

ICRBO 2018

THE 5TH INTERNATIONAL CONFERENCE ON RICE BRAN OIL 2018

Hanoi, 23 – 25 May, 2018



International Association
of Rice Bran Oil

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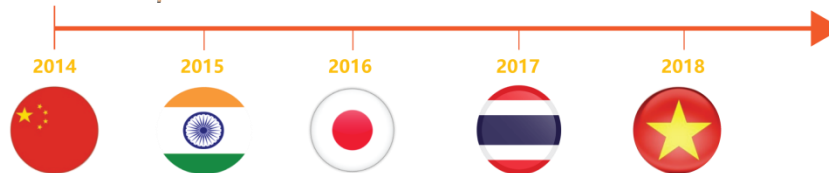
10 Registration

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About The IARBO & ICRBO 2018



A non-profit International organization of the global RBO industry





2018 - WHY VIETNAM?

- Rich agricultural resources
- One of the large rice exporters in the world
- Reputed for rice production, producing huge amount of rice bran

A WORD ABOUT HANOI

One of the **MOST**
ANCIENT CAPITALS
in the world

The 5th ICRBO 2018 will be held in the capital of Vietnam, Hanoi, one of the most ancient capitals in the world. Hanoi is well-known for its centuries-old architecture and a rich culture with Southeast Asian, Chinese, Russian and French influences.



1

About The IARBO & ICRBO 2018

From its modern, expressive architecture to its 5-Star accommodations and amenities, JW Marriott Hotel Hanoi welcomes you to experience the new definition of contemporary luxury. Marriott is famous for the unique architecture, inspiring from image of Asian dragon and is where the former-president of the USA, Mr. Obama, stayed in his business trip in 2016.



5th ICRBO in HANOI

- 🔥 Dates: **23 – 25 May, 2018**
- 🔥 Venue: **5-star JW Marriott Hotel**, the perfect place for regional and global meetings. <http://www.marriott.com>

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Conference Theme

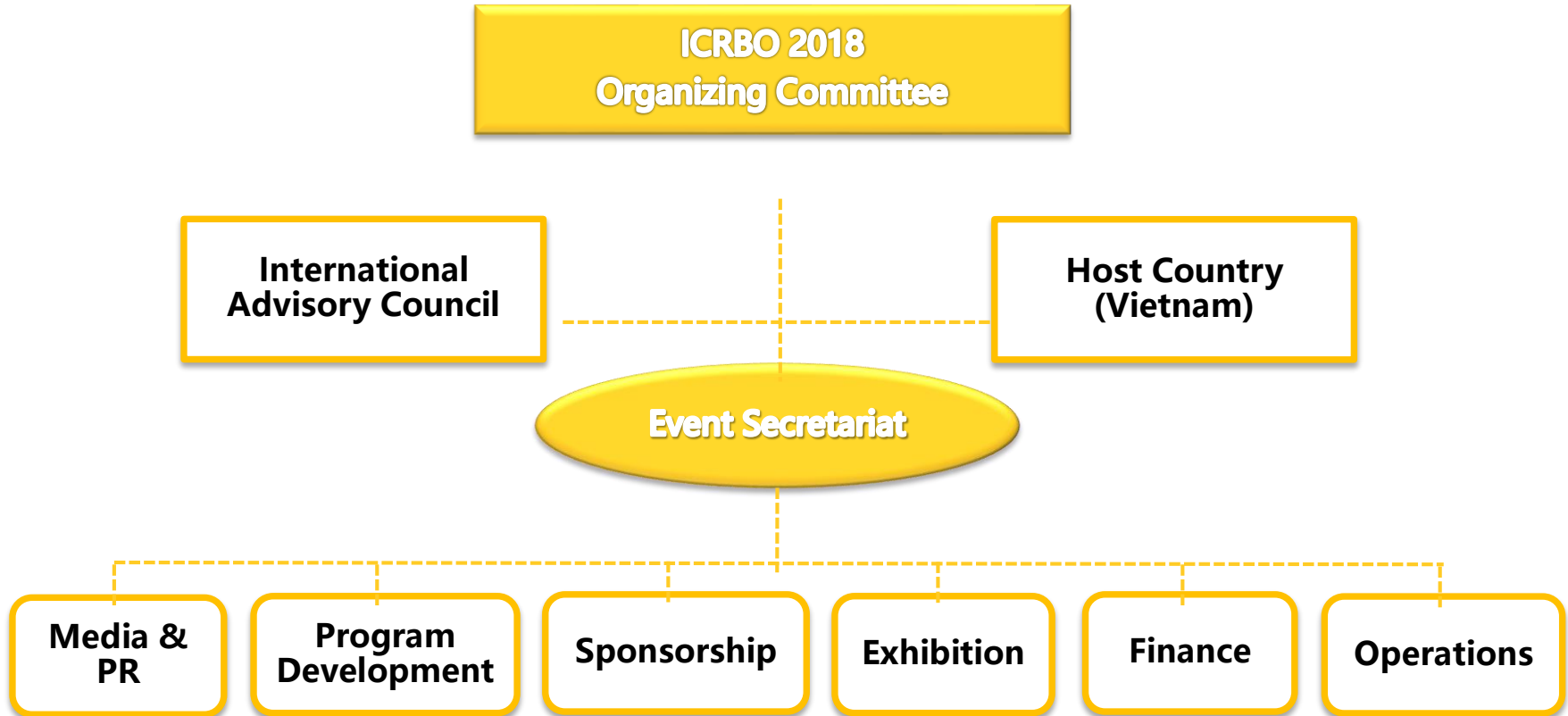
“Rice Bran Oil THE WORLD’S PREMIUM HEALTHY OIL”

