



Asian Strategy & Leadership Institute

*Dedicated To Creating A Better Society***TENTATIVE PROGRAMME**

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AGRITECH & BIOTECH INVESTMENT FORUM 2010

Sustainability & Innovation in Agritech & BioTech for Food Security

± Tuesday: 30 March 2010 ± PWTC Kuala Lumpur

TUESDAY**30 MARCH 2010***(All proceedings of the forum will be held at Johor / Kedah Room, Level 2)*8:30 am Arrival and Registration of Delegates/
Welcome Coffee & Tea

9:00 am Arrival of invited VIP guests

**OFFICIAL OPENING CEREMONY
(9:30 am – 10:15 am)**

 9:30 am - WELCOME REMARKS:
 9:35 am **Dato' Dr Michael Yeoh**
 CEO & Director, Asian Strategy &
 Leadership Institute (ASLI)

 9:35 am - **KEYNOTE ADDRESS &
OFFICIAL OPENING:**
 10:15 am **Y.B. Datuk Dr Maximus J. Ongkili**
*Minister of Science, Technology &
Innovation, Malaysia*

 10:15 am - Morning Refreshments
 10:30 am
SESSION 1:
**TOWARDS MALAYSIA'S GREEN REVOLUTION:
REVISITING & RETHINKING AGRITECH &
BIOTECH SECTORS IN MALAYSIA**

In the face of environmental degradation, climate change and series of other threats such as degraded land due to destructive farming practices such as excessive use of mineral fertilisers and contaminated waterways from pesticides and herbicides from intensive agriculture and industrial effluents, development of bio-fuels, spread of genetically-engineered crops, food insecurity is still very much alive in Malaysia.

Agriculture continues to play an important role in the overall economic growth of the country. However, the country is not producing sufficient amount of food for the populace. The far-sighted vision on the role of agricultural sector in supporting economic growth requires crucial injection of new high technology to transform the sector to be more productive especially in addressing the national food security and creating wealth for the nation through production of value-added food & food products. The sector must prepare itself from now not only to produce sufficient amount of food, but also to produce high quality products that can compete with the imported produce.

As for the biotechnology, Malaysia has identified biotechnology as one of the new engines of growth for the national economy and it is expected that the sector will generate US\$ 75 billion (RM 270 billion) in revenues by 2020. Malaysia also recognised the benefits of biotechnology towards meeting the needs for substantial increase in agricultural productivity, the needs to control infectious diseases in human and animals and the need to conserve the environment. Biotechnology has also emerged as a powerful technology that has a big potential for a number of economic sectors including agriculture. New developments in genomics (human

genome project and other genome projects in a number of organisms including important crops such as rice), bioinformatics and proteomics have opened new frontier in biotechnology R&D. The country has a rich biodiversity and cost-competitive skilled labour markets, as well as good transportation networks, ICT infrastructure and strong capabilities in R&D. In 2005, the Malaysian Biotechnology Policy to create a strong supporting framework to facilitate the long-term growth of the sector was enacted. Biotechnology is likely to emerge as a significant growth engine of the global economy. Biotechnology applications are also expected to alter the manufacturing and application of products in the healthcare, agriculture and industrial sectors. With the globalisation, we hope to face new challenges through a solid national plan in biotechnology.

