



A Two Day Awareness Course on.....

HERBAL & PHYTOCHEMICAL INDUSTRY :

MARKET TREND, TECHNOLOGY AND PRODUCT DEVELOPMENT

5 - 6 May or
3-4 August, 2004

at Jasmine Seminar Room, CEPP,
UTM Skudai, Johor

INTRODUCTION

Malaysia has a diverse flora and fauna which are the vital source for phyto-pharmaceutical, phytocosmetic and nutraceutical. Currently over 2,000 species of plants with medicinal and therapeutic properties have been identified and most of them have been used for many generations in various health care systems. They are primarily found in the wild and only a small number are cultivated. Some of these species (pegaga kaci fatimah, hempedu bumi and others) have tremendous potentials to be cultivated and developed into various value added natural products. This provides ample opportunities for local companies to embark on plant-based production and commercialisation sectors. Unfortunately, the development for upscale market uses is hindered by the lack of information on high technologies and skills available in Malaysia. In response to this, this course is aimed to cater the needs of disseminating information on various technologies for phytochemical processing to any related industries, which may include from herbal medicine, cosmetics to food industries.

IMPORTANT FACTS

- ◆ Current Malaysian Market of Herbal products is estimated to be RM 4.45 billion
- ◆ World Health Organisation (WHO) consistently reported that 80% of the world's population depends on herbal medicine
- ◆ 25% of prescription drugs are plant derived
- ◆ The Economist Intelligence Unit reported that internationally, herbal medicine sales are growing 10% a year



U.S MARKETPLACE TRENDS

- ◆ Based on the Natural Market Place Trends Report (NTMR), the U.S Nutrition industry reached \$32.7 billion in retail sales in 2000 which represents a + 16% increase over 1999 sales.
- ◆ Almost 3/4 of general populations shoppers report using natural foods and 43% using organic foods.
- ◆ Among all household, 84% using vitamins, 62% using minerals and 37% using herbal supplements.
- ◆ Nutrition Business Journal reported that the global nutrition industry posts a healthy 17% growth rate from **US\$109** billion to **US\$128** billion between 1997 and 2000, functional foods worldwide represent a substantial portion of that growth at **US\$48 billion**.

Jointly organised by :



... your specialty chemical partner ...

and



MALAYSIAN HERBAL CORPORATION, wholly owned subsidiary of



Malaysian Industry - Government Group For High Technology, Prime Minister's Dept

Objectives

- Provide information on current status of phytochemical and herbal products
- Provide the latest information on product and process development trend to product formulators, scientists and process engineers
- Investigate fundamental and practical aspects of plant material handling, extraction, separation/purification and product quality
- Hands-on demonstration on processing techniques utilising semi-industrial scale process equipment
- Develop business network among the herbal industry players

Who should attend ...

Entrepreneurs, Scientists and Engineers working in the following industry :

- HERBAL
- NUTRACEUTICAL
- COSMETICS
- PHARMACEUTICAL
- FOOD
- and OTHER RELATED INDUSTRIES

This course is also opened to Traders, Industry or Economic Planners, Financiers or Bankers who might be interested to know on the technology involved in this exciting industry

About CEPP



CEPP has been set up for the purpose of developing

new and innovative processes or products for the specialty chemical and biochemical industry. It is located at the main campus in Skudai Johor Darul Takzim and it is the first installation of its kind in South East Asia. CEPP offers unique opportunities for staff to be trained in an industrial environment utilising semi-industrial scale process equipment with full instrumentation and control setup. This unique facility was designed using Malaysian and German expertise and houses various unit operations eg. distillation, reaction, filtration, evaporation, extraction, fermentation fractionation etc.

It specializes in organising courses in process and plant technology for various staff levels (from managers to operators). So far, staff from more than 250 companies have benefited from the training programmes.



been setup for the purpose of new and innovative processes or products for the specialty chemical and biochemical industry.

