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# JB - ASEAN

INTERNATIONAL TRADE EXPO & BUSINESS FORUM

新山-亚细安国际博览暨商业交流会

Show Date : 19 . 20 . 21  
September 2013

Show Time : 10.30 am - 6.00 pm ( Daily )

Venue : PERSADA JOHOR INTERNATIONAL  
CONVENTION CENTER MALAYSIA



## 新山中华工商总会

### JOHOR BAHRU CHINESE CHAMBER OF COMMERCE AND INDUSTRY

本会成立于1945年，为新山非营利商业组织之代表与创导者，同时也是政府与民间团体，在工商、文化与教育发展领域上合作之重要沟通桥梁，透过与会员商家、工商私人界与政府组织联合举办各项工商考察团、投资洽谈会、企业贸易配对与对话会等活动促进了解和交流。

作为拥有超过40个商团会员、900个公司成员与专业个人会员之领导机构，商会将持续主催各项贸易考察团，以吸引更多投资项目在柔州展开，提升柔佛州在区域性的发展潜能。

目前新山中华工商总提供多项服务以促进会员在工商业方面的发展，包括贸易工商谘询、签署原产地证明、婚姻注册服务、举办工商展览会及组织贸易与投资考察团出访外国，增进商机。本会亦收集商家会员们的意见与心声，建立与政府部门或私人机构密切的沟通管道，表达本会独特见解与看法，以实现柔佛州转型成为马来西亚先进州属的目标。

Established since 1945, Johor Bahru Chinese Chamber of Commerce and Industry "JBCCCI" has been serving as a non-profit organization and important advocate of the Johor Bahru business community. Essentially, JBCCCI also plays a pivotal role in bridging the divide between Federal/State government and private sectors to foster closer cooperation in the area of economic, cultural & educational development towards a prosperous Johor Bahru. The prosperity is achieved by conducting frequent trade & investment talks, numerous business matching and dialogue sessions, including many other commerce-enhancing activities co-organized by its own members, private sponsorships and government bodies.

As a leading business organization which helms a vast network comprising of 40 notable local trade associations and 900 corporate entities & professional memberships, JBCCCI has consistently advocated and organized trade missions abroad to attract foreign direct investments, thereby speeding up development of Johor State and the country.

At present, JBCCCI caters for a variety of community services to benefit our members, such as assisting them with trade enquiries, endorsing certificate of origin, registration of marriage, organizing trade and industry events, as well as promoting trade and investment missions overseas for broader business networking. Representing the voice of Johor Bahru business community and its members, JBCCCI has strenuously developed a closely-knitted communication channel with various government and private bodies to express and contribute our unique perspectives and ideas to realize our common goal of transforming Johor into a model State and ultimately become the pride of our nation.



## 办展缘起

### Exhibition Genesis



配合2015年亚细安成员国无税边界的全面落实，本会——新山中华商会毅然订于2013年9月19至21日于假新山国际会展中心主办首届《新山-亚细安国际博览暨商业交流会》，旨在新山建立一个国际性的商业交流平台，促进本土与海外商家的交流，提升本土商家的互动和商品竞争力，协助本土商家与国际接轨并走向国外，以及提升柔佛州的经济活力和旅游工业，尤其是伊斯干达发展特区。

“新山-亚细安商品展出”和“商机论坛”将是上述博览暨商业交流会的两大主题，致力推动发展为“新山年度商坛盛会”，把新山市和柔佛推上更高的国际舞台，在未来的区域发展扮演更重要的角色。

本会计划结合柔佛州政府、伊斯干达特区发展、本会各商团力量，配合本区域的商业团体，尤其是东盟成员国的商会和企业共同完成此一深具意义的壮举。

In tandem with ASEAN Free Trade Area (AFTA) trade bloc agreement to fully remove tariff and non-tariff barriers by Year 2015, Johor Bahru Chinese Chamber of Commerce & Industry (JBCCCI) has embarked on a mission to host an international expo themed “JB-ASEAN International Expo” from 19th to 21st September 2013 at Persada Johor Convention Center.

The objectives are:

1. To establish an international business and commercial exchange platform to promote the exchange of domestic and overseas businesses.
2. To enhance the interaction and cooperation between local and foreign businesses, and raise the competitiveness of local goods and services to conform to international standards for export to foreign countries.
3. To promote and further enhance Johor economic vitality and tourism industry to foreign visitors and exhibitors, especially Iskandar Development Region.

“JB-ASEAN Exhibition” and “Business Forum” will be the two main themes of this event to promote the development of “Johor Bahru Annual Business Forum”. This will help to alleviate the status of Johor Bahru and Johor State into international arena by playing an active role in promoting regional development, and to enhance international trade and development. JBCCCI plans to collaborate with the Johor State Government, Iskandar Regional Development Authority, Trade Associations, Regional Trade & Business Groups, especially Trade Associations & Chambers of Commerce originating from ASEAN member countries, in order to achieve collective success in hosting this special event.



