



2<sup>nd</sup> KLANG YIWU FRIENDSHIP CITIES INTERNATIONAL COMMODITIES EXHIBITION  
& YIWU FAIR @MALAYSIA

# 第2届巴生义乌友好城市国际商品展 暨义博会境外马来西亚展



Exhibition Date 展出日期 : 5-7.12.2014  
Show Time 展出时间 : 9.30am-5.00pm

Exhibition Venue 展出场地 : GM Klang Trade and Expo Centre (GM Klang 贸易和博览中心)  
Jalan Kasuarina 1, Bandar Botanic Capital, 41200 Klang, Selangor Darul Ehsan, Malaysia.

# 挺进东盟 · 前进中东 创造百亿商机

ADVANCE ASEAN • TOWARD MIDDLE EAST  
CREATE A MULTI-MILLION BUSINESS OPPORTUNITY

• 东盟商业配对洽谈会 ASEAN BUSINESS MATCHING SESSION •

#### 主催单位 / Promoted by:

- 马来西亚巴生市议会  
Malaysia Klang Municipal Council

#### 主办单位 / Organized by:

- 巴生中华总商会  
Klang Chinese Chamber of Commerce and Industry (KCCCI)

#### 认可单位 / Endorsed by:

- 雪兰莪滨海中华总商会  
Associated Chinese Chamber of Commerce and Industry of Coastal Selangor
- 中国驻马来西亚大使馆商务经济参赞处  
Economic and Commercial Counsellor's Office of the Embassy of the People's Republic of China in Malaysia
- 马来西亚中华总商会  
The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM)

#### 支持单位 / Supported by:

- 义乌市人民政府外事与侨务办公室  
Foreign & Oversea Chinese Affairs Office of Yiwu Municipal People's Government
- 浙江省义乌市工商联  
Yiwu Federation of Industry and Commerce
- 义乌国际小商品博览会有限公司  
Yiwu International Commodities Fair Co.,Ltd
- 雪兰莪投资中心 SSIC Berhad
- 巴生港口自由贸易区 Port Klang Free Zone Sdn Bhd
- 马来西亚批发商总会 Persatuan Pemborong Malaysia

#### 场地赞助 / Venue sponsored by:

- GM Klang Sdn Bhd

[www.klangyiwu.org](http://www.klangyiwu.org)



我们坚信，巴生作为马来西亚首要港市，以及本区域物流和进出口经贸重要枢纽，可成为商家进入世界市场，尤其东盟、印度、中东、澳洲及纽西兰22亿人口南亚市场的桥梁；巴生与国际知名小商品批发城中国义乌结合，能为两地及世界商家提供实际开拓庞大国际商品市场的机会。

We firmly believe that as the leading port city of Malaysia and an important hub for logistics, import and export trade of the region, Klang can become the gateway for business people to enter the global market, especially the South Asia market which has a combined population of 2.2 billion comprising, ASEAN, India, Middle East, Australia and New Zealand. By joining forces, Klang and Yiwu, China's internationally well-known wholesale city for small commodities, can offer immense opportunities for business people from the two cities and the rest of the world to explore the vast international commodities market.

### **KYICE举办目标:**

- 首个和唯一由巴生、义乌两市促成，并得到两地市政府联手推动，要成为最具人气和客户价值的展会。
- 强化巴生作为世界级港口城市的优势，马来西亚作为中国商家进攻南亚的桥头堡地位，更快捷、精准地为国内外企业与专业买家衔接合作平台，寻找商业伙伴，把马中产品推向全球。

### **为何选择KYICE展会?**

- 已累积首届的好评并获得热烈回响，知名度与口碑已成功建立。
- 展会具生动性与可塑性，贴心的“主题活动”，包括商品展区、讲座论坛、经贸洽谈、美食文化交流等充实有效，让参展单位、商家与民众皆获益良多。
- 锁定目标邀请参展单位与团体、跨国企业、国际采购商和连锁企业到会。
- 合理的参展摊位收费，展期安排恰到好处，全方位的商贸宣传推广，并提供本区域最多元丰富的商品种类。
- KYICE举办地点GM Klang贸易和博览中心，距巴生港口仅8公里，经高速大道通往首都吉隆坡与吉隆坡国际机场，只需30分钟。

