oct 15.



12-13/Oct

6th Malaysia Palm Oil Trade Fair & Seminar, Kuala Lumpur

With the theme 'Overcoming Challenges, Maximising Profits', the biennial event comprised several activities of interest to the industry.

The 18 papers delivered during the seminar were by prominent speakers from Malaysia, Europe, India, UAE and China. Among them were MPOC Deputy CEO Dr Kalyana Sundram and leading industry analysts Thomas Mielke, Dr James Fry and Dorab Mistry. The topics covered price movements, health and nutritional attributes of palm-based products, biotechnology, biodiesel and sustainable production of palm oil, among others.

Four workshops provided participants with regional updates and analyses. Another key element of the event was networking through BizMatch sessions that were set up between Malaysian palm oil producers and potential buyers.

The trade fair attracted 22 international and local companies, which displayed the latest products and services. The Titanium Sponsor was the Sarawak Land Consolidation and Rehabilitation Authority, while the Platinum Sponsors were Wilmar International Ltd and Kuala Lumpur Kepong Bhd. There were three Silver Sponsors (Sime Darby Plantation Sdn Bhd, Lipico Technologies Pte Ltd and Bintulu Port Holdings Bhd); and three Partner Sponsors (Muhibah Palm Product Sdn Bhd, Eezdee Intrade Sdn Bhd and Export-Import Bank of Malaysia Bhd).

Bernama, TV3, Bloomberg News, Reuters, The Star, New Straits Times Press, The Edge, Jakarta Globe, Business Indonesia, Sawit Indonesia Magazine, The Malaysian Reserve, Oriental Daily News and Utusan Malaysia provided media coverage.



12–13/Oct

Customers Appreciation & Recognition Scheme, Kuala Lumpur

Top importers were invited to the Malaysia Palm Oil Trade Fair and Seminar in Kuala Lumpur, during which 104 BizMatch meetings were arranged with exporters. The 26 participants were selected from South Africa, Zimbabwe, Mozambique, South Korea, Vietnam, China, Pakistan, India, Egypt, Turkey, Belgium and the Netherlands. This has become a way for the Malaysian industry to show its appreciation to loyal clients.



21/Oct

PORAM Forum, Bandar Utama, Selangor

MPOC sponsored the forum organised by the Palm Oil Refiners Association of Malaysia. Copies of publications and an infographic leaflet were distributed to participants. The latest World Palm Portraits book, *Challenging Past Confident Future*, was placed on sale.

13/Oct

CEO Forum, Kuala Lumpur

Rebranded from the previous Palm Oil Industry Leadership Forum, the event saw chief executive officers (CEOs) and senior managers discussing challenges and opportunities ahead. The panellists were Kuala Lumpur Kepong Bhd CEO Tan Sri Lee Oi Hian; IOI Group Bhd CEO Dato' Lee Yeow Chor; Sime Darby Plantation Sdn Bhd Managing Director Datuk Franki Anthony Dass; and Olam International Ltd Global Head of Plantation President Supramaniam R Ramasamy. MPOC CEO Tan Sri Datuk Dr Yusof Basiron moderated the discussion. As the forum was held in conjunction with the Malaysia Palm Oil Trade Fair and Seminar, a higher attendance of about 300 stakeholders was recorded.



21-23 Nov

Workshop on Human–Wildlife Conflict, Sandakan, Sabah

MPOC collaborated with the Sabah Wildlife Department (SWD) in conducting a workshop themed 'Enhancing conservation and mitigating human-wildlife conflict'. The 115 participants from state government agencies, plantation companies, NGOs, research institutes and village committees shared their concerns and constraints in dealing with the issue. Among the eight papers were those by the SWD, PERHILITAN, Sarawak Forestry Corporation and Genting Plantations Bhd. Input from the discussions will be utilised by the SWD to draw up a White Paper to improve conservation measures with the support of stakeholders.

A review and assessment of the 2012–16 Bornean Elephant Action Plan was presented to elicit feedback for the next phase (2017–21). Participants also visited the Sepilok Orang Utan Rehabilitation Centre and Bornean Sun Bear Conservation Centre, to observe activities and obtain updates.



25 Nov

Malaysian Palm Oil International Chef Conference, Kuala Lumpur

The day-long event themed 'Revolution in the Professional Kitchen' was held for 60 chefs from more than 10 countries. MPOC organised this in association with the Berjaya University College of Hospitality, Chefs Association of Malaysia and World Association of Chefs (WACS).

There were presentations by Master Chef Jochen Kern of Berjaya University College of Hospitality; food technologist Kawsalyavathi Kuppan of Sime Darby Research Sdn Bhd; WACS Global Master Chef Marco P Bruschweiler; Chef Jean Michel; and The Datai Langkawi Executive Chef Richard Millar.

The content was geared toward enhancing knowledge of the food applications, nutritional characteristics and health benefits of Malaysian palm oil. A discussion followed each session. Lunch was served at the Berjaya University College of Hospitality Restaurant. Students prepared dishes with palm oil and red palm oil.



26-27/Nov

Nutrition Seminar & Forum, Genting Highlands, Pahang

MPOC and the Malaysian Dietitians Association drew attention to developments in dietary fats in relation to human nutrition. About 80 dietitians, academicians and oils and fats industry experts took part. Seven presentations were delivered in sessions themed:

- ‘Understanding different oils and fats and their nutritional value’
- ‘Update on dietary fats and saturated fats in human nutrition’
- ‘Role of macronutrients in management of non-communicable disease, particularly metabolic syndrome’
- ‘Palm oil beyond fatty acids’

MPOC Deputy CEO Dr Kalyana Sundram chaired a forum on dietary fats. The panelists were from the Ministry of Health, Institute Jantung Negara, Universiti Sains Malaysia and Wayne State University, USA.



10-12/Dec

Palm Oil Health & Nutrition Consumer Roadshow, Melaka



Dataran Pahlawan became the focus of 1,500 consumers over MPOC’s three-day event. A booth was set up to display palm-based products and distribute brochures and leaflets on Malaysian palm oil, while a corporate social responsibility activity was organised for the Pusat Pemulihan Dalam Komuniti. The roadshow was designed to sustain interest at a high level:

- A food-truck festival promoted products made with palm olein and palm-based *santan*.
- The ‘Word Hunt’ and ‘Guess the Weight of the Fresh Fruit Bunch’ contests brought in 800 entries; five winners each received a Crabtree and Evelyn hamper worth RM200.
- Other competitions featured a World Palm Portraits jigsaw puzzle and the ‘Wheel of Palm’.
- Universiti Kebangsaan Malaysia’s Faculty of Health Sciences offered visitors a free medical check-up and consultation.
- Health supplements or food products were displayed by Hovid Bhd (*Tocovid Suprabio Vitamin E*); Felda Global Ventures/Delima Oil Products Sdn Bhd (*Adela* margarine, *Saji* cooking oil, *Sun Bear* peanut butter spread); and Gold Choice Biotech Sdn Bhd (*Bioley Tocooots*).

