



**DEPUTY STATE SECRETARY'S OFFICE  
(SOCIO-ECONOMIC TRANSFORMATION)  
CHIEF MINISTER'S DEPARTMENT  
19<sup>TH</sup> FLOOR, WISMA BAPA MALAYSIA  
PETRA JAYA, 93502 KUCHING  
SARAWAK**

**Tel. No. : +6082-319557**

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Our Ref.: CMO/ICAAS/Invite – 34

Date: 12<sup>th</sup> July 2017

**Klang Chinese Chamber of Commerce & Industry**

No.42A, Lebuhr Enggang,

41050, Klang,

Selangor.

**TEL: 03-3344 7361**

**FAX: 03-3344 7362**

*YBhg. Datuk/Datu/Dato/Prof./Assoc. Prof/Dr./Sir/Madam/Ms.*

**INVITATION TO ATTEND THE INTERNATIONAL CONFERENCE ON  
AGRICULTURE AND AGRO-BASED INDUSTRY SARAWAK 2017 (ICAAS 2017)  
21<sup>st</sup> – 22<sup>nd</sup> August 2017, Borneo Convention Centre Kuching (BCCK), Sarawak, Malaysia**

Kind reference is made to the above mentioned subject.

2. Please be informed that the Sarawak State Government, through the Ministry of Modernisation of Agriculture, Native Land and Regional Development Sarawak, Malaysia, and in collaboration with Department of Agriculture Sarawak, Malaysia, Department of Veterinary Services Sarawak, Malaysia, and with the support of Sarawak Development Institute (SDI), will be organising a **2-day International Conference on Agriculture and Agro-based Industry Sarawak 2017 (ICAAS 2017)**. The conference, with the theme *"Transforming Agriculture through Commercialisation"*, will be held from **21<sup>st</sup> – 22<sup>nd</sup> August 2017** at the **Borneo Convention Centre Kuching (BCCK)** in Sarawak, Malaysia.

3. For your kind information, agriculture has been identified as one of the key sectors in the transformation of the Sarawak State economy. In 2016, the sector contributed about 14% to State Gross Domestic Product (GDP) and provided approximately 300,000 employment opportunities for the people. The sector is also playing an important role in alleviating poverty and uplifting the livelihood of the rural communities. In line with the economic transformation initiatives of the State Government, there is a need to identify effective policies, development strategies and approaches, and innovative business models that can significantly boost the growth of the sector.

4. The objectives of the Conference are as follows:

- a) To share knowledge and best practices in agriculture and the agro-based industry;
- b) To explore effective agriculture delivery systems in order to facilitate transformation of the agriculture sector; and
- c) To identify opportunities in the utilisation of digital technology to leapfrog the development of sustainable and competitive agriculture.

5. The conference is divided into four tracks, namely:

Track 1: Modernisation and Commercialisation of Agriculture: Scenario and Trends

Track 2: Journey towards Transformed Agriculture

Track 3: Stakeholders' Integration along the Supply Chain

Track 4: Digital Agriculture

6. This inaugural international conference will be showcasing more than 20 eminent local and international speakers and industry experts who will be discussing and sharing insights on current pressing issues, challenges, trends and opportunities in agriculture and the agro-based industry. We expect about 1,500 delegates from the public sector, local and international agribusiness sector, entrepreneurs, researchers and academicians from the ASEAN region to attend the conference. In line with the conference's theme "Transforming Agriculture through Commercialisation", there will be an exhibition showcasing the latest technology, innovation, tools and products available in the agriculture and agro-based industry.

7. In this regard, we would like to invite your esteemed department to participate in the conference. The early bird registration fee will be applicable only for registrations received by 31<sup>st</sup> July 2017. The organiser will not be responsible for any related incidental costs for this conference. Further information may be obtained from the conference website at [www.icaas2017.com.my](http://www.icaas2017.com.my). For any queries, please liaise with the ICAAS 2017 Conference Secretariat at Sarawak Development Institute at +6082-415484/416484 or email to Mdm. Rosalind Wong at [rwong@sdi.com.my](mailto:rwong@sdi.com.my), or Miss Evelette Robin at [eveletterobin@sdi.com.my](mailto:eveletterobin@sdi.com.my).

8. We thank you for your kind consideration and look forward to your participation.

Thank you.