### **到马来西亚经商的理由:**

- 政府亲商政策给予外商各种经商和投资上的优惠与便利。在政府经济转型计划 (ETP) 下，批发与零售业被定为国家关键经济领域 (NKEAs) 之一，获大力推动。大马人口成长率快速 (2.3%)，对消费品需求庞大。
- 全球20大贸易国之一，也是第16大出口国；全球最具竞争力国家排名第21，亚太排行前5位；东盟最大中国贸易伙伴国，东盟区内贸易第2大贡献国。
- 华人是马来西亚第二大族，华裔是国家经济动力。全球华裔在此经商不会面对语言、文化障碍。马来西亚人精通多种语言，如中、英、马来语、华人各种方言。
- 政局稳定、社会安宁、人民和谐，房产价相对便宜，是投资、经商及居住理想地点。
- 马来西亚华裔了解东盟与清真市场的特性与需求，马来西亚伊斯兰宗教局制定的清真条例成为全球认证标准，对开拓中东与国际伊斯兰市场事半功倍。
- 有发展良好的贸易支援设施、基建和运输系统；专业的商贸文化、严格和公平的贸易条例；民众和商家利益获法律全面性保护。

### **Objectives of KYICE:**

- To become the most popular and customer value-added commodities expo as the first and only such event jointly promoted by the local governments of Klang and Yiwu city; and
- To enhance the competitive edge of Klang as a world-class port city and Malaysia's position as the beachhead for Chinese business people to venture into South Asia, providing a cooperative platform for Malaysian and Chinese businesses to connect with foreign enterprises and professional buyers more speedily and accurately, thereby marketing Malaysian and Chinese products to the rest of the world.

### **Why KYICE?**

- It has built up its prominence and track record with the success and favourable response received in the last exhibition;
- It is an interactive and flexible exposition featuring visitor-friendly Themed Activities such as commodities exhibition zone, forums and talks, business matching, food cultural exchanges, benefiting the exhibitors, business people and the public;
- It is an exposition designed for targeted exhibitors, organisations, multinational companies, international buyers and chains;
- It offers reasonable booth rentals, timely exhibition schedule, comprehensive promotion and publicity, and the most diversified varieties of commodities;
- It has excellent accessibility as the exhibition venue, GM Klang Trade and Expo Centre is only 8 kilometers away from Port Klang and 30 minutes from Kuala Lumpur and the Kuala Lumpur International Airport (KLIA)

### **Reasons for doing business in Malaysia:**

- Business-friendly government policies which offer a variety of business and investment concessions and convenience to foreign investors. The wholesale and retail sector has been actively promoted and earmarked as one of the National Key Economic Areas (NKEAs) under the government's Economic Transformation Programme (ETP). The demand for consumer goods is immense in view of the rapid population growth (2.3%) of Malaysia.
- Malaysia is ranked one of the world's top 20 trading nations and the 16th largest exporting nation; ranked 21 in terms of competitiveness in the world and 5th in the Asia Pacific region. In addition, it is China's largest trading partner among ASEAN nations and the second largest contributor of intra-ASEAN trade;
- Malaysia has a sizeable Chinese population (the second largest ethnic group in the country) which is also the country's economic drivers. There is no language or cultural barriers for business people from China to do business here. In addition, Malaysians are multilingual and proficient in various languages such as Chinese, English, Bahasa Malaysia and Chinese dialects;
- Political and social stability, and ethnic harmony enjoyed by Malaysia coupled with relatively cheap house prices have made it an ideal destination for investment and living;
- A good understanding and insight by Malaysian Chinese business people on the characteristics and demand of ASEAN and Halal market. The regulations on Halal products formulated by the JAKIM (Department of Islamic Development Malaysia) have become the global benchmark for Halal certification, significantly facilitating the development of international Halal markets in the Middle East and the world; and
- Availability of well-developed trade-supporting facilities, infrastructure and transportation system; professional business culture, strict but fair trade rules which provide comprehensive legal protection to the public and the business community.

# 第2届(2014)巴生义乌友好城市国际商品展暨义博会境外马来西亚展 挺进东盟 • 前进中东 • 趁势追击!

KYICE 2014 - 2nd Klang Yiwu Friendship Cities International Commodities Exhibition  
Advance ASEAN • Toward Middle East!