World Palm Portraits Photography Competition

The fourth annual competition featured a new category – Food & Products – in addition to Black & White; People & Portraits; Nature & Wildlife; and Fine Art & Photo Manipulation. The first prize in each was US\$1,400, with the second prize being US\$1,000.

Entries were initially slated to be submitted from Feb 15 to June 30. However, the deadline was extended to July 31 to accommodate participation by students of Taylor's College and INTI International College as part of their extracurricular assignments, with support from the administration.

The contest was promoted on a dedicated website – www.palmportraits.com.my – which had 61,046 unique visitors out of the 114,028 visits. The number peaked in May at 44,178.

An online advertisement campaign was conducted from March 30 to June 30 via the Palm Portrait Facebook account, Google Ads and banners. Print advertisements appeared in the May and June issues of Air Asia's in-flight magazine *Travel3Sixty*; the June issue of *The Expat*; and in *Berita Sawit*, *The Borneo Post* and *The Star*.

Posters were put up on the campuses of private universities in Malaysia, while a 45-second video reached 259,990 viewers. Winning entries from past contests were displayed for a week at the KL Transit exit in KL Sentral, to publicise the contest, while products containing palm oil helped educate the public.

The 1,727 entries were from more than 14 countries, with the top five being Malaysia, Indonesia, Philippines, India and Brazil. A casual get-together, dubbed the *Teh Tarik* session, replaced the formal workshop of previous years. The session was held on April 16 at Transit Gallery in KL Sentral. The 27 participants were able to meet the judges in a more relaxed atmosphere to obtain tips and learn about palm oil.

The judges were Shamshahrin Shamsudin, a photographer from the European Press Photo Agency; Che' Mat Azhar, Multimedia University Malaysia lecturer and street photographer; and Kevin Wy Lee, the founder of Invisible Photographer Asia. The winners received their prizes on Oct 12, at the Palm Oil Industry Leadership Award Dinner held in Kuala Lumpur.

Winners

Fine Art & Photo Manipulation



1

Azmatul Hazrin
Abdul Kadir
Pahirulzaman
(Malaysia)



2

Muhammad Heza
(Malaysia)

Black & White



1
Izlan Soma (Malaysia)

Mega Mike Sabocahan (Philippines)



Edmond Teng Wei Ping (Malaysia)



Alif Setiawan (Indonesia)



2
Lawrence Ling (Malaysia)



1
Andri Jasman Daulay (Indonesia)

Nature & Wildlife

Public Relations Activities

People & Portraits

Bus Advertisement Campaign



This was carried out in the Klang Valley and in Kuching, Sarawak, to highlight the health attributes and versatile uses of Malaysian palm oil.

- In the Klang Valley, the campaign involved the use of 30 school buses and ran from March to August. This leg received support from the Star Media Group.
- In Kuching, 10 public buses were used for a selfie campaign from June 1 to Aug 31.

An online contest was launched simultaneously, accessible only via the *Quickpalm* microsite. This was based on messages in the bus advertisement. The three winners were announced on Sept 30, respectively receiving a tablet and two smartphones.



Discover & Win!

LEARN ABOUT MALAYSIAN PALM OIL
AND STAND A CHANCE TO WIN PRIZES
#MyPalmBus

22–25/Aug

Study-tour by the Government of India, Kuala Lumpur

Palm oil is the most-consumed vegetable oil in India, where rising demand for vegetable oils is currently met through imports. In the longer term, the government sees oil palm cultivation as an important economic activity to boost domestic production of edible oils.

It therefore sent a fact-finding team to Malaysia to get first-hand information on the oil palm industry. MPOC India arranged meetings with the Ministry of Plantation Industries and Commodities, MPOC headquarters and MPOB, as well as visits to Sime Darby Seed Garden and Nursery and an oil palm plantation.

12-13/Aug

Russian Press Tour to Kuala Lumpur

MPOC Moscow organised familiarisation tour of the palm oil industry for three journalists from *Burda*, *Lisa* and *Gastronom*.



Sponsorship of Telemovie

MPOC sponsored the telemovie *Road to Jogja 1*, which premiered simultaneously on ASTRO Maya HD and TVIQ on Dec 3. The combined viewership recorded during the telemovie premier was 1,225,000.

It was repeated three times on Maya HD, achieving a combined viewership of 334,000; and four times on TVIQ with a combined viewership of 442,000. Promotional roadshows dubbed *Oh My English! Day Out* were held in Kulim, Kedah; Kota Bharu, Kelantan; Subang 2, Selangor and Taiping, Perak.

As part of the package, ASTRO produced a 30-second promo on the attributes of palm oil and aired it on the TVIQ, Ceria and Tutor SPM channels. It was then made available to MPOC to share via its websites and social media accounts.



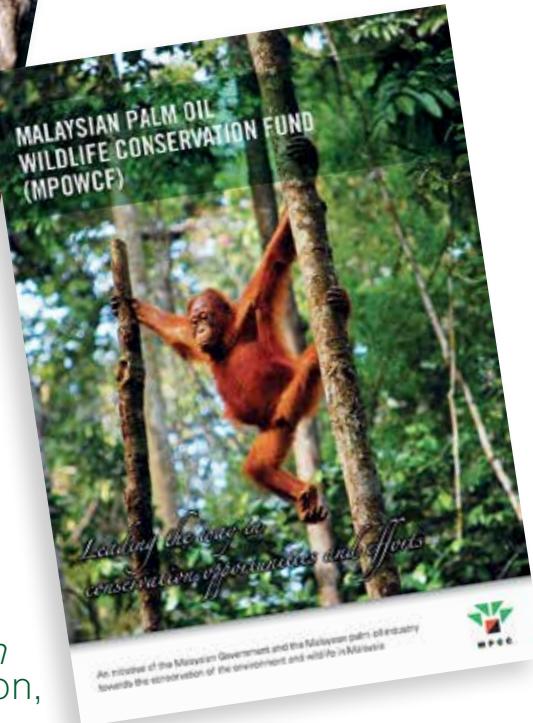


Bornean Elephant Sanctuary, Sabah

Located at Lot 8 of the Kinabatangan Wildlife Sanctuary, the project covers 1,214 ha with a built-up area of 25 ha. It was launched in 2013 in collaboration with the Sabah Wildlife Department, with funding from the Malaysian Palm Oil Wildlife Conservation Fund (MPOWCF).

Phase 1 involved ground studies and the setting up of a management committee. Phase 2 is in progress to complete design drawings and construction of the facility. Land survey reports on topography, soil, vegetation and hydrology of the sanctuary will also be undertaken.

This project answers the need to resolve human-elephant conflict, especially on the boundaries of permanent forest reserves. The sanctuary will take in rescued elephants that have been injured, as well as orphaned babies that will receive care and rehabilitation before being released back to the wild. As a central hub for elephant conservation, its other goal is to educate visitors on relevant issues.