- Æ What are the initiatives to be undertaken by the Government in shifting from subsidies and programmes that promote unsustainable input-intensive industrial agriculture?
- Æ Has the National Agricultural Policy transformed the agri-technology sector to be more productive, efficient, competitive and commercialised?
- Æ With the globalisation, there are two issues to be addressed i.e. transfer of technology and threat of the globalisation. Are we still far behind in expertise, infrastructures and financial supports?
- Æ Is it a challenge for a country like Malaysia to acquire expertise and capability in biotechnology?
- Æ How do we respond to and address the challenges, i.e. increasing demand for food, fuel, fibre and feed as well as other problems arising from climate change, genetically-engineered crops, land grabs, financial crisis?
- Æ Do we recognise the inter-related principles of food sovereignty i.e., the right of people and respective states to democratically determine their own agricultural and food policies, and the right to food?
- Æ What are the roles of MOA in 'greening' the agricultural and biotechnology?
- Æ How can the Government promote ecologically sustainable agritech and biotech industries?
- Æ Why are initiatives by the Government critical to sustaining long-term viability of agritech and biotech investments? What can we do to establish an ethical value chain to improve long-term food security?
- Æ What are the suggestions and recommendations by the private sector as well as large and small-scale farmer towards the Government's policies?
- Æ Bio-security regulations are critical to the growth of biotechnology sector. How effective and transparent the bio-security regulatory environment in Malaysia?

- Æ The world is currently experiencing dramatic food price increases. Will the government make the connection between sustainable development and a right-based approach to food security?
- Æ What are the Lessons to be learned from the Thailand Agricultural Sector? One of the unique elements of Thai agriculture include irrigation technologies which spanned a millennium
- Æ What is the new thinking to tackle old problems?
- Æ Are there enough and heavy investments into research on how to increase eco-agricultural production?
- Æ What are the latest available Innovation & Techniques to encourage controlled cultivation, utilising responsible agricultural and collection practices while sustaining and promoting organic farming?
- Æ What are the challenges and opportunities for the potential future?
- Æ What are biotechnological opportunities in boosting food security in Malaysia?
- Æ Will the measures to be adopted to boost production benefit those who are food insecure?
- Æ Increasing agricultural production must go hand-in-hand with increasing the incomes of the poor, in particular small-scale farmers. Will the measures return to low prices and only further discourage small-scale farmers and marginalise them further?
- Æ What are other business-driven R&D initiatives in industrial biotechnology?
- Æ Efforts by agronomists will be pointless if the right institutions, regulations and accountability mechanisms are not established and implemented. What are the enabling environments and mechanism which should be more about 'how to help Malaysia feed itself' than about 'how to feed Malaysia'?
- Æ In 2007 and 2008, oil prices hit the ceiling high due to volatile production patterns caused by the instability in the Gulf. This volatility coupled with rapid growth and demand of the bio fuels industry which takes away food for consumption into energy, has affected the cost of food production and food prices went rocket high. What are the measures to address the key issue and mitigate the price pressures?
- Æ How can we minimise the negative impacts of the food, economic and financial crises on our food security?
- Æ What are the benefits and dangers that biotechnology offers?
- Æ What are the updates of the development of biotechnology in Malaysia with focused industries in healthcare, agriculture and industrial?
- Æ What are the biotechnology products and services using life sciences processes available in the market?
- Æ What are the updates of the legal structure to address issues peculiar to biotechnology to ensure sustainability of its biodiversity resources?
- Æ Are there any guidelines as to the types of biotechnology-related inventions?

- Æ Many countries have provided extended terms for patent protection of the biotechnological inventions as well as obtaining regulatory approval for their commercialisation. Are the extended terms available in Malaysia to boost biotechnology research and commercialisation?
- Æ What are the new biotechnology projects planned for the future?

10:30 am - *Moderator-Discussant:*
 12:15 pm **Dato' Ghazali Dato' Mohd Yusoff**
Executive Chairman, Nusantara Technologies Sdn. Bhd. & Board Member, Malaysian Industrial Development Authority (MIDA)

Panellists

- ± **Dato' Dr Rajen M.**
Chief Executive Officer, Holista Colltech Australia Limited
- ± **Prof Dr Rofina Yasmin Othman**
Under-Secretary, National Biotechnology Division, Ministry of Science, Technology & Innovation
- ± **Dr Chen Sau Soon**
Senior General Manager Environment & Bioprocess Technology Centre, SIRIM Berhad
- ± **Puan Zam Ab. Karim**
Chief Executive Officer, Melaka Biotechnology Corporation (MELBIO)
- ± **Dr Gurmit Singh**
Agronomical Services Consultant, IBG Bio Ventures Berhad
- ± **Ms Anni Mitin**
Executive Director, Southeast Asian Council for Food Security & Fair Trade (SEACON)
- ± **Prof Dr Mohd Azmi Mohd Lila**
Chief Executive Officer, Ninebio Sdn. Bhd.

