

UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES



OVERVIEW OF THE 33RD SESSION OF THE FOOD AND
AGRICULTURE ORGANIZATION (FAO) REGIONAL
CONFERENCE FOR ASIA AND THE PACIFIC (APRC),
MINISTRY OF AGRICULTURE & AGRO-BASED
INDUSTRY (MOA), MALAYSIA.

AFIQAH FAIZURIN BINTI ZAHARINAN
2013627196

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CHAPTER 1

INTRODUCTION OF THE ORGANIZATION

1.1 Introduction

This chapter will focus with the introduction of The Ministry of Agriculture and Agro-Based Industry, Malaysia (MOA). Section 1.2 discusses the background of the organization, Section 1.3 will explain about the Ministry's objective and Section 1.4 states the mission and vision of MOA. Section 1.5 on the other hand will discuss about the various functions of MOA, Section 1.6 is about the organization structure and Section 1.7 will have the list of organizational departments under MOA. In addition, Section 1.8 will explain the organizational divisions, units and also a brief explanation regarding the corporate communication unit. Finally, Section 1.9 is the summary of chapter 1.

1.2 Background of the organization

Ministry of Agriculture and Agro-Based Industry, Malaysia is also known as the Kementerian Pertanian & Industri Asas Tani Malaysia. The ministry serves as an agency for private agricultural business to get advised by experts that specialize in agriculture, fishing and livestock. Apart from that, the ministry is also responsible to plan the policies, strategies, and different development programs. Currently, Dato' Sri Ahmad Shabery Cheek was the Minister of Agriculture and Agro-based Industry.

CHAPTER 2

SCHEDULE OF PRACTICAL TRAINING

2.1 Chapter Review

This chapter will focus on the training schedule which have been recorded in the logbook filled by the practical trainee during the practical training. It begins with Section 2.2 for Introduction. Then, continue with Section 2.3 for the logbook, scope of works and the daily activities throughout the practical training in MOA. Finally in Section 2.4 is the chapter summary.

2.2 Introduction

During undergo the practical training, the trainee are required to record and summarize all of the daily activities and task that being done while undergo the 2 month of practical training which is from 20 January 2016 to 16 March 2016. Thus in this chapter, there will be a review of the description of jobs and tasks executed throughout the training which have been undergo at MOA.

Apart from that, during the practical training, the trainee was being placed at the corporate communication unit under MOA. The trainee was under the supervision of Puan.Suzanita Bt. Ahmad Nawawi. Next, all the task and job that have been executed was under her supervision and the staff in corporate communication unit along the period of practical training. Following is the description of the daily activities that have been undergo by the trainee during practical training which in weekly order.

CHAPTER 3

ANALYSIS

3.1 Chapter review

This chapter focus on the overview of the 33rd session of the Food and Agriculture Organization (FAO) Regional Conference for Asia and the Pacific (APRC), Ministry of Agriculture & Agro-Based Industry (MOA), Malaysia. Section 3.2 is about a brief introduction to this chapter, Section 3.3 will discuss about definition of event management, then will continue with what is conference in Section 3.4. Section 3.5 will explain about event planning, Section 3.6 is talking about event implementation and Section 3.7 will clarify about event evaluation. Section 3.8 will discuss about the strength of the event while Section 3.9 will explain about the weaknesses. Lastly in Section 3.10 is the Chapter Summary.

3.2 Introduction

Malaysia was chosen as the host country for the 33rd session of the Food and Agriculture Organization (FAO) Regional Conference for Asia and the Pacific (APRC). The conference was from 7 to 11 March 2016 and hosted by the Ministry of Agriculture & Agro-Based Industry (MOA), Malaysia. Corporate communication unit was one of the unit that involved in the event as we are responsible to plan and coordinate publicity for the Ministry. Thus, this chapter will be focusing on the event management in MOA which contain the overview of the conference and also event life cycle that include before, during and after the conference. Last but not least, this chapter also will highlight