

Majlis Pra-Pelancaran MICCOS 2009

- ENGLISH VERSION ONLY -

Ucapan Perasmian Y.B. Tan Sri Bernard Dompok
Menteri Perusahaan Perladangan dan Komoditi Malaysia

Sempena Majlis Pra-Pelancaran MICCOS 2009

Tarikh : 28 Mei 2009 (Khamis)

Masa : 10.00 pagi

Tempat : Tapak Ekspo Pertanian Malaysia Serdang (MAEPS), Selangor.

Yang Berusaha Saudara Pengacara Majlis

Yang Berhormat Datuk Hamzah Zainudin
Timbalan Menteri
Kementerian Perusahaan Perladangan dan Komoditi

Yang Berbahagia Datuk Wira Ismail Saleh
Ketua Setiausaha
Kementerian Perusahaan Perladangan dan Komoditi

Ketua-Ketua Pengarah Agensi dan Ketua-Ketua Pegawai Eksekutif Majlis-Majlis di Bawah
Kementerian

Dif-Dif Jemputan

Wakil-wakil Media

Tan Sri-Tan Sri, Datuk-Datuk, Tuan-Tuan dan Puan-Puan yang saya hormati sekalian,

Salam sejahtera dan selamat pagi.

1. Terlebih dahulu izinkan saya merakamkan ucapan setinggi-tinggi penghargaan dan terima kasih kepada para hadirin, dif-dif jemputan dan wakil media kerana dapat melapangkan masa untuk memeriahkan Majlis Pra-Pelancaran Pameran dan Persidangan Antarabangsa Komoditi Malaysia 2009 atau nama singkatnya MICCOS 2009.

2. MICCOS 2009 akan berlangsung selama 4 hari mulai 13 hingga 16 Ogos 2009 di Tapak Ekspo Pertanian Malaysia, Serdang, Selangor dan ia merupakan kali ketiga dianjurkan oleh Kementerian Perusahaan Perladangan dan Komoditi sejak mula diperkenalkan pada tahun 2005 dengan nama Minggu Komoditi.

3. Program ini dianjurkan setiap 2 tahun sekali dengan matlamat untuk menghimpunkan seluruh masyarakat komoditi dari segenap peringkat dalam rantaian nilai industri komoditi dari pengeluaran, pemprosesan, pengilangan, penyelidikan dan pembangunan, pemasaran dan pengedaran serta aktiviti sokongan lain bermula dari penanaman hinggalah kepada hasil yang ditawarkan kepada pengguna akhir atau dengan lain perkataan from farm to table and products meet customer requirements.

4. Impaks Program MICOSS yang dianjurkan pada tahun-tahun sebelum ini telah berjaya menyampaikan maklumat dan hebahan mengenai peranan dan sumbangan sektor perladangan dan komoditi kepada pertumbuhan ekonomi dan pembangunan negara serta peluang-peluang yang boleh

diterokai dalam sektor komoditi bagi menjana sumber pendapatan baru kepada negara. Selain itu, MICCOS juga menjadi platform kepada Kementerian untuk menghebahkan penemuan-penemuan terbaru hasil penyelidikan dan pembangunan (R & D) yang dijalankan oleh institusi-institusi penyelidikan di bawah Kementerian untuk digunapakai bagi meningkatkan kecekapan dan pengeluaran dan seterusnya mengekalkan daya saing sektor komoditi negara.

5. Saya percaya sektor komoditi mempunyai banyak peluang dan potensi yang boleh diterokai dan dibangunkan untuk menghasilkan produk-produk yang mempunyai nilai tambah yang tinggi dan berkualiti untuk pasaran tempatan mahu pun pasaran antarabangsa pada masa hadapan.

6. Bagi para pengusaha yang terlibat dalam sektor pemprosesan dan hiliran, komoditi memang merupakan satu industri yang menguntungkan. Cabaran yang kita hadapi sekarang ialah bagaimana mind set pekebun-pekebun kecil khususnya, dan golongan muda kita boleh diubah supaya menganggap sektor hulu bagi komoditi juga sebagai satu industri yang menguntungkan. Mereka hendaklah mengambil inisiatif untuk melengkapkan diri dengan segala ilmu dan kemahiran demi memastikan kejayaan masing-masing dalam sektor hulu.

Ladies and gentlemen,

5. The commodity sector promises a lot of opportunities to be explored. This sector has undergone considerable structural transformation, in particular from being merely as a producer and exporter of raw materials and semi-processed products, which were at the lower end of the value chain, Malaysia is now able to produce a wide range of high quality value added manufactured products which meet the growing world demand and cater to a wide range of consumer needs.