Orang Utan Conservation, Sarawak

Funding of the programme has been sustained since 2014 to protect areas populated by about 2,000 orang utan. These cover the Ulu Sebuyau National Park, Sedilu National Park, Gunung Lesung proposed national park and Maludam National Park. The Sarawak Forestry Corporation is carrying out the conservation programme.



Wildlife Rescue Unit, Sabah

The MPOWCF provided additional funding to the Sabah Wildlife Department's Wildlife Rescue Unit to support conservation efforts. The rescue programme, launched in 2010, involves translocation of endangered animals. To date, these include 175 Bornean elephants, 35 orang utan, 33 proboscis monkeys, 60 estuarine crocodiles and 20 Malayan sun bears.



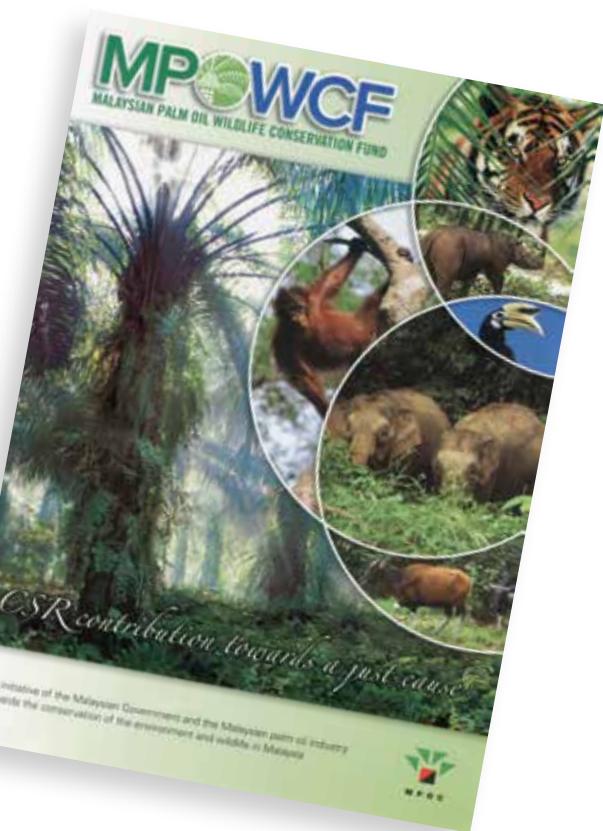
National Tiger Conservation Programme, Perak

The MPOWCF continued supporting the work of PERHILITAN. Additionally, a three-member delegation attended the 3rd Asia Ministerial Conference on Tiger Conservation in New Delhi, India, from April 11-14. They comprised the Hon. Datuk Ir. Dr Haji Hamim Samuri, Deputy Minister of Natural Resources and Environment; PERHILITAN Director-General Dato' Abd Rasid Samsudin; and MPOC Science and Environment Division Executive Ahmad Shahdan Kasim.



At the conference, delegates from India and Russia shared their knowledge and experiences in reintroducing tigers to their natural habitat, and suggested similar measures for Malaysia to increase the number of tigers in the wild.

In 2016, MPOC had sponsored surgery to remove cataracts in two tigers at the National Wildlife Rescue Centre in Sungkai, Perak, and arranged with Hovid Bhd to provide tocotrienol concentrates as supplement. To date, 4kg have been included in the tigers' diet.



Malaysian Palm Oil Wildlife Conservation Fund

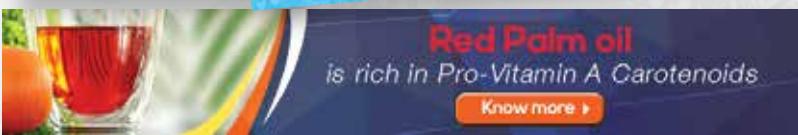
The 90 reports during the year featured the health and nutritional qualities of Malaysian palm oil; as well as the role of oil palm in environmental conservation and its contributions to the economy.

Berita Sawit

Twelve articles were written for the Bahasa Malaysia monthly pullout, published in collaboration with *Berita Harian* and MPOB:

- January – Minyak sawit Malaysia pilihan bijak kempen di Perancis dan Belgium
- February – Desakan EU mengenai minyak sawit mapan
- March – Pertandingan fotografi kini kembali
- April – Kesan minyak sawit ke atas kesihatan
- May – Institut Kesihatan Itali sahkan minyak sawit selamat
- June – Minyak sawit Malaysia penuhi keperluan pengguna global
- July – Minyak sawit bantu bina diet seimbang
- August – Dewan Senat sahkan Kerajaan Perancis tolak cukai baharu minyak sawit
- September – Tokotrienol baik untuk otak
- October – Minyak sawit pilihan utama pengeluar
- November – Kajian manfaat minyak sawit kepada ekonomi dunia
- December – Meningkatkan imuniti secara semulajadi





Health Today

MPOC submitted 11 articles on palm oil from February to December. These included interviews with opinion leaders and experts on health and nutrition. MPOC was also given space for a monthly banner advertisement on the magazine's website and mobile app. This was linked to MPOC's website.



The Expat

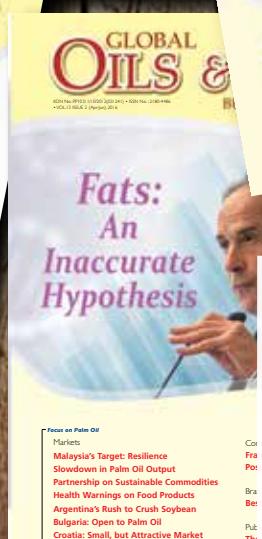
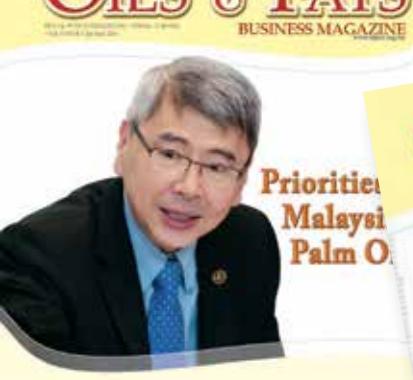
MPOC advertised in the magazine for expatriates in Malaysia, with the aim of providing factual content on palm oil. An infographic on palm oil and nutrition was published on a year-long contract which ended in April. This was renewed for another year.



Travel 3Sixty

The Air Asia inflight magazine has a reach of 3.3 million monthly travellers. MPOC placed an infographic advertisement on the health and nutritional benefits of palm oil.

Media Promotions



Global Oils & Fats Business Magazine

Four issues were published and the interactive versions were uploaded on the MPOC website.

Q&A Series on Palm Oil

The third booklet, *Facts on Malaysian Palm Oil*, was published and distributed at promotional events. It provides information on Malaysia's oil palm industry, as well as the characteristics and applications of palm oil.

