

THE ROAD

第七届马中企业家大会纪念册 THE 7TH MALAYSIA-CHINA ENTREPRENEUR CONFERENCE SOUVENIR BOOK

主办单位 Organised by



馬來西亞 - 中國總商會
MALAYSIA-CHINA CHAMBER OF COMMERCE



MCEC2017

路 [lù]

THE ROAD

第七届马中企业家大会纪念册
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SOUVENIR BOOK



MCEC2017

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马来西亚-中国总商会
Introduction 简介
of Malaysia-China Chamber of Commerce (MCCC)



马来西亚—中国总商会，简称“马中总商会”成立于1990年，是非官方、非盈利、多元种族的独立民间商业团体。

马中总商会的成立宗旨是为了促进马中两国经贸发展与投资合作；加强本会与马中政府机构及民间工商团体的联系；以及维护会员的利益。

本会在马六甲州、霹雳州、柔佛州、檳城州、登嘉楼州、沙巴州、砂拉越州、吉兰丹州和彭亨州设有9个分会，在全国拥有1,800个企业会员，涵盖贸易、制造、金融、农业、旅游、教育、服务业等。

同时，本会也成立青年团作为团结青年、培养新领导层及协助本会及中央理事会推广会务和行政单位。

随着中国的崛起，本会作为推动马中经贸发展所扮演的桥梁角色，日益重要。在成立27年来，本会不仅与马来西亚国际贸易及工业部、马来西亚财政部、马来西亚旅游部等相关政府部门与机构、工商团体及马来西亚中资企业协会保持密切合作，也和中国商务部等相关政府部门与机构、中国驻马大使馆经商处、中国国务院侨办、侨联、中国国际贸易促进委员会、中国海外交流协会、中国-东盟博览会秘书处、中国—东盟商务与投资峰会秘书处、中国国际商会、中华全国工商业联合会、中国中小企业国际合作协会、中国外商投资企业协会等保持联系。

承蒙广东旅游局的信任与支持，本会自2014年起受委为广东驻马旅游合作推广中心。此外，亦从2015年开始，受到成都海外交流协会的委托，成为海外成都联络处。

在双边互动频繁的良好态势下，本会除了接待来自中国各省市的代表团，同时也在马来西亚和中国主办、协办或参加商品展览会、经贸及投资洽谈会与交易会，例如广交会、中国-东盟博览会、中国中部博览会、中国西部博览会、中国吉林东北亚投资贸易博览会、中国国际投资贸易洽谈会（厦门）、中国哈尔滨国际贸易洽谈会、宁夏国际清真食品及用品展览会、中国（青海）国际清真食品及用品展览会、华东交易会、昆明交易会，义乌国际博览会、中国国际中小企业博览会、广东21世纪海上丝绸之路国际博览会等。

2002年，马中总商会高瞻远瞩首创“中国-东盟合作论坛”。此论坛为当时中国—东盟19亿人口自由贸易区的建构未雨绸缪，进行深度探讨。

本会随后也捉紧新机遇，自2011年开始每年主办“马中企业家大会”，并于2014及2016年两度跨出国门远赴厦门市及成都市举行，在促进马中经贸合作方面发挥了重要作用，得到各界高度认可！

在共缔双赢的大前提下，本会将继续为促进马中两国的经贸发展与投资合作献力！

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

MCCC aims at promoting interaction, cooperation and development in trade, investment and other industrial and commercial fields between Malaysia and China. It also protects its members' interests.

MCCC has branches in Malacca, Perak, Johor, Penang, Terengganu, Sabah, Sarawak, Kelantan and Pahang. It has more than 1,800 corporate members from the trade, manufacturing, finance, agriculture, real estate, tourism, education and other service industries.

MCCC also established a Youth Wing to unite the youth, foster new leadership and assist the Chamber and National Council in carrying out their activities.

