



马中“一带一路”经济大会
“*One Belt One Road*”
Malaysia-China Economic Conference

29th June 2015 (Monday)
马来西亚雪兰莪万达镇世界酒店
One World Hotel, Selangor, Malaysia

活动要点

- 经济大会
- 企业对接
- 交流晚宴

Highlights

- Economic Conference
- Business Matching
- Networking Dinner

联办单位 Joint Organisers



认可单位 Endorsed by



马来西亚国际贸易及工业部
Ministry of International Trade and
Industry of Malaysia (MITI)

中华人民共和国驻马来西亚大使馆
Embassy of the People's Republic of China in Malaysia



马中商务理事会
Malaysia-China Business Council (MCBC)



马来西亚全国工商总会
National Chamber of Commerce and
Industry of Malaysia (NCCIM)

支持机构/单位 Supported by



马来西亚对外贸易促进局
Malaysia External Trade Development Corporation (MATRADE)



马来西亚投资发展局
Malaysian Investment Development Authority (MIDA)



马来西亚马来人总商会
Malay Chamber of Commerce Malaysia (MCCM)



马来西亚印度工商联合会
Malaysian Associated Indian Chambers of
Commerce and Industry (MAICCI)



马来西亚国际工商总会
Malaysian International Chamber of Commerce and Industry (MICCI)



马来西亚马来商人及企业家协会
Persatuan Pedagang Dan Pengusaha Melayu Malaysia (Perdasama)
Malay Businessmen and Industrialists Association of Malaysia (MBIAM)

背景 Background

马中两国政府在2013年签署了《马中经贸合作五年规划》，拓展在贸易、投资、旅游、教育、金融服务业、基础设施建设和防务等领域的合作，力争2017年双边贸易额达到1600亿美元，进一步深化利益融合。

中国国家主席习近平于2013年10月提出愿同东盟国家加强海上合作，共同建设“21世纪海上丝绸之路”的倡议。“丝绸之路经济带”和“21世纪海上丝绸之路”，即“一带一路”贯穿欧亚大陆，东边连接亚太经济圈，西边进入欧洲经济圈。历史上，一带一路就是中国与中亚、东南亚、南亚、西亚、东非、欧洲经贸和文化交流的大通道。它是中国实现多层次、全方位和多边开放新格局的重大政策，也有利于沿线国家经济的发展。

东盟十国将于2015年12月全面落实东盟经济共同体，打造一个拥有超过6亿人口的共同市场，使东盟未来拥有比其他地区性经济体更为显著的经济优势。马来西亚于2015年1月1日接任东盟轮值主席国，大马人民具备多种语言能力及商业头脑，中国企业家可利用大马的优势，为“走出去”搭桥铺路，利用大马成为通往东盟经济共同体的桥头堡的途径，共创双赢，合作发掘经贸商机。

马中“一带一路”经济大会是马来西亚中华总商会（中总）和中国银行（中银）首度携手合作，为马中两国商家的经贸投资合作搭建更多的交流平台，扩展人脉，深化马中企业界的互利共赢合作。

The Malaysia and China Governments have signed a Five Year Programme for Economic and Trade Cooperation in 2013 in order to further deepen bilateral and economic relations between the two countries by expanding trade cooperation, investment, tourism, education, financial sector, infrastructure and security etc. so as to achieve the targeted US\$160 billion trade volume by 2017.

In October 2013, H.E. Mr. Xi Jinping, President of the People's Republic of China has presented the idea of the "21st Century Maritime Silk Road" with ASEAN countries to strengthen the maritime cooperation. The "Silk Road Economic Belt" and "21st Century Maritime Silk Road", i.e. the "One Belt One Road" runs through Eurasia, connecting Asia Pacific Economic Community from the east, dive into European Economic Community (EEC) from the west. Historically, "One Belt One Road" was the major channel for trade and cultural exchanges among China and Central Asia, Southeast Asia, South Asia, West Asia, East Africa and Europe. It is a significant conception strategy for China to achieve multi-level, comprehensive and multilateral concept, also vital on the economic development for those countries along the line.

ASEAN Economic Community (AEC) will be fully implemented by December 2015, to create a more than 600 million population's single market and production base that stitches together the bloc's 10 economies into a coherent whole. Malaysia holds the rotating Chair of ASEAN with effect from 1st January 2015 and Malaysians are multilingual and with business sense, China entrepreneurs can make use of our strength for their "Going Global" strategy, and use Malaysia as the gateway for China to ASEAN Economic Community (AEC), discover more business opportunities, create a win-win situation.

"One Belt One Road" Malaysia-China Economic Conference is a joint project by the Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM) and Bank of China (BOC) to provide more platforms for business interaction and networking for the expansion and advancement of business and investment cooperation between Malaysia and China.

宗旨 Objectives

1. 深化马中企业界的互利共赢合作，扩大双向贸易和投资，实现于2017年双边贸易规模达1600亿美元的目标。
To further deepen cooperation between Malaysia and China businesses, to expand bilateral trade and investment so as to achieve the targeted US\$160 billion trade volume by 2017.
2. 为马中企业界的经贸投资合作搭建更多务实有效的平台，安排企业对接会，让双方合作取得更大发展。
To build more pragmatic and effective platforms such as business matching for Malaysia and China businesses to establish trade, economic and investment cooperation for greater development.
3. 大马是中国通向东盟经济共同体的桥头堡。结合马中企业优势，携手发掘更多商机。
Malaysia is the gateway for China to ASEAN Economic Community (AEC). Pull together the resources and strength of Malaysia and China businesses so as to explore more business opportunities.
4. 融入并抓紧“一带一路”优势和机遇，实现沿线国家的协同发展，共享繁荣。
Integrating and seizing the “One Belt One Road” opportunities and advantages for countries along the line to strengthen mutual beneficial cooperation, to realize common development and promote common prosperity.

