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## 转型自强 接轨世界

“企业转型”是知易行难的事。想要转型，却力不从心，这是许多中小企业面对的问题，转型到底难在那里，这不仅是中小企业深感疑惑的事，也是商会想深一层了解的事，因为，商会期望协助中小企业们提升竞争能力和优势。

在全球化迅速发展的趋势下，跟不上脚步的中小企业的竞争能力和优势渐渐衰退，企业发展前景黯淡，甚至遭受淘汰。企业要生存，必须变革，提升企业在行业内的竞争能力，主动采取产业转型的战略，寻求新的经济增长点，使企业获得新的生机。

企业转型从长期经营方向、运营模式及其资源分配，作出整体性的转变，让企业重新塑造竞争优势、提升社会价值。

我国有许多企业转型成功的例子，就如海鸥中心有限公司和99便利超市，他们成功转型，并不是

偶然，而是他们的决心。他们将革新、创意及关注力投向企业内部，通过组织、人力资源管理、企业文化、企业生产运作模式等的转变提升自身的能力，进而提高企业在行业内的竞争力。

在台湾，有许多小型杂货店已成为社区不可缺乏的商店，他们结合其他行业的力量，善用网络科技，提供网购、送货，甚至货物寄放站的服务等。

政府推动经济转型计划，商会将与政府配合，在国内举办经济转型计划汇报会，让我国中小企业更深入了解和善用政府所提供的各项利惠和贷款。

在严峻的全球化竞争，中小企业必须自强起来。东盟10+1和零关税，让东盟成为全球主要市场，东盟开始起飞，我们的中小企业必须革新、转型，与世界新局接轨。

Business transformation is a phrase we hear often these days; it is a concept that is simple to understand but challenging to implement. Many SMEs understand the need for changes and have the desire to transform, but they often

lack the means to see it through. However, SMEs are not the only ones wishing to find the key to this puzzle, the KCCCI also hopes to gain better understanding the issue so as to help SMEs enhance their competitiveness.

Rapid globalization means that SMEs must quicken their pace to remain competitive or risk decline and elimination. A corporation needs to reinvent itself, increase its competitiveness, take a proactive role in active strategising, as well as finding new ways for growth in order to remain relevant in today's world.

Business transformation is the way of instituting changes by focusing on long-term plans, business modeling, and resource management. These allow companies to re-shape their market advantage, increase the social values, and reinvent their business processes.

There are many fine examples of Malaysian SMEs that have achieved successful transformation, and two examples that comes to mind are the Hai-O Group and 99Speedmart. These are two companies that achieved their success through determination rather than luck. They are innovative, creative,

and is always focused on internal development to improve their operation and increase their advantages.

Changes is not restricted to companies with big presence. For example, many small time grocery stores and traders in Taiwan have successfully integrated themselves as an indispensable part of the community. They integrated innovative solutions into their businesses and made good use of the Internet, online shopping, deliveries, goods storage, amongst others to leverage on their advantages.

Changes must come, and the KCCCI will work in line with the government's Economic Transformation Plan to support SMEs in their transformation, as well as to provide more information to them on how to utilize the grants and loans provided by the government.

It is a tough global market and SMEs need to strengthen themselves to remain relevant. The ASEAN 10 + 1 free trade region is making ASEAN a force to be reckoned with in the global arena, and Malaysian SMEs must be fast to transform themselves so as to integrate into the new world.



会讯编委会主任 苏福明  
Chairman Publication  
Committee  
Mr. Ben See Hock Beng

## 会讯革新 走得更远

在最新一期的会讯，商会与《南洋商报》配合出版发行，随报在雪隆一带发行超过4万册。这是史无前例，华团与主流中文媒体配合出版会讯的首创先河。

为打响这首炮，同时切合商会会讯的革新，编辑部决定以“企业转型”作为革新后首期的封面主题。随着扩大会讯的发行量，除会员外，雪隆一带的华商、华团和华社，将可更了解到巴生中华总商会的动态、活动，同时获取更多的商业资讯和讯息。

我们期望，全新面貌和革新发行的会讯能引领巴生中华总商会走得更远，成为本区域更具代表性的华商组织之一。

Gurus of market transformation Larry Bossidy and Ram Charan once said; "Now is the time for us to completely change our idea about business. Change or face bankruptcy." SMEs' problems in the global market, as well as the issues faced during the economic crisis are brilliantly summed up within this concise quote.

Change is upon us and the latest issue of KCCCI Bulletin is rising to the demands of its readers and members by transforming itself. The Bulletin plans to increase its readership, and continue to bring information about the government's economic policies to more Selangor business community.

One of the biggest change is its partnership with Nanyang Siang

Pau for its latest issue, which is expected to achieve circulation of more than 40,000 copies in Selangor alone. This marks the first ever collaboration of its kind between a Chinese association and a major Chinese media.

Our cover story on business transformation coincides with the start of a new direction for the Bulletin. The wider circulation means that the news will benefit not only our members, but businesses, Chinese societies and associations in Selangor region. More readers can learn about the latest developments at KCCCI. We hope the new and feature-rich bulletin can lead the KCCCI further and establish as a strong representative of the Chinese business community.



# 企业转型 要靠决心

1997年，金融风暴来袭，东南亚经济进入紧张局势，国内中小企业也面对前所未有的窘境，这一轮金融风暴，许多经不起连串打击的中小企业纷纷被淘汰。

从那时候开始，国内不少民间商业组织纷纷向中小企业提出了“转型”的呼吁，因为惟有“转型”才能让企业继续生存。

2008年，美国次贷危机引起的全球金融风暴，再加上原油价格连连攀高、自然天灾导致农产品欠收的粮食危机、人民币汇率连创新高、世界各国面对高通膨，全球商业活动更进入了“适者生存、优胜劣汰”的新时代。

我国民间商业组织也再次向中小企业提出“转型”的呼吁，并建议中小企业借用“新科技”的力量、注入创新和创意、系统化的管理，期望中小企业随世界局势发展继续成长。

“转型”到底要怎么“转”？“型”到底要如何变？中小企业如何在这严峻的时代里“变身”？

## 99变连锁杂货店巨人

99便利超市（99 Speedmart）成功从传统杂货店，转型便利超市连锁店，业务从巴生扩大至巴生谷，甚至走进吉隆坡主要社区，从一间小杂货店发展至将近200家连锁杂货店，董事经理李良华说：“不进则退，杂货店必须突破传统的管理方式，采用现代化的管理来经营。”

李良华从营销、管理、财务、待客、进出货物等，建立健全的管理制度。1987年，现代化的99便利超市在巴生开业，以明亮的室内设计、有条不紊的排货、价廉物美的优势赢得市场。

“转型是痛苦和艰难的，但若不转型，将跟不上时代的步伐，也抵挡不了更艰巨的挑战和竞争。”

99便利超市以创新的手法经营杂货店，“靠近又便宜”的99便利超市以社区为主要设店地方，并以创新的管理系统，展开连锁杂货店的经营。

从货品分类摆设、货物存流量、货物流动、货物配给、货物运输、货物架摆设、收银柜台的收款程序等等，99便利超市借力于科技的便利和专才的管理。

连锁便利超市集合杂货店及大型商场的优势，那就是邻近、方便、薄利多销，99就是这样破茧而出。

李良华说：“转型让企业更具竞争力，转型其实不难，但是却必须要有决心。”

When the financial crisis struck in 1997, the economy of South East Asia went into crisis and the local Small and Medium Enterprises (SMEs) were faced with an unprecedented dilemma; in this round of financial turmoil, many SMEs were eliminated by the waves of challenges.

Since then, many trade organizations have call on the SMEs to “transform” because only by “transformation” that these enterprises can continue to survive.

In 2008, the U.S. subprime mortgage crisis has caused the global financial crisis, coupled with other factors like the continuously hike of crude oil prices, food crisis caused by natural disasters, the new high of RMB exchange rate, high inflation around the world, success of high-tech products and many more, the global market place have entered a new era of “Survival of The Fittest”.

Local trade organizations has again appeal to the SMEs to undergo “transformation”.

In order for SMEs to continue growth with development trends of the world, the organizations also suggested SMEs harness the power of “new technology” for innovation, creativity and systematic management.

How to implement a “Transformation”? What to transform into? How should SMEs transform in this challenging era?

