

INTERNATIONAL CONFERENCE on  
**HERBAL & NATURAL**  
P R O D U C T S



## INTERNATIONAL CONFERENCE ON HERBAL AND NATURAL PRODUCTS

27 & 28 March 2008 April 2008, Putra World Trade Centre (PWTC)

Kuala Lumpur, Malaysia

For the 5<sup>th</sup> consecutive years, **Malaysian Herbal Corporation (MHC)** will once again organize an **International Conference on Herbal and Natural Products** on conjunction with **“The 5<sup>th</sup>. Asia Pacific Natural products Expo 2008 (NATPRO 2008)”**. We cordially invite you to take part in Malaysia’s leading industry’s conference, which will take place at Putra World Trade Centre (PWTC), Kuala Lumpur from 27 – 28 March 2008. This year’s theme will be **“Enhancing Value in the Herbal and Natural Products Industry”**

**“The Malaysian herbal products industry is considered to be one of the most dynamics SME sectors, with an annual growth estimated at 10 percent a year and worth more than RM8 billion annually”**

*Tan Sri Dato’ Muhyiddin Mohd. Yassin  
Minister of Agriculture and Agro Business  
(NATPRO 2007 – Opening Speech)*

The conference is aimed at those who wish to update themselves with new trend, recent development and exchange ideas in the herbal and natural products industries. Issues and topics presented is focus on the targeted areas of knowledge, expertise and development of this industry, to harness maximum business potential in herbal and natural products industry and debating on pressing issues in this lucrative industry.

### What participants can expect from the speakers:

- Broad understanding on the overview on herbal and natural products industry in Asia Pacific, in particular Malaysia;
- Insiders view of industry development in the region;
- Opportunities and outlook for herbal and natural products industry.

### Speakers:

This International Conference will features power-packed sessions by an impressive line-up of distinguished speakers. Some of the featured speakers are:

- **Prof. Dr. Zhari Ismail, PhD, R.Ph**  
Professor of Pharmacology, University of Science Malaysia
- **Asmadi Md. Said**  
Executive Director, Malaysian Herbal Corporation
- **Mr. Christof Jaenicke, MD**  
Chief Executive Officer, Biotropics Malaysia Berhad
- **Mr. Klaus Anton Duerbeck**  
Chief Executive Officer, Klaus Duerbeck Consulting
- **Dr. Joerg Gruenwald, PhD Botanist**  
Chief Scientific Officer, Biotropics Malaysia Berhad
- **Mr. Matthias Miller, MSc Pharmacist**  
Director - Project Management & Product Development, Biotropics Malaysia Berhad
- **Mr. Claude Chao**  
President, Shanghai University of Traditional Taiwan Chinese Medicine Education College in Taiwan

### Who Should Attend?

Every industry members, manufacturers, academicians, researchers, distributors, retailers, financiers, venture capitalists, ministries, government agencies, traders, exporters, importers, supporting services providers related to this industry and members of the public, etc should attend this Seminar.

### Why You Shouldn't Miss This Conference?

- Update your working knowledge on the status of the industry;
- Be among a few to meet business decision makers and policy makers at the right place and time;
- Think business expansion!

### Secretariat

#### **Conference Secretariat**

#### **Malaysian Herbal Corporation**

HERBAL PLAZA, 15 Jalan Medan Tuanku 1  
Medan Tuanku, 50300 Kuala Lumpur  
Malaysia

Tel : +603 2697 6620

Fax: +603 2697 6621

Email : [info@malaysianherbal.com](mailto:info@malaysianherbal.com)

Contact Person: Bani / Rus / Feeda / Sri

#### **REGISTRATION FEE**

<b>Category</b>	<b>Fee (RM) / (USD)</b>
Standard Rate	RM650 / US\$180
Malaysian Gov. Agency	RM550 / US\$155
Students	RM200 / US\$55
Group Discount (3 or more)	10% discount

\*Inclusive of lunch, tea breaks and conference kit

### **Registration Form – Fax to +603 2697 6621 (Bani)**

Please register me/us :

1. Name: \_\_\_\_\_ Designation: \_\_\_\_\_

2. Name: \_\_\_\_\_ Designation: \_\_\_\_\_

3. Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Contact Person: \_\_\_\_\_

#### **Payment**

You can transfer the payment to Account No: 10549 0000 803 Affin Bank Berhad in favour of **Malaysian Herbal Corporation Sdn. Bhd.** A copy of the transfer slip should be faxed to +603 2697 6621 together with this form.

**OR**

You can pay by cheque made in favour of **Malaysian Herbal Corporation Sdn. Bhd.** and mail this form together with your cheque to: **Malaysian Herbal Corporation, Herbal Plaza, 15 Jalan Medan Tuanku 1, Medan Tuanku, 50300 Kuala Lumpur, Malaysia.**

Any cancellation within ten (10) days before the event is not refundable. The management have right to change the date / venue of the event with notice to given in advance

#### **Supporting Agency/Organization:**

University of Science Malaysia (USM), Herbal Plaza, MeCD, Advanced Manufacturing Institute (AMI),  
Malaysian Industry-Government Group for High technology (MiGHT)