

Pakistan is the third largest single country buyer of Malaysian palm oil



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The Malaysian Palm Oil Council (MPOC) promotes the market expansion of Malaysian palm oil and its products by enhancing their image creating better acceptance through awareness of various technological advantages and environmental sustainability of palm oil. The council, established in 1990 and with 10 regional offices worldwide, organizes the promotional and marketing activities of Malaysian palm oil in the effort to make it the leading oil in the global oils and fats market.

The Pakistan and Malaysia affiliation is one of the longest standing trading partnerships for nearly four decades.

Pakistan is the third largest single country buyer of Malaysian palm oil and is held

in high esteem by Malaysia. The Malaysian palm oil industry is one of the major sources of contributions to Pakistan's national exchequer and is also the largest investor in the oils and fats sector of Pakistan.

MPOC Pakistan strengthens trade opportunities in the market place by addressing the latest opportunities in the market and diversification of products for the betterment of total sales and exports of Malaysian palm oil. It also aims to improve understanding of palm oil, its applications and its benefits, while safeguarding Malaysian palm oil as the most dominant palm oil in terms of market coverage, nutritional benefits, environmental sustainability and commercial success.

MPOC's activities and programs include the use of effective communication channels such as trade fairs, promotional programs, newsletters, magazines and websites. The council also uses the expertise of communication experts, researchers, environmental experts and pro-active and experienced trade and industry representatives in promoting the usage of Malaysian palm oil.

The organization also works to strengthen the information base to address current and emerging trends in the market through various events and expert resources. The aim is to convey an accurate and positive image of Malaysian palm oil in areas related

to environment, trade and nutrition.

MPOC has brought their series of international conferences titled Palm Oil Trade Fair & Seminar (POTS) to Pakistan as well and will be organizing the third edition in Karachi in the coming months. Leading industry professionals and international speakers come from all over the world to participate in the POTS Pakistan conference. The event is designed to offer oils and fats players both from within and outside Pakistan a platform to exchange ideas and discuss issues affecting the trade and to offer business networking opportunities. ♦

