

第三届马中企业家大会

激发正能量 共创新商机



MCEC2013



日期：2013年12月1日
地点：马来西亚吉隆坡

联办单位



马来西亚中国经济贸易总商会



认可单位

中国驻马来西亚大使馆
经济商务参赞处



概 述

马来西亚中国经济贸易总商会于2002年成功举办了“东盟－中国合作论坛”，为中国－东盟19亿人口自由贸易区的建构未雨绸缪，进行深度探讨，获得600余名海外及本地商界领袖、政府官员和学者参加论坛。

这项论坛安排了超过40名著名学者专家与企业领导分享在东盟－中国的成功经营策略。论坛也间接引发后来在中国广西南宁举办的中国－东盟博览会商贸合作新平台。

本会在2011年再次冲刺，举办了“马中经贸投资国际大会”，迎来1300余名中国及东盟国家的代表参与，盛况空前。这项大会也邀请了4位内阁部长、4位经济学家、2位州政府代表，从宏观的角度分析未来的经贸趋势，同时也邀请4个经济特区代表讲述各自的优惠政策与引资概况，深获好评。

延续前两次活动的成功经验，本会再接再厉，于去年举办“马中企业家大会”，主题订为“成功与你相约”，邀请企业家分享成功理念。

今年，本会将举办第三届马中企业家大会，主题为“激发正能量，共创新商机”，广邀1000名来自马来西亚、中国、东盟国家、南亚的企业家参与其盛。大会期间举行主讲环节、对接会、洽谈会、联欢晚宴等活动。本会希望通过搭建这样的平台，让大家进行更深度的交流，开拓更广阔的网络人脉，从而促进马中经贸的交流和合作。



拿督黄漢良
马中经贸总商会总会长

马来西亚中国经济贸易总商会是个非官方、非盈利、多元种族的民间商业团体。马中经贸总商会的成立宗旨是为了加强马中两国政府机构与民间工商团体的紧密联系、互相往来交流、促进两国经贸发展与投资合作，推动马中经贸发展的桥梁角色以及维护会员的利益。

今年度的第三届马中企业家大会再次延续往年的大会精神，配合这次主题“激发正能量·共创新商机”，本会希望各位企业家善用正面的概念、创意及科技，一起发挥优势，散发正能量，从而提高企业的竞争力，开创马中两国的经贸商机，为大家谋求更美好的未来。

本会一如既往推动两国间的经贸发展，全力发挥商会对社会，对国家的贡献；为了达到2020先进国目标，让我们共同努力实现马来西亚梦，祝愿大会圆满举行。



李素桦律师
2013马中企业家大会工委会主席

马来西亚中国经济贸易总商会过往成功举办的两届大会都得到了热烈的支持及良好口碑。这次我们将用一整年的时间来筹备2013马中企业家大会，除了延续这项活动的成功，也希望再创高峰，带给各位更好更满意的体会及收获。

这次的大会主题为“激发正能量·共创新商机”，我们邀请了马中两国经贸、学术界的翘楚和社商团体一起共襄盛举，互相交流，交换心得。这次的大会主讲人有丰富的见解，题材多元，从中带给大家更多的启发及讯息，让各位得到更多正面能量，持续保持高度的竞争力，创造更多更大的商机。

除了举办对接项目会，此届大会也准备了经贸考察和旅游行程以供各位参与，让大家有更美好的回忆。

借此机会，我要感谢各赞助商的大力响应和支持，也感激全体工委同心协力，精诚努力，使到大会成功举行。最后，再次感谢各位，预祝第三届马中企业家大会成功圆满。



张翔中
TNT快递董事经理

时光荏苒，一年一度的2013马中企业家大会又将来临了！衷心恭贺马来西亚中国经济贸易总商会将成功举办另一场备受瞩目的盛事。

TNT很荣幸地参与了去年的马中企业家大会，鉴于大会极为成功，我们欣然再次参与2013年的大会。

2013马中企业家大会的主题“激发正能量·共创新商机”确实非常合时宜。在瞬息万变的商业社会里，企业家扮演着举足轻重的角色，激发正能量，确实是义不容辞。

激发正能量，不仅可共创新商机，甚至可为整个商界与全世界缔造附加价值，影响无远弗届。

无论您是持续寻求扩充业务之道的企业家，抑或是为了追求更美好前程的商业执行人员，我都呼吁您报名参加此次大会。我谨此感谢尊敬的赞助商与商业同仁，鼎力支持促成2013马中企业家大会成功举行。我们到时见！