## 99Speedmart became a groceries chain store giant

99 Speedmart has successfully transformed from a traditional groceries store into a convenience store chain, expanding their business from Klang town to Klang Valley, and even into the main communities around Kuala Lumpur; they started as a small groceries store and has growth to nearly 200 stores. Managing Director Lee Ehi-amWah said: “No progress simply means regression. Grocery stores must break away from traditional management methods, and adopt modern management in their operation.”

Lee has managing a grocery store from marketing, management, finance, hospitality, and inventory when he establish the first 99 Speedmart in the Klang with a sound modernized management system in 1987. The bright interior design, nice displays, value for money strategy has gave them an edge over the competitors in the market.

“Transformation is painful and difficult, but if not for transformation, the company will not be able to catch up with the times, it will also not be able to resist the increasing challenges and competition.”

99 Speedmart manages their stores with innovative business practices, they set up majority of their stores in locations near to the community in order to be “convenient and costs less” to the customers; with innovative management system, they expanded through the chain store business model.

99 Speedmart leverages on the convenience of technology and employs experts in their management of merchandise categorization, inventory, logistics, distribution, transportation, merchandise display, the collection procedure at the cash register counter and much more.

Their chain stores have the advantage of the large shopping malls: proximity, convenience and save. This is one such breakthrough of 99 Speedmart.

Lee said: “It is not that hard to transform into a more competitive enterprise, but it must be done with determination.”



## 借助科技 海鸥成中药保健品牌

“转型，必须与时并进，企业时刻必须做好准备转型，危机就是契机，从传统的中药行，转型成有条不紊的中药零售店，再蜕变成连锁店，海鸥贴近人们生活方式而转型，掌握市场需求。”海鸥中心有限公司董事兼总经理陈笃功这么说。

海鸥中心有限公司是成功转型的例子，从昔日的传统中药店，蜕变成目前国内中医药保健连锁第一品牌，海鸥从大胆采用专才的专业管理，将中药店带入系统管理化新时代。

“海鸥从在住宅商区的店面，走入商场，再进入超级市场保健部门设立专柜，没有专业的管理是办不到的，从产品种类细分、服务细化、培训店长，海鸥从1999年起，就下定决心要改革、要革新。”

## 转型须前瞻思考

陈笃功强调，企业转型必须有前瞻性的思考和做好长期计划的准备工作。“中药有千种类别，要将这类产品系统化管理，须借助新科技的力量和便利，但是，在提升各种软件和设备时，须耗资庞大的资金。”

投入资金提升科技设备，是许多中小企业的痛，不愿面对新科技，更是许多中小企业的通病。

为达到全面，甚至细化的管理，

海鸥在其中药连锁零售中注入资金，改善和提升全国64家连锁店面及专柜，包括8家是加盟店的零售作业流程和管理。

陈笃功笑说：“以前要知道零售店的生意如何，要打电话问业绩，不然就是两三个月等业绩报告，如今要知道店里的所有事情，包括存货情况、货物管理、人事管理、业绩报告等等，尽在弹指之间，一按键，就知道了。这就是科技的便利。”

## Hai-O now a branded Chinese health-care thanks to science and technology

“Transformation must move with the times, companies must be prepared to transform because a crisis is an opportunity. Transforming from a traditional Chinese medicine shop to a systematic Chinese medicine store, and then into a chain store, Hai-O has transformed in order to be close to its customers’ the way of life which in turn take control of the market.” says Tan Tok Keong, Director and General Manager of Hai-O Raya Bhd.

Hai-O Raya Bhd is an example of successful transformation from an old traditional Chinese medicine shop into the top brand of Chinese healthcare chain in Malaysia. Hai-O boldly employs professional management experts and brought in the new era of system management for Chinese medicine shop.

“Hai-O has moved from community stores in the residential area into the shopping mall, and then set up special health counters in hypermarkets, it is not possible without professional management. Starting from detailed product categories, services, training for managers, Hai-O are determined to transform and reform since 1999.”

## Transformation has to be visionary

Tan stressed that a business transformation has to be visionary and make preparations for long-term plan. “There are thousands types of Chinese Medicine hence the power and convenience of new technology is needed to systematically manage these products; however, all these softwares and equipments costs huge investment.”

It is a pain for many SMEs to

invest capital in upgrading their technological equipment, this unwillingness to utilize new technology is a common problem in many SMEs.

In order to implement a comprehensive and detailed management, Hai-O invests in their retail chain to improve and enhance the management management and retail operation of their 64 chain stores and counters around the country, including 8 franchises.

Tan says with a laugh: “Before this we call to ask about the performance of our stores, or wait for the performance report every two to three months, but now if we want to know anything about the store, including inventory, goods management, personnel management, performance reports etc, all you need to do is press some buttons, everything is at your fingertips. This is the convenience of technology.”





## 陈杰辉： 全球无疆界，竞争无法挡

提到中小企业为何非要转型，巴生中华总商会中小型企业及人力资源小组主任陈杰辉说，全球化的经济趋势开启了无疆界的经济模式，所以企业间的竞争已是无可抵挡的激流。

“在这种情况下，企业主将无可避免的必须在经营方法、思维与行为模式方面，有一番新的作为，否则将面临被淘汰的局面。”

他说，在转型方面，所牵涉到的领域和问题是非常广泛的，若单单只是在劳力上作出调整，同样难有作为，必须还要讲究产品的附加价值与创新、经营理念、企业策略、顾客关系等。

“其中创新是企业永续经营和生存下去的关键因素，但重要的是，在追求创新的过程中不能墨守成规，必须贴近市场鼻息，知道消费者的消费倾向，以及市场的竞争动向。”

## 创意为商品加值

他说，因为在现今的市场，消费者要的不再只是产品价格，还有对产品的满足和服务，即使产品价格高，但能令他们感到舒适和超值，都是可以被接受。

因此，他表示，任何企业若能从核心领域多加一些创新点子，让原有商品加值，这不仅能为企业带来一股新意和优势，还能维系和加强与顾客间的关系。

至于在转型过程中面对的困难与挑战，陈杰辉说，若说最大的困难，应该是在管理人与员工的心态和思维方面，毕竟一路以来的做法，突然要做出多角变化，肯定不是易事。

“管理人的心态必须重新建设，管理理念要明确，企业愿景要勾勒出来，如此才能凝聚员工的士气；而员工的心态与思维则须采取有效方式和教育进行灌输。”

## Jeffery Tan： Competition is unavoidable in a world without borders

Talking about why it is necessary that SMEs have to move into transition, KCCCI SME and Human Resource Committee Chairman, Mr. Jeffery Tan said that the economic trend of globalization opens up an economy model that have no borders, thus competition among enterprises is a current competitive that is impossible to avoid.

“In this case, business owners have no choice but be innovative in their business methods, thinking and behavior patterns, or face being made irrelevant.”

He pointed out that a transition process involves a broad spectrum of areas and issues. If they only make adjustments with regards to man power, it can not contribute much; they must also pay attention to value adding and innovative their products, business philosophy, business strategy, customer relations and more.

“Among them, Innovation is a key factor for sustainability of a business and its survival, more important is that, it can not be rigid in the pursuit of innovation which must adhere to consumer trends and competition in the market.”

## Innovate to Add Value to Products

He expressed, because today's market is full of consumers that no longer just look at product prices but also product satisfaction and service; even highly expensive products are accepted if it can make them feel comfortable and perceived as of great value.

Therefore, he suggested that if a company can add more innovative ideas to their core business add value to their original goods, not only bring a new image and advantage to the company, this move can also maintain and strengthen customer relationships.

In the process of transition, there are many difficulties and challenges, Mr. Jeffery Tan is in the opinion that the biggest problem would be the mentality and thinking of the managers and employees; after all, to suddenly change the way they use to work is certainly not an easy task.

“The Management's attitude has to change and set a clear management philosophy, which in turn outlines a corporate philosophy that can boost the morale of its staff; effective measures need to be taken to inculcate and education and training is needed to instill the staff with the right attitude and thinking.”

