



a member of  
**International  
Vegetarian  
Union**  
www.ivu.org



*Asian Vegetarian Union*

**MVS.my**

Go Green, Stay Healthy



# International Event Project Profile

04<sup>th</sup> – 06<sup>th</sup> October

# 2013

6<sup>th</sup> Asian Vegetarian Congress (4<sup>th</sup> - 5<sup>th</sup> Oct 2013)  
41<sup>st</sup> IVU World Vegfest (4<sup>rd</sup> - 6<sup>th</sup> Oct 2013)

**MVS.my**



Go Green Stay Healthy



## 6<sup>th</sup> Asian Vegetarian Congress & 41<sup>st</sup> IVU World Vegfest Malaysia 2013

4th - 6th October 2013, Kuala Lumpur  
8th - 9th October 2013, Penang



**Organizer : Malaysian Vegetarian Society**

Email: [secretariat@mvs.my](mailto:secretariat@mvs.my)

SMS/Tel: +6017-208-6208

Visit : [www.MVS.my](http://www.MVS.my)

### Event Schedule

Day	Date	Day	Time	Location	Remark
1	03-Oct-2013	Thu	6.00pm - 9.00pm	Kuala Lumpur	<ul style="list-style-type: none"> <li>• Arrival of Guest</li> <li>• Welcome Cocktail</li> <li>• Invited Guest, Delegates, Speakers,</li> </ul>
2	04-Oct-2013	Fri	9.00am -6.00pm	PWTC	<ul style="list-style-type: none"> <li>• Day 1 @ PWTC, Kuala Lumpur               <ul style="list-style-type: none"> <li>◦ 6<sup>th</sup> Asian Vegetarian Congress 2013 (AVC)</li> <li>◦ 41<sup>st</sup> IVU World Vegfest 2013 (WVF)</li> </ul> </li> </ul>
3	05-Oct-2013	Sat	9.00am -6.00pm	PWTC	<ul style="list-style-type: none"> <li>• Day 2 @ PWTC, Kuala Lumpur               <ul style="list-style-type: none"> <li>◦ 6<sup>th</sup> Asian Vegetarian Congress 2013 (AVC)</li> <li>◦ 41<sup>st</sup> IVU World Vegfest 2013 (WVF)</li> </ul> </li> </ul>
4	06-Oct-2013	Sun	9.00am -6.00pm	Lake Titiwangsa	<ul style="list-style-type: none"> <li>• Day 3 @ Lake Titiwangsa, Kuala Lumpur               <ul style="list-style-type: none"> <li>◦ 41<sup>st</sup> IVU World Vegfest (WVF)</li> <li>◦ Malaysia Veg Food Fiesta</li> </ul> </li> </ul>
5	07-Oct-2013	Mon	9.00am -6.00pm	Kuala Lumpur	<ul style="list-style-type: none"> <li>• Vege Tour / Fruit Farm (KL Tour / Free &amp; Easy)</li> </ul>
6	08-Oct-2013	Tue		Penang	<ul style="list-style-type: none"> <li>• Penang Workshop &amp; Tour</li> </ul>
7	09-Oct-2013	Wed		Penang	<ul style="list-style-type: none"> <li>• Free &amp; Easy</li> </ul>

## President Message

### Vegetarianism The Way Forward



#### Greetings from the Malaysian Vegetarian Society (MVS)

Congratulations to Malaysia for winning the bid to **host** two International events in 2013:

- **6<sup>th</sup> Asian Vegetarian Congress (4<sup>th</sup> - 5<sup>th</sup> Oct 2013)**
- **41<sup>st</sup> IVU World Vegfest (4<sup>th</sup> - 6<sup>th</sup> Oct 2013)**

### Event Objectives

- **To Create Awareness on Healthy Diet Lifestyle (Healthy Vegetarian Food consumption)**
- **To Sustain Ecology & Environmental Protection**

When MVS organized the SEAVC (South East Asia Vegetarian Congress) in 2007, we were very apprehensive. Although it was a small scale congress, it was successfully done in Putra World Trade Centre. Our appreciation goes to Indonesian Vegetarian Society, Thailand Vegetarian Society and Vegetarian Society Singapore for their undivided support.

Plant based diet is gaining grounds in the recent years and thanks to all the vegetarian groups which are tirelessly creating awareness among the public around the globe. People are becoming more aware of the positive health benefits in vegetarian diet.

Frequent meat consumption has been proven, through research, as a great contributor to heart disease, diabetes and cancers. It is our duty to remind the public to increase the intake of plant based diet and reduce meat intake. It is an uphill task in our region, as meat is available cheap and in abundance.