2013马中企业家大会

2013年12月1日·吉隆坡

www.mcec.my

Registration Form 报名表

称呼Title

姓名Name (中Ch) (英Eng)

性别Gender 男Male / 女Female 国籍Nationality

机构Company / Organization

职位Position

行业类型Business Nature

社团Assoc 社团职务Assoc. Position

电话Tel 传真Fax

手机号码Mobile phone no 电邮Email

地址Address

拟洽谈项目Interested projects

- | | |
|---|--|
| <input type="checkbox"/> 清真食品Halal food | <input type="checkbox"/> 教育(民办大专院校、国际学校) Education |
| <input type="checkbox"/> 农业(橡胶、棕榈油) Agriculture | <input type="checkbox"/> 养燕业Swiftlet Farming |
| <input type="checkbox"/> 制造业Manufacturing | <input type="checkbox"/> 房地产业(马来西亚第二家园计划)
Real Estate (Malaysia My Second Home) |
| <input type="checkbox"/> 旅游Tourism | <input type="checkbox"/> 其他Others |

参会费Participant Fee RM300 参会费含 ①大会期间茶点、午餐及晚餐 ②出席下列活动的费用: 开幕式、论坛、洽谈会、市区旅游 ③大会资料; 住宿费及往返机票自理。**Fees include** ①Tea breaks, lunch and dinner. ②Registration fee for conference, business matching session, city tour. ③Conference materials; Hotel fees and airfare borne by participants.

缴纳注册费截止日期为10月15日 Please make full payments before 15 October ①大会户口名
Account Name: Malaysia-China Chamber of Commerce ②银行Bank: ICBC Bank Malaysia
③银行地址Bank Address: Ground Floor, Wisma Equity, 150 Jalan Ampang, 50450 Kuala Lumpur ④户口号码Account Number: 0129-0001-000000-53620 ⑤银行代码Swift Code: ICBKMYKL

❖ **在9月30日以前完成注册, 参会费为RM200**
Early Bird Price RM200 (by end of September)

欲知详情, 请联络 For more information, please contact

马中经贸总商会秘书处 MCCC Secretariat

①地址Add: 8-2, Jalan Metro Pudu, Fraser Business Park, Off Jalan Yew, 55100 Kuala Lumpur, Malaysia ②电话Tel: 00603.9223.1188 ③传真Fax: 00603.9222.1548 ④电邮Email: (MCEC) info@mcec.my (MCCC) enquiry.mccc@gmail.com ⑤网站Web: (MCEC) www.mcec.my (MCCC) www.mccc.my



www.facebook.com/mcec.my

Programme 日程表

2013年11月30日(六)		30 November 2013 (Saturday)	
全天报到		All day registration	
1500 - 1700	对接会	Business Matching Session	
1900 - 2200	欢迎晚宴	Welcome Dinner	
2013年12月1日(日)		1 December 2013 (Sunday)	
开幕式		Opening Ceremony	
0800 - 0900	来宾登记	Registration	
0900 - 0910	马中企业家大会工委会主席 李素桦律师致词	Speech by Mdm. Alice Lee, Organizing Chairman of MCEC 2013	
0910 - 0915	TNT快递董事经理 张翔中先生致词	Speech by Mr. SC Chung, Managing Director of TNT Express	
0915 - 0930	马中经贸总商会总会长 拿督黄汉良致词	Speech by Dato' Bong Hon Liong, President of MCCC	
0930 - 0945	中方代表致词	Speech by China VVIP	
0945 - 1000	马方代表致开幕词	Opening Speech by Malaysia VVIP	
1000 - 1030	茶歇	Tea Break	
第一阶段会议		First Session	
1030 - 1130	主讲人(一)	Speaker I	
1130 - 1230	主讲人(二)	Speaker II	
1230 - 1400	午餐	Lunch	
第二阶段会议		Second Session	
1400 - 1500	洽谈会(一)	Workshops I	
1500 - 1530	茶歇	Tea Break	
1530 - 1630	洽谈会(二)	Workshops II	
1900 - 2200	联欢晚宴	Gala Dinner	



经济贸易总商会
Chamber of Commerce



2011马中经贸投资国际大会 Malaysia-China Trade and Investment International Conference 2011



2012马中企业家大会 Malaysia-China Entrepreneur Conference 2012



Malaysia-China Entrepreneur Conference 2013

Positive Energy for Better Opportunities



MCEC2013

Date : 1 December 2013
Venue : Kuala Lumpur, Malaysia

Co-organised by



Malaysia-China Chamber of Commerce



Endorsed by

Economic and Commercial
Counsellor's Office of the Embassy
of the PRC in Malaysia



INTRODUCTION

In year 2002, the MCCC has successfully organized the inaugural “ASEAN-China Partnership Forum” for the combined 1.9 billion populations of China and ASEAN. It was a forum where in-depth discussions were held between delegates of more than 600 overseas and local business leaders, government officials and academics.