## 经济转型计划助杂货商

为了让大马在2020年转型为高收入国，首相拿督斯里纳吉在2010年宣布了经济转型计划(ETP)，经济转型计划是政府经济议程的一部分，它辅助现有计划，也定下我国每年取得国家年均收入6%的增长的目标，以达致2020宏愿下所设定的目标。

政府全新方案推行经济转型计划，注重发展特定的经济成长支柱，即12个国家关键经济领域(NKEAs)包括石油、天然气及能源、棕油、金融服务、旅游、商业服务、电子及电器、批发及零售、教育、保健、通讯内容及建设、农业及大吉隆坡。

在零售行业中，政府定下3大主题及启动13项计划，其中包括通过

杂货商转型计划(Program Tukar)协助小型经营者现代化业务。

在这计划下政府指定大型格式零售经营者，将为小型零售业改善外观和布局，并为小型零售业者提供管理培训。预料启动这项计划，将带来56亿令吉的国民总收入和创造51万2500个就业机会。



## ETP helps grocers

For Malaysia to be a high income country by the year 2020, Prime Minister Datuk Seri Najib Tun Razak announced the Economic Transformation Program (ETP) in 2010. ETP is part of the government's economic agenda which complements existing programs. It sets an annual growth target of 6% for national average annual income, in order to achieve the goal of Vision 2020.

The Government implements ETP with a new approach, focusing on the development of specific pillars of economic growth, namely the the 12 National Key Economic Areas (NKEAs) including oil & gas and energy, palm oil, financial services, tourism, business services, electronic and electrical,

wholesale and retail, education, health, communications, content and construction, agriculture and a greater Kuala Lumpur.

For the retail industry, the Government has three major themes and 13 Entry Point Projects, including transformation plans for the grocer (Program Tukar) to assist small business operators adopt modern business practices.

Under this scheme, the government instructed the operator of large retail stores to help small retailer to improve their appearance and layout, while provide training on retail management. It is expected that by starting this program, it will bring in 5.6 billion ringgit in gross national income and create 512,500 jobs.



## 孔令龙： 转型要增值，也要增质！

马来西亚中华总商会中小型企业人力资源发展组副主任孔令龙强调，中小型企业要成功转型，基本上，必须符合三大主要条件，即改变思维、自主创新，以及增值（增加价值）与增质（增加质量）。

他说，许多国内企业主在提到转型时，都会主观的认定所谓转型就是朝向国际，且更把“国际”限制在欧美国家这块区域上，以致联想到必须耗费巨资而怯步。

“实际上，我们应该朝向更有利于我们的东盟国家，这些邻国就好比我们的邻居，若我们连邻居的路线都不熟悉，又如何跨出去呢？”

他说，东盟10+1(中国)已开始一年，但我国企业主似乎未从中得到启发和受益。然而，在他过去到访中国深圳时，发现当地的中小型企业早已进军东盟多个国家扎根，而上海的企业就以朝向欧美国家为主。

他表示，由此可见，若我国的企业主再不改变这种“国际思维”，将无法抢得先机，与他人竞争。

他以大湄公河经济圈为例说，这个涵盖了东盟多个国家，如越南、泰国、寮国、柬埔寨等国的大经济体，已被列为是个“新兴市场”，一个新经济板块的崛起。

“我们可以把基地设在大马，然后再把手脚伸触到这些周边的国家。”

## 从“制造”到“智造”

至于自主创新，孔令龙说，这是制造业必须深入思考，如何从“制造”到“智造”，以持续保有竞争力迈向另一高峰，达到企业的永续。

他说，纵观目前情势，我国制造业正面对着自主创新能力弱、缺乏核心技术和自主品牌、竞争力不强的问题，而这种种也已成为我国制造业发展的重大阻碍。

他表示，在追求创新方面，除了打造品牌效应，还有一点非常关键，但也常遭人忽视的增质优势。

“在改良产品过程中，大家都只注意到如何增加产品的价值，但其实，增加产品的素质也是一个吸引消费者支持的一大要点，而不少先进国的企业主都已开始掌握这优势。”

## 政府推出援助配套

提到政府为我国中小型企业提供的奖掖与援助，孔令龙说，任何行业或领域的企业均可提出申请相关的配套援助，目前并无任何一条法令，规定某种肤色或行业的企业主才可提出申请。

他说，很多时候，就是沟通上的误解或先入为主的认为程序麻烦，而放弃申请，也错失机会。

他也说，政府未来将推出更能直接协助与鼓励中小型企业的援助配套。由于仍有细节在研讨中，未成定案，所以他不便透露太多，仅表示会以低利息贷款方式作为主轴。

## Koong Lin Loong: A successful transition must value-add, but also have to improve on quality!

ACCCIM SME and Human Resource Development Committee Deputy Chairman, Mr. Koong Lin Loong stressed that a successful transition for small and medium enterprises (SMEs), must consist of three main ingredients, there are the change in innovative thinking, value-add and improvement on quality.

He said many local business owners perceived that a transition means entering the international market, further more they have the idea that “international market” means the United States and Europe. This mindset has them thinking that they need to spend huge amounts of money for the process thus prohibiting them from progressing.

“In fact, we should focus on the

ASEAN countries which we have an advantage. These countries are like our neighbors, if we are not familiar with our own neighbors, how can we advance further?”

He pointed out that the ASEAN 10 +1 (China ) Free Trade Agreement has begun for a year already, but our business owners do not appear to be inspired by it and benefit from it. On the other hand, when he visited Shenzhen in China, he found that the local SMEs established themselves in the ASEAN countries, while enterprises in Shanghai are mainly targeting the United States and Europe.

He noted that, from this we can see that if our business owners do not change this perception on “international market”, they will not be able to seize the opportunity and compete.

He gave the example of the Greater Mekong Economic Circle, an economy entity which covers various ASEAN countries such as Vietnam, Thailand, Laos, Cambodia and other countries, has been listed as an “emerging market”, a new economic sector that is fast growing.

“We can set up a base in Malaysia, and then reach out to these countries.”

## From “conventional manufacturing” to “smart manufacturing”

As for innovation, Koong said that the manufacturing sector must think of how to move from “conventional manufacturing” to “smart manufacturing” to maintain their competitive edge and to move towards new heights, in order to be sustainable.

He expressed that, at the current situation, the manufacturing industry in Malaysia is facing various problems including weakness in innovation, lack of core technology and branding, which weakens their competitiveness. These issues have also become major constraints impeding the development of Malaysia’s manufacturing industry.

He said that in addition to building a brand, there is a very critical factor that was often neglected by the businesses in their pursuit of innovation: Quality Improvement.

“In the process of product improvement, we only focus on how to add value to the product, but in fact, improving product quality is also a major element in attracting consumer support. Many business owners in the advance countries have begun to grasp this advantage.”

## Government assistance

On the issue of Government incentives and assistance for SMEs in the country, Koong explained that businesses from any industry can apply for the relevant supporting assistance.

He opined that many times there have been misconceptions the application process that it is cumbersome, and many have missed the opportunity for applying.

He also said that in the future, government will introduce assistance packages that can better assist and encourage SMEs directly. The details shall bring discussed and yet to be finalized, so he could not disclose too much but only revealed that it will be mainly in the form of low-interest loans.



# 王明雄 大马彩电代工巨人

## 永不言弃 一博胆量 危机成商机

第一次危机，他找到第一个商机，赚了第一桶金；第二次危机，他的企业成功转型，找到方向，跨前一步；第三次危机，他再次找到第三个商机，建厂、开模具，向更远的目标前进。

MTV数码科技私人有限公司主席拿督王明雄，一个走出海岛的捕鱼世家小子。从不懂技术、不懂制造，涉足组装VCD、代工生产(OEM)普通彩电，到Plasma电视、LCD电视，以致最新的LED电视，王明雄创办的MTV数码科技私人有限公司一跃成为马来西亚最大的彩电代工企业。

面对一次又一次的危机，王明雄的翻身，靠的是一搏的胆量和坚持到底的毅力。对王明雄来说，危机就是商机，山不转，路转，柳暗花明又一村！

### 掌握时机 蓄势待发

一句挂在王明雄嘴边20年的话“不用担心，明年的日子就会好”，是王明雄乐观和豁达的生活观，也是他做企业坚持到底的体现。王明雄的字典中，没有放弃这回事，“稍微停下”只是为了整军备武，蓄势待发。

“转型是肯定要做的。当企业走到瓶颈，不增加周边产品，企业肯定会慢慢被淘汰。”

竞争在王明雄眼中是进步的动力。企业必须要有危机感，不时提升，有竞争的企业才能发展得更好。

“如果说，本身没有这个知识或技术，很大可能便会被对手打败。科技发达，不提升更新、不转型，技术肯定会慢慢被淘汰。所以，当我看到一个新产品时，我都会想尽办法研发生产。”