The Essential Ingredient in Delicious Food

This is an extension of the *Malaysian Palm Oil Trail* video project. In the book, six international chefs – Gerhard Albrecht (Germany), Jochen Kern (Switzerland), Frederic Raymond (France), Jean Michel (France), Takao Ando (Japan) and Domenico Paras (Italy) – share recipes using palm oil. An educational segment on palm oil is included.



World Palm Portraits Series

The third book, *Challenging Past Confident Future*, displays entries from the contest held in previous years, and corrects misperceptions of deforestation and saturated fats in relation to palm oil. An infographic is placed at the end of each chapter. The content covers 'The Journey'; 'Ecofriendly Oil Palm Trees'; 'Merits of Malaysian Palm Oil' and 'Yes to Malaysian Palm Oil'. A complimentary palm-paper bookmark is included, with two colourful designs based on drawings of oil palm plantations.

Malaysian Palm Oil Infographic Leaflet

This was published in English and Mandarin, outlining facts on palm oil. It was distributed to consumers at domestic promotional events.

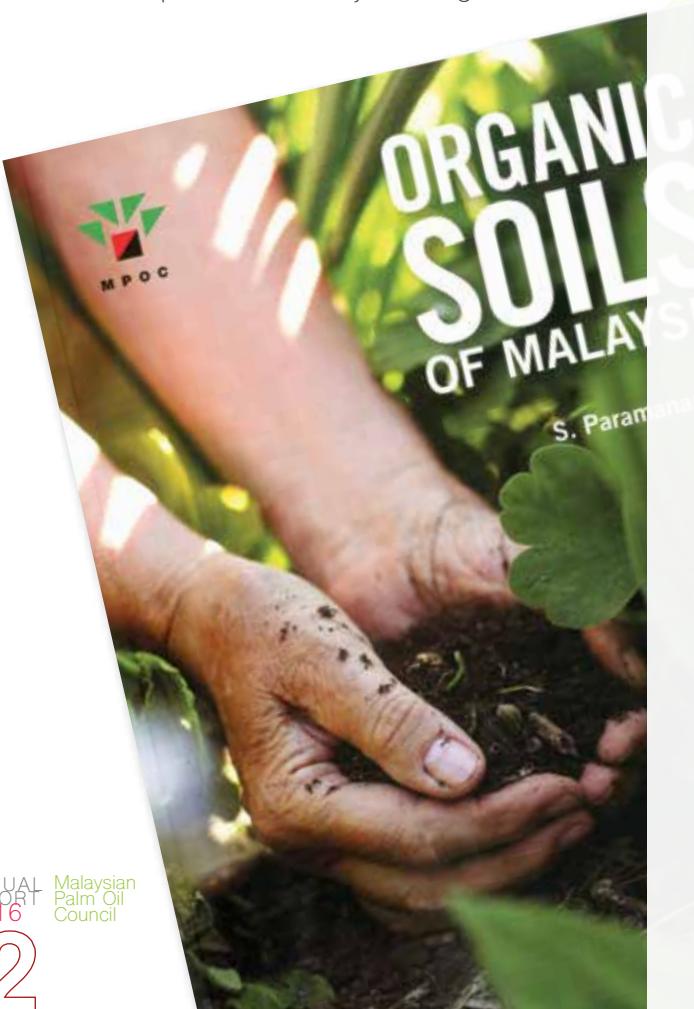


Publications



Malaysian Palm Oil Enriching Lives

The second edition of the booklet features new graphics alongside updated facts and figures on the palm oil industry. The applications, nutritional benefits and sustainability of palm oil are explained for easy reading.



Organic Soils of Malaysia

The book takes a close look at the classifications and use of tropical lowland peat soil for oil palm cultivation. Written by Dr S Paramanathan, it explains that some types of peat soil can be developed for economic returns, while others must be conserved. It also points out that, where such areas are cultivated, good agricultural practices must be followed toward sustainability.



Berkenalan dengan Keluarga S.Awit

Berkenalan dengan Keluarga S.Awit

MPOC and Oxford Fajar published the second edition of the EDUPALM book, with a redesigned cover. This was distributed to 47,833 Form 5 students in 375 secondary schools in Melaka, Negeri Sembilan and Pahang. A CD with an interactive virtual tour of an oil palm plantation, as well as the *Panduan Guru*, were distributed with the book.

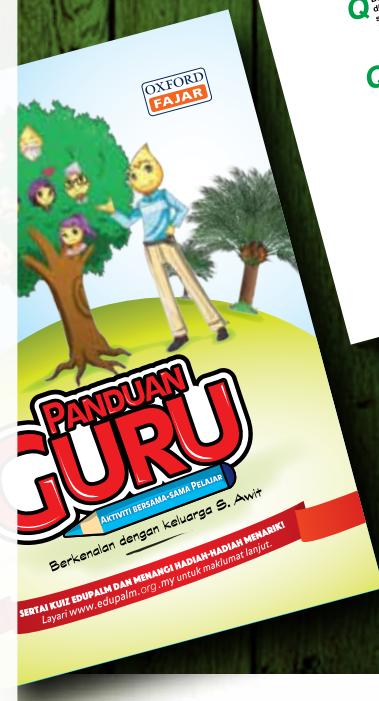
Panduan Guru

This was reprinted and distributed with the *Berkenalan dengan Keluarga S.Awit* book, as a supplementary teaching tool.

Updates/Reprints of MPOC publications

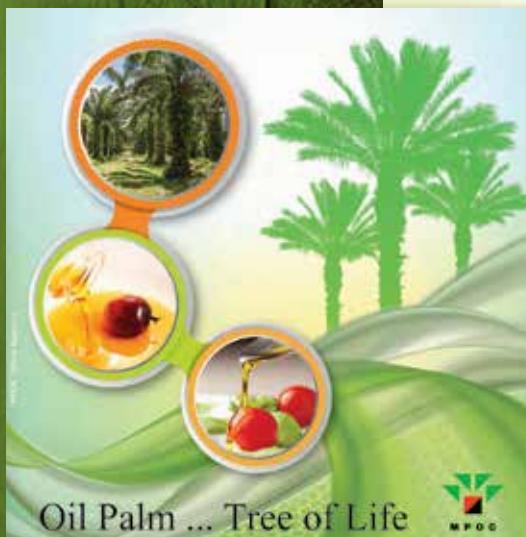
Information in three publications was updated:

- *Palm Oil & Palm Kernel Oil Applications*
- *Oil Palm ... Tree of Life*
- Fact Sheets on *Malaysian Palm Oil*