**SPECIAL PRESENTATION 1:
 BIOTECHNOLOGY IN MALAYSIA –
 MALAYSIAN BIOTECHNOLOGY CORPORATION**

- Æ Updates on the business initiatives to facilitate the growth and progress in the business & science of biotechnology – collaborations, achievements
- Æ Updates Biotechnology Entrepreneur Development Framework – facilitating the creation of new biotech start-ups, business ventures
- Æ Updates on Biotechnology Entrepreneurship Special Training (BeST) Programme
- Æ Updates on Intellectual Property (IP) Management
- Æ Updates on Executive-in-Residence Mentorship Programme
- Æ Updates on BioNexus Partner Programme

12:15 pm - *Keynote Speaker:*
 1:00 pm ****Dato' Iskandar Mizal Mahmood**
Chief Executive Officer, Malaysian Biotechnology Corporation Berhad

1:00 pm - Forum Luncheon / Business Networking
 2:00 pm (Venue: Riverside Cafe, Level 2)

**SESSION 2:
 FINANCING & BUSINESS DEVELOPMENT
 INITIATIVES IN PROMOTING AGRITECH &
 BIOTECH SECTOR -
 PITFALLS & PROSPECTS**

- Æ What are innovative solutions to funding challenges?
- Æ Are there enough financing and business development support to move into production and/or marketing to promote greater entrepreneurship in Malaysia?
- Æ Islamic Banking & Finance in the Agritech & Biotech Sector
- Æ What are available funding and assistance available to purchase business assets to meet business expenses to enable entrepreneurs to meet their operating expenses, purchase inventory and receivables financing – Progress Updates?
- Æ What are business drivers leading to collaborations & licensing?

2:00 pm - *Moderator-Discussant:*
 3:00 pm **Mr Nicholas C. Ashby**
Chief Executive Officer, Celadon Capital (M) Sdn. Bhd.

Panellists

- ± **Encik Mahdi Mohd Ariffin**
Deputy Chief Executive Officer (Coordination & Development), SME Corporation Berhad

- ± ****Dato' Dr Sharifah Zarah Syed Ahmad**
Deputy Secretary-General (Policy), Ministry of Science, Technology & Innovation (MOSTI)
- ± **Encik Md. Zubir Ansori Yahaya**
MD & CEO, Malaysia Debt Ventures Berhad
- ± ****Encik Norhalim Yunos**
CEO, Malaysian Technology Development Corporation (MTDC)
- ± ****Mr Karamjit Singh**
Editor, NetV@alue, The Edge Communications Sdn. Bhd.
- ± **Encik Nazrin Hassan**
CEO, Cradle Fund Sdn. Bhd.

**SESSION 3:
GLOBAL HALAL FOOD PRODUCTION IN
MALAYSIA – COMPETITIVENESS &
PROSPECTS**

Islam is one of the largest and fastest-growing religions in the world and there are 1.8 billion Muslims in over 112 countries (2006) creating substantial marketing opportunities for halal food products. This population is fuelling demand for halal food products, which are prepared according to Islamic laws and regulations. It is estimated that the global market value for halal food trade is around US\$150 billion a year and if the 1.8 billion global Muslim consumers were tapped into, the market has the potential to grow up to US\$500 billion annually. It has an immense market potential. Islam is the fastest-growing religion in the world today and yet in most parts of the world, there is a dearth in the availability and supply of good quality halal products. With the enlargement of the scope of the halal market to include non-food products such as pharmaceuticals, cosmetics, leather goods, hotel and catering services, the global market value for both food and non-food halal products is estimated at a staggering US\$2.1 trillion a year.