### 为教育，勇于开发新产品

相较于拘泥于本业的传统企业，王明雄的勇敢和商业触觉，让四处结缘的他，从日常生活和参与的社团服务中，研发出新商机。

绿色精明教室的电子多媒体教学系统(MTV Eco-Smart)因此孕育而生。

“这是一个偶然的时机。当我担任共和小学董事长时，觉得学校的硬体设备跟不上时代的趋势，有必要提升，才能与时俱进。”

王明雄坦言，基于做企

业，他看到了商机，但并非为赚很多钱，只是想为华文教育做点事，协助学校提升设备。

“我相信，绿色教室符合未来教育发展的系统。在雪隆，已有20、30间学校采用这套系统，校长和老师都有很高的评价。”

作为华小董事长，提到学校，王明雄从运筹帷幄的商人，转为关心华小教育发展的教改达人。从谈企业的直接、果断和自信，语峰一收，变成苦口婆心、循循善诱。

“这套系统不是马上便能见到成效，而是要在半年、一年后才有成果；同时还要配合老师的专才和耐心，不时输入新教育软件，才能有好的效果。”

王明雄对这套教学系统有着很高的期望。充满信心的他，坚信未来全国，以致全世界都会采用这套教学系统。

### 研发，大马品牌的信心源

从事代工生产(OEM)，王明雄靠的是MTV本身研发的技术，为知名电器厂商的LCD、LED电视贴牌。

“你问我创造自己的品牌需不需要，当然要，但不容易做。”

王明雄说，在马来西亚，创造品牌的问题在于政府本身没有积极推动研发这一块。很多东西都是外来，然后在本地组装，欠缺技术。

“很多消费者心理都认为大马品牌是靠别人，必须引进别人的技术生产。尤其是在电器方面，消费者

买电器都首选日本、韩国、台湾，甚至中国品牌。少了研发这一层，消费者对大马品牌的信心不大。”

作为代工工厂，MTV为各大电视厂商生产电视贴牌。王明雄一再强调，技术必须一直提升，做电子没那么简单。

### 显像管电视逐步绝迹

随着Plasma、LCD、LED电视的崛起，传统的显像管电视预料将在2011年开始慢慢绝迹。

王明雄说，目前的LCD、LED电视价格大众化，几乎家家户户都买得起；换电视，也以LCD为首选，这是时代改革下的转型。

“可以预见，传统显像管电视将在2011年开始慢慢绝迹大马。”

### 中东人爱大马产品

王明雄认为，作为电视代工产地，我国的优势在于海陆空运输方便；尤其是比较其他东南亚国家，如越南和柬埔寨等，运输和物流方便，我国占优势。

“我们的电视主要是出口到中东。中东具有很大的市场，当地除盛产石油外，其他产品都是进口。大马进口的产品尤其占尽优势。”

他坦言，同样是回教国，大马出口的产品比其他国家较受当地者的欢迎，同时当地消费者也对我国产品更有信心，这也是MTV对消费者的承诺。



From the first crisis, he found the first opportunity and made his first a pot of gold; in the second crisis he succeeded in enterprise transformation and found a new direction to move a step forward; when faced with the third crisis, he captured the third business opportunity and started a production line to achieve a greater goal.

MTV Digital Technology Sdn Bhd founder Dato' Heng Meng Heong, was a kid who came from fishing family of an island. He started from a non-technical background and knows nothing about manufacturing, learned to assemble VCD player and be the Original Equipment Manufacturer (OEM) of ordinary TV to Plasma TV, LCD TV, and now even the latest LED TV. MTV Digital Technology Sdn Bhd, became the largest color TV OEM in Malaysia.

Face with crisis again and again, Dato Heng overcame them with courage and move on and perseverance until the end. To him, crisis is opportunity, like the Chinese saying: when the mountain does not turn, the road turns; the destination is waiting behind the winding roads!

### Ready to grasp the opportunities when time has come

For over 20 years, Heng have a quote: "Do not worry, life will get better next year," his optimistic and open-minded view of life has also reflected in his persistence when doing business. There is no 'giving up' in his dictionary, as "a little pause," is for the entire army to get ready to go further.

"Transformation is unavoidable. When companies reach the bottleneck and they do not increase their product range, they will certainly be eliminated gradually. In the eyes of Heng competition is the driving force of progress. Enterprises must have a sense of crisis and improve from time to time; a competitive enterprise will continue to get better.

"When we say that we do not have the knowledge or technology then it is very likely that we will be defeated by the competitors. Technology advances everyday; if we do not upgrade and update, do not make progress, the technology will certainly and gradually be outdated. So, when I see a new product, I will do whatever to research & develop it."

### Be courageous to develop new products for education

In contrast to the rigid industry tradition, Heng's courage and business acumen allow him to socialize and participate in community service, to research and develop new business opportunities from daily life.

MTV Eco-Smart, the electronic multimedia teaching system for green smart classroom was thus born out of it.

"It was out of chance. When I was the chairman of the board of SRJK (C) Kong Hoe, I felt the IT hardware of the school was behind time and needed to upgrading in order to move with times."

Heng said frankly that as a businessman he saw opportunity for business, but it was not for profit, he just wanted to do something for the Chinese education system, to help the schools to upgrade their system.

"I believe that the green classroom is a system that is in line with the future development of education. In the Klang Valley, there are 20 to 30 schools that are using the system and the evaluation from principals and teachers are very encouraging."

As the board chairman of a Chinese primary school, he changed from a strategic businessman to an education reformist who is concerned about the development of Chinese primary education. From a no-nonsense businessman who is decisive and confident, he became well-meaning and passionate when talking about the school.

"The system would not deliver result immediately, but only in six months to a year will you see the dif-

ference; it also needs the teacher's expertise and patience, along with upgraded software from time to time, only will it show good results."

Heng has high expectation on this teaching system. He is confident that in future the whole country, even the whole world will adopt this teaching system.

### R & D, the source of confidence for Malaysian brand

As an Original Equipment Manufacturer (OEM), Heng relies on technology developed by MTV itself to produce LCD, LED TV for well-known electronics brands.

"If you ask me whether there is a need to create our own brand, sure there is; but it is not easy to do so."

Heng said that in Malaysia, the problem of creating their own brand is that the Government did not actively promote this area. Many goods are imported, and then assembled locally, there is lack of technology.

"Many consumers think that the Malaysian brand is dependent on other people, in their mind these technology must be imported. Particularly in the electrical appliances market, consumers prefer to buy branded electrical appliances from Japan, Korea, Taiwan and even China. Without research and development, consumer has no confidence in Malaysian brand.

As an OEM, MTV produces television for major TV brands. Heng has repeatedly stressed that the technology must be improved from time to time as it is not easy to be in the electronic business.

### CRT TV will gradually disappeared

With the rise of Plasma, LCD, LED television, the traditional CRT television is expected to begin to gradually disappear from 2011.

Heng said that the current price of LCD, LED TV is getting more and more affordable, almost every family can afford them; LCD TV is also a preferred choice when the customer changes TV, the market has entered a new era.

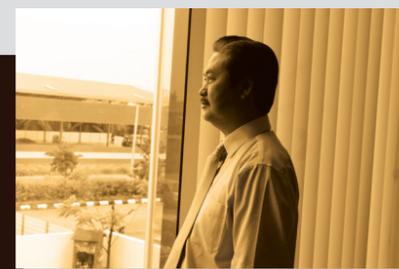
"It can be predicted that the traditional CRT television will begin to gradually disappeared from Malaysia starting from 2011"

### Middle East customers love Malaysian products

Heng said that as the location of TV OEM, Malaysia have the advantage of land, sea and air transport; compared with other Southeast Asian countries such as Vietnam and Cambodia, we have the advantage of better transportation facilities and logistics.

"Our televisions are mainly exported to the Middle East. The Middle East is a large market; other than oil, almost all the other products there are imported. Malaysian products have a big advantage there."

He admitted that as Muslim country, compare with other country, Malaysia goods were most popular in Middle East, and the consumers felt confident to Malaysia good as well. Hence, this is the MTV commitment to consumers.