Fact Sheets

Malaysian Palm Oil



Palm Oil & Palm Kernel Oil Applications

Oil Palm ... Tree of Life

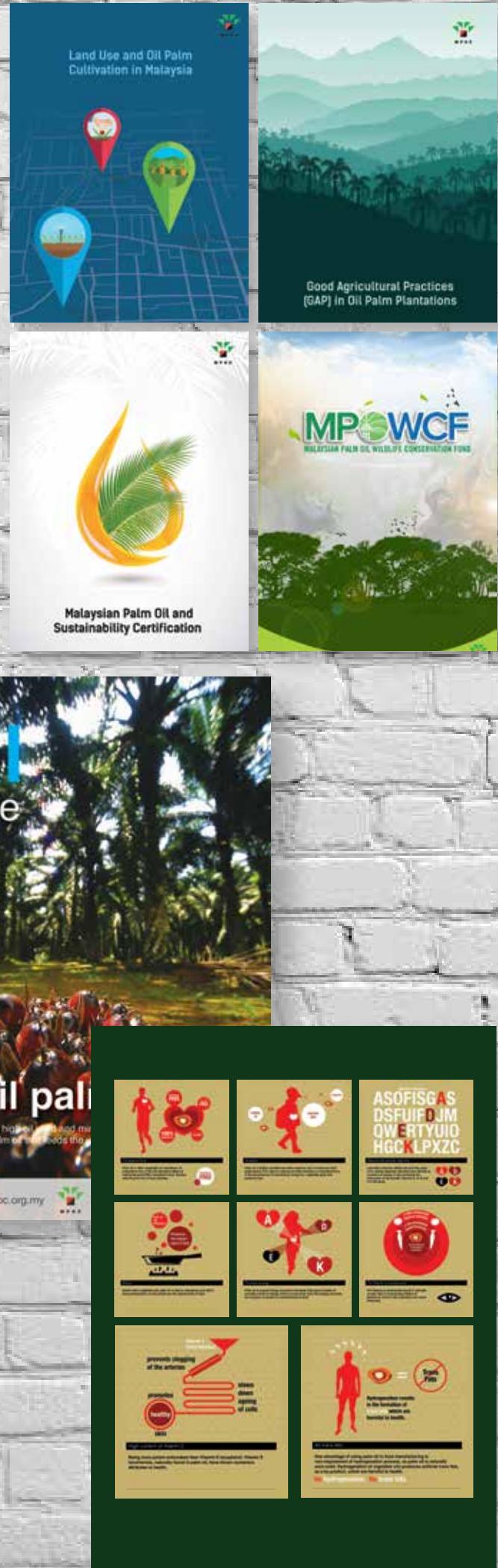
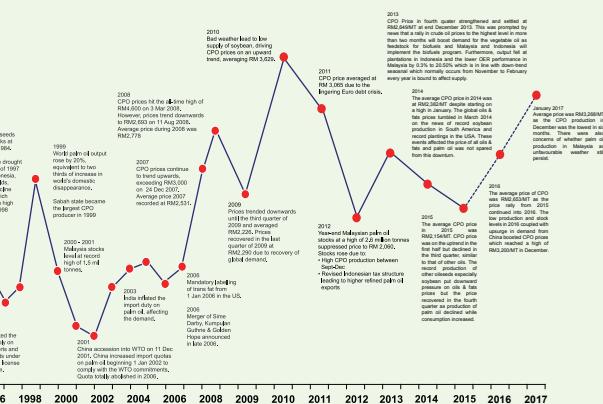


Posters

The theme of the 3Ps of sustainable development – People, Planet, Profit – was extended to 12 posters, adding to the four developed in 2015. New infographics highlighting the attributes of palm oil were also produced, while MPOC's signature poster, 'The Annual Average Prices of CPO in Peninsular Malaysia', was updated. These items added interest to MPOC's booth at major exhibitions held in Malaysia.

In addition, four new digital posters on the sustainability of Malaysian palm oil were created for display at MPOC's booth at the exhibition held in conjunction with the 15th International Peat Congress in Kuching, Sarawak, from Aug 15-19. The content was converted to pdf format for download via MPOC's website.

ANNUAL AVERAGE PRICES OF CPO IN PENINSULAR MALAYSIA (1990 - DECEMBER 2016)





Photographs

The ‘Photos of the Month’ section on MPOC’s website promoted the 3Ps in relation to the Malaysian palm oil industry. Five captioned photos were uploaded each month from January to November, and made available for download.

Posters & Photography

MPOC reached out to target groups and consumers via digital and social media platforms set up at both the headquarter and regional offices. Facebook, Twitter and WeChat accounts assisted in disseminating information of regional interest.



www.m poc.us

MalaysianPalmOilCouncilUS
 @mpoc_us



www.m poc.org.bd
 MPOCBangladesh



www.m poc.org.cn
 马来西亚棕榈油



www.m poc.org.za



www.m poc.org.in
 Malaysian Palm Oil Council MPOC – India
 @thinkpalmoil



www.m poc.org.pk
 Malaysian Palm Oil Council – Pakistan
 @MPOCPakistan

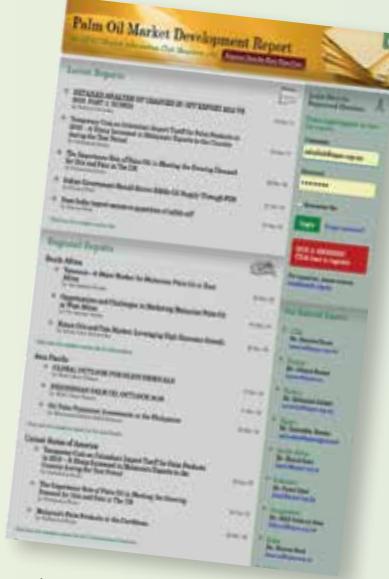


www.m poc.eu
 Malaysian Palm Oil Council – MPOC Europe
 @MPOCEurope

Palm Oil Market Development Report

www.pomdr.org.my

The website allows Malaysian palm oil producers to track trade changes via reports and analyses by MPOC's market analysts and regional managers. The 972 registered users had access to 148 reports over the year.



www.mpocrussia.org

MalaysianPalmOilCouncilRussia



www.mpocegypt.com

MPOCEgypt



www.mpocistanbul.com

MPOC Istanbul
MPOC Istanbul English
 @MPOCistanbul



Journal of Oil Palm, Environment and Health

www.jopeh.com.my

As an Open Access forum, the website shares industry-related information with researchers, academicians, policy makers and practitioners. Four papers were uploaded during the year:

- 'A historical perspective of peat exploitation in Europe and its sustainability' by Foo-Yuen Ng *et al*
- 'The burden of RSPO certification costs on the Malaysian palm oil industry and national economy' by Tan Sri Datuk Dr Yusof Basiron and Foong-Kheong Yew
- 'Impact of forest fire-induced haze on oil extraction rate in Central Kalimantan Province' by Mathews J and Ardiyanto A
- 'Using palm oil in improving oxidative stability and covering lipid requirements of oil blends used in manufacturing infant formula' by Hashem HA and El-Waseif MA.

Digital
&
Social
Media

The Oil Palm

www.theoilpalm.org

Total visits stood at 99,283 over the year. Of the 72,034 unique visitors, 55% were drawn to the website via its Facebook and Twitter presence. The remainder came from direct access via browsers or organic Google searches. The English-language content generated 110 posts via Facebook and 824 tweets, while videos on YouTube were viewed 110,218 times. Response to the French content was seen in 73 Facebook posts and 480 tweets.