2013年12月, 由巴生中华总商会主办, 首届“巴生义乌友好城市国际商品展暨义博会境外马来西亚展”(KYICE 2013), 取得热烈回响; 主办单位再接再厉, 2014年12月5日至7日将在巴生GM Klang贸易和博览中心, 举办第2届展销会, 再掀商展热潮和义乌热、再创百亿商机!

这项在本区域迅速崛起的义乌模式展销会, 除凝聚马来西亚中小企业的力量, 并邀请义乌和中国以及东盟商家参展、海内外采购商前来参与, 积极协助马中和本区域企业家在两国投资、拓展业务及冲出世界。

Following the overwhelming response to the Klang-Yiwu Friendship Cities International Commodities Exhibition (KYICE) organised by the Klang Chinese Chamber of Commerce and Industry (KCCCI) in December 2013 with the support of the Municipal Council of Klang, the largest port city in Malaysia, and the government of Yiwu, China's famous international wholesale city of small commodities, the Organisers are working to hold the second KYICE at the GM Klang Trade and Expo Centre in Klang from December 5-7, 2014. The event is expected to be well-received and create enormous business opportunities for participants.

The expo, which is modelled along the famed Yiwu Commodities Exhibition and is fast gaining prominence in the region, not only showcases the combined strength of small and medium enterprises (SMEs) in the country, but also features businesses and buyers from Yiwu and other parts of China and the ASEAN region, positively driving entrepreneurs from Malaysia and China to invest and expand their business in both countries, and to venture into the global market.



## 回顾首届的精彩. 次届还要更精彩:

马来西亚首要港市巴生市议会与中国国际小商品批发城义乌市政府于2012年10月, 缔结友好城市后, 举办的国际商品展销会暨义博会境外马来西亚展, 好评不断。KYICE 2014顺从各方意愿和期待再次举办, 让马中与本区域商家继续通过展会的双赢方程式, 开拓更大商机。主办单位有信心本届将办得更出色。

回顾去年首届KYICE展销会, 共吸引108家马来西亚企业和108家中国及海外商家参展, 以小商品和服务业为主。精心策划的4大板块主题, 内容充实热闹, 满足参展商家交流, 以及入场商家和民众获取资讯与服务的需求, 吸引专业观众达3万人次。

今年展销会将延伸“主题展区”的排列有序模式, 分为本地馆、国际馆, 还设有美食馆、讲座馆等。“主题活动”盛情邀请企业界名人和专家, 主讲高峰论坛和讲座会, 生动精辟吸引大批观众。

“主题洽谈”为有意投身某商贸项目或寻找生意合作伙伴者, 提供最便利的商业配对洽谈平台。每天有不同商家驻守场内, 与入场商家面对面交流, 去年参与洽谈会商家达上千人。

“主题交流”的美食馆, 去年集合44家地道小食摊档, 包括巴生肉骨茶、椰浆饭、萝卜糕、炒薯粉羹、蛤煎、乌达、黄姜饭等, 让民众边尝美食边欣赏华乐、扯铃、武术、舞狮舞龙等中华文化表演。还有烹饪教室、花艺设计、捐血运动、皮指纹测试、中医内在调理和义诊、波动仪测试等, 并设有幸运抽奖及“世界最大碗公”猜奖游戏等。

## More excitement in store

The inaugural KYICE held in 2013 received favourable comments from all quarters. The KYICE 2014 is organized due to popular demand and expectations and will offer a win-win formula for business people from Malaysia and China and other parts of the region to explore and expand opportunities. The organisers are confident that the second Exhibition will be even better and more exciting than the previous one.

The first exhibition featured four main themed events which added to the attractiveness and substance to the fair and achieved satisfactory results for exhibitors and visitors alike. A total of 108 Malaysian businesses and 108 exhibitors from China and other overseas countries took part in the last event. The KYICE 2014 will continue to adopt the “Theme Zone” concept in its site layout, featuring a Malaysian Zone and the International Zone.

The KYICE 2014 will once again feature the Themed Activities of last year during which interesting talks, summit forums and seminars were conducted by corporate celebrities and experts with a variety of interesting topics attracting enthusiastic crowds.

