



National Coconut Conference 2009

'Opportunities for a Sunrise Industry'

28 – 30 July 2009

Swiss-Garden Golf Resort & Spa, Damai Laut, Perak

INTRODUCTION

The coconut palm (*Cocos nucifera* L.) is aptly described as the 'tree of life' with multifarious uses. It is grown in 93 countries worldwide in about 12 million ha. It is a crop which is socially and culturally linked, besides providing jobs and income to millions of people. In Malaysia, it is the fourth important crop in terms of acreage, after oil palm, rubber and paddy and has significant socio-economic implications as it is estimated to provide a source of revenue for 80,000 households. In addition, it supports a vibrant small and medium coconut-based industrial sector with a positive trade balance of about RM81.2 million in 2007.

Despite the socio-economic significance, questions intermittently arise as to the future prospects of the domestic coconut industry in Malaysia especially in the context of volatile and uncertain prices and the decreasing interest shown by farmers. On the other hand, increasing demand for coconut and coconut-based products worldwide mirrors a rather conflicting scenario. Is it truly a sunset industry as claimed by many of its detractors or otherwise?

This conference highlights the latest global and domestic developments in the coconut industry and the opportunities available to expand its utilization horizon and aspects of the Malaysian government's re-vitalization plan and its implementation.

OBJECTIVES

1. To provide the latest global and domestic developments in the coconut industry.
2. To assess and deliberate the government's policies and implementation plans towards re-vitalizing the domestic coconut sector and the future imperatives for its growth;
3. To create opportunities for the mutual interaction and forge networks between the various stakeholders of the coconut industry value chain.

TOPICS

Topics for oral presentation are as follows:

- Session 1: Production and Management – Meeting the Supply of Raw Materials
- Session 2: Increasing Income of Farmers Through Land and Product Diversification
- Session 3: Health and Nutrition
- Session 4: Trade and Marketing

WHO SHOULD ATTEND?

- Policy makers
- Researchers (public and plantation sectors)
- Academicians
- Postgraduate students

Organizers:



Malaysian Agricultural Research and Development Institute (MARDI)

Co-Organizers:



Department of Agriculture, Malaysia (DOA)
Federal Agricultural Marketing Authority (FAMA)
The Incorporated Society of Planters (ISP)



In-Collaboration with:

Ministry of Agriculture and Agro-based Industry (MOA)

FIRST ANNOUNCEMENT

- Entrepreneurs and SMEs
- Extension agents
- NGOs/Public Sectors

KEYNOTE ADDRESSES

Two keynote addresses are planned:

1. Global trends and new opportunities for the coconut industry
2. Nurturing a competitive Malaysian coconut industry for export

CALL FOR POSTER PAPERS

Contributors for poster papers, which are technical or semi-technical in nature, are required to send an abstract not exceeding 300 words in English or Bahasa Melayu with figures and tables in a separate file. These abstracts should be sent to the Technical Committee before **30 May 2009**. Participants are required to use Microsoft Word format with Times New Roman font (size 12 points) on A4-sized paper in single spacing with 25 mm margin on all four sides. The abstract should contain a title, author(s) name, affiliation, contents and keywords. Other formats will not be accepted. Abstracts received after the deadline will not be included in the souvenir programme. Authors of accepted papers will be informed by the Technical Committee and the full papers/posters will be published in the proceedings. Full papers not exceeding 4 pages of A4 size (including tables and figures) must be submitted to the Technical Committee **before 20 June 2009**. Posters should be in portrait size of A1 (23" x 33") and readable at a distance of 1 m.

ADVERTISEMENT AND EXHIBITION

Companies are invited to advertise in the conference souvenir programme and display their products and technologies during the conference.

Advertisement fee

TYPES	BLACK & WHITE (RM)	COLOUR (RM)
Inside front cover	3,000	3,500
Outside back cover	3,000	3,500
Inside back cover	2,000	2,500
Full page	1,500	2,000
Half page	600	1,000
Insert	300 pcs per title @ RM300.00	

Exhibition

RM2,000 per booth with space 2 m x 2 m, three panel boards, fascia board, one power outlet, one table, and two chairs.

One free seat to the conference will be given to exhibitors and advertisers paying RM2,000 and above.