Yours sincerely



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**(DATU HAJI ISMAWI BIN HAJI ISMUND)**

Deputy State Secretary Sarawak (Socio-Economic Transformation)

cum

Organising Chairman for International Conference on Agriculture and Agro-based Industry  
Sarawak 2017 (ICAAS 2017)



## International Conference on Agriculture and Agro-based Industry Sarawak 2017

The world population is estimated to reach 9.7 billion by 2050. Agricultural production is thus expected to double or triple to feed this multitude of people. There will be increasing demands for healthy, sustainable and equitably produced food. Smarter solutions thus need to be found via the technological revolution sweeping across the globe to succeed in this mission to feed the earth's humankind. Digital technology development and adoption is seen as one of the key solutions to transform the business of agriculture.

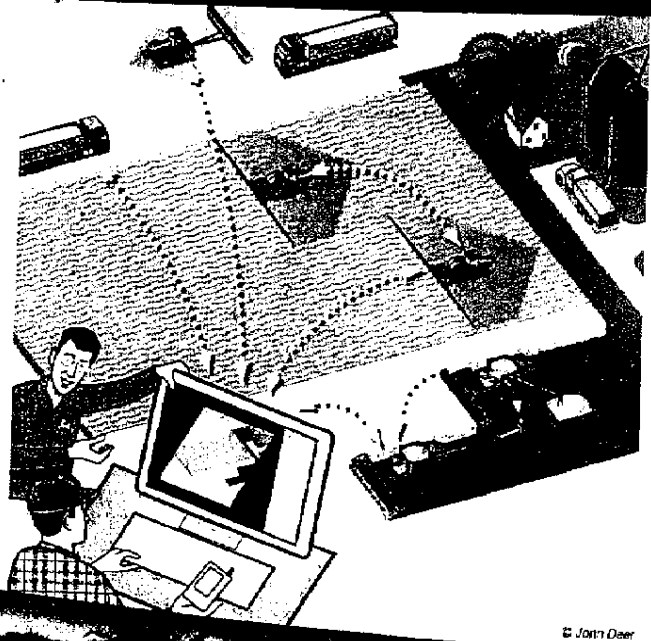
Agriculture is the fourth largest contributor to Sarawak State's economy. In 2016, the sector contributed 14% to the state's economy and provided approximately 300,000 employment opportunities for the people. It has also contributed in poverty alleviation and uplifted the livelihood of the people, particularly those in the rural areas. The State Government is currently undertaking initiatives to transform agriculture for greater productivity and sustainability and optimising agribusiness based on new and innovative business models and processes.

### *Transforming Agriculture through Commercialisation*

One of the initiatives is organising the International Conference on Agriculture and Agro-based Industry of Sarawak 2017 (ICAAS 2017).

#### CONFERENCE OBJECTIVES:

- To share knowledge and best practices in agriculture and the agro-based industry;
- To explore effective agriculture delivery systems in order to facilitate transformation of the agriculture sector; and
- To identify opportunities in the utilisation of digital technology to leapfrog the development of sustainable and competitive agriculture.



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#### FOCUS AREAS

Best  
Agriculture  
Practices and  
Success  
Stories

Emerging  
Technology  
in  
Agriculture

Agribusiness  
Technology  
Research and  
Development

Investment  
Opportunities  
in  
Agriculture

Business  
Models  
and  
Financing

Integrated  
Players  
along the  
Supply Chain

# CONFERENCE

(21<sup>st</sup> - 22<sup>nd</sup> August 2017)

This inaugural international conference will feature more than 20 eminent local and international speakers and industry experts who will be discussing and sharing insights on current pressing issues, challenges, trends and opportunities in agriculture and the agro-based industry. The conference is expected to draw 1,500 delegates from the public sector, local and international agribusiness sector, entrepreneurs, researchers and academicians from the ASEAN region.