Another highlight of the 2014 exhibition will offer a convenient and productive platform for those looking for business investments or partners. The 3-day business matching will allow business people to take part in face-to-face exchanges. In the previous expo, over 1,000 business people participated in the event.

The KYICE 2014 will continue with the Themed Exchanges. Last year a total of 44 food stalls were featured in the exhibition's Food Court, offering a wide variety of local favourite delicacies and culinary delights including Klang Bak Kut Teh, Nasi Lemak, Raddish Cake, Fried Tapioca Noodles, Fried Oyster, and Nasi Briyani. Visitors were also treated with live performances of Chinese music, martial arts, lion dance and Chinese cultural shows while savouring their favourite food. In addition, health seminar by Traditional Chinese Medicine practitioners, cooking class, flower arrangement demonstrations, and lucky draws were held.

## 参展对象 / Targeted Exhibitors

邀请中国义乌及各地、马来西亚巴生及其他地区，以及东盟国家的制造厂商、批发、分销、连锁及服务业企业参与。

Invite manufacturers, wholesalers, distributors, chain businesses and service industry companies from Yiwu, all around China, Klang and ASEAN to participate as exhibitors.



## 展会4大主题 / Exhibition Highlights

- 主题展区：商品展览馆和展销  
琳琅满目的国内外商品，设有本地馆和国际馆。  
Themed Areas: Product exhibition  
To ease navigation through the huge expo grounds, exhibitors will be grouped according to themes such as domestic products and International Pavilion.
- 主题活动：高峰论坛  
Activities Highlights : Seminars and summits
- 主题洽谈：商业配对洽谈  
创造百万商机的洽谈会，包括招商引资及贸易合作的商业配对洽谈会，其商业包括双边投资、分销、批发、零售及投资设厂。  
Themed Business Matching: Business and Trade Negotiation  
Focus on attracting new investors and trade negotiation. Businesses include bilateral investment, distribution, wholesales, retail and investment for the setting up of factory.
- 主题交流：文化交流  
精彩的文化艺术表演、令人食指大动的美食展、好玩好休闲的旅游活动，展现马来西亚丰富多彩的多元文化。  
Themed Interaction: Culture Interaction  
Culture and art activities, gourmet and tourism activities, to showcase Malaysia's rich and colorful cultural diversity.

## 参展范围 / Exhibition Scope

- 食品工业及农业：食品类、农产品。  
Food industry and agriculture: Foodstuffs, agricultural products.
- 日常用品：清洁护理用品，塑料玻璃制品，皮革制品，餐厨用品。  
Daily household products: Cleaners and toiletries, plastic and glass bottles products, leather products, cookeries.
- 电子电器：电子产品，电器产品，配件器件，灯具灯饰，安防技防。  
Electronic and electrical products: Electronics, electrical appliances, accessories, lights and lamps, security and safety products.
- 机械五金：工具五金，建筑五金，日用五金，机电机械，卫浴洁具。  
Machinery and hardware: Tools and hardware, building tools and hardware, hardware for daily use, machinery, bathing products.
- 服务业：通信服务和信息服务，金融、物流、批发、电子商务、农业支撑服务以及中介和咨询等专业服务，教育、医疗保健、住宿、餐饮、文化娱乐、旅游、房地产。  
Service related industry: Communication and information service, finance, logistics, wholesale, e-Commerce, agricultural supporting services and intermediary and consultancy services, education, medical and healthcare, accommodation, food and beverages, cultural and entertainment, tourism, and property.

## 展会亮点 / Special Highlights

- 游走世界  
聚焦东盟市场，向国际买家展现产品，开发国际清真市场。  
Walk the world – Focus Asean Market feature product to international buyer.
- 欢迎鸡尾酒会  
促进买家和参展商的互动网络，创造商机平台。  
Welcoming Cocktail – Promote Buyer-seller interaction networking
- 国际买家活动  
一对一商业配对洽谈会，买家和卖家，一拍即合。  
International buyer activities – One to One Business Matching Sessions
- 产品讲座及展示会  
品牌行销和产品促销，借助展会力量，打出品牌。  
Product Seminar and Presentation
- KYICE 奖项  
最创意展位设计奖，创意提升商机，打造品牌知名度。  
KYIEC Award – Most Innovative Booth Design Award