Human Faces of Palm Oil

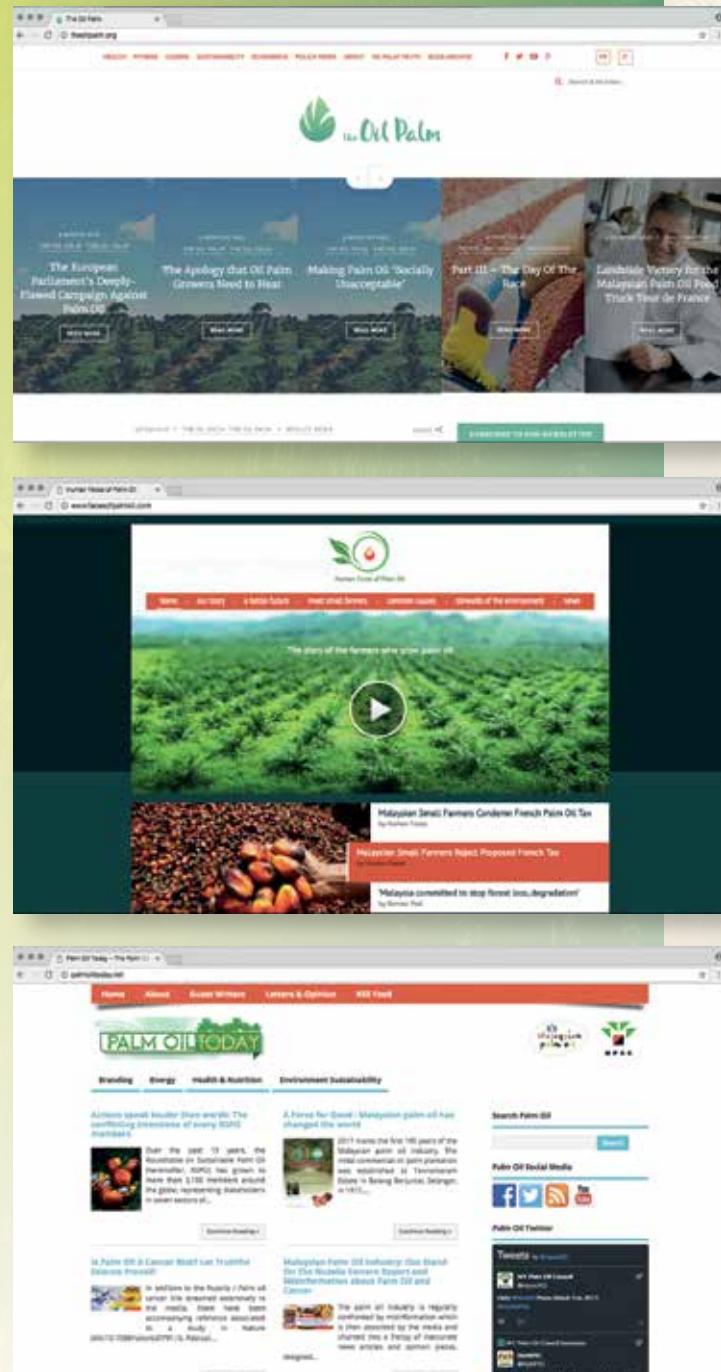
www.facesofpalmoil.com

The 3,052 visits by 2,680 unique visitors were attributed to site referrals, Google searches and social media accounts. There were nine Facebook posts and 29 tweets.

Palm Oil Today

www.palmoiltoday.net

There was a four-fold increase in traffic to the blog-site following a Search Engine Optimisation exercise from June to August. Total hits and visitors stood at 22,275, 324 and 830,922 respectively, with 350,367 of them being unique visitors. Hits were highest in USA (10,197,531), Romania (1,271,698), France (1,078,951), Turkey (1,040,566), and Malaysia (342,649). The exercise was then continued to December, with the site receiving over 100,000 visits per month. A bi-monthly newsletter – *E-Alert* – assisted in increasing traffic, with results seen within four days of this being sent to about 1,300 email addresses.





Quickpalm Microsite

www.thepalmoil.org/quickpalm

With 9,700 visitors and 514,747 hits, it continued to serve as an educational component on Malaysian palm oil. The site was used to support the Kuching leg of the Bus Advertisement Campaign featuring a selfie contest from June 1 to Aug 31.

Palm Oil Health & Nutrition

www.palmoilhealth.org

Information, news and research updates were provided on the health and nutritional aspects of Malaysian palm oil and palm oil bioactives. Scientists, health experts and well-known chefs contributed material, advice and recipes.

Edupalm

www.edupalm.org.my

The website supports the ongoing EDUPALM programme for an audience of mainly students. Over the year, there were 671,888 hits and 11,167 unique visitors. The EDUPALM Facebook page has recorded 11,948 'Likes' to date.



'Superfood: Red Palm Oil'

An attractive presentation in motion graphic format was applied to explain the qualities of red palm oil and its nutrients.



The 28 videos produced were aimed at extending awareness of the superiority of palm oil and to highlight MPOC's activities.

'Palm Oil Contributes to Deforestation'

The title was deliberately made controversial to attract attention. The infomercial reveals interesting and little-known facts on palm oil.

'Malaysian Palm Oil Trail'

The six videos include endorsements of palm oil by international chefs, who also share their recipes and explain the food applications of palm oil.





'Healthy Bites'

The eight videos outline step-by-step recipes within 90 seconds. Chefs Gerhard Albrecht, Jochen Kern and Jean Michel host the series which focus on cooking quick, healthy and tasty dishes.

'Magic Palm'