## REGISTRATION FEE:

Types of Registration	Early Bird (by 31 July 2017)	Normal (by 20 Aug 2017)	On-site (21-22 Aug 2017)
Public Sector	RM250	RM300	RM350
Private Sector	RM350	RM400	RM450
Institute of Higher Learning	RM150	RM200	RM250
Members of Farmers Organisation, Breeders and Fishermen	RM100	RM150	RM200

## CONFERENCE TRACKS:

### Track 1: Modernisation and Commercialisation of Agriculture: Scenario and Trends

Global observation and direction on the prevailing and anticipated future trends and technology in the modernisation and commercialisation of the agriculture industry in view of the current and emerging geo political scenarios, climate change issues, rising expectations of the population and increasing demand. What would be the future for agriculture? What would be the key developments to look out for? What are the critical Government policy and drivers to champion the agriculture industry in a competitive global environment?

### Track 2: Journey towards Transformed Agriculture

Showcasing success stories in the various sub sectors of the agriculture industry. Examples on initiatives and innovation in overcoming key challenges in end-to-end organisation, production, export compliance, marketing and promotion, transport and logistics and sustainable business practices.

### Track 3: Stakeholders' Integration along the Supply Chain

The enabling factors and environment as well as strategies along the supply chain to transform agriculture to be competitive globally. New innovations and approaches to address pre and post harvest agricultural processes. The related processes are branding, marketing, business models, financing and human resource capacity building.

### Track 4: Digital Agriculture

Harnessing the power of digital technology and integrating digital tools for real time informed decisions and smart agriculture applications to leapfrog Sarawak's agriculture industry to be modern, competitive and sustainable. How to keep abreast with the fast changing technology and innovation in agriculture? Where does Sarawak start?

## WHO SHOULD ATTEND:

- Importing/Consuming Countries
- Agri-Business (Producers, Marketeers & Service Providers)
- Financier/Financing Institutions
- Government Institutions & Agencies (State & Federal)
- Research Institutes and Institutions of Higher Learning
- Political Leaders
- Farmers Institutions
- NGOs/Chambers of Commerce & Industry
- Ports, Transport & Logistics Organisations

### Conference Secretariat:

#### Sarawak Development Institute

Kompleks AZAM, Jalan Crookshank  
93000 Kuching Sarawak, Malaysia

Tel : +6082-415484/416484

Fax : +6082-412799/419799

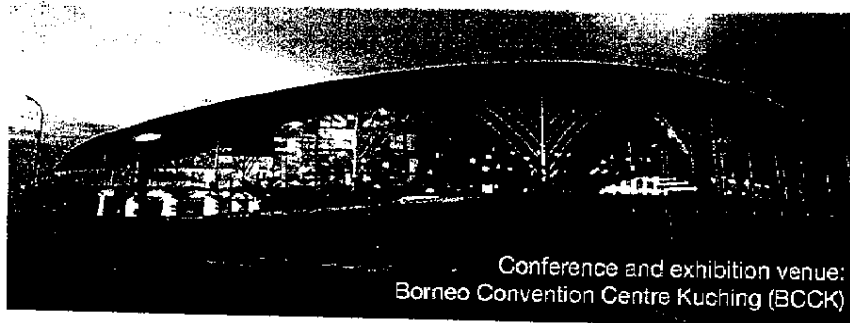
Email : [rwong@sdi.com.my](mailto:rwong@sdi.com.my) (Rosalind Wong)/  
[eveletterobin@sdi.com.my](mailto:eveletterobin@sdi.com.my) (Evelette Robin)

Register online: [www.icaas2017.com.my](http://www.icaas2017.com.my)

# EXHIBITION

(21<sup>st</sup> - 22<sup>nd</sup> August 2017)

In line with the conference's theme "Transforming Agriculture through Commercialisation", there will be an exhibition showcasing the latest technology, innovation, tools and products available in the agriculture and agro-based industry.