## 参展商所获得利益 / Exhibitors' Benefits

- 涵盖在参展配套内的附加价值广宣促销：  
These key tools for value-added publicity and promotion are included in the participation package:
- 展会指南  
刊登参展商资料和参展项目，分发给参访者，没有额外征收费用。  
Show directory - publish exhibitors info and exhibit products, distribute to the visitors.
  - KYICE网站  
将参展商资料挂上KYICE网站，买家可通过网站讯息获取更多资料。  
KYICE website links - Buyer can search for more exhibitors' info in KYICE website.
  - KYICE / KCCCI电子报  
通过电子报广宣参展公司讯息  
KYICE / KCCCI e-letter - E-letter preview to showcase exhibitors' products.
  - 参展商讲座会和展示会  
提供有效的工具，让参展商介绍和推介产品。设备包括投影机、银幕及音响系统。  
Exhibitors' seminars and presentation - Provide effective onsite tool to introduce and market your product. Equipments for use include projector, screen, and sound system.
  - 参访者促销  
主办单位将提供邀请卡（电子版邀请卡）给参展商，以协助参展商广宣。  
Visitor promotion - Organizer will provide exhibitors with the invitation cards (e-version) to assist exhibitors in promoting your participation.
  - 预先安排的商业配对洽谈会  
与国际买家会面及开发新市场。  
Pre-arrange business matching sessions - to meet international buyers and pursue new market leads.



# 第2届巴生义乌友好城市国际商品展

## 暨义博会境外马来西亚展



Exhibition Date 展出日期 : 5-7.12.2014  
Show Time 展出时间 : 9.30am-5.00pm

Exhibition Venue 展出场地 : GM Klang Trade and Expo Centre (GM Klang 贸易和博览中心)  
Jalan Kasuarina 1, Bandar Botanic Capital, 41200 Klang, Selangor Darul Ehsan, Malaysia.

