



**PRESS RELEASE
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**PIPOC 2017 KICKSTARTS ON 14 NOVEMBER, COMMEMORATES 100 YEARS OF
COMMERCIAL PLANTING OF OIL PALM IN MALAYSIA**

KUALA LUMPUR – The world’s largest palm oil gathering this year -- the MPOB International Palm Oil Congress and Exhibition (PIPOC) 2017 -- will be held here from 14 to 16 November at the Kuala Lumpur Convention Centre.

PIPOC 2017, a premier biennial global scientific and trade gathering organized by the Malaysian Palm Oil Board (MPOB), is set to attract more than 8,000 participants and trade visitors from more than 50 countries including business decisions makers, top executives, policy makers as well as researchers, planters, economists and traders in oils and fats.

A trade exhibition with more than 340 booths will be part of PIPOC 2017 to enable delegates to network and update themselves on the latest products, technological innovations and services related to the palm oil as well as the global oils and fats industries.

"It is set to be the most prominent PIPOC compared to the earlier series as 2017 is a historical year for us in the industry. The Malaysian oil palm industry celebrates its 100th year anniversary this year, and we have tailored PIPOC 2017 to reminisce on the industry’s achievements as well as to chart its future direction.

“To commemorate achievements in the one century of oil palm cultivation in Malaysia, MPOB will organise a special evening forum on the first day of PIPOC 2017,” says MPOB Director-General Dr Ahmad Kushairi Din in a statement.

The evening forum will be guided by PIPOC 2017’s theme with a discussion on the challenges faced by the industry, a trip down memory lane dating back a hundred years, as well as on how to entrench sustainability and technology best-practices for the long-term growth and well-being of the sector, he added.

Dr Kushairi noted that the theme for PIPOC 2017, '*Treasuring the Past, Charting the Future*', is timely and it reflects an emphasis on the vital aspects of oil palm research and development, crucial in the 21st century.

PIPOC 2017 will have five concurrent conferences to provide a strategic platform to deliberate, debate and inform participants on the many facets of palm oil industry - upstream, midstream, downstream, economics and marketing - as well as future trends.

The conferences will unveil the latest data and developments related to oil palm science, health and nutrition and economic outlook for the crop with the aim of improving the sector as well as discuss new strategies to boost sustainability, competitiveness and address automation and trade challenges.

There will be several technical tours to selected destinations for interested delegates; day-trips which would be invaluable for participants who wish to gain new knowledge in the various stages production change of the industry. These visits will be held one day earlier on 13 November, with visits to a palm oil plantation, a biogas plant and the MPOB research station in Pahang.

These technical tours will enable foreign delegates to get a first-hand experience in world-class management of the country's palm oil estates; Malaysia has nearly 6 million hectares of land under palm oil cultivation in 2016 and more than two million Malaysians are involved in the entire value chain.

One hundred years after the oil palm was first cultivated in then Malaya in 1917, the oil palm industry today has become the main pillar of Malaysia's commodity sector, contributing RM67.6 billion in export value in 2016, equivalent to 6.1% of Malaysia's Gross Domestic Product (GDP).

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Note to Editor:

About Malaysian Palm Oil Board

MPOB is the premier government agency entrusted to serve the country's oil palm industry. Its main role is to promote and develop national objectives, policies and priorities for the wellbeing of the Malaysian oil palm industry. As a custodian of one of the country's main strategic growth sectors, MPOB emphasises world-class research, development and services throughout the entire palm oil value spectrum to maximise synergies between economic development and environmental concerns.