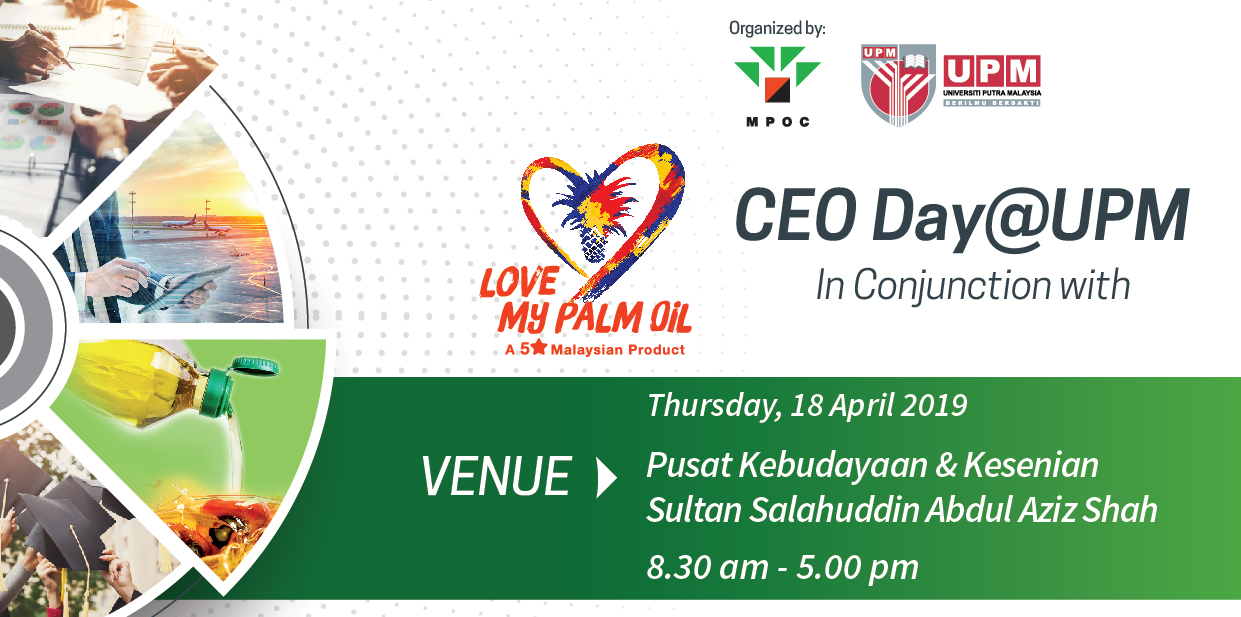
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**CEO Day@UPM: Love MY Palm Oil**

**Dewan Besar, Pusat Kebudayaan & Kesenian**

**Sultan Salahuddin Abdul Aziz Shah, Universiti Putra Malaysia, Serdang, Selangor**

**Tentative programme**

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| **Time** | **Programme** |
| **8.00 am** | Registration  Exhibition starts |
| **9.00 am** | Arrival of guest of honour |
| **OPENING** | |
| **9.15 am** | Negaraku/ Putra Gemilang/ Recite doa |
| **9.20 am** | Opening remarks by Prof. Datin Paduka Dr. Aini Ideris, Vice Chancellor, Universiti Putra Malaysia |
| **9.35 am** | Remarks by Datuk Dr. Kalyana Sundram, CEO, Malaysian Palm Oil Council |
| **9.50 am** | Launching of “Tenera Student Association, UPM” |
| **CEO FORUM: 10.00 am-12:45 pm**  **Chairperson: Datuk Dr. Kalyana Sundram, CEO Malaysian Palm Oil Council**  **Panellists:**  Mr. Joseph Tek Choon Yee  CEO & Managing Director, IJM Plantations Berhad  **Fun and engaging - Does it sound like the palm oil industry?**  Puan Nur Fatin Dato’ Seri Ibrahim  Group Managing Director, Dewina Holdings Sdn Bhd  **Challenges and trends in food industry: Do you have what it takes to thrive in the food manufacturing sector?**  Mr. Seelan Paul  CEO, Media Prima Radio Networks  **Staying relevant: How to create impact in the current internet age?**  Dato’ Ir. Guntur Tobeng  Group Managing Director, Gading Kencana Sdn Bhd  **Challenges in turning ideas to marketable products.** | |
| 12.45 pm | Lunch |
| 1.30 pm | Morning session ends |

**Evening Session: 12.30 pm – 5.00 pm**

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| **Time** | **Programme** |
| 12.30 pm | Exhibition resumes |
| 2.00 pm | Intervarsity Palm Oil Quiz Competition: History, science and environment |
| 2.30 pm | Interactive activity for school student |
| 3.00 pm | Demonstrations:   * Palm based soap making (MPOC) * Palm based ice-cream making (FSTM UPM) |
| 5.00 pm | Programme ends |

**Concurrent Sessions:**

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| **Time** | **Programme** |
| 9.00 am -5.00 pm | * Exhibition from companies and non-governmental organization (NGO) * Walk-in interview * Drop-in resume * Luck draw * Interactive quizzes * Free food sampling * Registration of Tenera Student Association, UPM |