### 展会面积 Cover Area of the Exhibition

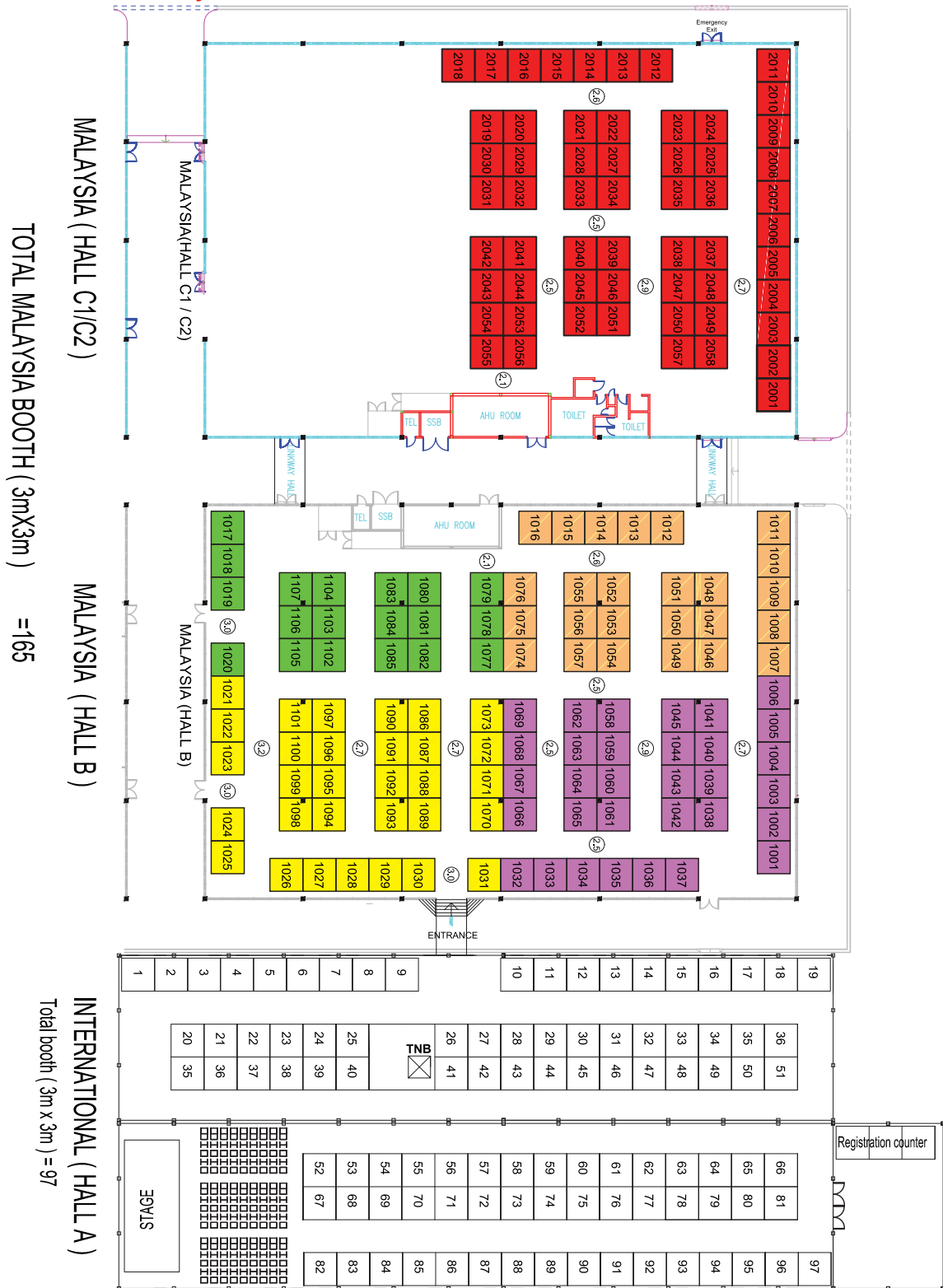
展会面积1万平方米, 标准展位逾300个, 料吸引参观者5万人次以上。

The Expo will cover an area of 10,000 sq meters, with more than 300 booths. It is expected to attract more than 50,000 visitors.

### 索引 Legend

- 食品类与农业  
FOOD INDUSTRY & AGRICULTURE
- 机械与五金  
MACHINERY & HARDWARE
- 服务业  
SERVICES RELATED INDUSTRY
- 电子电器  
ELECTRONIC PRODUCTS
- 日常用品  
DAILY & HOUSEHOLD PRODUCTS

### 展馆平面图 Exhibition Hall Layout



## 第2届(2014年)巴生义乌友好城市国际商品展暨义博会 境外马来西亚展

### 2nd Klang Yiwu Friendship Cities International Commodities Exhibition & Yiwu Fair @Malaysia 2014

日期 / Date : 5 - 7. 12. 2014

时间 / Time : 9:30am - 5:00pm

地点 / Venue : GM Klang Trade and Expo Centre,  
Jalan Kasuarina 1, Bandar Botanik Capital,  
41200 Klang, Selangor, Malaysia.

#### 入场 / Admission:

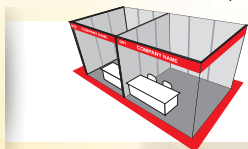
- 开放予任何专业人士、贸易商以及商家。仅于07-12-14开放予公众，必须登记。  
The exhibition is open to professionals, traders and businessmen. Only open to public on 07-12-14, register is a must.
- 商业配对洽谈必须提前向主办单位登记。  
Business matching session must register with the organizer in advance.
- 所有入场者必须衣着得体，主办单位保留拒绝任何衣着不恰当者入场的权利。  
All visitors must be in proper business attire. The organizer reserves the right to refuse entry those deemed inappropriately dressed.

#### 参展详情 / Participation Detail:

- 标准摊位 Standard Booth - 面积 / Size: 9 sq. meter (3m X 3m)
- RM 3,800 (每摊位 / per booth)
- 在7月30日前签订摊位，每摊位RM 3,500。  
Early bird booking before 30th July, RM 3,500 per booth.

#### 摊位标准设施 / Booth standard facilities:

- 摊位名称(包括参展商公司名称和摊位号码)、地毯、2个光灯、1张桌子、2张椅子、1个13 Amp电压插座及垃圾桶。  
Fascia board with exhibitor name and booth number, needle punch carpet, 2 nos. spotlight, 1 no. information desk, 2 nos. chairs, 1 no. 13 Amp power point and rubbish bin.



\*标准摊位设计以主办方的最终设计方案为准

- **备注 / Remark:** 角头摊位必须至少2个摊位  
For corner lot space, minimum booking of two booths.

