



马来西亚中华总商会（中总）2018 年度家族企业调查 ACCCIM Family Business
Survey 2018 □

家族企业对马来西亚经济作出重要贡献。

近年来许多马来西亚家族企业正在将企业的职责和财富传承给下一代家族成员。有鉴于此，中总将于2018年7月10日开始进行以“家族企业 - 继承与创新”为主题之2018年度家族企业调查。

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调查将从企业拥有权和管理的角度来收集回覆者对家族企业传承的见解，以及家族企业在面对海内外经济冲击和挑战之际，是否要把创意革新列为企业其中一个主要策略的看法。这项调查由中总主办，并获得普华永道马来西亚会计事务所提供技术援助，将严谨协调和分析回馈意见，以确保调查报告的客观和独立性。

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调查对象是经营家族企业（可以是已接管家族企业的掌舵人，或者是指定的接班人），最佳人选是企业经营多年，现在由第二代或第三代继承接管的企业家。

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这是一项网上调查问卷，附上调查问卷链接
<https://www.surveymonkey.com/r/HHHWV36>
。我们诚邀您参与此次调查，提供您的反馈，并期待在今年底与您分享调查结果，有关详情届时公布。调查问卷的截止日期是2018年8月15日。

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有关询问，请联络巴生商会秘书处03-3343 9289。谢谢。

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The family business sector is a key contributor to the Malaysian economy and in recent times many Malaysian family businesses are experiencing a transfer of responsibilities and

wealth from its current generation of family members in the business to its next generation. Against this background, ACCCIM will be conducting the Family Business Survey 2018 with the theme “Family Business – Inheritance and Innovation” on 10th July 2018.

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This survey is intended to capture your responses on how family businesses are dealing with succession from an ownership and management perspective as well as whether family businesses prioritise innovation as one of their strategic areas given the level of disruption to businesses at the local and global level. This survey is organised by the ACCCIM with assistance from PwC Malaysia being the technical and independent party that will coordinate and analyse your responses in the strictest confidence.

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The targeted respondents are entrepreneurs in family business (who may have taken over the helm of the family business, or a designated successor). The best candidate is an entrepreneur who has been in business for many years and the business is now inherited by the second or third generation.

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This is an online survey. We are pleased to enclose herewith the Link to the Questionnaire <https://www.surveymonkey.com/r/HHHWV36>. We wish to invite yourself to participate and provide your input to this survey. We look forward to sharing the results with you during the end of the year. More details will be made known closer to that date. The survey will close on 15th August 2018.

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Meanwhile for further enquiry, please contact KCCCI Secretariat (+603-3343 9289). Thank you.