



International Egg Commission



For the world's leaders in egg
production and egg processing



ESTABLISHED SINCE

1964

IEC Global Leadership Conference
Kuala Lumpur 2016
18th – 22nd September



A member of
World Egg Organisation

IEC Global Leadership Conference

Kuala Lumpur 2016

18th – 22nd September

What is the IEC Global Leadership Conference?

The IEC Global Leadership Conference gathers CEOs and leaders from the IEC's 300 member companies. These companies represent 80 countries and all business areas of the egg industry. The IEC's mission is to bring together the most influential leaders in egg production and egg processing in pursuit of efficient business practices and positive change across our industry.

Our goal is to increase egg consumption globally and raise the profile of the egg around the world.

Why should you attend?

- Unique Networking and Business Opportunities
- Education and knowledge share – from both peers and world class speakers
- Opportunity to exert influence over the major issues facing our industry worldwide, during the committee workshops

Who will be there?

The most influential people in the egg industry, the owners and decision makers of the world's leading egg businesses.

Representing You

Find out how the IEC is representing your interests with other global organisations, including United Nations' Food and Agriculture Organization, International Organization for Standardization, World Organization for Animal Health and Consumer Goods Forum.

JOIN US at the IEC Global Leadership Conference Kuala Lumpur 2016
www.internationalegg.com

Work Programme

Programme Session Focus

- How to increase egg consumption
- How to make egg production more sustainable
- Review of international opportunities and threats
- Sharing best national egg marketing campaigns
- Eggs in Human Nutrition – research updates
- The role of egg products
- Leading your business to success

Industry Focused Discussion Workshops

Join the discussion groups in committee workshops, covering the issues specific to your industry

- Egg Production
- Marketing
- Egg Processing
- Economics

Schedule at a glance

	Sunday 18th September	Monday 19th September	Tuesday 20th September
AM		Registration Opens ● Marketing Workshop ● Customer Focus Session: How to increase egg consumption	International Reviews Session
		<i>Spouse Tour</i>	<i>Spouse Tour</i>
PM	Registration Opens	Production Session: How to make egg production more sustainable ● Producer Workshop	Showcase for Marketing Eggsellence: Sharing the best marketing campaigns
Evening	Chairman's Welcome Reception	Gala Dinner	Evening free at leisure

Register Now

Book your place at the IEC Global Leadership Conference Kuala Lumpur 2016 now

Don't miss out on this fantastic event, visit **www.internationalegg.com** where Online Registration is now open, alternatively for assistance with your booking please contact caron@internationalegg.com

Conference Hotel

The Shangri-La Kuala Lumpur is an award-winning 5-star luxury hotel in a prime, central location. This hotel offers real luxury to delegates but all at a very reasonable price with; spacious rooms and suites, exceptional dining experiences and excellent conference facilities for our event.

For delegates who wish to stay at the Shangri-La we have negotiated very special rates. However these are offered on a first come, first served basis. Please book before 5th September.

Rates start from RM 560 Single, inclusive of breakfast and tax (equivalent to approx. EUR 128 per night)

Online booking is open via the IEC website, **www.internationalegg.com**

Wednesday

21st September

IENC Nutrition Symposium

All Delegate Lunch and Tour

Evening free at leisure

Thursday

22nd September

EPI Workshop

●
Economics Workshop

●
EPI Session: The role of egg products

●
EPI Regional Reviews Session

Leadership Lecture:
Leading your business to success

Informal Dinner

An **insightful** and inspiring *conference* in a *vibrant* and **thriving** *city*.

Kuala Lumpur, the capital city of Malaysia, boasts gleaming skyscrapers, colonial architecture, charming locals, and a myriad of natural attractions. It has recently coined the tagline 'A City of Contrasts & Diversity.'

Unique Networking Opportunities

IEC conferences are recognised throughout the industry as the best networking opportunity for the leaders of egg businesses worldwide.

Social Programme

Sunday evening – Chairman's Welcome Reception at the Royal Selangor Club

Ben Dellaert, IEC Chairman, invites you to join him for a Welcome Reception being held in the old colonial setting of the Royal Selangor Club. The reception offers delegates a great opportunity to forge new business relationships and catch up with old friends.