#### 简介 Profile

姓名 / Name	: 拿督王明雄 Dato' Heng Meng Heong
出生年份 / Year of birth	: 1959
学历 / Education	: 中学 High School
企业职务 / Business office	: MTV数码科技私人有限公司主席 Chairman, MTV MTV Digital Technology Sdn Bhd.
社团职务 / Associations	: 巴生共和小学董事长、马来西亚王氏公会署理总会长、雪兰莪直落昂厂商公会副会长 Chairman SRJK C Kong Hoe Deputy President of The Federation of Ong(Wong) Clan Association Vice President of Persatuan Pekilang-pekilang Teluk Gong, Selangor
成功格言 / Motto for Success	: 坚持+勇敢; 信心+诚信; 结缘+感恩 Perseverance + Courage; Confidence + Integrity; Forming Ties + Thanksgiving

经典语录 / Personal Quote : 不用担心, 明年的日子就会好! 转型是肯定要做的。当企业走到瓶颈, 不增加周边产品, 企业肯定会慢慢被淘汰。  
**Do not worry, next year will be better! Transformation is unavoidable. When companies come to a bottleneck and do not increase their product range, they will certainly be eliminated gradually.**



## 巴生商会商务暨财经研究组

# 拜访更多商会 制造更多商机



巴生中华总商会  
商务暨财经研究组主任黄天佐

巴生中华总商会商务暨财经研究组主任黄天佐说，为了打造更佳的经商环境，以及制造更多商机，该组将组团拜访商联会其他属会，以促进彼此间的会员商务活动。

他表示，继去年分别拜访吉兰丹中华总商会和柔佛中华总商会后，已促进商会会员间的商务合作，商会也已3月份中旬拜访檳城中华总商会。

他说，拜访檳城商会有3大主要目的，其一是将与属会董事进行交流，促进彼此间商务，以及制造更多商机。

他说，该代表团也拜访当地的一些杰出工业，考察和参观厂房，进一步了解他们的运作。

### 分享会内容扎实

另一方面，黄天佐说，商会举办的“企业经营分享会”内容扎实，分享经验的企业家们告诉了许多实战的经验，获得会员、华商及年轻创业家的欢迎，商会将再接再厉，安排来自滨海区一带的杰出企业家与大家一起分享他们的成功之道与经营理念。

他说，去年共举办了4场，反应极佳，而今年则会规划3场，分别落在5月、9月和11月，将为今年分享会打响首炮的是经营钢铁业的拿督苏添来。

为了让商家了解一年一度的财政预算案，他表示，商会也将举办“财政预算案研讨会”，除了对政府所推行的经济政策进行讨论外，也会着重在第10大马计划和经济转型计划的探讨。

黄天佐也提到继雪州警方运用《孙子兵法》作为教材题材之一后，商会联合一些团体，已在3月份邀请新加坡的一名著名讲师前来演讲《孙子兵法》讲座会，让本地商家学习如何把《孙子兵法》中的精髓套用在商业上。此外，该组也将主办有关销售税的讲座。

KCCCI Commerce and Economic Research Committee Chairman Mr. Ng Tien Chor said that, in order to create a better business environment and opportunities, the group will organize delegation to visit other members organization of the Associated Chinese Chambers

of Commerce and Industry of Malaysia (ACCCIM) to promote business activities between members.

He said that the visit to Kelantan and Johor Chinese Chamber of Commerce and Industry last year has stimulated business cooperation among its members; therefore the group plans to visit two Chambers this year. At the moment, one of them is Penang Chinese Chamber of Commerce (PCCC).

He expressed that the visit have 3 major objectives: exchange views with the board of PCCC, to promote mutual businesses, and create more business opportunities.

He pointed out that the delegation will also visit a number of prominent local industries and visit their factories, so that the delegates would be able to learn more about their operation.

### Solid sharing of experience

On the other hand, Ng said that the “Business Sharing” talks organized by the Chamber delivers solid content by inviting experienced entrepreneurs to share a lot of their practical experience, which was welcomed by members, the Chinese business community and young entrepreneurs. In view of that, the Chamber will make persistent efforts to arrange for more outstanding entrepreneurs from the coastal area to share their success and business philosophy.

He mentioned that they have had 4 talks last year with excellent response, and this year 3 talks have been planned in May, September and November respectively. The first speaker for this year is none other than Dato’ Soh Thian Lai from the steel industry.

To enable business owners to understand the annual budget, he said, the Chambers will organize the “Seminar on the Budget”. In addition to the discussion on the Government’s economic policy, the seminar will also focus on the 10th Malaysia Plan and the Economic Transformation Program (ETP).

Ng also revealed that the Selangor police have adopted “Art of War” as one of the text book, hence the Chamber would do the same in March by inviting a renowned lecturer from Singapore together with a number of organizations to give a talk on “Art of War”. The seminar will allow local businesses to learn how to apply the essence of “Art of War” in a commercial context.

In additional, the committee will organize a GST seminar in this year as well.





## 巴生商会中小型企业及人力资源组

# 技职认证 保障蓝领升职机会



巴生中华总商会  
中小型企业及人力资源组主任陈杰辉

巴生中华总商会中小型企业及人力资源组将重点推介技职认证计划，让蓝领人士拥有文凭，凭技职专业升职加薪。

该组主任陈杰辉说，由于受到传统学徒制度所限，以致即使身怀一技之长或拥有丰富经验，往往就因为没有一张文凭，而错失升职加薪的良机，只能望着其他同事凭着手上的文凭平步青云，逐级升迁。

他说，目前，在蓝领职场掀起的“技职认证”风潮就是因此现象而衍生，即为蓝领人士在以经验为基础，知识为辅助的情况下，获得受承认的机会。

因此，他说，该组现今重点推介的技职认证计划，就是希望让更多身怀经验的蓝领职员，也能考获一纸文凭，提升自我的市场价值。

“国家未来朝技术领域发展已是大势所趋，而‘技职认证’文凭更相等于业者未来必要的谋生工具。”

陈杰辉说，事实上，凭一张文凭才可申请到商业执照的条例存在已久，只是没有严厉执行，但迟早必须落实。

### 主攻电气、冷气、 轮胎和水喉维修四领域

他也提到，该组今年在“技职认证”计划下将主攻电气、冷气、轮胎和水喉维修四大领域，致力协助相关领域深具经验，但没文凭的头手考获一纸文凭。

他说，这主要是上述4个行业是目前最普遍，也最多需求的行业。

“我们也正与技能发展局洽谈细节，以便业者能在商会的平台直接获得‘第一次评审认证’，然后

进一步交由技能发展局所承认，并发出‘马来西亚技能证书（SKM）’，希望计划能在今年中前获得落实。”

不过，由于许多“头手”及业者会因政府技职认证网站资料复杂，令他们嫌麻烦而打退堂鼓。

因此，陈杰辉呼吁深具经验的“头手”、师傅可参与及协助商会这项推广“技职认证”的计划，在自己获得文凭后，再回馈和协助其他同业参与。

“如果师傅有意思做义务的验证官，我们十分欢迎，主要来自电气、冷气、水喉及轮胎领域的师傅们，以‘前辈带后辈’的方式，鼓励更多业者获得文凭。”

此外，陈杰辉说，该组的技职教育单位从2006年起通过各项活动及计划，鼓励华裔中学生深一层认识技职教育，今年也会陆续推广电气、冷气及陪月课程。

他说，在有关计划下，该组都会组团带领学生参观技职学院，商会希望学生们了解，不会读书，还是可创出一片天。

商会也与雪兰莪人力资源发展中心配合推动课程，欲知更多详情，可联络商会秘书处，电话03-33439282，或浏览www.kccci.org.my获取详情。

The KCCCI SME and HR Committee will be focusing on introducing vocational certification for blue collar workers in a bid to promote greater professionalism and higher income.

According to the committee chair -Jeffery Tan, many blue collar workers of the current generation learned the ropes of the trade under

the apprenticeship system and went on to gain experience on the job. They have the necessary skills and experience, but were often passed over for promotion due to their lack of certification. As a result, all they could do was despair on as their certified colleagues are promoted.

Tan added that the plight of the capable workers being passed over for promotion and career advancement was what prompted KCCCI current initiative and hope the certification will allow formal recognition of their skills.

He hopes that experienced blue collar workers will step forward to earn a certificate and raise their market value.

“Malaysia’s upstream push into more skill based sectors is an undisputed trend and certification will be essential in the new economy.”

According to Tan, laws requiring relevant certificates when applying for business licenses have long been in place, but have not being strictly enforced.

