

MALAYSIA PAVILION
'feeding the planet, energy for life'

Milan World EXPO 2015

Issue of sustainable development:-

- displaying tradition, creativity & innovation in the business of food.

HEALTH | SAFE | SUFFICIENT

- promoting innovation in research, technology & business practices in food supply chain improve its nutritional & distributions of food.

- healthy lifestyle by educating children, adolescents, the disabled & elderly.

- value of cultural & ethnic heritage in culinary traditions.

Frontiers of Science & Technology:-

- protecting the environment as agriculture's ecosystem, safeguarding food quality, safety and reliability, and educating people in nutrition for health and personal well-being.

- identifying the best tools for monitoring, control, and innovation to ensure the availability of healthy, nutritious food and water that is safe for drinking and irrigation

- securing new dependable sources of food in parts of the world afflicted by famines, where agriculture is under-developed

Opportunities for promotion & communication:-

- communication & promotion venue for primary producing communities, farmers, food firms, the logistics & distribution chain, the restaurant & catering industry research centres.

- to make the most innovation & production technologies generates healthy food

- to do business in food preparation and conservation, enhance the professional skills of their managers and staff.

- to guarantee the quality of their food by using appropriate protection and monitoring systems to combat counterfeiting and adulteration.



Theme Proposal

Aligning ourselves with the Expo theme

Malaysia pavilion is here aligning the theme of :-

'Feeding The Planet, Energy for Life' with the Expo theme.

Milan World Expo 2015 with its focus on displaying tradition, creativity & innovation in the business of food sustainability presents a unique opportunity for Malaysia and the Ministry of Trade in highlighting Malaysia cultural heritage in culinary traditions and our adept ability to balance the challenges of economic transformation plan to propel Malaysia agricultural to high income industry to empower poverty.

As cities around the world are seeking new understanding and ideas on how to tackle the seemingly tricky paradox of economic and urban growth with that of sustainable food development, Malaysia is well positioned to inspire and showcase its traditional techniques, modern technology & innovation in food chain that has enabled Malaysia to transform into a global city today. While gaining a worldwide reputation for being a true 'BioDiverse-city through its multi ethnic & multi cultural cuisine sustainable technology & innovation in food development approach.

Key Highlight of the Malaysia Pavilion

- *Linking the Future to the Past*

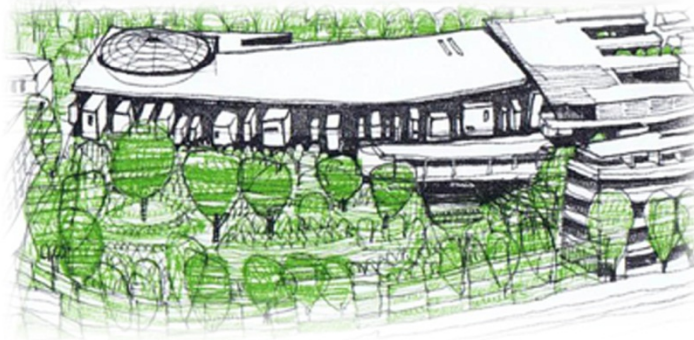
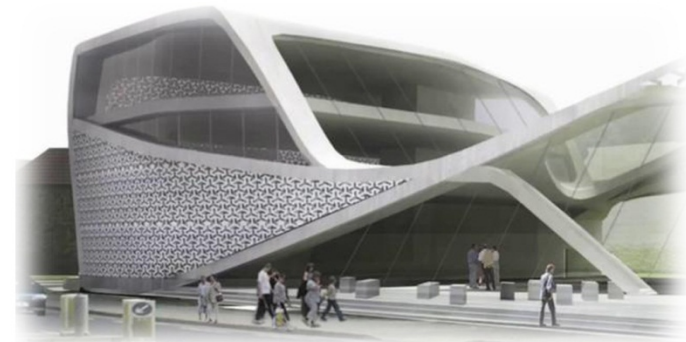
- a real-time interactive game module to let visitors experience the significance of learning from the past.

- *Replicating Malaysia's tropical weather in a 'greenhouse'*

- allowing visitors to experience Malaysia's sunny and humid weather, the ideal environment for crops.

- *The Truly Malaysia cultural stage and food mall*

- a performance stage to showcase Malaysia's rich cultural heritage and giving visitors the opportunity to savour Malaysian delicacies in Italy !



Pavilion's Story Board *(The Future Is In The Past)*

status

We inhabit a delicate balance between substantial demand and supply shortage.

superiority

We have abundant land, an extensive river system, a favourable climate and access to a vast expanse of rich marine resources.

paradox

Malaysia remain unable to feed the nation with staple food such as rice, meat & corn.

This has an impact our nation food security where it is not sustainable enough againts the backdrop of a volatile global commodity market

The key message to put across is that the answer to all the challenges we face today **(to maintain a sustainable food ecosystem)** lies in the past. Albeit unconventional, this travel sequence will drive through a strong message to the visitors in order to achieve what we envision for our future, we must do the right thing now **(present)**, by looking to the past for answers and solutions.