Monday evening – Gala Dinner at the Shangri-La Hotel

Our Gala Dinner will be held at the Shangri-La Hotel offering delegates a fantastic four course meal and Malay entertainment. During the evening we will honour the best in our industry with the annual IEC Awards ceremony.

Wednesday All Delegates' Networking Tour

Our networking tour today will visit the Old Kings Palace and the Islamic Arts Centre before travelling a short distance outside of the city to relax and enjoy a beautiful Malaysian lunch at the sensational Tamarind Springs Restaurant.

Thursday evening – Informal dinner

We will end the programme with an informal evening in central Kuala Lumpur. Time to enjoy this fabulous city and unwind at the end of a busy and informative week.

Spouse Tours

Monday – Cultural Heritage of Malaysia

The Monday morning tour will provide an introduction to Kuala Lumpur's heritage and cultural diversity. With an interesting past and as part of the international spice route many hundreds of years ago, Malaysia has become a mosaic of cultures. Everything from its people to its architecture reflect a colourful heritage. Guides will present a history of the city and will guide spouses around some of the city's temples, including Thean Hou Chinese Temple, one of the oldest and largest temples in Southeast Asia.

Following the tour Spouses will be treated to a fine dining lunch in one of the city's best restaurants, before returning to the Shangri-la Hotel mid-afternoon.

Tuesday Tour – Modern Malaysia

The Tuesday tour will focus on modern day Kuala Lumpur. In the morning spouses will have a guided visit to the most well-known site in the city, the Petronas Towers. Soaring to a height of 1,483ft, the 88-storey twin towers were designed to mirror the country's high-tech ambitions.

After the visit, a **fine dining lunch** will be served at Cantaloupe in the Troika tower which also enjoys great views of the city. In the afternoon spouses will enjoy a special Henna experience where they will learn about the history of Henna as a body art, with artists available to apply the technique to those who wish to try it.

Practical Information for Kuala Lumpur, Malaysia

Registration

Registration will be open from 1pm on Sunday 18th September in the hotel lobby. The IEC team will be available throughout the conference to assist delegates.

Travel and Booking Assistance

If you require any support with your booking or travel and flight arrangements please contact Caron Floyd at the IEC office (caron@internationalegg.com)

Air Travel

Kuala Lumpur (KUL) is Malaysia's main international airport and one of the major airports in Southeast Asia, with direct flights from a number of locations including Amsterdam, Bangkok, Beijing, Dubai, Istanbul, London and Sydney. Transfer time to the hotel is 45 minutes.

Translation

Simultaneous translation will be considered for groups of over 10 delegates. If you have a group and require this service please contact the IEC office.

Visas

Foreign visitors from most IEC countries can enter Kuala Lumpur without a visa. You should check with your local Malaysian Embassy for the most recent information relating to your country.

Weather

Kuala Lumpur weather stays hot and humid all year round. As this is a tropical climate KL does experience occasional rainfall, but this is less likely in September. Temperatures fluctuate between 29°C(84°F) to 35°C(95°F) during the day and 26°C(79°F) to 29°C(84°F) at night.

Clothing

Business casual is recommended for the Chairman's Welcome Reception and for all conference sessions during the week. The Monday night dinner will be the Gala Dinner where formal dress is advised. The Wednesday Networking Tour and Thursday evening dinner will be informal events with casual dress. Light clothing with long sleeves is recommended as protection from the sun.

Currency

The local currency is Malaysian Ringget. This can be obtained from ATMs of which there are plenty. Credit cards are widely accepted.

Tipping

Malaysia has a non-tipping culture and as such tipping is not expected. A service charge is usually included in the price. Should you wish to leave a tip this is at your own discretion.

Conference Hotel Address

Shangri-La Kuala Lumpur Hotel, 11 Jalan Sultan Ismail, 50250 Kuala Lumpur

To register online visit www.internationalegg.com

This conference is organised by

International Egg Conferences Ltd in Guernsey. Company No. 55741