As a result, blue collar workers have been able to apply for business licenses despite falling short of the requirements. However, he stressed the situation will not last long and eventually certificates are going to be needed.

### Focusing on electrical work, air-conditioning, car services and plumbing.

He added that our goal this year is to focus on electrical, air-conditioning, car tyres services and plumbing sectors. The committee will help workers with the skills and experience

to earn their certificates.

The four industries outlined are chosen for a pilot program as they are ubiquitous to the market and the most in need for certification,

“We are also in talks with the Department of Skills Development (DSD) to work out details on how the KCCCI can act as the initial certification body that will access the applicants before passing to the DSD for final assessment and the awarding of Malaysia Skills Certificate (SKM). We hope that the plan can be put in place by the middle of this year.”

One of the problem is that many workers tends to find the information on the government website confusing and ended up not going through with the process. Therefore, Tan urges experienced foreman to take the initiative to be certified so that they able to help their colleagues receive certification as well.

“We also welcome masters craftsmen to volunteer as testing officials. We hope more seniors from the electrical, air-conditioning, plumbing and tyre services industries can come forward to guide their juniors and to encourage them to get certified.”

The committee has been organizing various activities since 2006 to encourage more Chinese secondary school students to learn more about vocational trainings. We will intensify our efforts this year by launching electrical, air-conditioning and postpartum care courses.

He added that under the plan, the group will organize tours to vocational institutions for students to understand more about vocational training. He hopes that students who do not excel academically will not despair as there are other opportunities for them in vocational field.

## 巴生商会女企业家组

# 柔和力量 融入商场 走向全球



巴生中华总商会  
女企业家组代主任刘雁红

巴生中华总商会成立女企业家组，让女性从家庭踏入商场，创业并撑起半边天！

商会女企业家组代主任刘雁红律师表示，女企业家组的成立期望能为商会注入一股柔和力量，从而不单可吸引更多的女企业家投入，并且能协助更多的女性创业，成为企业家。

“我们的理念是大家一起分享企业经营之道，一起学习，共同成长。”

她说，该女企业组组员每月聚会，以分享各自获取到的资讯，包括政府提供给女企业家的贷款和奖掖等，希望能对已创业或正想要创业的女企业家有更大的帮助。

“一般女性身兼多职，因此更加必须互相扶持和分享经验，才能一同成长。女企业家组便提供了这个平台给所有有意创业或已创业的女性。”

她表示，日前中国女企业家协会组团来马访问时，让该组受益良多，同时见识到有关协会的女企业家都是独当一面的公司董事长或生意合伙人，让该组对女企业家组织的功能有更深刻体会和认识。

### 自我提升强化竞争力

刘雁红表示，该组今年将再接再厉举办更多适合女性参与的商界或企业活动，其中包括在“企业形象”讲座会等，让所有人有机会学习如何自我包装。

“很多时候，我们会忽略本身的形象，其实便是代表着公司或企业的形象。因此通过此讲座会，我们希望教导女企业家自我包装，以体现出本身企业的特质，并加强洽商时的信心。”

另外，该组也计划在10月间举办一场圆桌会议，邀请3名成功的事

业女性与组员一同探讨女性创业所面对的问题。

“通过这项圆桌会议，除了主讲人可与会员分享他们的经验外，参与的组员也可各别提出本身创业所面对的问题，以进行双向的讨论和交流，从而找出问题的原因和解决之道。”

The KCCCI founded its Women Entrepreneurs Committee to help women entrepreneur establish themselves in their work place and to give them the opportunity to take charge of their own future!

According to Committee Chairman, Liew Ngan Fung, the Women Entrepreneurs Committee will bring a touch of feminine balance to the traditionally masculine KCCCI and attract more women into the industry as well as provide assistance to aspiring women entrepreneurs.

“It is our philosophy to share our knowledge on managing a business with each other and to mutually learn and grow.”

Liew added that the division meets each month to share the latest information they have, including information on the grants and subsidies provided to women entrepreneurs by the government. She hopes that the timely information exchange will help women on their entrepreneur journey.

“Women traditionally play multiple roles both in and out of the home, and it is important to support each other as well as share their experience so as to improve mutually. The Women Entrepreneurs Committee will become the platform for current and aspiring women entrepreneurs to share their knowledge.”

A visit by a delegation of women entrepreneurs from China not

too long ago has benefited many women entrepreneurs. The meeting with women company decision makers and entrepreneurs

provide not only a chance for division's members to gain from the of exchange knowledge, but also increased their confidence.

### Self improvement and increase competitiveness

Liew said that the group will make more effort this year to organise more events and activities for women entrepreneurs. One such activity in the pipeline is a “Corporate Image” seminar that will provide the opportunity for women to learn to package themselves for the business world.

“We tend to overlook our own image thinking that it is of minor consequence as long as we have

the result to show. However, the truth is that we are all spokesperson for our company and it is important for us to project the right image.

We hope that the seminar can provide a guide to women on the finer points on projecting a positive image, to project the proper company image and to increase their confidence with clients.”

In addition, the group will also be holding a round table discussion in October and will invite three successful business women to discuss with members the problems women usually face when starting their own business.

“The round table discussion will allow the members to share their experiences with the more experienced speakers. The two-way communication will be a good start to answer some of the questions women have and pave the path for their resolution.”





## 协助贫寒子弟 为企业培育人才

# 65周年会庆 筹募百万教育基金

巴生中华总商会65周年庆典将于7月2日(星期六)举行,并定下筹募100万令吉教育基金的目标,作为今年会庆的重点项目。

会庆筹委会主席拿督苏添来表示,今年商会适逢65周年,因此在庆典方面预计将筵开100席,并将继续邀请雪州州务大臣丹斯里卡立依布拉欣作为大会开幕嘉宾。

“在过去两年的会庆,大臣也受邀担任开幕嘉宾。此外,今年会

庆也邀请马来西亚中华总商会总会长丹斯里钟廷森出席并在会上致词。”

他说,庆典晚宴将设在巴生Centro商场,而今年会庆的重点项目是为商会筹募100万令吉的教育基金,此基金将以1年时间来筹募。

“华社关心教育的问题和发展,商会设立的教育基金除让会员申请外,非会员的贫寒子弟也可提出申请。”

他说,商会认为教育是百年树人的计划,同时也只有教育能让贫寒子弟摆脱现有的困境,从而在日后善用学习到的知识,投入商界。

“此100万令吉教育基金,每年将会拨出10万令吉的助学金让会员商家的子女、华裔子弟、巴生区的独中生和需要协助的学生申请。因此,一旦今年成功筹获100万令吉的教育基金,商会将再商讨该笔基金的发放方式。”

### 举办高球会长杯邀请赛

也是巴生中华总商会副会长的苏添来表示,会庆庆典筹委会已召开会议,并计划配合会庆,主办系列活动。

他说,会庆当天上午也将举办一场高尔夫球会长杯邀请赛,并邀请来自全国17个属会的代表参与,从而为庆典晚宴热身,并促进友会代表之间的交流。

“至于在晚宴正式开始前,大会也设有品酒会,让会员彼此互相联

谊。雪兰莪滨海中华总商会属会成员也受邀参与其中。”

苏添来也表示,是项会庆晚宴也将筹募商会活动基金,从而征求更多的资源,以继续举办更多能让会员受惠和获取更多资讯的活动。

“筹募活动基金的方式包括分为钻石、白金、金、银、铜等,目前商会共有约1000名会员。此外,《南洋商报》也将在7月份配合出版商会会庆特辑。”

The KCCCI will be celebrating its 65th Anniversary on the 2nd of July (Saturday) and it has set a target to raise RM 1 million in education fund as a key project for this year.

According to organizing chairman, Dato' Soh Thian Lai, the KCCCI will host a 1000-people feast for its 65th Anniversary and will be inviting Selangor Mentari Besar YAB Tan Sri Dato' Seri Abdul Khalid Ibrahim as the guest of honor to grace the ceremony.

“The Mentari Besar has graced our celebration for the last two years and we will be honoured to have him again this year. We will also be inviting the president of ACCCIM (Associated Chinese Chambers of Commerce and Industry Malaysia) Tan Sri William Cheng to address the guests at the event.”

The celebration will be held in Centro Mall Klang and special focus will be placed on the KCCCI Education Fund. The education fund will be raising within 1 year.