This is presented in;

3 main features...

- A) Future - *vision*
- B) Present - *action*
- C) Past - *inspiration*

Pavilion's Layout

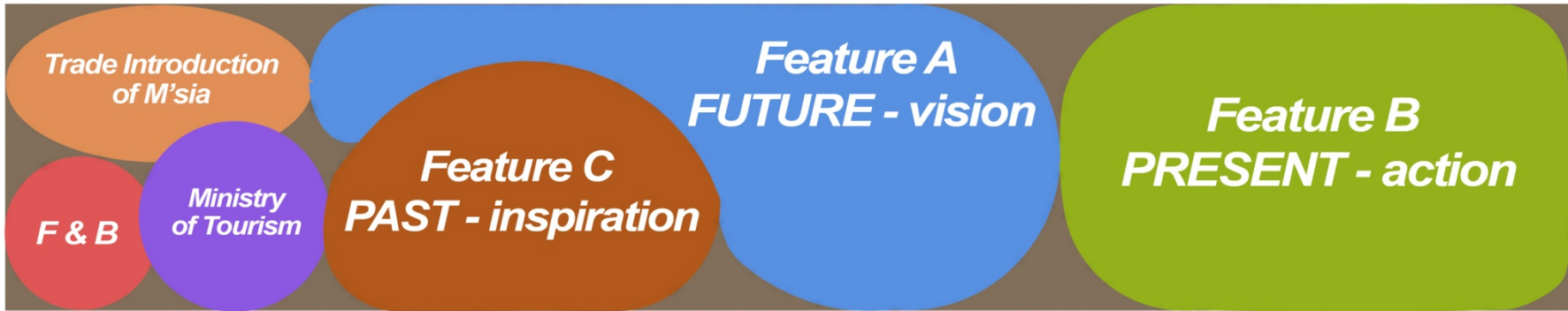
approximately pavilion size : 102.35m x 20m

102.35m

entrance



exit



20m

Malaysia Pavilion

Our 3 main features:-

A) Future - vision

Visitors enter into the Malaysian Pavilion will first experience our envisioned future (Year 2050); communities from various races living in harmony, in a clean environment, enjoying safe food and natural remedies, produced organically in a sustainable manner.

B) Present - action

Intrigued, the visitors will travel 'back' in time into the Present section to discover what has been done right in order to have the Future that is so desirable and sustainable;

- *Using technology, we are to capture the Ideal Weather Template, and 'save' it for the future, in order to ensure good harvest in the future.*
- *Tapping into Malaysia's rich biodiversity, we are to innovate and to develop future crops that can sustain our growing demands.*
- *We are to formulate an Integrated Supply Chain, so as to cut down on redundancy, improve farmers' return and to make food affordable to all.*
- *We are to make good use of our land, more for food crops than commercial crops to ensure sustainable supply to cope with population growth*
- *Using the latest technology, we practise organic farming methods to ensure food safety.*

C) Past - inspiration

The visitors will now continue to travel 'back' in time to the Past in this last section. They will discover that our ancestors in Malaysia have long been practicing sustainable way of life. This section gives the visitors a glimpse to the past thus allowing them to find their answers to their future. This is also a strong parting statement for visitors to ponder and bring home. Among some of the key elements in the PAST section will be:

- *Home farming – self sustained food source*
- *Traditional remedies*
- *Traditional food source*
- *Cross-cultural community integration*
- *Clean natural resources*

Appendix

Participating Agencies

MITI (*Ministry of International Trade And Industry*)

- MIDA (*Malaysian Industrial Development Authority*)
- MATRADE (*Malaysia External Trade Development Corporation*)
- MPC (*Malaysia Productivity Corporation*)
- SME (*Sme Corporation Malaysia*)
- SME Bank (*Small & Medium Enterprise Bank*)
- MIDF (*Malaysian Industrial Development Finance*)
- HDC (*Halal Industry Development Corporation*)
- MAI (*Malaysia Automotive Institute*)

MOSTI (*Ministry of Science, Technology & Innovation*)

- BIOTECH CORP (*Malaysian Biotechnology Corporation*)
- SIRIM (*Sirim Berhad*)

MPOB (*Malaysian Palm Oil Board*)

MOA (*Ministry of Agriculture*)

MARDI (*Malaysian Agricultural Research & Development Institute*)

MTPB (*Ministry of Tourism*)

Why MITI

- to make Malaysia preferred investment destination & globally competitive trading nations by 2020.
- to promote & strategise international trade by providing high value added goods & services.
- to spur the development of industrial activities enhance economic growth.
- to plan, legislate & implement international trade & industrial policies ensure rapid development.
- to plan, formulate & implement policies on industrial development international trade & investment.
- to encourage foreign & domestic investment.
- to promote Malaysia exports of manufacturing products & services by strengthening bilateral, multilateral & regional trade relations & cooperation.
- to enhance national productivity & competitiveness in the manufacturing sector.

MOSTI

Biotech Corp

- ensuring an eco-system sustaining Malaysia growth & progress biotechnology.
- nurture & accelerate growth of Malaysian biotechnology company.
- to promote foreign direct investments in biotechnology
- create conducive environment for biotechnology.