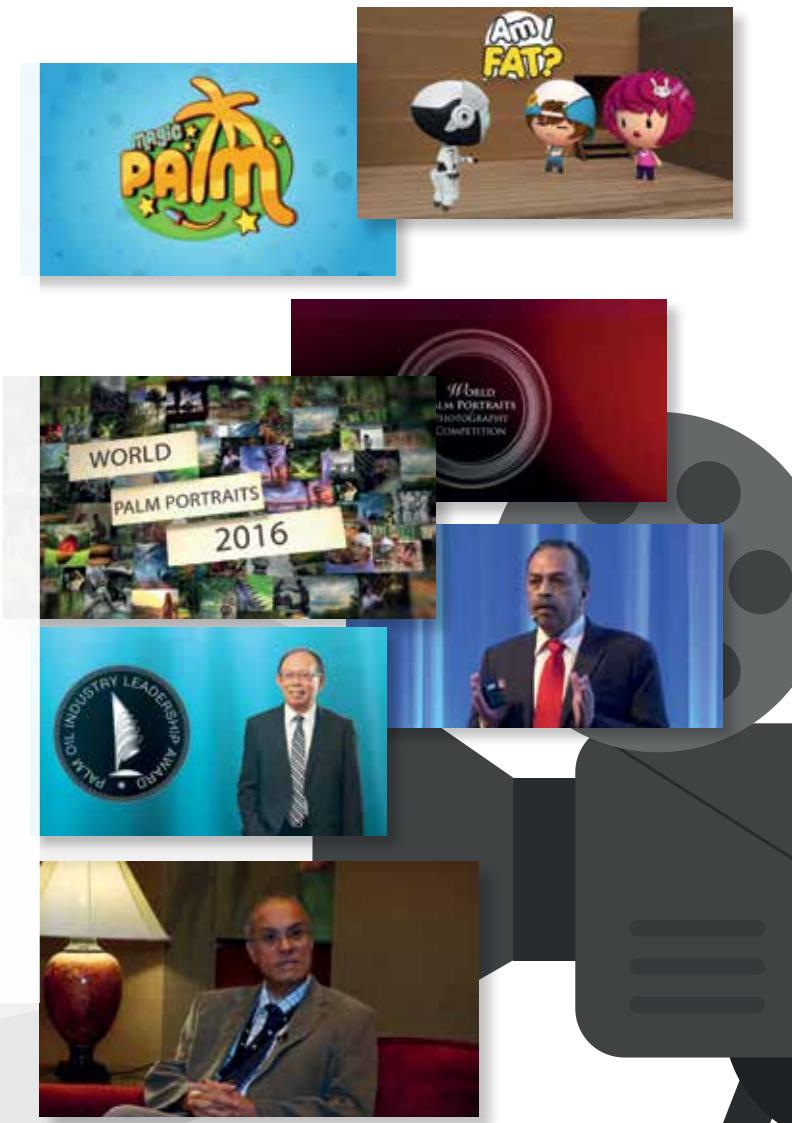
The 12 episodes target children between the ages of 5 and 12 by introducing simple facts on palm oil. Five animated characters are placed in amusing and interesting situations in a Malaysian village located close to an oil palm plantation. Their experiences bring out facts on palm oil in an engaging way.

Promotional & Event Videos

Four videos were produced on the World Palm Portraits Photography Competition and Palm Oil Industry Leadership Award.

Interview & Presentation Videos

Six videos recorded interviews with speakers, while 22 others were on presentations at the Malaysia Palm Oil Trade Fair and Seminar.



Promotional Videos



The background of the image is a close-up, low-angle shot of a palm tree's fronds. The fronds are numerous, overlapping, and have a distinct veining pattern. The lighting is bright, creating highlights on the fronds and casting deep shadows, which suggests a sunny day. In the foreground, there are several large, stylized triangles pointing towards the center. These triangles are filled with a gradient of colors: the top one is light green, followed by a yellow one, then a darker green, and finally an orange one at the bottom right. They overlap each other and the palm fronds.