## 柔佛新山地理位置

### JOHOR BAHRU STRATEGIC LOCATION



被形容是进入西马的“南方之门”其四通八达的交通系统可以让你轻易的和全世界的70亿人口接轨经商，如士乃的国际机场和新加坡章宜国际机场，用陆路从吉隆坡驱车下来新山只需3.5个小时，从新加坡章宜国际机场只需55分钟，新山三面环海，有3个重要码头，东面有巴西古当和丹絨兰萨港口，西面有丹絨柏勒巴士港口，用海陆从印尼峇丹岛到新山只需1小时45分钟，用火车也能轻易到达新山。

新山是一个多元种族、多元文化的国际都市，除了马来西亚本土华人，马来人和印度人的饮食文化。其他的饮食如日本，韩国及西方饮食文化都可以在这里找到。

这是一个非一般的博览会，除了有来自20个国家，300家企业的优质产品展出外，本商会(主办单位)也将启动他在本区域的商业网络关系，邀请国内外数百位本区域的商团领袖，企业精英，政府相关机构，国家大使等代表前来共襄盛举。

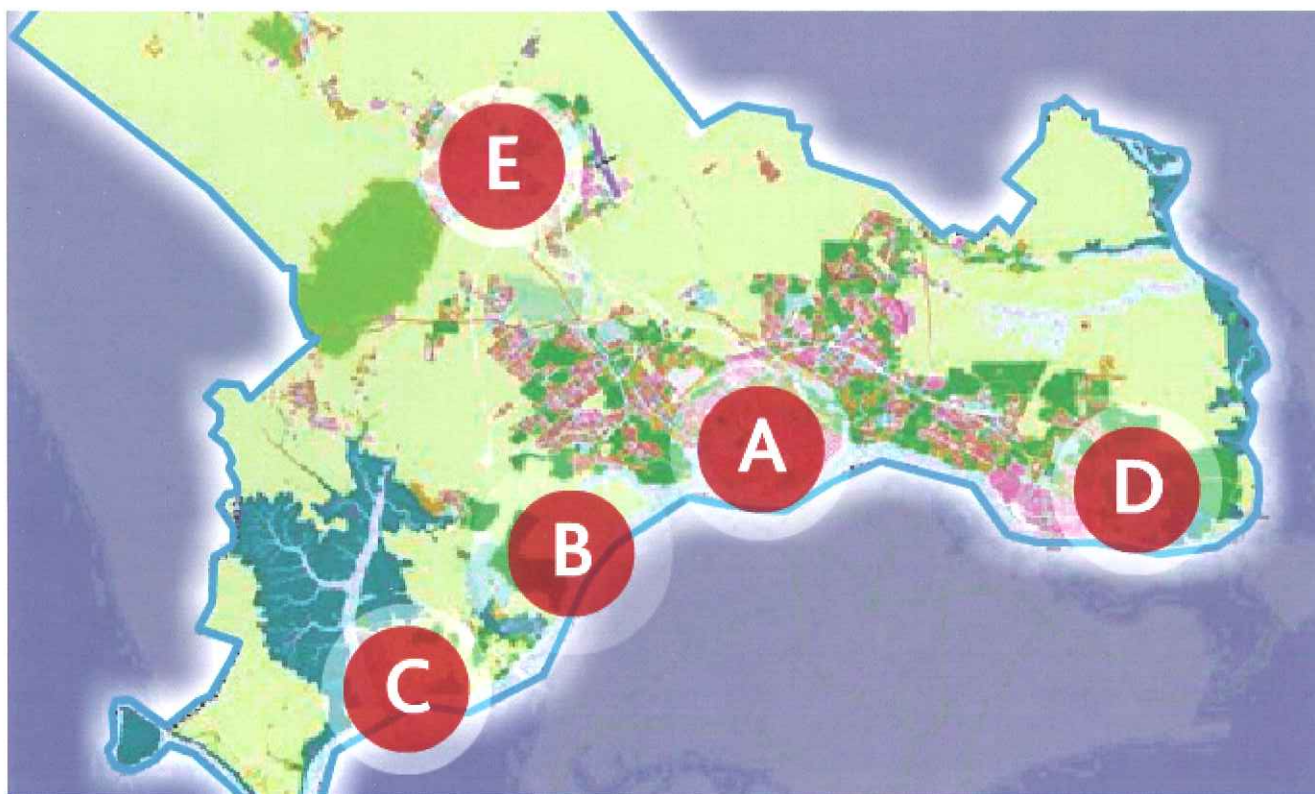
除了主办单位邀请的贵宾之外，预估会有1万个来自海内外的参观者到访。

Johor Bahru has been commonly described as Southern Gateway of West Malaysia. It's well developed transportation and logistics systems provide the inter-connectivity and ease of access, in order to conduct business with 7 billion population in the world. For instance, the travelling distance from Kuala Lumpur to Johor Bahru by land is only 3 ½ hours, via Singapore Changi Airport will take 55 minutes. Johor Bahru has 3 main ports, namely Pasir Gudang and Tanjung Langsat to the east, and Port of Tanjung Pelepas to the west. From Batam Indonesia, commuters can travel by sea to reach Johor Bahru in 1 hour 45 minutes. The domestic railway system also provides another avenue to reach Johor Bahru. A multi-racial, harmonious and diverse culture, Johor Bahru provides an exotic mix of local Chinese, Malay and Indian food culinary to satisfy your taste buds. Apart from local food, exhibitors will also be able to experience Japanese, Korean and Western cuisine in our international city. This is an extraordinary Expo, whereby high-quality products will be on display by 300 companies representing 20 countries. JBCCCI, as the main organizer, will activate its influential business network in the region by inviting local and foreign business elites, companies, relevant government agencies, Ambassadors to participate in this annual event to form closer networking relationships and promote trade and development. Apart from VIPs invited by JBCCCI, an estimated 10,000 visitors from local and overseas will be participating in the Expo.