Sirim

- discovering & developing new technologies to help businesses compete better through quality & innovation.
- enables Malaysian products & services to receive due recognition in quality & innovativeness worldwide.
- improvement in manufacturing, technology & services.
- world over as a global research & standards development organisation

MPOB

- to promote & develop national objectives, policies & priorities for wellbeing Malaysia oil palm industry.
- promote global awareness, appreciation & demand Malaysian oil palm products.
- strengthen international linkages & research collaboration.
- forge an active partnership in technology development & utilisation with private & public sectors.
- adapt strong market & industry oriented research & development programmes.
- expand & improves uses of oil palm products.
- find new uses of products.
- improve production efficiency & quality of products.
- optimise land utilisation in oil palm areas.
- promote use, consumption & marketability of oil palm.

MOA

- as major world food exporter.
- legislate, plan & implement agriculture development program's policies & strategies.
- evaluate, coordinate & ensure the implementation of agro food agriculture development projects/ programs.
- conduct R&D & innovation that enhance productivity competitiveness in the agro food sector.
- promote foreign & local investment in the agro food sector.
- structure & implement an effective & efficient agro food market-chain.
- 9th Malaysia Plan
 - increase agro food production area
 - develop new source of growth
 - enhance development of agro based industries.
 - to diversity source of income of the target group.
 - to unleash benefit of agro biotechnology & marine technology.
 - to increase marketing capability
 - comply with international standards & quality provide loans & incentives emphasise total factor productivity.
 - top number of modern & commercial farmers, breeders & fisherman & agro entrepreneurs without displacing traditional farmers.
 - modern, dynamic & competitive agriculture

MARDI

- conduct research in agriculture, food & agro based industries.
- technologies in food processing & post-harvest handling are also developed for horticultural & livestock products.
- ICT technologies in farm management & operations 'precision farming' technology for rice estate.
- new techniques in environmental management & optimum utilization of agricultural resources in soil, water & genetic resources.
- To be world renowned R&D organisation in food, agriculture & bio based industries 2015
 - development fruits/vegetables/ flowers/ cereal.
 - technology development to livestock industry.
 - develop biotechnology mechanisation/ resources & environment management.
 - sosio economic studies & technology management for food & agriculture industries.
 - improves technology & commercialisation of agriculture productivity & food quality & create viable agro business.

MTPB (Ministry of Tourism)

About Malaysia

To know Malaysia is to love Malaysia - a bubbling, bustling melting-pot of races and religions where *Malays, Indians, Chinese* and many other ethnic groups live together in peace and harmony. Our multiculturalism has made Malaysia a gastronomical paradise and home to hundreds of *colourful festivals*. It's no wonder that we love celebrating and socialising. As a people, Malaysians are very relaxed, warm and friendly. Geographically, Malaysia is almost as diverse as its culture. 11 states and 2 federal territories (Kuala Lumpur and Putrajaya) form Peninsular Malaysia which is separated by the South China Sea from East Malaysia which includes the 2 states (Sabah and Sarawak on the island of Borneo) and a third federal territory, the island of Labuan. One of Malaysia's key attractions is its extreme contrasts which further add to this theme of 'diversity'. Towering skyscrapers look down upon wooden houses built on stilts while five-star hotels sit just metres away from ancient reefs. Rugged mountains reach dramatically for the sky while their rainforest-clad slopes sweep down to floodplains teeming with forest life. Cool highland hideaways roll down to warm, sandy beaches and rich, humid mangroves.

- Rice

Nasi lemak served with anchovies, peanuts, egg, lamb curry, vegetables, and sambal. A popular dish based on rice in Malaysia is nasi lemak: rice steamed with coconut milk to give it a rich fragrance, and served with fried anchovies, peanuts, sliced cucumber, hard boiled eggs and a spicy chilli paste known as sambal. For a more substantial meal, nasi lemak can also be served with a choice of curries, or a spicy meat stew called rendang. Of Malay origin, nasi lemak is often called the national dish. Although it is traditionally a breakfast dish, because of the versatility of nasi lemak in being able to be served in a variety of ways, it is now often eaten at any time of the day. The Malaysian Indian variety of the sambal tends to be not very spicy, and the Malay sambal in a nasi lemak tends to be a bit sweeter. Nasi lemak should not be confused with nasi dagang, which is sold on the east coast of Malaysia — Terengganu and Kelantan — although both nasi lemak and nasi dagang can usually be found sold side-by-side for breakfast.



- Noodles

Noodles are another popular food, particularly in Malaysian Chinese cuisine, but used by other groups as well. Noodles such as bi hoon, kuay teow or ho fun, mee, mee suah, yee meen, langka, and others provide a source of carbohydrate besides the ubiquitous serving of rice that accompanies every meal.



- Bread

roti canai - Indian style bread such as roti canai, dhosai, idli and puri are commonly eaten by most Malaysians as part of breakfast. Western style bread is a relatively new addition to the Malaysian diet, having gained acceptance in the last generation.



thank you