The forum consisted of over 40 renowned scholars and business leader speakers to share their successful business strategy related to ASEAN-China. The forum indirectly led to the formation of China-ASEAN Expo, which becomes the new platform of business and trade co-operation in the region.

MCCC continued its journey and achieved another milestone by successfully organized the Malaysia-China Trade and Investment International Conference (MCTIIC) in 2011 at the Palace of the Golden Horses. The conference has attracted over 1,300 delegates from China and ASEAN countries. It was officially attended by four Cabinet Ministers, four Economists and two State Government representatives to discuss the future trend of macroeconomic and trade analysis. Representatives from four special economic zones were also invited to present their investment incentives, which received very positive acclaims.

Last year, MCCC organized the Malaysia-China Entrepreneur Conference (MCEC) which was held on 8 September 2012. With the theme “Success and You”, the aim is to promote better communications, understanding and economic cooperation towards success.

Riding on the success of the “ASEAN-China Partnership Forum”, MCTIIC 2011 and MCEC 2012, MCCC will organize the MCEC 2013 on 1 December 2013. We hope this conference will not only provide a platform for exchange of ideas, foster closer contact and wider network but also to help entrepreneurs to further understand their core values and talents which would give rise to a greater success in entrepreneurship.



Dato' Bong Hon Liong
MCCC President

Founded in 1990, Malaysia-China Chamber of Commerce (MCCC) is a non-government, non-profit, multi-ethnic business association.

MCCC aims at promoting interaction, cooperation and development in trade, investment and other industrial and commercial fields between Malaysia and China as well as protecting the interests of our members.

The Malaysia-China Entrepreneur Conference 2013 will continue to carry the spirit of the previous conferences. In conjunction with the theme: – Positive Energy for Better Business Opportunities – we hope that all the entrepreneurs here will fully utilize positive ideas, creativity and technology to generate positive energy and competitive advantage, in order to improve competitiveness, while expanding trade and business opportunities between Malaysia and China for better tomorrow.

As usual, MCCC will continue to promote trade and business development between two countries so as to make a positive contribution to our society and nation. Let us work together to help our country achieves a developed nation status in 2020. I truly hope that this conference will be conducted successfully.



Mdm. Alice Lee
MCEC 2013 Organizing Chairman

MCCC has successfully organized the Malaysia-China Entrepreneur Conference in past two years with overwhelming response from the participants. This time, we will spend whole year to prepare the Malaysia-China Entrepreneur Conference 2013. While meeting friends from all over the world, we hope to bring this annual event to a new height in which everyone here will experience a better and greater satisfaction while staying in Malaysia.

The theme for this year is “Positive Energy for Better Opportunities”. We have invited renowned academics as well as various associations and business organizations to join this conference to share and exchange their views. The speakers will provide latest information and deeper insights to all participants by sharing their valuable thoughts on variety of topics. Also, we expect all participants to generate more positive energy in order to maintain high competitiveness and create more opportunities in their business.

In addition, we have also prepared a travel schedule for all participants who are interested to take part. We wish everyone to have a happy time with us.

I would like to take this opportunity to thank our event sponsors as they have made so much effort to support this event. I would also like to extend my sincere appreciation to our committee members who work hand in hand with me to ensure the success of the event. Last but not least, I would like to thank everyone here and wish this conference to be a successful one.



Mr. SC Chung

Managing Director of TNT Express Malaysia & Brunei

Given the immense success of MCEC last year, TNT is indeed glad to be part of the conference yet again this year.

Entrepreneurship truly plays a vital role in today's ever-changing world of business, carrying with it the dynamism required in the modern business landscape. As such, this year's theme – Positive Energy for Better Business Opportunities – could not be more apt.

Our participation at MCEC is not to highlight our achievements, but rather to inspire the spirit of entrepreneurship in the business community. We truly believe that when entrepreneurs work together, greatness is achieved.

Whether you are an entrepreneur who is constantly looking for ways to improve your business; or an executive in search of better prospects, I urge you to sign up for the conference. I would also like to thank our esteemed sponsors, associates and partners for their valuable support towards making MCEC 2013 a success. See you there!