Food advertisements in the print, radio and television media are available to the very young and the old. Meat based fast food outlets are sprouting everyday which are attracting the young gullible population.

We need to focus on Community Health Care Programs with the aim of introducing the goodness in vegetarian diet.

The respective government of the day needs to support the Vegetarian Societies in an effort to promote Healthy Eating Lifestyle amongst the citizens.

Finally, we welcome the various Vegetarian Societies in Malaysia to come together and make Malaysia a Vegetarian Hub for both cuisine and trade.

We are anticipating for full support from government agencies, organizations, companies and well-wishers to make these International Events successful in Malaysia in 2013.

We will be inviting renowned international speakers for the scientific discourse sessions. Video conferencing and Public forums will also be organized.

On behalf of the organizing committee, I wish to appeal to all Malaysians to support these two events and showcase Malaysian hospitality. We want to make this event the best ever and a memorable one.

Best Wishes.

**Go Green, Stay Healthy**

**Dr P Vythilingam**  
**President**  
**Malaysian Vegetarian Society**

E : [president@mvs.my](mailto:president@mvs.my)  
G : [pytlingam@gmail.com](mailto:pytlingam@gmail.com)  
H : 012-299-7239



## Malaysian Vegetarian Society

### MVS History

Historically the idea of abstinence from flesh had always had strong roots amongst the educated (see World History) and its idea had appealed, throughout history, to many people in general.



People were developing ideas that involved adopting a meat-free diet. One key group involved in the setting up of the Malaysian Vegetarian Society (MVS) were people from all races with the belief that meat-centered diet is not suitable for humans and it gives rise to many diseases. Thus, Malaysian Vegetarian Society (MVS) was officially founded in 1996.

### About MVS

The Malaysia Vegetarian Society is a non-profit, non-religious society aimed at promoting the benefits of vegetarianism for our health, our environment and a more compassionate world. The society abides by the international definition of vegetarianism, namely, 'Vegetarianism is the practice of living without the use of meat, fish, or fowl, with or without the addition of eggs and dairy products'.

### Aims and Objectives

The aims of the Society are essentially to:

1. Raise the level of awareness of vegetarianism (through things like public talks by health professionals, a reference library with books, articles, research papers, magazines about vegetarianism, an informative newsletter for members etc.) ; and
2. Provide support for those wanting to learn more about the vegetarian lifestyle (largely through social activities like dinners, picnics, cooking demonstrations etc.)

### Transition to Vegetarianism

Ultimately, the Society aims to see the Malaysian public lead a vibrant, productive and disease-free life with an understanding of how one's food choice affects one's health and the environment. Our goal is not to "convert" people but rather to provide information and support for individuals.

### Membership

Membership is open to anyone over the age of 18 who is interested in pursuing the objectives of the Society. Currently we have 80 Lifetime Members and 200 ordinary members. Those below the age of 18 can join as volunteers.

### Activities & Benefits

Educational mail-outs and subscription to newsletter, Discount at participating restaurants, businesses, health food stores, Discount on books, videos, other items from the Malaysian Vegetarian Society Invitation to members-only functions, Chance to hear International speakers, Resource centre and lending library of books, tapes, videos, magazines, Social network of like-minded individuals to provide support and friendship.





## International Vegetarian Union

The International Vegetarian Union is a growing global network of independent organizations which are promoting vegetarianism worldwide.



### Origins

The International Vegetarian Union (IVU) was founded in 1908 when the first *World Vegetarian Congress* was held in Dresden, Germany. The idea for IVU came from the *French Vegetarian Society*; the first Congress was organized internationally by the *British Society* and locally by the *Dresden Society* with support from the *Deutsche Vegetarier-Bund*. Since then, a series of World Congresses have been held all around the world, and in 2008 IVU returned to Dresden for the *Centenary 38th Congress*.

### Objectives

The aim of the IVU is to promote vegetarianism throughout the world. In order to achieve this aim the main objectives are:

- To **encourage the formation** of local, national and regional **vegetarian organizations**, and co-operation between them.
- To **promote both World and Regional Vegetarian Congresses** to publicize and develop interest in the vegetarian cause and to give opportunities for vegetarians to meet together.
- To **raise funds to support member societies** wherever possible.
- To **encourage research** into all aspects of vegetarianism and the collection and publication, in all media, of material on all aspects of vegetarianism, by IVU itself and by all member societies.
- To **represent the vegetarian cause** on appropriate international bodies and to speak on behalf of the global cause when appropriate.



## World Vegetarian Congress Venues (1908-2013)

World Vegetarian Congresses have been held initially every two or three years and it is changed to yearly event in different parts of the world. All Congresses since 1908 are listed below.