CONFERENCE VENUE

Swiss-Garden Golf Resort & Spa,
Persiaran Swiss-Garden,
Jalan Damai Laut, off Jalan Teluk Senangin,
32200 Lumut, Perak Darul Ridzuan, Malaysia
Tel: (+605) 684 3333 Fax: (+605) 618 3388
Website: www.swissgarden.com
E-mail: resvns_sgrsdl@swissgarden.com

POST CONFERENCE TOUR

The Organizers plan to arrange a tour for interested participants to a coconut processing factory or to a coconut plantation. Further information will be provided by the Secretariat Committee. Seats are limited and available on a first come, first served basis.

PAYMENT

Payment should be made payable to:
DANA PERSIDANGAN DAN PAMERAN MARDI
SWIFT CODE CIBBMYKL
Account No: 1215-0008876-057
CIMB Bank Berhad, Universiti Putra Malaysia
43400 Serdang, Selangor

ACCOMMODATION

Swiss-Garden Golf Resort & Spa, Damai Laut, Perak
Special Conference Rate

Room	Rate per room per night (RM)
Deluxe Garden View	200.00 nett
Deluxe Sea Facing	220.00 nett
Deluxe Sea View	250.00 nett

Swiss-Court Holiday Apartments

Room	Rate per room per night (RM)
Studio Apartment	130.00 nett
1 Bedroom Apartment	180.00 nett
2 Bedroom Apartment	230.00 nett

Rates are applicable for buffet breakfast for 2 persons, complementary welcome drinks upon arrival, unlimited usage of non-motorized recreational activities.

For reservation please contact Mr. Zamzuri Razak at:
Tel: (+603) 2164 3833, H/P: (+6013) 261 1489
Fax: (+603) 2163 4833
or, directly to the hotel contact number as in CONFERENCE VENUE.

REGISTRATION FORM National Coconut Conference 2009

28-30 July 2009 Code 2009-02-03
Swiss-Garden Golf Resort & Spa, Damai Laut, Perak

Name:

Title:

I wish to attend as: Participant Poster presenter

Title of poster paper:

Organization:

Mailing address:

City:

Postcode: State:

Country:

Contact person:

Designation:

Tel:

Fax:

E-mail:

FEE*
 Local Participant RM550 International Participant RM1,100 Student** RM300

* Fees are inclusive of conference materials, daily lunch, tea breaks and daily dinner
* Registration fees should be paid before **15 July 2009**
** Must be accompanied by proof of studentship/signed letter from Head of Department

PAYMENT: Telegraphic Transfer Company Crossed Cheque

Internet Banking - CIMBclicks Government Local Order Bank Draft

Ref. No: Date:

TERMS AND CONDITIONS

- A confirmation of registration will be sent to you upon receipt of registration form.
- Full payment must be received within 5 working days of invoice date.
- We reserve the right to refuse admission if full payment is not received on time
- We will only refund 50% of the fee for cancellation made in writing at least 2 weeks before the event date. Alternatively, you may nominate a substitute.
- There will be no refund for cancellation made with less than 2 weeks notice.

We hereby accept all terms of participation without reservation or restriction and that we relinquish any claims against the Organizer (the Organizer reserve the right to cancel or postpone the conference due to unforeseen circumstances). The undersigned hereby represents and warrants that he/she is duly authorized to execute this bidding contract on behalf of the delegates above.

Authorised Signature / Company Stamp

Date

Full name and designation of signatory

ENQUIRIES AND CORRESPONDENCE

SECRETARIAT:

Conference and Exhibition Programme
Technical Services Centre
MARDI Headquarters, Serdang
P.O. Box 12301, G.P.O.
50774 Kuala Lumpur
Tel: 6019-344 3877/603-8943 7136
Fax: 603-8941 3512
E-mail: kelapa@mardi.gov.my

Technical matters:

Dr. A. Sivapragasam/Tang Siew Bee
Technical Committee
Tel: (+603) 8943 7427/ 8941 6337
Fax: (+603) 8942 5786
E-mail: sivasam@mardi.gov.my
sbtang@mardi.gov.my
kelapa_tech@mardi.gov.my

Advertisement & exhibition:

Pn. Engku Hasmah Engku Abdullah
Tel: (+603) 8941 2932/6337
Fax: (+603) 8942 5786
E-mail: eghasmah@mardi.gov.my