## 伊斯干达发展特区

### Iskandar Development Region



**ISKANDAR**  
MALAYSIA



- A : Johor Bahru City
- B : Nusajaya & Medini
- C : Western Gate Development
- D : Eastern Gate Development
- E : Senai-Skudai

新山、新加坡和印尼峇淡岛所形成的南马“金三角”。他提供了完整的基础设施和世界级的经商环境，如良好的物流设施，网络城市和中央商业管理等。四通八达交通系统轻易与全球70亿人口接轨经商。

Johor Bahru, Singapore and the Indonesian island of Batam. Formation of a Southern Region "Golden Triangle". It provides a comprehensive infrastructure and a world-class business environment, such as logistics facilities, network cities and central business management to facilitate growth and development more efficiently.

Advanced transportation and logistics systems to provide inter-connectivity and ease of access to conduct business with 7 billion population in the world.



## 柔佛新山国际会展中心

### PERSADA JOHOR INTERNATIONAL CONVENTION CENTER



坐落于新山的中心，用一条有盖走廊联系住五星级饭店，泛太平洋公主酒店，也是此次会展指定的酒店。就算狂风暴雨，去会场也不用担心衣服会被淋湿。会展的周围都围绕着大大小小的购物中心和高尔夫球场，前往乐高(Legoland)和洁蒂猫主题公园(Hello Kitty land)也只需数分钟车程即可以抵达。

Strategically located in the heart of Johor Bahru, it has a sheltered corridor which is linked to Puteri Pan Pacific Hotel, a renowned 5-star hotel and a highly-recommended accommodation venue for exhibitors. Regardless of stormy weather, the sheltered corridor from the hotel to the convention centre provides ease of access, convenience and safety. The surroundings of the convention centre consists of shopping outlets, and exhibitors are able to commute from here to other major attractions, such as golf courses, Legoland, Hello Kitty Theme Park within a short period of time.





## 讲座会 SEMINARS & FORUMS

会展中心有三个大小不同的会议室，在3天会展中将设有一系列的相关讲座会，共有需要的参展商与需要的人士参与。

During 3 days of exhibition, Johor International Convention and Exhibition Centre has provided three meeting rooms, which we will feature a series of business-related seminars and forums for all exhibitors and visitors to attend.

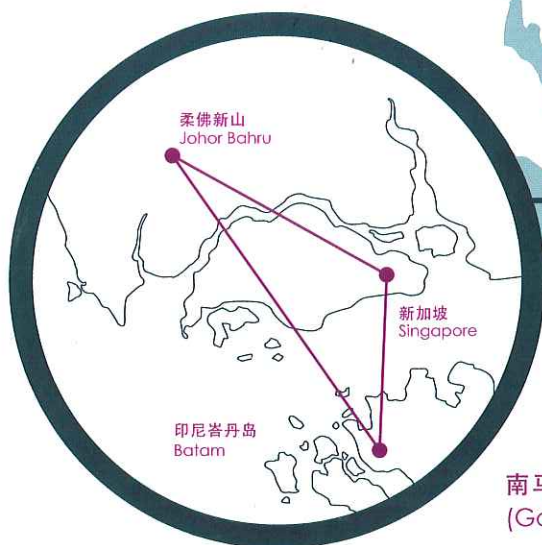


## 商业交流晚宴 INTERACTION NIGHT GALA DINNER

将让参展商和这些精英代表有机会共同交流。每一位交流者都将获得一本拥有完整经商通讯的手册，以便作为日后的联系用途。

A business networking dinner to provide an atmospheric environment for all exhibitors and representatives of their respective countries to exchange contacts and ideas. Every participant of this dinner will be provided with a Business Network Handbook, complete with full contact details of the respective exhibitor for future correspondence and reference.





南马金三角经济区  
(Golden-Triangle Economy Zone)



MALAYSIA



SINGAPORE



BRUNEI DARUSSALAM



THAILAND



INDONESIA



CAMBODIA



PHILIPPINES



LAOS



MYANMAR



VIETNAM

ASEAN + 3



CHINA



KOREA



JAPAN

主办单位  
Main Organiser



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JOHORE ASSOCIATED CHINESE CHAMBERS OF  
COMMERCE AND INDUSTRY



马来西亚中国经济贸易总商会  
MALAYSIA-CHINA CHAMBER OF COMMERCE