6. Hence if viewed from this perspective, the long-term viability of the commodity sector will depend on a large extent, on significant technological improvement to enhance the processing and manufacturing of higher value-added and high quality products. The Malaysian scientists, food and non-food technologists are carrying out continuous research and development to harness vast opportunities of developing more downstream, high value-added products for palm oil, rubber, cocoa as well as timber. The production of oleo-chemicals, from palm oil for example, provides immense potential for the development of consumer products such as food supplements, personal care products, detergents and pharmaceuticals.

7. We have chosen the tagline - "Commodity Is An Industry" as the theme of MICOSS 2009. This theme is a reflection of the structural changes and development that we have achieved in the commodity sector over the last few decades. In fact in 2008, the commodity sector contributes nearly 17% to Malaysia's export earnings.

8. The commodity sector, apart from being a regular foreign exchange earner, more importantly, it is also the major source of income for close to half a million of smallholders who are dependent on oil palm, rubber, cocoa, tobacco and pepper for their livelihood. This opportunity of earning a decent income in the rural areas through economic activities related to commodities has helped the Malaysian Government develop these areas and also prevent any serious rural-urban migration of population.

9. As you may be aware, most of the commodities and their related products are export-oriented. In 2008, the commodities and their related products contributed RM112 billion to the total export earnings which was a new high in the history of the Ministry of Plantation Industries and Commodities. This was partly due to high prices of commodities and our ability to produce more to meet the increasing demand of the major traditional markets as well as due to our concerted efforts in penetrating new markets.

10. In the process of developing the commodity sector, it has created employment opportunities for most of the rural population thereby fulfilling the socio-economic obligation to the people. It was estimated that in 2008, this sector employed approximately 1.3 million people in the various activities related to the commodities both in the upstream and downstream activities.

Ladies and gentlemen,

11. MICCOS 2009 is organized by the Ministry of Plantation Industries and Commodities in collaboration with agencies such as Malaysian Palm Oil Board, Malaysian Rubber Board, Malaysia Timber Industry Board, Malaysian Cocoa Board, Malaysian Pepper Board and National Tobacco Board. This event is also supported by the Councils namely Malaysian Palm Oil Council, Malaysian Rubber Export Promotion Council, Malaysian Timber Council, Malaysian Timber Certification Council and Malaysian Furniture Promotion Council as well as other government agencies, universities and private sector.

12. With the theme "Commodity Is An Industry", MICCOS 2009 is regarded as a "must attend" event for the Masyarakat komoditi. I can assure that it is a good opportunities for all of you to be updated with the latest innovations and ideas in doing businesses related to commodities. This year, MICCOS 2009 will organize five (5) major events :

- a. Exhibition of the latest technologies and innovations in the commodity sector;
- b. Conferences on Commodities and seminar for smallholders and industries;
- c. Presentation of Commodity Award 2009;
- d. Career development program and job interviews; and
- e. Sale of commodities related SME's products.

13. The exhibition will showcase a wide range of the latest innovations and solutions developed by major producers, manufacturers and exporters, as well as agencies responsible for the development and promotion of the commodities.

14. Visitors to the exhibition could benefit in terms of broadening their knowledge on the latest technologies, innovations, industry standards and designs of commodity products. It will also allow them to explore new products and services, meet face-to-face and establish business contacts with key decision makers and buyers from the region and to be in synchronize with the industry's future growth plans. The public and students are encouraged to visit the exhibition to gain insight knowledge on the nutritional values, business and employment opportunities in the commodity sector.

15. In conjunction with MICCOS 2009, the Ministry will be presenting the prestigious commodity awards to outstanding companies, individual smallholders and researchers for their achievements in various fields. A total of eight award categories will be presented. Apart from these major events, patrons of MICCOS will also be treated to fun events such as entertainment by local artists, cooking demonstration, car drifting and go kart activities.

16. Therefore, all are most welcome to MICCOS 2009 held only once in 2 years and I urge everyone not to miss this golden opportunity and do publicise it to your families and friends.

Ladies and gentlemen,

17. I hope MICCOS 2009 will be a great event of the year and provides the necessary impetus to the development of the commodity sector, and to making Malaysia the center for production and trade in commodity sector. On this note, I have the honor to officiate the soft launch MICCOS 2009.

Thank you.