Malaysia has emerged in stature as a key centre for halal products and services and aspires to be the leader in the global halal food industry. It has put in place all the necessary infrastructures and support based and to leverage on its advantages to become a premier hub for halal products. Malaysia has also grown from strength to strength from servicing merely the domestic market to catering a wider marketplace not only comprising the Muslim diaspora but also other consumers worldwide. The halal industry in Malaysia provides immense opportunities for the Malaysian manufacturers. Malaysian food manufacturers can contemplate JV with established food manufacturers particularly from Australia and New Zealand to service ASEAN, Middle East, European and US markets which have sizeable Muslim populations.

- Æ What the latest updates in the establishment of the International Halal Food Centre (IHFC) to spearhead the marketing and certification activities of halal products as well as servicing as a reference centre?
- Æ Are we successful in encouraging new investments in 'halal' food production for the export market and to increase the use of modern and state-of-the-art machinery and equipment in producing high quality halal food that comply with the international standards?
- Æ Updates by MIDA on the Investment Tax Allowance of 100% of qualifying capital expenditure incurred within a period of 5 years?
- Æ Is there a need to enhance competitiveness and increase value-added-ness to the whole supply chain?
- Æ Have we critically assessed and evaluated the Third National Agricultural Policy (NAP3) for its far-reaching implications for the national economy?
- Æ What are the latest concepts and trends related to supply chain?
- Æ What is the current overview of the domestic halal food industry – present structure, achievement of food safety, quality and halal certification?
- Æ What are other key major issues faced by the industry?
- Æ Do we have enough raw materials and supporting structures as well as the processing technology to produce and market halal products?
- Æ What are the key challenges in obtaining the halal certification issues by the Department of Islamic Development Malaysia (JAKIM) which was recognised worldwide due to stringent criteria employed?
- Æ Are we successful in working closely with other member countries under the Organisation of the Islamic Conference (OIC) to promote halal food worldwide?
- Æ What are the key issues and problems faced by halal food production zones in Pulau Indah in Selangor, Pulau Remis in Perak, Serkam in Melaka, Pedas in Negeri Sembilan, Paya Pahlawan in Kedah and Gambang in Pahang in terms of relevant infrastructure and processing facilities?
- Æ What are the myriad of incentives for the investments offered by the Government?
- Æ What are the activities and efforts to strengthen cooperation and networking with the importers, distributors and retailers of agricultural and halal products outside Malaysia?
- Æ Australia and New Zealand are major suppliers of halal food products in Asia and have capitalised on their image as high quality, safe and reliable food suppliers. Will Malaysia be able to compete with Australia and New Zealand in terms of high quality, safe and reliable food products?
- Æ What are the updates of the development of entrepreneurial skills and marketing potentials of the Malaysian halal business community?
- Æ What are the key issues in garnering financing for SMEs in the halal industry?

- Æ What is the level of R&D in food production in the country?
- Æ Are there strong commitment by the Federal and state governments to support and promote Malaysia as a halal hub?
- Æ Are several government agencies set up to provide value-added services to halal-related business play their roles and contribute to the tireless efforts by the Government to support and promote the industry?
- Æ Are the specialised service and amenities offered by the MISC Integrated Logistics Sdn. Bhd. via its state-of-the-art Regional Logistics Hub (RLH) at Pulau Indah in Port Klang able to help in providing halal players with an untainted supply chain by gaining cost savings, reduced lead times and wider distribution of their products to the market?