Following the rise of China, MCCC has become increasingly important in promoting Sino-Malaysian economic and trade development. It forms tight cooperation with the government like the International Trade and Industry Ministry, Finance Ministry, Tourism Ministry, business associations and China Enterprises Association in Malaysia.

MCCC also maintains close relationship with relevant Chinese government agencies including the Chinese Embassy; Overseas Chinese Affairs Office of the State Council (OCAOSC); All-China Federation of Returned Overseas Chinese; China Council for the Promotion of International Trade (CCPIT); and the China Overseas Exchange Association (COEA), China-ASEAN Expo Secretariat, China-ASEAN Business and Investment Summit Secretariat, China Chamber of International Commerce (CCOIC), All-China Federation of Industry and Commerce, China International Cooperation Association of SMES (Cicasme), China Association of Enterprises with Foreign Investment (CAEFI) and among many others.

With the support of the Guangdong Tourism Bureau, MCCC has been appointed as the Guangdong Tourism Cooperation and Promotion Centre in Malaysia since 2014. Additionally, since 2015, MCCC was commissioned by the Chengdu Overseas Exchange Association (CDOEA) to become its Overseas Liaison Office.

Due to frequent visits of delegations from China, MCCC also organizes, co-organizes or participates in exhibitions, trade and investment fairs. They are: The Canton Fair, China-ASEAN Expo, Expo Central China, Western China International Fair, China-Northeast Asia Expo, China International Fair for Investment & Trade (CIFIT), China Harbin International Economic and Trade Fair, China (Ningxia) International Halal Food/Muslim Commodities Festival and the Investment & Trade Fair, China (Qinghai) International Halal Food and Products Fair, East China Fair, Kunming Fair, Yiwu Imported Commodities Fair, China International Small and Medium Enterprises Fair, Guangdong 21st Century Maritime Silk Road International Expo and many others.

Ever since MCCC held the ASEAN-China Partnership Forum in 2002, Malaysia and China's bilateral trade has grown by leaps and bounds. From there, MCCC organized the annual Malaysia-China Entrepreneur Conference (MCEC) since 2011. The conference was even held outside Malaysia twice in Xiamen (2014) and Chengdu (2016).

Under the premise of creating a win-win situation, MCCC will continue to promote the Sino-Malaysia economic and trade development, and investment cooperation.

第七届马中企业家大会
Introduction 概述
of MCEC 2017



马来西亚-中国总商会自2011年开始每年主办“马中企业家大会”，并在促进马中经贸合作方面发挥了重要作用，得到各界高度认可。

第七届马中企业家大会（MCEC 2017）由青年团主导，以崭新面貌登场，不仅大会主题仅取单字“路”（lù），也同步进行分别以“共”及“创”命名的论坛，邀请政府及工商界代表，还有青年企业家作出分享。

同时，大会也聚焦企业洽谈对接，并锁定8大领域即房地产与建筑业、农业、科技、服务+旅游业、制造业、清真产品、医疗保健及教育，根据马中企业的需求安排对接，以期达致结合中企技术与资金及大马战略地理优势、资源与人才，为两国创造更大的经济价值，带动崭新的贸易投资机会。

本会放眼通过这个互惠互利平台，进一步深化和推动马中政府和中小企业务实合作，取得丰硕成果。

MCCC organizes the annual Malaysia-China Entrepreneur Conference (MCEC) since 2011. MCEC has since then established itself as a well-regarded platform that plays a vital role in the promotion of trade and business cooperation between the two countries.

For MCEC 2017, the MCCC Youth Wing took the lead and gave it a new image with the theme "The Road" (lù). The forum was also based on the keywords "Togetherness" (gòng) and "Creation" (chuàng). It featured speakers from government agencies, corporate leaders and young entrepreneurs.

MCEC 2017 focused on business matching based on eight core areas: Property & construction; agriculture; technology; services & tourism; manufacturing; halal products; healthcare and education. Business matching is arranged according to the needs of enterprises between the two countries, to achieve seamless collaboration between China's capital and technology with Malaysia's strategic geographic advantage, resources and talent.