马中“一带一路”经济大会 “One Belt One Road” Malaysia-China Economic Conference

主宾 Guest of Honour

马来西亚国际贸易及工业部长拿督斯里慕斯达法

Y.B. Dato' Sri Mustapa bin Mohamed, Minister of International Trade and Industry (MITI) Malaysia

免报名费 Free admission

时间 Time : 0900 to 1100 hrs

地点 Venue : 世界酒店底层宴会厅 Imperial Ballroom, Level G, One World Hotel

语言 Language : 华语、英文 Chinese and English (现场采用同传翻译 Simultaneous translation will be provided)

节目表 Programme

0800 hrs 参加者注册报到 Registration of Participants 茶点 Refreshment	0940 hrs 中华人民共和国驻马来西亚大使黄惠康阁下致词 Speech by H.E. Dr. Huang Huikang, Ambassador of the People's Republic of China in Malaysia
0850 hrs 国际贸易及工业部长拿督斯里慕斯达法抵步 Arrival of Y.B. Dato' Sri Mustapa bin Mohamed, Minister of International Trade and Industry (MITI) Malaysia	0955 hrs 马来西亚国际贸易及工业部长 拿督斯里慕斯达法发表主题演讲及主持开幕 Keynote Address and Opening of Conference by Y.B. Dato' Sri Mustapa bin Mohamed, Minister of International Trade and Industry (MITI) Malaysia
0900 hrs 播放光碟 - 马来西亚贸易及投资机会 Video Presentation on Trade and Investment Opportunities in Malaysia	1025 hrs 与参加者对话会 Dialogue with Participants 主持人: 中总署理总会长 暨筹委会联合主席拿督戴良业 Moderator : Datuk Ter Leong Yap, Deputy President of ACCCIM cum Joint Chairman of Organising Committee
0910 hrs 马来西亚中华总商会(中总)总会长 拿督林国璋局绅致词 Speech by Dato' Lim Kok Cheong, President of the Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM)	1055 hrs 颁发纪念品 Presentation of Memento
0925 hrs 中国银行代表致词 Speech by Representative of Bank of China	1100 hrs 结束 The End

企业对接会 Business Matching

每名参加者RM500 (含消费税) RM 500 per participant (inclusive of GST)

时间 Time : 1100 to 1700 hrs

地点 Venue : 世界酒店C层小型宴会厅 Jasmine and Maple Junior Ball, Level C, One World Hotel

企业对接是促进企业及投资交流与合作的最佳平台。中总与中国银行将利用双方在中国及东南亚国家现有的网络，宣传及鼓励华商和投资者到马来西亚，并与大马各族企业安排企业对接。

Business matching is an effective platform to facilitate business and investment interaction and cooperation. ACCCIM and BOC will use our extensive networks in China and Southeast Asian countries to promote and encourage Chinese businesses and investors to come to Malaysia, and match-make them with local businesses irrespective of races.

重点领域 Focus Sectors :

- 服装服饰 Fashion and Apparel
- 食品工业 Food Industry
- 橡胶及原产业产品 Rubber and Agro Products
- 木材及家具业 Timber and Furniture
- 电子电器业 Electrical and Electronic
- 建筑材料 Building Materials

欲参加企业对接会的商家须填写《中银全球中小企业投资撮合服务平台企业信息表》。中银在收到企业信息表后，会安排大马企业与有意来马投资或寻求合作的中国商家进行对接，并安排洽谈时间。企业对接环节会提供中英通译员（如有需要）。

Entrepreneurs who wish to participate at business matching session are requested to complete the form on "Information about Enterprises on the BOC Global Platform of Matchmaking Services for SME Investment". Upon receiving the Enterprises Form, BOC will match make local businesses with China enterprises that are interested to invest and seek business opportunities in Malaysia, and arrange time for them to meet. Chinese-English translation service will be provided during business matching (upon requested).

交流晚宴 Networking Dinner

仅限企业对接会参加者及受邀嘉宾 For Business Matching participants and invited guests only

时间 Time : 1830 to 2100 hrs

地点 Venue : 世界酒店底层宴会厅 Imperial Ballroom, Level G, One World Hotel

参与商家可在晚宴上，继续与来自其他国家的企业家轻松交流，拓展网络，开拓更多商机。

Participants can interact with overseas entrepreneurs for networking and exploring business opportunities during the dinner.

资讯柜台 Information Counters / Booths

马来西亚投资促进局、马来西亚外贸发展局、马来西亚旅游局、中国银行等将在大会地点设立资讯柜台，为参加者提供咨询服务。

Malaysian Investment Development Authority (MIDA), Malaysia External Trade Development Corporation (MATRADE), Tourism Malaysia, Bank of China etc. will set up information counters / booths at conference venue to provide consultation services.

大会秘书处 Conference Secretariat :

马来西亚中华总商会 (中总)

The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM)

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