#### 光地 / Bare Space:

- 标准面积 / Standard size: 18 sq. meter
- RM 330 每平方米 / per sq. meter
- 光地只是租用空地而已，参展商必须自行负责摊位设计、建筑和所有设备。参展商必须采用大会所指定的电器和建筑供应承包商。  
Bare space refers to rental of space ONLY and the exhibitor will be responsible for their own designs, construction and furnishings. Exhibitors should note that all electrical requirements and installation must be undertaken by the official contractor appointed by the organizer.
- 在7月30日前预订，每平方米 RM 300  
RM 300 sq. meter before 30 July for Early Bird booking

#### 指定承建商、展具灯光租用 / Official Contractor

ES Exhibition Services Sdn Bhd  
7, Jalan 1/118C, Desa Tun Razak, 56000 Kuala Lumpur,  
Wilayah Persekutuan, Malaysia.  
+603-9172 1598 / +603-9171 5598

#### 指定酒店 / Official Hotel

Premiere Hotel, Klang (4星 / 4 Star)  
Bandar Bukit Tinggi 1/KS6, Jalan Langat, 41200 Klang,  
Selangor Darul Ehsan, Malaysia.  
+603-3325 6868 / +603-3325 6869

\*距离GM Klang 仅5分钟车程。5 minute travel distance from GM Klang.

现在就登记参展 / Register your participation now with:



巴生中华总商会

Klang Chinese Chamber of Commerce and Industry

Address : 42 A, Lebuhr Enggang, 41050 Klang, Selangor Darul Ehsan, Malaysia.

Tel : +603 - 3343 9289

Fax : +603 - 3344 7362

Email : Klang.ccci@gmail.com / info@kccci.org.com

Facebook : http://www.facebook.com/kccci

Website : http://kccci.org.my / http://www.klangyiwu.org



#### 巴生介绍 / Overview of Klang

- 地处马来西亚最先进州属雪兰莪及最富裕地区巴生谷，是国内工商业与贸易发展最发达地区之一。有多条贯穿吉隆坡与南北城市的高速大道，距离吉隆坡与吉隆坡国际机场仅30分钟车程，方便外商。
- 毗邻全球第12大的巴生港口(位于东南亚核心地带)，进出口运输费低廉；深水码头，是许多船运公司在东南亚的区域转运站；交通与物流顺畅，基本设施与金融便利完善，是贸易、分销与转运出口最佳落脚点。
- Situated in Klang Valley of Selangor, the most advanced state and the most affluent region of the country, Klang is one of the most developed areas in Malaysia in terms of industrial, commercial and trade development. It is crisscrossed by an extensive network of expressways and highways, linking it to Kuala Lumpur and cities in the north and south. It is only 30 minutes from Kuala Lumpur and the Kuala Lumpur International Airport and is conveniently accessible, especially for foreign investors.
- Klang is adjacent to Port Klang, the 12th largest port in the world (located in the heart of Southeast Asia). The port offers low import and export transportation cost and a deep sea harbour complemented with excellent transportation and logistic facilities, sound infrastructure and financial services. This has made it an ideal destination and transit point for shipping and forwarding companies, importers and exporters, and distributors.

#### 巴生中华总商会简介 / Profile on Klang Chinese Chamber of Commerce and Industry (KCCCI)



- 1946年5月28日创立。与全球华商建立商贸联系网络，接待中国各省市招商团，带团到国外参与商展，鼓励中小型企业走向国际，与海外采购商建立联系
- 在国内是华商与政府部门的桥梁，通过外贸促进局对外招商，强化巴生世界级港口优势，打造巴生成国际贸易中心、批发城和本区域进出口转运站。

- The Chamber was founded on 28 May 1946. It has established extensive business network with Chinese entrepreneurs throughout the world. It receives investment missions for various Provinces and Municipalities from China and leads delegations to take part in overseas trade fairs. KCCCI encourages local Small and Medium Enterprises to go global and forms linkages with overseas buyers.
- The Chamber acts as a bridge between Malaysian Chinese business people and the authorities and through the Malaysia External Trade Development Corporation (MATRADE), invites foreign investors to invest in Malaysia. It strives to enhance the competitive edge of Klang as a world-class port city and transform it into an international trade centre, wholesale city and a regional entrepot.