3:00 pm - Moderator-Discussant:
 4:00 pm **Dato' Haji Mohamed Iqbal Rawther**
Vice President, ASEAN Business Forum & Executive Director, Farlim Group (M) Berhad)

Panellists

- ± ****Dato' Dr Baharom bin Jani**
Deputy Secretary-General (Development), Ministry of Agriculture & Agro-based Industry Chief Executive Officer, Iskandar Regional Development Authority (IRDA)
- ± ****Tuan Haji Jamaludin bin Md. Ali**
Managing Director & CEO, KFC Holdings (M) Berhad
- ± ****Puan Jumaatun Azmi**
Founder & MD, KasehDia Sdn. Bhd. / Publisher, The Halal Journal
- ± ****Prof Dr Yaakob Che Man**
Director, Halal Products Research Institute, Universiti Putra Malaysia (UPM)
- ± **Encik Nicholas Shariff Mazlan Collins**
Vice President – Industry Development & Investment, Halal Industry Development Corporation
- ± ****Encik Borhan Sidek**
Deputy CEO – Implementation, SME Corporation Berhad

SESSION 4

AFTA: POTENTIAL ECONOMIC IMPACTS & PROSPECTS ON MALAYSIAN FOOD SECURITY

AFTA was organised in 1990 to address the possible trade effects from other regional trade agreements. AFTA is Malaysia's existing FTA commitment at the regional level. The AFTA free trade mechanism is governed by the common effective preferential tariff (CEPT). Under the CEPT, each member country sets its preferential tariff on commodities coming from member countries at rates no higher than the MFN rates. CEPT scheme has also created greater competition for the Malaysian agriculture and agribusiness sector.

1 January 2010 will be significant in that ASEAN-6 (Malaysia, Brunei, Indonesia, Philippines, Singapore and Thailand) will be a complete free trade area when duties on most of the products are eliminated. Malaysia has committed to:

1. Eliminate import duties on 2,123 products – fish products (10 tariff lines), vegetable products (9 tariff lines), palm oil (17 tariff lines)
2. Reduce import duties to 5% for tropical fruits, tobacco and tobacco products, and
3. Reduce import duties for rice and rice products to 20%

- Æ What are the impacts of FTA on the Malaysian economy?
- Æ Will the FTA agreement and opening up of sensitive sector result in serious structural adjustment problems such as higher unemployment and loss of productive capacity?
- Æ Will the reduction on the tariff for agricultural exports help the sector to grow?
- Æ Will liberalisation produce higher economic growth, create employment and increase income especially in the agriculture sector?
- Æ Will Malaysia reach its objectives in enhancing economic efficiency as well as achieving a more comprehensive and closer socio-economic relationship while striving for a balanced outcome through liberalisation and improvement in market access?
- Æ Will there be any possibilities of new rate of tariff reduction for rice under ASEAN Free Trade Area – Common Effective Preferential Treatment (AFTA-CEPT)?
- Æ Can we reach the target of rice sufficiency by 2013?
- Æ Will AFTA or FTAs create confusion among businesses as a result of different regulations and rules of origin contained in the many FTAs since most developing countries usually have weaker negotiation capacity resulting in limited capability to get the maximum outcome from the agreements?

- Æ What are the recommendations for national position for the international economic negotiations as well as continuous rationalisation programme of the tariff structure?
- Æ Legislators are responsible in ensuring a sustained, balanced and high growth and development. Have they conducted any review of a trade agreement that contains an assessment of both the benefits and concerns?
- Æ Will the planned economic liberalisation cause severe environmental damage?
- Æ Is AFTA adhering to environmental regulation for long-term sustainable development?
- Æ Is there any national development policy framework formulated to comprise an overall development strategy as well as comprehensive and detailed Cost-Benefit assessments of AFTA or other FTAs to Malaysia?
- Æ Anticipating FTA's wide-ranging effects on the society, will the stakeholders such as related government agencies, as local firms, entrepreneurs, trade unions, farmers, consumers, and those involved in the related sectors such as agriculture, biotechnology and environmental protection be involved in the process of the formulation of policy
- Æ Will Malaysia propose the amendment of Article XXIV of the General Agreement on Tariffs and Trade (GATT) in order that FTAs can enable developing countries to enjoy non-reciprocity and obtain special and differential treatment in FTAs with developed countries such as US or with other developing countries?
- Æ Will AFTA be imbalanced and detrimental to the interest of Malaysia and the general public?
- Æ What are the updates of the review of the Agreement on the ASEAN Food Security Reserve to realise effective cross-supply arrangements of food especially rice, from food surplus countries or other member countries, to food-deficit countries during normal conditions and in times of emergency
- Æ Updates on the monitoring of the implementation of the CEPT Scheme for AFTA for crop products?
- Æ An FTA between China and ASEAN came into force on 1 January 2010, consolidating a six-fold surge in economic activity and scrapping tariffs on about 90% of goods – concerns and impact on food and agriculture?

