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MPOC to promote palm oil's goodness at Lulu hypermarkets in Dubai

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MANILA The Malaysian Palm Oil Council (MPOC) and Lulu International Group have entered into a partnership to promote Malaysian palm oil-based products at Lulu Hypermarkets in Dubai.

A memorandum of understanding (MOU) between MPOC and Lulu International Group was signed during the opening of the Sustainable Agriculture Summit (SAS) Agri-innovation Summit at the Business Park in Singapore in August 2021. The MOU was exchanged between Lulu, former chairman of MPOC, Ismail bin Yusoff, and Lulu Group International Group operating official Global Office II, situated by

Deputy Minister of Fisheries, Aquaculture and Food Security (DAMFAS), in part of the partnership, MPOC's global outreach campaign, the Malaysian Palm Oil Fund of Goodness Campaign, was launched at the Lulu Hypermarket at Silicon Oasis recently.

The collaboration with Lulu Hypermarket is for a three-month period from Feb to April. The campaign will promote palm oil products by Malaysian manufacturers directly into Lulu Hypermarket and directly source the products from participating Malaysian manufacturers for promotion at

selected Lulu outlets.

The promotion campaign is an extension of our activities to promote and spread awareness on Malaysian sustainable palm oil at Singapore. It also fits our legacy to partner with Lulu International Group, which is a major retail chain in Asia and the Middle East in the endeavour to promote Malaysia's sustainable palm oil and MPOC 2021 Vision Mission Statement.

MPOC, together with the Ministry of Fisheries, Aquaculture and Food Security is spearheading Malaysia's sustainable palm oil and MPOC 2021 Vision Mission Statement

Agri-innovation Summit" in the world's top 100 cities. The programme highlights Malaysia's commitment of palm oil support activities.

MPOC is increasing the Malaysia palm oil industry's sustainable cultivation and management. Both aspects are vital in ensuring that palm oil remains as the main pillar of the domestic economy, as well as a globally accepted food source. The activities include a mandatory certification scheme, regulatory guidelines, Good Agricultural Practices and the development of strategic technology by the operators, suppliers and downstream sectors

of the industry.

The concept of "Sustainable Agriculture" further provides a strong platform for Malaysia in expanding the global market for palm oil exports. The sector has tremendous significance in providing a continuous stream of revenue through the export of the low-carbon and value-added products and services.

MPOC's recent participation at Singapore 2021 is led by the Minister of Science, Technology and Innovation with Malaysia Green Technology and Climate Change Corporation in implementing