



ASEAN RUBBER CONFERENCE 2010  
KUALA LUMPUR, MALAYSIA  
17 JUNE 2010

**STUDY TOUR TO THE  
RUBBER RESEARCH INSTITUTE EXPERIMENT STATION  
SUNGAI BULOH, MALAYSIA  
(HOSTED BY MALAYSIAN RUBBER BOARD)**





## ASEAN RUBBER CONFERENCE 2010

### **A. BACKGROUND OF THE STUDY TOUR**

The visit to the Malaysian Rubber Board Rubber Research Institute Experiment Station in Sungai Buloh, Malaysia is part of the program of the 6th ASEAN Rubber Conference. The Conference is organized by NextVIEW and presented by International Rubber Research & Development Board. The study tour is supported by the Malaysian Rubber Board, a statutory body under the aegis of the Ministry of Plantation Industries and Commodities, Malaysia

The study tour will highlight and provide delegates with first-hand experience regarding various aspects of research related to Hevea Germplasm, Latex Harvesting Technology, Biotechnology and Rubber Products Testing. It will also include a visit to the International Rubber Products Exhibition Center. A presentation on the need for continued research on rubber to remain globally competitive will also be part of the program.

The theme for this year's Rubber Plantation Study Tour is:

#### **GEARING UP THE NATURAL RUBBER INDUSTRY THROUGH STRATEGIC RESEARCH AND DEVELOPMENT ACTION**

The Study Tour will fulfill the following:

- Introduce delegates to various breakthroughs and latest technologies developed with Hevea Germplasm and related to latex harvesting, biotechnology, product testing and rubber product manufacturing
- Provide international delegates with first-hand experience and information on R&D technology and technical knowledge that could be acquired under the Malaysian Rubber Board's consultation programs
- Create networking and business match-making opportunities among senior executives from local/international rubber traders, rubber producers, rubber processors, rubber-based and latex-based product manufacturers, and those interested in business and investment opportunities in Malaysia
- Provide information on economic incentives, technical assistance and other relevant factors conducive for foreign investment
- Explore ways to capitalize on various initiatives and activities undertaken within ASEAN
- Enable and promote direct contact with Malaysian Government officials and business partners

### **B. BACKGROUND OF PARTICIPATING DELEGATES**

We are targeting 200 delegates from 25 nations comprising policy makers, research scientists, major stakeholders, product manufacturers and traders joining the study tour.



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**C. STUDY TOUR PROGRAM OUTLINE**

**DAY 1, THURSDAY, 17 JUNE 2010**

7:30AM

Pick up from the JW Marriott Hotel, Kuala Lumpur, Malaysia

8:45AM

Arrive at the Rubber Research Institute Experiment Station

9:00AM

**WELCOME REMARKS & KEYNOTE ADDRESS**

**STRATEGIES FOR THE DEVELOPMENT OF NATURAL RUBBER TECHNOLOGY, RAW MATERIALS AND PRODUCT MANUFACTURE**

*Dr. Salmiah Ahmad, Director General, Malaysian Rubber Board, Malaysia*

9:30AM

**VISITS TO SELECTED RESEARCH CENTERS AT THE EXPERIMENT STATION**

Delegates will view various aspects of research at the Hevea Germplasm Center, Latex Harvesting Technology Center, Biotechnology Lab, Rubber Product Testing Facilities and Rubber Product Exhibition Center

1:00PM

LUNCH for Guest Speakers and Study Tour Delegates

Hosted by Malaysian Rubber Board

02:30PM

Study Tour Ends; Return Trip to JW Marriott Hotel

**IMPORTANT NOTE**

**(MUST READ)**

**A COACH NUMBER WILL BE ASSIGNED TO EACH DELEGATE AND DELEGATES ARE REQUIRED TO TRAVEL ON THE ASSIGNED COACH FOR THE ENTIRE STUDY TOUR.**