4:00 pm - Moderator-Discussant
 5:00 pm ****Datuk Dr Denison Jayasooria**
Principal Research Fellow, Institute of Ethnic Studies, Universiti Kebangsaan Malaysia (UKM) / Member of Human Right Commission of Malaysia (SUHAKAM)

Panellists:

- ± ****Dato' Haji Mohamed Shariff Abd. Aziz**
Director-General, Federal Agriculture Marketing Authority (FAMA)
- ± ****Dato' Kamaruddin Ismail**
Deputy Secretary-General (Industry), Ministry of International Trade & Industry (MITI), Malaysia
- ± **Mr Peter R. Vogt**
Managing Director, Nestle (M) Berhad
- ± **Prof Dr Fatimah Mohamed Arshad**
Director, Institute of Agricultural & Food Policy Studies, Universiti Putra Malaysia (UPM)
- ± **Dr Larry Wong**
Senior Fellow, Institute of Strategic & International Studies (ISIS) Malaysia & Associate Research Fellow, Malaysian Institute of Economic Research (MIER)
- ± **Ms Anni Mitin**
Executive Director, Southeast Asian Council for Food Security & Fair Trade (SEACON)
- ± ****Mr Owen Ow Tin Yap**
Managing Director & CEO, Yeo Hiap Seng (M) Berhad
- ± ****Prof Emeritus Dr Chamhuri Siwar**
Principal Fellow & Senior Research Fellow, Institute for Environment & Development (LESTARI), Universiti Kebangsaan Malaysia (UKM)
- ± ****Tuan S.M. Mohamed Idris**
President, Friends of the Earth, Malaysia (SAM)

**SPECIAL PRESENTATION 2:
 FELDA – MAPPING THE VISION & MISSION TO
 BE TOP NATIONAL FOOD PRODUCER**

FELDA is going all out to become the country's top national food producer by establishing the National Food Warehouse. Main focus will be on four high-valued products which are Kulai Chillies & Bananas, beef & tilapia fish. The programme is divided into 2 phases i.e. 1st phase in from 2010 to 2014 and the 2nd phase is from 2015 to 2020. A sum of RM 750.0 Million has been allocated for the project and will benefit an estimated 40,000 settlers comprising 11,000 entrepreneurs. The number is expected to swell to 30,000 new entrepreneurs.

- Æ What are the key drivers and initiatives to lessen the country's dependence on food imports?
- Æ What are the strategies to reach effective and sustainable management of the project?
- Æ Will there be adequate policies and action plans to be formulated and implemented?
- Æ Will related micro and small enterprises (input supply, production, processing and marketing) will be supported and strengthened?
- Æ What are the effective and participatory mechanisms for dialogue and joint action planning between policy-makers, research organisations and other stakeholders to be established and support structures to be put in place?
- Æ Food Warehouses
- Æ Food Production Centres
- Æ Ecological Responsibility
- Æ Updates on the big-scale food production project with RM 10.0 million allocation to kick-start the project

5:00 pm - *Keynote Speaker:*
 5:30 pm ****Dato' Dzulkifli Abd. Wahab**
*General Manager, Federal Land
 Development Authority (FELDA)*

5:30 pm End of Forum / Afternoon Refreshments

NOTES:

- Confirmed Role-Players are with names in green colour (without the asterisks (**))
- Names with double asterisks (**) are invited role-players and yet to be confirmed
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