Calendar of Events

January

Jan–Dec

Public Relations & Market Assessment Programme, Iran

Digital Palm Oil Info & Network Centre, Istanbul, Turkey



Consumer Outreach Roadshow, Kwazulu Natal, South Africa

Integrated Media Campaign, USA

Social Media Engagement, USA

Monitoring of Current Issues & Soybean Production, USA

Palm Oil Educational Quiz Contest, Russia



Media & Social Media Campaigns, Russia

Social Media Campaign, Belgium

Meetings of Malaysian Agencies, Brussels, Belgium

Social Media Engagement, India

8 Palm Oil Lecture Series, Pune, India



13-14



7th Bio-based & Sustainable Products Summit, San Diego, California, USA

14-15

SCODET Asia Seminar & Exhibition, Mumbai, India

18-19

Conference on Fuels of the Future, Berlin, Germany

25-28

Coast-to-Coast National Biodiesel Conference & Expo, Tampa, Florida, USA

26

Malaysia Higher Education Showcase, Washington DC, USA

26-27

Palm Oil Lecture Series, Ratnagiri, India

Continuing Medical Education Programme, Bengaluru, India

27

Meeting with Italian Palm Oil Union, Rome, Italy

February

1-14



World Palm Portraits
@KLIA2, Sepang,
Selangor



2

7th Reach & Remind
Friends of the Industry
Seminar & Dialogue,
Kuching, Sarawak

5-7

3rd Salon du Chocolat,
Brussels, Belgium

7

Pakistan Edible Oils
Conference, Karachi



10-13

ANFAS Food Products
Exhibition, Antalya,
Turkey

17

Seminar on Food
Hygiene & Safety,
Cairo, Egypt

18

Palm Oil Symposium,
Brisbane, Australia

21-25



Gulfood, Dubai, UAE

23



Palm Oil Lecture
& Interaction Series,
Hurghada, Egypt

23-27

Arabian Food Industries
Co Business Visit to
Malaysia

23-1 Mar

'POINTERS on Price
Trends' Webinar



24-26

7th Natural Products
Expo & Seminar,
Mumbai, India

25-26

USDA 92nd Annual
Agricultural Outlook
Forum, Arlington,
Virginia, USA



Feb – Dec
Social Media
Engagement, Pakistan

Print Media Campaign,
Bangladesh

March

1-5

Market Visit to Lagos,
Nigeria

8-9



Palm & Lauric Oils
Conference &
Exhibition,
Kuala Lumpur

11-13



Natural Products
Expo West, Anaheim,
California, USA

12-2 Apr

'Super Mom Super
Chef', Chennai, India



13

Palm Oil Lecture &
Interaction Series,
Luxor, Egypt

23-25



Food Ingredients
China, Shanghai

15

Workshop on Palm
Oil, Prague, Czech
Republic

16-18

16th WorldFood
Uzbekistan, Tashkent

March – Dec
'Cooking for Pleasure'
Talk Show, Durban,
South Africa

17

Public Hearing
on Palm Oil &
Deforestation,
Brussels, Belgium



April

8



Techno-Marketing Seminar on Palm Oil for Food Industries, Zhengzhou, China

9

Expert Panel & Technical Seminar on Palm Oil, Dhaka, Bangladesh

10

Seminar on 'Challenges Facing the Food Industry', Cairo, Egypt

13

Platt's 5th Biofuels Seminar, Geneva, Switzerland



15-16
'Cairo Bites' Consumer Event, Cairo, Egypt

20-27



Palm Oil Mission to Belgium & France, Brussels & Paris

Apr

Market Research in Ethiopia

Media Campaign, Egypt

Apr-Jun

'Palm Oil Family' Facebook Campaign, Egypt



Meetings & Industry Events, Ukraine & Russia

Apr-Sept

Techno-marketing & Market Assessment Visits, USA



May



1-4

107th AOCS Annual Meeting & Expo, Salt Lake City, Utah, USA

4-7



Food Africa,
Cairo, Egypt

10-11



NYSCC Supplier's
Day, New Jersey,
USA



10-13

Seoul Food,
Seoul, Korea

12

Familiarisation Session
on Palm Oil, Cairo,
Egypt

16-17



Malaysia-Turkey
Palm Oil Seminar,
Istanbul, Turkey

17

Palm Oil Lecture &
Interaction Series,
Alexandria, Egypt

18-19

Tortilla Industry
Association Annual
Convention, South
California, USA

19-20



Malaysia-India Palm
Oil Seminar,
Hyderabad, India



22-24

MPOC-PERHILITAN
Wildlife Biodiversity
Forum, Genting
Highlands, Pahang

23-26

Dairy Olympics,
Baku, Azerbaijan

26-29



Good Food & Wine
Show, Cape Town,
South Africa



Palm Oil Facebook
Campaign, Egypt

June

3-8

Central Asian
Buyer-Seller Mission
to Kuala Lumpur

4-7

Dairy-Deli-Bakery
Show, Houston,
Texas, USA

5



Asian Heritage
Street Food Festival,
Washington DC, USA

9

4th RSPO European
Conference, Milan, Italy



16

9th Annual Meeting of
China Oleochemicals
Industry, Yangzhou



19-21

Agri-Food
Exhibition/Africa Big
Seven Exhibition,
Johannesburg,
South Africa



21-23

Food Ingredients
Asia-China, Shanghai

June

Videos on Frying,
Pakistan

Ramadan Palm Oil
Facebook Campaign,
Egypt



June – July

Print Media Campaign,
Egypt

July

16-19



IFT Annual Meeting
& Food Expo, Chicago,
Illinois, USA

18-20

ISP 12th NATSEM,
Kuching, Sarawak



29-31

Good Food & Wine
Show, Johannesburg,
South Africa

31

The Great Food Hunt,
Bengaluru, India

July – Sept

Website
Redevelopment &
Enhancement Initiative,
Egypt

August



9

Palm Oil Trade Fair & Seminar, Tianjin, China

10



5th Palm Oil Health & Nutrition Forum, Tianjin, China

15-19

15th International Peat Congress, Kuching, Sarawak



17-23

'POINTERS on Price Trends' Webinar

19



Malaysian Palm Oil Symposium, Yangon, Myanmar

19

Palm Oil Lecture Series, Jaipur, India



21

Palm Oil Lecture & Interaction Series, Sharm El-Sheikh, Egypt

21-25

18th World Congress of Food Science & Technology, Dublin, Ireland

22-25

Study-tour by the Government of India, Kuala Lumpur

26-31



International Fair, Izmir, Turkey



26-7 Sept

Palm Oil Roadshow in Balkan Region

Aug – Sept



Palm Oil Creative Contest for Students, USA

Aug – ongoing

Print Media Campaign, China

September

4



'Nasi Lemak Picnic',
Washington DC,
USA

30



'Cooking
with Palm Oil' Master
Class, Moscow, Russia



Sept-Nov
'MEIZAN-Malaysian
Palm Oil Best Chef
of the Year – 2016',
Bangladesh



October

3

Workshop on Palm Oil & Oleochemicals, Giza, Egypt

3-6

12th EcoBalance International Conference, Kyoto, Japan

9

Africa Buyer-Seller Mission to Kuala Lumpur



10-13

Palm Oil Trade Awareness Programme, Kuala Lumpur

12



Palm Oil Industry Leadership Award Dinner, Kuala Lumpur

12-13



6th Malaysia Palm Oil Trade Fair & Seminar, Kuala Lumpur

Customers Appreciation & Recognition Scheme, Kuala Lumpur

Russian Press Tour to Kuala Lumpur

12-15

6th International Conference on Food Industries & Nutrition, Sharm El Sheikh, Egypt



13

CEO Forum, Kuala Lumpur



13-15

19th Ice Cream China, Tianjin

21

PORAM Forum, Bandar Utama, Selangor

22-22 Nov

Saji Masterchef, Visayas, The Philippines

28-30



Good Food & Wine Show, Durban, South Africa

Oct – ongoing

Malaysian Palm Oil Official Account on WeChat, China

November

3

Meeting with
Department of Trade
& Industries, Manila,
The Philippines



9

Techno-Economic
Marketing Seminar
on Palm Oil, Karachi,
Pakistan

10

9th Food Safety &
Quality Conference,
Karachi, Pakistan

21-23



Workshop on
Human-Wildlife
Conflict, Sandakan,
Sabah

23

Roundtable Discussion,
Moscow, Russia

25



Malaysian Palm
Oil International Chefs
Conference,
Kuala Lumpur

25-27

Myanfood, Yangon,
Myanmar

26-27

Nutrition Seminar
& Forum, Genting
Highlands, Pahang

29-1 Dec

Health & Natural
Ingredients Exhibition,
Frankfurt, Germany

29-2 Dec

Visit by FGV
Delegation, Cairo,
Egypt



30

6th Palm Oil Health
& Nutrition Forum,
Guangzhou, China

Nov – Dec



Cookery Show,
Pakistan

December

10-12



Palm Oil Health & Nutrition Consumer Roadshow, Melaka



14-17

Maghreb International Food Exhibition, Casablanca, Morocco

16



Meeting with Guild of Purveyors to the Kremlin, Moscow, Russia

21

Workshop on 'Future Trends in the Utilisation of Oil Crops', Cairo, Egypt

23

Continuing Medical Education Programme, Ahmedabad, India

26

Workshop on 'Recent Trends in Dairy Products Based on Vegetable Oils', Dokki, Egypt

Dec

DAWN 'All About Lifestyles' Exhibition, Lahore & Karachi, Pakistan



List of Abbreviations

CDSBO	Crude Degummed Soybean Oil
CNO	Coconut Oil
CO	Cooking Oil
CPKO	Crude Palm Kernel Oil
CPL	Crude Palm Olein
CPO	Crude Palm Oil
CPS	Crude Palm Stearin
CSO	Cottonseed Oil
DFPL / DPL	Double Fractionated Palm Olein
MO	Mustard Oil
PFAD	Palm Fatty Acid Distillates
PKC	Palm Kernel Cake
PKL	Palm Kernel Olein
PKM	Palm Kernel Meal
PKS	Palm Kernel Stearin
PKO	Palm Kernel Oil
PMF	Palm Mid Fraction
PO	Palm Oil
PPKO	Processed Palm Kernel Oil
PPO	Processed Palm Oil
PS	Palm Stearin
RBD	Refined, Bleached & Deodorised (physical refining)
RBD PL	Refined, Bleached & Deodorised Palm Olein
RBD PO	Refined, Bleached & Deodorised Palm Oil
RBD PS	Refined, Bleached & Deodorised Palm Stearin
RSO	Rapeseed Oil
SBO	Soybean Oil
SFO	Sunflower Oil



Malaysian
Palm Oil Council
(192835-K)

2nd Floor
Wisma Sawit
Lot 6, SS6
Jalan Perbandaran
47301 Kelana Jaya
Selangor Darul Ehsan
Malaysia

T +603 7806 4097
F +603 7806 2272

www.m poc.org.my