



# MTCC

## 20TH ANNIVERSARY

### CONFERENCE

Pushing Boundaries Advancing Sustainability

24 SEPTEMBER 2019

SUNWAY PUTRA HOTEL, KUALA LUMPUR



In conjunction with MTCC's 20th Anniversary Celebration bearing the tagline "Pushing Boundaries Advancing Sustainability," MTCC is organising an inaugural one-day conference that seeks to acknowledge, appreciate and celebrate the tremendous hard work, improvements and innovative efforts undertaken by forest managers and timber enterprises, enriched by inputs from stakeholders, that have pushed the boundaries and made advancement in meeting the stringent demands of certification in forest management and chain of custody.

While discussing the urgent needs for achieving sustainability targets and increasing the availability of certified timber products for consumers in the Malaysian and global markets, the conference will also see the forests beyond timber by exploring innovation in forest products and services and look forward to the future for certification to remain credible, effective and efficient.



ORGANISED BY:



IN COLLABORATION WITH:



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CONFERENCE REGISTRATION FORM  
CLICK: [HTTPS://MTCC.COM.MY/](https://mtcc.com.my/)  
OR SCAN THE QR CODE PROVIDED



# PROGRAMME

8.30am	Registration
9.15am	Arrival of Guest of Honour, <b>YB Teresa Kok, Minister of Primary Industries</b>
9.30am	Welcoming remark by <b>Datuk K. Yogeessvaran, Chairman, MTCC</b>
9.45am	Opening & keynote speech by YB Teresa Kok
10.15am	Coffee break
10.45am	<b>Setting the scene – Recapping twenty years of development and progress of timber certification in Malaysia – Dato’ Dr Freezailah Che Yeom, Founding Chairman of MTCC</b>
11.00am	<b>Session 1: Business unusual – Making room for disruptors</b> Dialogue on certification as a driver for disruptive innovations  Moderator: <b>Datuk K. Yogeessvaran, Chairman, MTCC</b> Speakers: <ol style="list-style-type: none"><li>1. “Road to sustainability: Realising optimum benefits from sustainable forest management” <b>Timothy Pan, Operation Manager, Bornion Timber Sdn. Bhd.</b></li><li>2. “Buying into the circular economy: Saving the world, one piece at a time” <b>Harith Ridzuan, Director, One Tech (M) Sdn. Bhd.</b></li><li>3. “Green consumerism: Is there a place for sustainability in the market?” <b>Adela Askandar, Director, Studio Bikin/Kedai Bikin</b></li><li>4. “Making sustainability fashionable: Promoting product innovation through certification” <b>Dr. Antonio Brunori, Secretary General, PEFC Italy</b></li></ol>
12.15pm	Q&A
12.45pm	Launching of sustainable fashion by One-Tech (M) Sdn. Bhd.
1.00pm	Lunch break
2.15pm	<b>Session 2: Envisioning the future of certification beyond 2030</b> Dialogue on the outlook of certification in the forest industry and timber sector – will certification continue to be relevant in the Fourth Industrial Revolution? What are the key deciding factors, the enabling conditions and quintessential recipes for certification, particularly in the forestry sector? How can certification capitalise on the digital economy and remain credible and effective?  Moderator: <b>Dato’ Dr Tan Yew Chong, Secretary-General, Ministry of Primary Industries</b> <ol style="list-style-type: none"><li>1. <b>Ben Gunneberg, CEO, PEFC</b></li><li>2. <b>Dato’ Dr Abd Latif Mohmod, Director General, Forest Research Institute Malaysia (FRIM)</b></li><li>3. <b>Dato’ Mohd Ridza Awang, Deputy Director General, Forestry Department Peninsular Malaysia</b></li><li>4. <b>Dato’ Low Kian Chuan, Chairman, Malaysian Timber Council</b></li><li>5. <b>Mohd Azanuddin Salleh, CEO, SIRIM QAS International Sdn. Bhd.</b></li><li>6. <b>Dr Melvin Gumal, Director, Wildlife Conservation Society, Malaysia</b></li></ol>
3.45pm	Q&A
4.15pm	Summation and closing remarks by Yong Teng Koon, CEO, MTCC
4.30pm	Tea break/ Networking session/ End of conference

## Conference Fee:

	Local	International
<b>Normal</b>	RM100	USD50
<b>Student</b>	RM50	USD25

## Important:

- ▶ Payment should be made by/before 1 September 2019 and notified to the contact email below.
- ▶ Confirmation of registration will be made via email upon receipt of full payment and registration form.
- ▶ Changing the name of registered participants within the same company/organisation is permissible.
- ▶ For further enquiries, please contact Mr. Akmal Saarani at [akmal@mtcc.com.my](mailto:akmal@mtcc.com.my)

## Bank Transfer:

Bank Name:	MAYBANK BERHAD Maluri Branch No. 88, Jalan Mahkota, Taman Maluri Cheras, 55100 Kuala Lumpur, Malaysia
Beneficiary:	MALYSIAN TIMBER CERTIFICATION COUNCIL
Bank Account No.:	514404800284
Swift Code:	MBBEMYKL

PLEASE SEND COMPLETED FORM AND PROOF OF PAYMENT TO MALYSIAN TIMBER CERTIFICATION COUNCIL VIA:

EMAIL: [akmal@mtcc.com.my](mailto:akmal@mtcc.com.my)  
FAX: +603 2161 2293