

MY FOOD CONFERENCE PROGRAMME



Day 1

- 10:00am : Opening Ceremony by invited GOH (TBC)
- 10:30am : Tour of the Exhibition
- 11:30am : Key Note Address YBHG. DATUK SERI ISHAM BIN ISHAK,
Secretary General, Ministry of Agriculture and Food Security
- 12:15pm : Lunch
- 1:45pm-2:15pm : Government Session
- 2.15pm-3.00pm : Panel Session KLCC Sustainable Alliance
Local Sourcing in the precinct

Panellists

- John Burke > General Manager, Kuala Lumpur Convention Centre
Pamela Lee > Director of Operations, Traders Hotel
Fabio Brambilla > Executive Chef, Mandarin Oriental Hotel

- 3:00pm-3:30pm : Joyce Wong - Making better food choices for a healthier you.
- 3:30pm-4:00pm : FAMA topic to be confirmed

Conference closes

Day 2

9.30am-10:00am : Government Session

10:00am-10:30am : Sri Lovely Rice Farm a Case Study

Coffee Break

10.45am-11.15am : Panel Session Savouring the Moment, Slow Food, Slow Living and the Art of Culinary Well Being

Panellists

Prof Kim Kah Hwi > University of Malaya

Mr Hock Aun Khoo > Director Green Organic World (GROW) Sdn Bhd

11:15am-11:45am : Transforming Malaysia into a more food secure nation.
Alejandro Baranda
Manager Kearney South East Asia

Lunch

2:00pm-2:30pm : Salad Atelier topic to be confirmed

2:30pm-3:00pm : Anna Lees Culinova Consulting
Profit And Planet Implementing Sustainable Practices
that Benefit your Bottom Line

3:00pm-3:30pm : Malaysia Food Security Blueprint
Ybhg. Dato Prof Dr Ahmad Farhan bin Mohd Sadullah
Universiti Putra Malaysia

Conference closes

Speaker Bios

Dato Prof Dr Ahmad Farhan Mohd Sadullah

Dato' Prof. Dr. Ahmad Farhan Mohd. Sadullah, 57, has been appointed as the Vice-Chancellor, Universiti Putra Malaysia (UPM) for three years from 2 October 2023 to 17 September 2026.

He obtained a Doctor of Philosophy in Transport Studies from the University of London in 1995, a Master of Science in Transport from the same university in 1990 and an Imperial College Diploma (DIC) from the Imperial College of Science, Technology and Medicine in 1990.

Previously, he held the position of Deputy Vice-Chancellor (Academic and International), USM from 2017 to 2020.

Dato' Prof. Dr. Ahmad Farhan began his career as a USM lecturer in 1995 and held the positions of Coordinator of the Innovation and Technology Development Unit (2000 – 2004), Dean of the Engineering and Technology Research Platform (2004 – 2006) and Director of Innovation, USM Research and Innovation Division (2006 – 2007).

Born in Petaling Jaya, Selangor, he was the recipient of the Road Safety Figure Award in 2015 for his contribution to the field of transportation engineering at the national and international levels.

In addition, he was appointed as the Head of the National Blue Ocean Strategy (NBOS) Cluster for Road Safety and a Member of the Land Public Transport Commission (SPAD) and served as the Director General of the Malaysian Institute of Road Safety Research (MIROS) from 2008 to 2011.

Dato' Prof Dr. Ahmad Farhan is also involved in various committees at the national and international levels involving the field of transportation covering road safety, public transport, transport sustainability, Intelligent Transport Systems as well as travel behaviour and traffic engineering

Joyce Wong

Joyce Wong Jin Yi is a nutrition coach specializing in gut health, helping people build positive lifestyle habits for greater energy, focus, and mental clarity. She is also a passionate advocate for women's empowerment, dedicated to supporting women in achieving their full potential.

With a master's degree in food science and nutrition, training in functional medicine, and expertise as a master practitioner of NLP, Joyce brings a deep understanding of health and transformation to her work. She has authored four scientific papers and a review on plant nutrition in international journals and is a columnist for The Petri Dish Science Magazine.

As a former Lean In Network leader in Penang, Joyce continues to champion women's leadership and success. She is gathering women from all over the world through Create Space, a community designed to foster collaboration, transformational growth, and impact-driven action. Through Create Space, she provides a platform where women can connect, support one another, and turn their ideas into reality.

Her guiding belief? When you prioritize your health, the possibilities are limitless.

Hock Aun Khoo

Currently Convenor, Global Sustainability Summits and Dialogues, Initiator, ASEAN/Asia-Pacific/Global Green Chamber of Commerce

Currently Director, Green Renewable Organic World (GROW) Centre Sdn Bhd providing:

- o advisory for sustainability and waste management projects,
- o advisory for sustainable farm systems, aquaculture, and microalgae production,
- o use of agriculture biomass for SAF biofuels, biofertiliser and bioproducts,
- o development of organic/natural farms, cultural, rural eco-agro tourism enterprises;
- o remote sensing applications in precision agriculture utilising AI empowered satellite & UAV platforms.

Advisor, Malaysian FIRST Foundation, Member RSB (www.rsb.org)

Co-Coordinator Flying Labs Malaysia, Convenor Farm Robotics Working Group Flying Labs Network

Hon Secretary, Malaysian Society for Waste Management and Environment, involved with community waste management programmes

Previously Chamber 1 Chair (Feedstocks and Producers) for Roundtable on Sustainable Biomaterials (RSB) and previously RSB Vice-Chair, Board Director, Assembly Delegate (2009-2016), involved with standard development, compliance, certification & training.

Previously Member of the Membership Committee of London based ISEAL (International Social and Environmental Alliance) 2013-2016 for sustainability standard organizations

He was representative for South East Asia for a global tourism e-commerce platform, managed trade associations in both Malaysia and South East Asia (1983-2006) including regional tourism, information and communications technology, business groups and chambers of commerce:

- o Executive Director, Association of Computer and Multimedia Industry (2004-06)
- o Executive Director Malaysian Association of Tour and Travel Agents (1999)
- o Executive Director, ASEAN Business Forum (1996-1998)
- o Deputy Executive Director, ASEAN Tourism Information Centre (1989-1996)
- o Executive Director, ASEAN Chambers of Commerce and Industry (1986-1987)

He was also Regional Director of SVP South East Asia Sdn Bhd and a Executive Director of Online Advanced Systems and Integrated Services Sdn Bhd from 1986-93 engaged in developing online databases.

From 1983 –1985 he was Head of Market Research in the Malaysian Overseas Investment Corporation Sdn Bhd and was Staff Writer on the Malaysian Business magazine from 1978 to 1983.

Mr Khoo Hock Aun graduated with a Bachelor of Science (Agribusiness) from Universiti Putra Malaysia, in 1978 and was a Nuffield Foundation Study Fellow in 1988 attached with the Science Policy Research Unit of the University of Sussex, UK.