

Sponsorship Opportunities

Rationale

We are pleased to invite you to join us shaping the future of coconut, known as ‘the tree of life’ as well as being the icon of tropical romantic holidays. We are organising an international forum in Cairns, Australia, 22-24 November 2005. Please note that the forum is only for the first two days, and that participants will have a field trip on the third day.



The forum aims to revive the coconut future by identifying strategic issues for research and development of the coconut resource, as well as processing and marketing of coconut products. The choice of Cairns, Australia, to host the forum is to celebrate the strong support of the Australian government in coconut R&D for more than 20 years. We also want to raise the profile of coconut in this country both for the possibility of building a local production base and to build, through research a ‘gateway’ to the global market.

Coconut-derived high value products, including virgin coconut oil (VCO) and its derivatives will be extensively discussed, considering the potential market in China and expansion of the market in industrialised economies. The potential benefit of VCO for human health will be particularly emphasised, rebutting the controversial ‘bad tropical oil’ propaganda.

The appeal of coconut as an eco-friendly component of the coastal vegetation systems and as a symbol of indulgent and relaxing holidays will also be explored in the forum with the introduction of ‘Coconut World: an agricultural theme park for entertainment, education, research and promotion’. Australia, particularly North Queensland, could be a home of a Coconut World park, considering the suitability of the natural environment and the thriving local tourism industry. Coconut was once briefly a fledgling crop in the region particularly during the First World War, but later uncompetitive with south Pacific labour costs.

High profile coconut research leaders and specialists from around the world will share their experiences and views. The forum is therefore an excellent opportunity to show-case your products, technologies and services to the participants. They in turn have a strong influence in formulating and executing coconut development in their respective countries.

The forum committee is organising mass media to cover the event.

The options

1. We carry your flag or logo

With no more than AUD 950.00 plus GST we will carry your flag or logo in as many ways we can. These include our mailing (letterhead), program guide, and publications (Proceedings). This option is **limited to four** companies/institutions only. Secure this option by 9 September and you will get one option-2 free (see details below), but you must register to be able to participate.

2. Show and tell

We will provide a space (1.2x 2.4 m) with one desk where you can show-and-tell your products and services. You may also distribute your brochures and product samples. This option costs AUD 375 plus GST, but you must register to attend. It is not feasible to have an unattended display at the Forum.

3. Advertisement

We can put your advertisement in our brochure, event guide and proceedings. Provide us your artwork in digital file and we will dedicate 1/6 page for you with the cost of AUD 950 plus GST.

4. Your way

Do you want to do something your own way? Please contact us to discuss your way, because we may be able to accommodate your special needs.

Contact

For further information and to secure your place please contact:

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