



education organization research  
**MALAYSIA BRANCH**

# **WPSA (MALAYSIA BRANCH) SCIENTIFIC CONFERENCE-2023**

**THEME:  
SMART FARMING AND THE FUTURE OF FEED**

**6 & 7 SEPTEMBER 2023**

**FUNCTION ROOM 1, MEZZANINE FLOOR,  
SETIA CITY CONVENTION CENTRE, SHAH ALAM**

In-conjunction with:



Supporting Partners:



Hosted by:



Organised by:



# INTRODUCTION

As one of the cornerstone industries driving Malaysia's agricultural landscape, the poultry industry plays a pivotal role in meeting the nation's growing demand for high-quality protein while ensuring food security and economic prosperity. In light of the evolving challenges and opportunities, this scientific conference aims to unravel the potential of smart farming methodologies and the future of feed, setting the stage for a resilient and sustainable poultry industry.

Under the theme of "Smart Farming and the Future of Feed," this conference will explore the transformative power of cutting-edge technologies, data-driven decision-making, and sustainable practices that enable farmers to optimize production, enhance animal welfare, and minimize environmental impact. Moreover, the conference will shed light on the future of feed, with a focus on sustainable formulations, gut health, alternative protein sources, and precision nutrition. By exploring cutting-edge research, sharing best practices, and engaging in insightful discussions, we will pave the way for a future where feed quality, nutritional value, and environmental sustainability are at the forefront of poultry farming.

The conference will bring together a diverse community of stakeholders, including industry experts, researchers, policymakers, and agribusiness leaders, fostering a vibrant exchange of knowledge, experiences, and ideas. Engaging presentations, thought-provoking panel discussions, and interactive workshops will provide a platform for collaboration, networking, and learning, further driving innovation and growth within the Malaysian poultry industry.

Thus, we cordially invite all stakeholders from academia, industry and government agencies involved in the poultry industry to participate in this landmark conference that promises to inspire, educate, and pave the way for a vibrant future in the Malaysian poultry industry.

# CALL FOR POSTERS

EXTENDED ABSTRACTS ARE WELCOMED FOR THE POSTER SESSION UNDER THE FOLLOWING TRACKS BUT ARE NOT LIMITED TO :

- I-FUTURE OF FEED
- II-POULTRY GUT HEALTH
- III-POULTRY ALTERNATIVE FEED
- IV-AI IN POULTRY INDUSTRIES
- V- FOREFRONT OF POULTRY FARMING.

[CLICK HERE TO VIEW THE GENERAL GUIDELINES FOR EXTENDED ABSTRACTS.](#)

YOU MUST ATTACH YOUR EXTENDED ABSTRACT AS A MICROSOFT WORD TO THE EMAIL: [wpsamalaysiaconf23@gmail.com](mailto:wpsamalaysiaconf23@gmail.com) BEFORE 10 AUGUST 2023.

BEST POSTER AWARDS (OPEN TO STUDENTS ONLY) WILL BE PRESENTED TO THE FIVE MOST ACCOMPLISHED POSTER PRESENTATIONS AT THE CONFERENCE. THE POSTER COMMITTEE EVALUATES ALL POSTERS ON THEIR DESIGN, CLARITY OF THE PRESENTATION - BOTH OF THE POSTER AND WHEN TALKING TO THE PRESENTER - AND THEIR SCIENTIFIC CONTENT.

[CLICK HERE TO VIEW THE GENERAL GUIDELINES FOR POSTER PRESENTATION.](#)

CPD POINT: 30 POINTS



# TENTATIVE PROGRAM

6 SEPTEMBER 2023 (WEDNESDAY)

## Session 1

- 9.00 - 9.35 Keynote: **Sustainability of the Malaysian Poultry Industry to meet the future market demand** (Dr. Mohd Hishammfariz bin Mohd Amin, the Department of Veterinary Services)
- 9.35 - 10.05 Plenary 1: **Enabling the Malaysian feed industry to rise to the global ingredient supply challenges** (Mr. Matthew Clark, FeedGuys Resources)
- 10.05 - 10.35 Plenary 2: **Maximising profit with smart poultry farming solutions** (Mr. Pieter Brons, PoultryPlan)
- 10.35 - 10.50 Refreshment
- 10.50 - 11.30 Opening ceremony: The Honourable Minister of Agriculture and Food Security