We aim to:

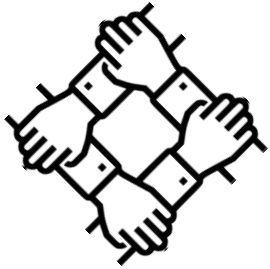
- **Create opportunities** for IARBO’s members, researchers, enterprises to gather, **share knowledge and update recent research** and new application on **rice bran oil and its derivatives**, and
- **Increase awareness** of general public on **benefits of rice bran oil** via the works and activities of various parties (research institutes, universities, manufacturers)...



3 Organization Structure



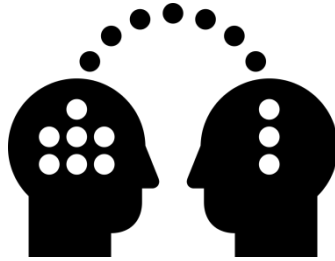
4 Reasons to Attend



Networking



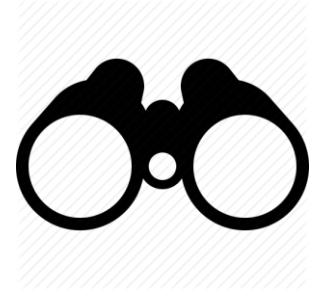
**Updating
information**



**Sharing
knowledge**



**Approaching
new
applications**



**Exploring
Opportunities**

5 Who will you meet?

250 Delegates worldwide, included:

- ❖ Professionals
- ❖ Experts
- ❖ Researchers, and
- ❖ Students
- ❖ RBO Industries Representatives

Backed by Vietnam government, we will invite **Leader(s) of Vietnam Government** to attend the official opening ceremony of ICRBO 2018.



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KEY TOPICS



RBO in the world



Health Benefits of RBO



Technology



Challenges in Marketing

7 Key Activities

Main Conference

- Individual Report
- Panel Discussion

WORLDWIDE SPEAKERS from





Undergraduate/ Post graduate Research Contest

For the first time, ICRBO engages youth generation to
demonstrate their ideas on the research theme



Exhibition Booths

Exhibition Booths for product display

- ✓ Introduce new products and technology
- ✓ Enhance image of company to the trade industry
- ✓ **Network** with people from RBO industry

8 Stakeholders & Partners

STRATEGIC PARTNERS



EXPERTS, UNIVERSITIES, RESEARCH INSTITUTES



MEDIA PARTNERS



9 Extensive Outreach

- Leverage on multi-channel communication campaign to extensively outreach the target audience: enterprises, research institutes, universities and partners.
- Tap on the communication campaign via various channels including:
 - Official Event **Website, Facebook**
 - **Brochure** to introduce the event
 - **Emails** to target audience
 - **PR articles** on both overseas and local newspapers
 - **Newsletters, web banners** via partners' channels
 - **Press Release** with participation of famous figures



Registration Type	Early Bird Registration	Standard Registration	On-site Registration
	1 Feb - 15 April 2018	16 April - 15 May 2018	23 - 24 May 2018
Foreigner	VND 11,500,000	VND 16,100,000	VND20,700,000
Vietnamese	VND 6,900,000	VND 11,500,000	VND 16,100,000
Student	Free - No meal	Free - No meal	Free - No meal

IARBO KEY CONTACTS

China : Professor Dr. Xuebing Xu - xuxuebing@cn.wilmar-intl.com

Japan : Mrs. Fumi Tsuno - fumi@tsuno.co.jp

India : Dr. B. V. Mehta - seaofindia1963@gmail.com

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Thailand: Assistant Professor Dr. Riantong Singanusong - riantongs@nu.ac.th

Vietnam : Associate Professor Dr. Nguyen Thi Minh Tu - tu.nguyenthiminh@hust.edu.vn

HOTEL RESERVATION

Access to the Hotel link for accommodation booking with Corporate rate offer: [Book your group rate for INTERNATIONAL CONFERENCE OF RICE BRAN OIL 2018](#)

More information

www.icrbo2018.org

Email: corporate@icrbo2018.com

<https://www.facebook.com/ICRBO2018/>

Thank you

See You at the ICRBO 2018!