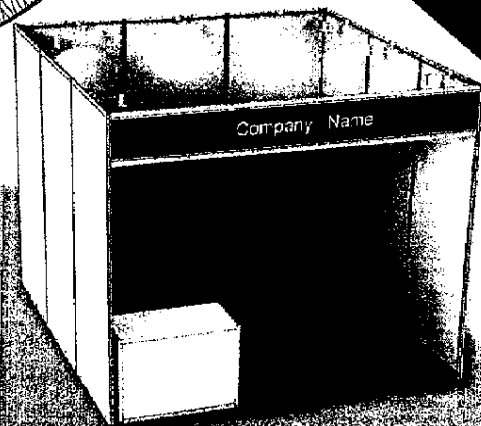
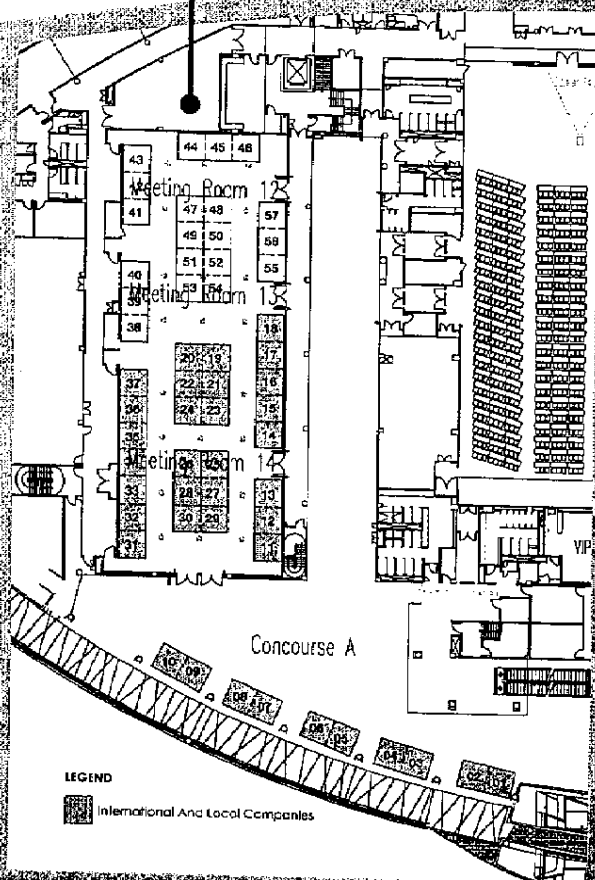
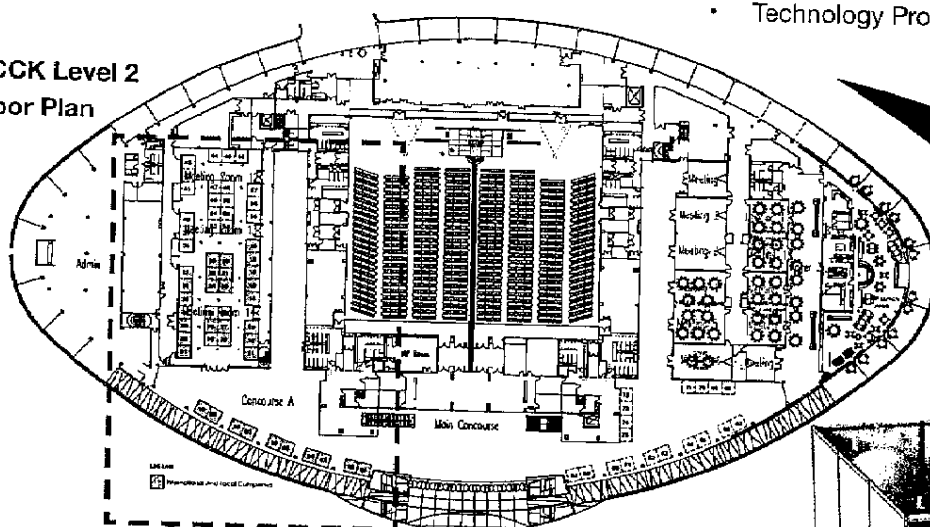


Conference and exhibition venue:  
Borneo Convention Centre Kuching (BCKK)

## WHO SHOULD PARTICIPATE:

- Agriculture and Agro-based Companies
- Technology Providers
- Finance Institutions
- Local Producers
- Local SMEs
- Marketers

BCKK Level 2  
Floor Plan



Standard 3m x 3m  
Booth Dimensions

## EXHIBITORS' FEE

Location	Malaysian Companies	International Companies
Concourse A	RM1,000	USD1,000
Meeting Rooms	RM800	USD800

### Exhibition Secretariat:

Mr Daud Anak Imbang

Senior Assistant Veterinary Officer

Department of Veterinary Services Sarawak

Lot 877, Semenggok Road, Off 12th Miles,  
Kuching Serian Road, 93250 Kuching Sarawak, Malaysia

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Email : daudi@sarawak.gov.my

Register online: [www.icaas2017.com.my](http://www.icaas2017.com.my)