## Session 2 - Smart Poultry Production

- 11.30 - 12.00 Paper 1: **IoT-based smart poultry farm** (Datuk Jeffrey Ng, Federation of Livestock Farmers' Associations of Malaysia)
- 12.00 - 12.30 Paper 2: **In-Ovo sexing technologies in hatching eggs** (Mr Simao Monteiro Belo dos Santos, KU Leuven, Belgium)
- 12.30 - 13.00 Paper 3: **Are spiritual, ethical, and eating qualities of poultry meat influenced by electrical water-bath stunning?** (Prof. Dr Awis Qurni Sazili, Universiti Putra Malaysia)
- 13.00 - 14.00 Lunch

## Session 3 - Future Trends In Poultry Feeds And Feeding

- 14.00 - 14.30 Paper 1: **Optimizing feed strategy for efficient and sustainable poultry production** (Dr. Will Lin, Alltech)
- 14.30 - 15.00 Paper 2: **Nutrition, gut microbiome and poultry health** (Ms Jean-Marjorie Ensendencia, dsm-firmenich)
- 15.00 - 15.30 Paper 3: **Black soldier fly larvae meal as a potential protein source for poultry** (Prof. Dato' Dr. Zulkifli Idrus, Universiti Putra Malaysia)
- 15.30 - 16.00 Paper 4: **Forensic feed science** (Mr. Steven Goh, Delst Asia)
- 16.00 - 16.15 Refreshment

## Commercial session

- 16.15 - 16.25 Smart Financing, Smart Farming by Agrobank
- 16.25 - 16.35 Proven enzyme solutions to help maximise feed efficiency by Dr Will Lin, Alltech
- 16.35 - 16.45 Poultry transformation with Big Herdsman by navigating the new technology by Mr Jordan Teh
- 16.45 - 16.55 Application of IoT based on intelligent controllers in poultry farming by Mr Ni Chenliang, CCSDA
- 16.55 - 17.05 Huali Group- One-stop solution provider for smart farming by Mr Kevin Huang
- 17.05 - 17.15 The future of feed processing & feed nutrition by Mr Steven Goh, Delst Asia

# TENTATIVE PROGRAM

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## 7 SEPTEMBER 2023 (THURSDAY)

8.30 - 10.15 Workshop:  
Topic: **Feed formulation managing costs** [Mr. Matthew Clark (FeedGuys Resources ) and Mr. Benoit Chesnais (Allix, France)]

10.15 -10.30 Refreshment

### Session 4 - Smart Poultry Production

10.30-11.00 Paper 1: **Hi-tech poultry production** (Mr Coen Boonstra, Big Dutchman)

11.00-11.30 Paper 2 : **Breeding of tomorrow's broilers for better profitability and well-being** (Dr Loh Chee Soon, Cobb Asia-Pacific)

11.30-12.45 Forum  
Topic: **Can the Malaysian poultry industry meet its future needs sustainably?**

12.45-13.00 Award presentation and closing ceremony (Prof. Dato' Mohd Hair Bejo, President, WPSA Malaysia Branch)

13.00-14.00 Lunch

## REGISTRATION

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### CONFERENCE FEES

I-WPSA MEMBER - RM 500  
II-WPSA NON-MEMBER - RM 600  
III-INTERNATIONAL PARTICIPANT - USD 180  
IV-STUDENT - RM400

### WORKSHOP FEES

I-WPSA MEMBER - RM 100  
II-WPSA NON-MEMBER - RM 150  
III-INTERNATIONAL PARTICIPANT - USD 50  
IV-STUDENT - RM100

## ONLINE REGISTRATION

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<https://forms.gle/2AGimPnfMuApewim9>

## CONFERENCE PAYMENT

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### PAYMENT CAN BE MADE BY:

ONLINE TRANSFER TO MAYBANK ACC: No : 0121-4750-0212

ACCOUNT NAME: WPSA-MALAYSIA BRANCH

SWIFTCODE: MBBEMYKL

(Please email proof of payment to WPSA Secretariat

Email: [wpsamalaysiaconf23@gmail.com](mailto:wpsamalaysiaconf23@gmail.com) )