“The Chinese community has always been very concerned about the development of education and the education fund will give students a chance to further their education. This fund is not only open to children of members, but also to needy children of non members.”

Soh added that the KCCCI be-

lieves in the grooming of talent for the future, and that education is the key for children to break away from poverty. The KCCCI takes a serious stand in grooming young talents to increase the talent pool in the country.

“The education fund will be set aside RM100,000 each year for members children, Chinese scholar and student of independent high scholars to pursue higher education. The KCCCI will plan carefully on how to use the RM 1 million it is expected to raise for the year to benefit more students.”

### President Golf Championship

Dato' Soh, who is also the Vice President for KCCCI, said that the Organizing Committee has already made a series of plans for the 65th Anniversary celebration, amongst the various plan is a friendly golf championship.

The golf championship is scheduled for the morning on the 2nd of July and representatives from 17 associations from across the country will be competing. This event act as warm up for the other events lined up for the rest of the day and is expected to promote better relationship amongst the associations.

“There will also be a wine tasting before the dinner and association members can take the opportunity to get to know each other better. The Associated Chinese Chambers of Commerce and Industry of Coastal Selangor will also be participating in the events.”

The dinner will also raise fund for the chambers' activities. The KCCCI hopes to raise more fund in order to continue to offer its members better services and timely information.

“The fund raising event is divided into Diamond, Platinum, Gold, Silver, and Bronze categories and is open to members of the chambers. In addition, Nanyang Siang Pau will also be publishing a special feature in July in conjunction with the event.”



## 参与SHRDC课程获50%津贴

## 即日报名参加

在全球化的当儿，商业竞争是必然的，没有竞争优势的公司将面对被淘汰。大马第3工业发展蓝图和经济转型计划，都高度强调人力资源培训。政府致力提升我国人力资源的技术、专业知识，为国家增值，以达到2020年先进国的目标。

你是否知道，一些中小企业的培训课程是可以获得政府提供部分或50%的津贴。政府通过中小企业发展机构发出津贴予培训中心如雪兰莪人力资源发展中心（SHRDC）。

雪兰莪人力资源发展中心是官联机构，为中小企业员工提供技术、软体技术训练课程。这也意味着，参与该中心所举办的课程，可获得50%的津贴。

巴生中华总商会与雪兰莪人力资源发展中心合作，为商会会员提供

市场及技术培训课程，有关课程获得中小企业发展机构的50%津贴。

有关津贴的发放胥视中小企业发展机构所获得的拨款存额，请尽速在这拨款耗尽前，将员工送往雪兰莪人力资源发展中心参与培训课程。

任何咨询，可联络商会秘书处，电话为03-33439289及传真03-33447362。或浏览<http://www.kccci.org.my/bbs/thread-2569-1-1.html>

In today's business world of globalisation, competition in business is inevitable; Company that does not have a competitive edge will be disqualified fast. An important factor of a company's competitive

edge lies with the quality of its employee.

In the Government's 3rd Industrial Master Plan (3rd IMP) and also the recent Economic Transformation Program (ETP), there is a chapter that emphasize the importance of Human

Resource Development (HRD). Thus, the government is putting effort in this area to upgrade our work force to be more skilledful and knowledgeable to produce value added output for the country, and to drive the nation towards developed nation by 2020.

Do you know that some of the training courses available is partially or 50% subsidized by the government for the Small & Medium Enterprises (SMEs); the subsidy is be-

ing put through SME Corp to Training center like Selangor Human Resources Development Center (SHRDC). SHRDC is a semi-government agency that provides technical skill & soft skill training courses to employees. This means that the SMEs need to pay only half of the full course fees.

KCCCI is now collaborating with SHRDC on some training courses that are 50% subsidized by SME Corp. Please be hurry to send your employee for training while the subsidized fund still available (while the fund last until it's finished).

For more enquiries, please contact KCCCI secretariat at 03-33439289 or fax 03-33447362. Or visit <http://www.kccci.org.my/bbs/thread-2569-1-1.html>

## 技术课程 Technical Programme

Course Title	Duration	Fees (RM)	After 50%	Course Title	Duration	Fees (RM)	After 50%
<b>Mechatronic</b>				<b>Plastic Technology</b>			
Electronic Sensors	3	700	350	Plastic Materials Structures, Properties & Applications	2	700	350
Electrical System 1	5	1260	630	Principle of plastic Film Extrusion	2	700	350
Basic Pneumatics	3	700	350	Film Extrusion Defect Analysis	2	700	350
Intermediate Pneumatics	3	750	375	Development and Prototyping of Innovative Fabrication – Fundamental Level	5	2200	1100
Basic Hydraulics 1	4	900	450	Development and Prototyping of Innovative Fabrication – Advanced Level	5	2200	1100
Intermediate Hydraulics	3	950	475	Advanced Computer Aided Analysis	3	1700	850
Mastering Programmable Controllers	4	1080	540	Introduction to FEM/FEA	3	1700	850
Geometric Dimensioning & Tolerancing	3	2000	1000	Basic 3D Mould Design	5	2200	1100
<b>Manufacturing Management</b>				<b>Microsystem</b>			
Total Productive Maintenance (TPM)	2	600	300	Advanced 3D Mould Design	5	2200	1100
Production Planning & Control	2	600	300	Defect Analysis –Efficient Moulding Practice	2	700	350
Failure Mode & Effect Analysis (FMEA)	2	600	300	Injection Moulding Mould Maintenance for Production	2	800	400
Towards Supervisory Excellence	2	600	300	<b>Microsystem</b>			
Project Management with MS Project	5	2000	1000	PCB Signal Integrity and EMI Noise	3	2100	1050
Project Management	3	1200	600	Multilayer control impedance, High Frequency Board Design	2	1800	900
Microsoft Project	2	800	400	Test & Management Equipment Handling & Training	3	2200	1100
Continuous Improvement Quality	2	800	400	IPC J-STD-001D Certified IPC Application Specialist (CIS)	5	2800	1400
<b>Technology Assimilation Program (TAP)</b>				Introduction to ESD for Manufacturing & Non Manufacturing			
Auto CAD Level 1	3	1500	750	IPC-CID Certified Interconnect Designer (PCB Designer)	3	2860	1430
Auto CAD Level 2&3	3	1500	750	Fundamental of LSI Test	2	2000	1000

## 市场课程 Marketing Programme

Communicative leadership programs	3	1650	825	Edward de Bono's Six Thinking Hats	2	1000	500
Effective Business Proposal	2	700	350	Effective Marketing Skills	3	840	420
Professional Business English	5	1000	500	Enterprise Training Need Analysis	3	1200	600
Professional Business & Management Skills	2	700	350	Finance for non Finance staff	2	600	300
Creating Competitive Edges Trough service Quality (Customer Service)	2	600	300	Influencing skills	2	700	350
Competency Based Recruitment and Selection Workshop	2	1500	750	Leading Bold Change	2	1500	750
Edward de Bono's lateral Thinking	2	1000	500	Negotiation Skills	2	1200	600
				High Impact Presentation Skill with MS Power Point	4	1600	800
				Positive Work Attitude	2	700	350
				Inside Innovation	2	1800	900

## 企业经营分享系列（五）

# 王明雄：从危机中寻商机 林宽城：企业须有危机感



巴生商会商务暨财经研究组联合9个青年团，2010年12月18日举办“企业经营分享系列（五）之企业经营理念及蜕变和如何在危机中寻找商机”，分享会由雪兰莪滨海中华总商会主催，反应踊跃。

会长梁家兴博士强调，一套明确及精准的经营管理理念，是企业长远发展的立足之本。

大马MTV Digital有限公司董事主席拿督王明雄说，朝向成功道路历经多次失败，但抱着坚持、勇敢、信心、诚信、结缘及感恩的信念，不断从危机中寻获商机。

高产尼品有限公司创始人拿督林宽城说，企业须保持危机意识，尤其寻找失败原因再造辉煌。“生意最难是成长，须不断开发投资和多元化产品，以便不被淘汰。”

KCCCI Commerce and Economic Research Committee, in collaborations with nine other Youth Organizations, held the 5th session of the business sharing series which explored “The transformation of business ideas and how to discover business opportunities in crisis”. The seminar was an initiative by ACC-CISC and the public response was favorable.

President Dr. Leong Kai Hin emphasized that a management philosophy that is clear and precise is the foundation of the long-term growth of an enterprise.