Course Topics

DAY 1 : (0900 – 1630 hrs)

DAY 2 : (0900 – 1630 hrs)

Global and Local Scenarios of Herbal & Phytochemical Industry

Professor Ramlan Abd. Aziz,
Director of CEPP

Herbal & Phytochemicals Processing (Part I)

Professor Dr. Hasnah Mohd Sirat
Deputy Dean,
Faculty of Science, UTM

Herbal & Phytochemicals Processing (Part II)

Prof. Dr. Mohamad Roji Sarmidi,
R & BD Manager, CEPP

Material Balance on Herbal & Phytochemical Processing

Sulaiman Ngadiran
Chemical Engineer, CEPP

Demonstration Part I : Herbal & Phytochemical Processing Equipment :

- Turbo Extractor
- Essential Oil Purification
- Soxhlet Extraction
- Extraction and Spray Drying

Standardization of Herbal Products : A Case Study

Professor Dr. Zhari Ismail, USM

Government Initiatives in Promoting Malaysian Herbal Industry

Dr. Syed Kamaruddin Wazir,
Chief Operating Officer,
Malaysian Herbal Corporation, Prime Minister's Department

Malaysian Herbs and Herbal Products

Dr. Mohd Ilham Adnan
Senior Research Officer
Medicinal Plants Division
FRIM, Kuala Lumpur

Herbal & Phytochemical Product Formulations

Rosnani Bt. Hasham & Harisun
Yaakob
Research Officers, CEPP

- Questions and Answer Session
- Closing Ceremony and Certificate Presentation

For more information, please contact :

CHEMICAL ENGINEERING PILOT PLANT, UNIVERSITI TEKNOLOGI MALAYSIA

81310 UTM Skudai, Johor
Tel : 07- 5531565 (Mrs. Zulia)
Faks : 07- 5569706
e-mel: zulia@cepp.utm.my
http://www.cepp.utm.my

UTM City Campus, Jalan Semarak,
54100 Kuala Lumpur
Tel : 03 – 26154406 (Mrs. Yatie)
Faks : 03 - 26937921
e-mel: nikyati@utmkl.utm.my

CEPP has assisted more than 65 herbal companies in their process and product development

Registration for this course is limited to first 25 participants only

5 - 6 Mayl or 3 - 4 August, 2004 at Jasmine Seminar Room, UTM Skudai, Johor

Reply Form

Please tick (✓) where appropriate

COURSE FEE DAY 1 only RM 550.00 DAY 2 only RM 550.00 DAY 1 & 2 RM 950.00 per participant

PARTICIPANT REGISTRATION

Please register the following participants

Name _____

Position _____

Organization and Address _____

Tel : _____ Fax : _____

Contact Person _____

▶ Please kindly complete and return the reply form together with your cheque/bank draft which are made payable to **BENDAHARI UTM** latest by one week before the commencement date of the course

▶ The organiser has the right to make any amendments that they deem to be in the best interest of the course.

▶ Certificate of Attendance will be awarded at the end of the course.

ACCOMMODATION BOOKING FORM

THE ANUGRAHA HOTEL

PULAI SPRINGS RESORT BERHAD
20km Jalan Pontian Lama,
81110 Pulai, Johor
Tel : 07 - 5212121 Fax: 07-5211818

ROOM RATE

RM180.00 (Deluxe Room)

Check out (date & time) _____

RM280.00 (Junior Suite)

Check in (date & time) _____

RUMAH UNIVERSITI

RO2, Universiti Teknologi Malaysia
81310 UTM Skudai
Tel : 07-5535755 Fax : 07-5535753

RM68.00 (Standard)

Check in (date & time) _____

RM85.00 (Superior-1 double bed)

Check out (date & time) _____

Note : payment of accommodation shall be made direct to the respective hotel

Staff from more than 275 companies have attended our life-long learning programmes

SKIM SBL KHAS HRDB-ATP REG NO: 045