1. 1908 Dresden, Germany
2. 1909 Manchester, England
3. 1910 Brussels, Belgium
4. 1913 The Hague, The Netherlands
5. 1923 Stockholm, Sweden
6. 1926 London, England
7. 1929 Steinschönau, Czechoslovakia
8. 1932 Berlin/Hamburg, Germany
9. 1935 Dagaard, Denmark
10. 1938 HurdalsVerk, Norway
11. 1947 Stonehouse, England
12. 1950 Oosterbeck, The Netherlands
13. 1953 Sigtuna, Sweden
14. 1955 Paris, France
15. 1957 Delhi/Bombay/Madras, India
16. 1960 Hannover/Hamburg, Germany
17. 1963 Barcelona, Spain
18. 1965 Swanwick, England
19. 1967 Delhi/Bombay/Madras, India
20. 1969 Jerusalem, Israel
21. 1971 The Hague, The Netherlands
22. 1973 RonnebyBrunn, Sweden
23. 1975 Maine, USA
24. 1977 Delhi / Bombay / Calcutta /  
Madras, India
25. 1979 Loughborough, England
26. 1982 Neu-Ulm, Germany
27. 1984 Baltimore, USA
28. 1986 Dubrovnik, Yugoslavia
29. 1990 Tel Aviv, Israel
30. 1993 Madras, India
31. 1994 The Hague, The Netherlands
32. 1996 Johnstown, PA, USA
33. 1999 Chiang Mai, Thailand
34. 2000 Toronto, Canada
35. 2002 Edinburgh, Scotland
36. 2004 Florianópolis, Brazil
37. 2006 Goa, India
38. 2008 Dresden, Germany
39. 2010 Jakarta/Bali, Indonesia
40. 2012 San Francisco, USA
- 41. 2013 Kuala Lumpur, Malaysia**
42. 2014 Ghana, Africa
43. 2015 Latin America
44. 2016 India/SW Asia
45. 2017 Europe



## International Vegetarian Festival & Asian Vegetarian Congress 2013



### Programme Summary

**Date** : 04 – 06 October 2013.  
**Town** : Kuala Lumpur & Penang  
**Venue** : PWTC (04<sup>th</sup> - 05<sup>th</sup> October 2013) &  
Lake Titiwangsa, KL (06<sup>th</sup> October 2013)  
Penang (08–09 October 2013)

### Note:

#### Arrangements Expected:

- To arrange the trip for the Thai Veg Festival from KL& Penang.
- To arrange free city tours and more.
- To tie up with a travel company owned by Vegetarians and communication companies for communication purposes.
- To arrange promotions on inbound tours, hotels, food, souvenirs, etc.
- More updates on this at [www.MVS.my](http://www.MVS.my) from time to time.
- To get support from:
  1. Ministry of Health
  2. Ministry of Natural Resources and Environment
  3. Ministry of Education
  4. Ministry of Tourism
  5. Ministry of Women, Family and Community Development
  6. Ministry of Agriculture
  7. Wisma Putra
  8. MyCEB
- To invite official media, hotel and airline partners



### Activities Projected for Congress & Vegfest 2013

This event is expected to attract thousands of attendees who come from all over the countries in the world. Some activities projected:

- Exciting Exhibitions
- Free Food Sampling!
- Grocery And Natural Foods Store Exhibits
- Food Producers And New Products
- Cooking Demonstrations By Noted Chefs
- Book And Cookbook Publishers And Authors
- Presentations By Top Speakers
- Educational Exhibits On Protecting Animals And The Environment
- Festival Discounted Shopping
- Registered Dietitian Consultants
- Children's Activities
- Restaurants
- Exhibitors Of Products And Services Which Support A Vegetarian Way Of Life
- **Many more.....**





## We Are Seeking For:



- *Organizers*
- *Sponsors*
- *Contributors*
- *Event Synergy*
- *Partnerships*
- *Financial Support*
- *Secretariat Administrative*
- *Exhibitors*
- *& many more...*

## We Welcome Your Suggestions & Proposals

### Executive Committee:

Name	Position	Contact / HP
Dr. P. Vythilingam (AMN, AMS, MBBS, LFOM)	Organizing Chairman & President	012-299-7239
Dr. Happy Tong Chan Wah	Deputy President	012-229-5303
Master Mok Wah Hing	iKuan Tao Co-Organizer	019-333-5188
Ms. Tracy Wong	Chief Coordinator for International Relations	016-261-8275
Mr. Rajkumar	Treasurer	012-282-5290
Haji Imran Koothayan	Liaison Executive	019-397-1167
Mr. Krishna	Secretary	017-208-6208

Email: [secretariat@mvs.my](mailto:secretariat@mvs.my)