MTV Digital Technology Sdn Bhd founder Dato’ Heng Meng Heong said that he achieved success only after facing many failures, he persevered and held, through on, courage, confidence, integrity, re-

lationship, faith and a lot of thanksgiving, and these he was able to constantly find business opportunities from crisis.

Kossan Rubber Industries Bhd Founder Dato Lim Kuang Sia said that companies must maintain a sense of urgency, in particular to

find out the reason for any failure to be able to create excellence from it. “The biggest challenge in business growth is continuously developing and diversifying their products and investment, so that they would not be made irrelevant.”



## 连办多场精彩讲座会

# 商会讲座 获商家肯定

巴生商会女企业家组于2010年11月20日在《南洋商报》联办及海鸥企业赞助下，邀请特许管理顾问陈道华博士主讲“富企业，穷企业”。

陈道华说，穷企业面对消费者主导市场和追求高品质，要走向富企业，须认清自身出售给客户的是价值而非价格，并须做好品质建立及管理。

12月4日与《南洋商报》联办“社交网媒，商机处处”，主讲人新媒体顾问杨允运以面子书和推特、iPhone、移动网络等，探讨如何善用来经商和建立品牌。

1月22日，商会与海鸥合作举办“销售与行销大不同”讲座，《销售奇案》作者沈士翔强调，口碑威力远大于广告，企业不应忽略售后服务、培训规划、销售战略及顾客满意度。

On 20th November 2010, KCCCI Women Entrepreneurs committee together with Nanyang Siang Pau organized a talk on “Rich Business, Poor Business” which was presented by Chartered Management Consultant Dr. Ching Tow Fah, and sponsor by Hai-O Enterprise Berhad.

Dr Ching said that the main reason for poor business often due to a customer that after pursue high quality. In order to move towards rich business, they should recognize that what they deliver to the customer is value rather than price, so they shall establish a good quality and manage it well.

On Dec. 4 teaming up with Nanyang Siang Pau again organized a talk on “Social networking media business opportunities”; the speaker, Mr Oon Yeoh who is news media consultant, talked on using

face book and Twitter, iPhone and mobile networks, to explore what is the best way to utilize them for business and brand building.

Then in January 22, the chambers in collaboration with Hai-O Enterprise Berhad organized the “Differential sales and marketing” seminar, which brought the author

of “Sales mystery” Mr. Frankie Sim to the audience. He emphasized on the powerful word-of-mouth promotion which is more effective than advertising. Companies should not ignore their after-sales service, training, planning, and marketing strategies and level of customer satisfaction.



# 辛卯年新春大团拜 美食贺兔年



巴生中华总商会辛卯年正月十六举办一场别开生面的新春大团拜活动，聚集了巴生区各地的美食到巴生福建会馆大礼堂开设档口，庆贺新春之余，也推广巴生美食旅游项目。

约20个来自巴生区各地的美食、小吃汇聚一堂。今次商会新春大团拜初次以大食会的方式举行，也是即将在年底举行的巴生美食节初试啼声的造势活动之一。

## 梁家兴：盼市区恢复繁华

巴生中华总商会会长梁家兴博士在致词时提出了巴生市区产业价格下降的问题。

他说，自巴生市区高架天桥竣工后，市区交通顺畅许多，可是商业区却失去了昔日的繁华。

巴生商会已联系城市与交通规划专家吴木炎及巴生华团，以共商如何将车辆回巴生市区，以恢复市区昔日的盛况。

## 钟廷森：拨地增农产

马来西亚中华总商会总会长丹斯里钟廷森致词时建议，中央政府应与有关州政府协商，以在5年内拨出50万公顷的土地，转售给私人界发展种植业、农业和采矿业，以提升国人和国家的收入，同时解决粮荒问题。

他说，中央政府和州政府可每年有系统地拨出至少10万公顷土地，土地可用在种植业和发展农业等。

“这不但可提高国民收入，增加国家税收及不必过度依赖进口。”

The KCCCI held a special gathering on the 16th day of the Chinese New Year and invited many food sellers from around Klang to set up food stalls at the Klang Hokkien Association. The KCCCI held the event to celebrate the Year of the Rabbit as well as to showcase the delicious food of Klang.

About 20 food and snacks sellers from around Klang participated. This is the first time such an event was held and the KCCCI believes that the success of the event signals a good start for the Klang Food Festival to be held at the end of the year.

## Leong Kai Hin: Restore Klang's former glory

KCCCI President Professor Dr. Leong Kar Hin spoke about the falling properties prices of Klang's city centre at one of his recent speeches.

He said that since the completion of the flyover through Klang city it has resulted in improved traffic condition throughout the city, but this comes at a cost to business owners as the decrease in traffic flow has taken off some of the bustle from the commercial center.

The KCCCI will organise a meeting with city and transport planning expert

Goh Bok Yen and other associations in Klang to discuss on how to attract people back to Klang and to bring back the former glory to the city.

## William Cheng: Increase agriculture land

Tan Sri William Cheng, President of the ACCCIS, suggested the Federal Government should discuss with the State Governments to set aside 500,000 hectares of land in the next 5 years for sale to the private sector to develop farming, agriculture, and mining. This not only will create jobs, increase income, but will also address food shortages.

He said, governments can systematically set aside at least 100,000 hectares of land each year for use in farming and development of agriculture.

"This will not only improve income, increase tax revenue, but also reduce our dependency on imports."

# 商会网站 成华团亮点

巴生中华总商会网页www.kccci.org.my备受会员商家及华社的赞赏，已成为华团亮点！

华研去年选出的排行榜，本商会网页荣获全国最佳网页第一名，让商会在深感荣耀之余，也体会到肩负了在众多华团之间协助推广“网上会务”、“网上交易”新任务的任务。

商会与时俱进提倡网上交易，网页设有简易方便的网上商品买卖平台，鼓励会员和华社各界善加利用。

网页里的“分类索引”也很丰富，金融、保险、通讯与资讯、建筑、运输、出入口、制造业、零售与批发、餐旅业、教育培训、专业服务，应有尽有。

会务方面，商会通过网页迅速传达各类讲座会及政府资讯给商家及会员。会员在网站注册后，便可收到本会发出电邮，通知最新企业及经济活动资讯。

网页讲求图文并茂，会员可在此

尽览商会各项活动照片。商会也把每期会讯及董事和小组会议记录，上载到网页，方便会员随时浏览。网页备有下载区，可轻易下载感兴趣的内容。

为吸引年轻一代浏览本网页，这里有强大的上载下载功能，同样欢迎会员及子女上传短片或歌乐，让大家分享怡情。

The web site of KCCCI, www.kccci.org.my was highly appreciated by businessmen and the Chinese community; it has become a hot attraction for the Chamber!

Ranked by Centre for Malaysian Chinese Studies as the top site at their chart last year, KCCCI is greatly and have a sense of responsibility to help promote the new concept of "online organization" and "e-commerce" among the Chinese associations.

KCCCI will strengthen its informa-

tion and communication technology, both the software and hardware. The Chamber hopes to enhance its efficiency through information technology.

To keep up with the modern progress, The Chamber promotes online transactions with a web site that provide a simple and convenient online trading platform, it encourages its members and the community to take advantage of the facility. The page on "Category Index" is also very rich with information including finance, insurance, communications and information, construction, transport, import and export, manufacturing, retail and wholesale, hospitality, education and training, professional services and many more.

The Chamber distributes information on various talks and government announcements through the web site quickly to its members and the business community. Members registered on the website will receive emails from the Chamber on the lat-



est business and economic activities from time to time.

The web site is illustrated with graphics and photos, and members can find many photos of the activities by the Chamber. Newsletter and minutes of the board and various committees has been uploaded for members to read. Downloading is available, so that the readers can download any content of their interest.

In order to attract the younger generation, there is a strong function for uploading and downloading which allows children of the members to upload videos or songs for sharing.



# 巴生中华总商会会讯 KCCCI BULLETIN 第 33 期 • 2011年4月出版

出版 / Publisher :



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设计 / Designed by

Artisense Creative Sdn Bhd (560958-T)

18-2, Jalan USJ 9/5Q,

47620 Subang Jaya, Selangor.

印刷 / Printed by

The China Press Berhad (1508-X)

No 31, Jalan 5, Off Jalan Chan Sow Lin

55200 Kuala Lumpur

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