促进中资企业与本地中小企业的合作，
协助中小企业走出国外。

引进中资和优势技术，结合
本地资源，带动研发投入。

企业洽谈对接会对准企业需
求，务实推动企业合作及业
务拓展。

为马中企业提供良性互动平台，
拓展人脉商网。

通过多元通路进一步深化和推动马中政府、
中小企业的合作。

Encourage cooperation between Chinese
enterprises & local SMEs

Converge Chinese technology
with local resources.

Align business matching to meet
the needs of enterprises.

A platform for interaction &
network expansion between
Malaysian & Chinese enterprises.

Further deepen & promote the cooperation
between the governments & local SMEs,
through multiple channels.

宗旨
OBJECTIVES



Messages
献词



陈友信

TAN YEW SING

马来西亚-中国总商会
总会长
President of Malaysia-China
Chamber of Commerce

我谨代表马来西亚-中国总商会（简称马中总商会）挚诚感谢各支持单位、认可单位、海内外官方单位，社团单位、政商文教各界人士对于第七届马中企业家大会（MCEC 2017）的实际肯定、支持和厚爱。

马中企业家大会从2011年主办至今，已然成了我会一张亮丽的名片，备受国内外人士的认可。我会与有荣焉。

大会今年踏入第七届，既是一项成就，也是一项挑战，更是一项鞭策大会筹委会团队们不断学习、成长、与时俱进的机会。

谈到学习和成长，中国近年兴起的跨境电商及互联网移动支付等新创科技，尽是我国应效仿的模范对象。这些创新科技已广泛商用化、民用化，只要我国引进和加以善用，将对马来西亚经济转型、马中经贸往来带来全新气象。

在“一带一路”的新格局下，透过人才优势互补，马来西亚与中国双方将迈入科技合作发展的全新视野。马中总商会十分荣幸，以第七届马中企业家大会为崭新的“科研网通”时代开路，创造新契机。

中国具备大量创新研发人才，而马来西亚则培育了具国际视野、多种语言能力的跨国人才，一旦两国人才互补长短，将能引领新风潮，释放新能量。

中方的新研发人才及马方的跨国多语人才具备国际接轨实战经验，应能相辅相成，利于运用科技成果于传统产业，包括农业加工、食品安全、移动支付、“互联网+”等。特别对于马国具有启发实效，希望马来西亚能享受后发效应。

诚然，中国倡议“一带一路”的核心价值注重开放性，提倡共商、共建、共享，有助促成全球化4.0多极时代的全球政治治理以及经济结构优化。电子商务是未来自由贸易的基石，跨境电商则是国际交易的载体。只是，目前不少东盟国家严重缺乏网络硬件设备，网速有待改善。

从传统产业演变至智能科技产业，从“互联网+”到物联网，从大数据到云端运算，区块链研发等，科技创新呈现商机处处。这一股“互联网效应”将会是未来助东盟国家转型、进步、繁荣的新时代洪流。未来，将以数码技术重新配对人、服务、商品等社会剩余资源的供求关系。以技术创新的金融科技（Fintech）带动小贷金融服务等，颠覆传统银行金融业，助长去信用中介新趋势。科技令社会更共享化，透明化及公共化，值得大家期待。

中国计划于2030年在人工智能领域总体发展达到世界领先水平。具体计划包括在中小学阶段编制人工智能有关课程，全力鼓励社会力量参与寓教于乐的编程教与学软件，电子游戏开发等，更全面在大专院校系统性推广人工智能相关学科的研究生课程，从而培养人工智能人才库。这又与新松机器人投资公司与柔佛机构联手发展“机器人未来城市”息息相关，此举将促进大马各供应链及制造业自动化的增长。



另外，值得注意的是，中国国家主席习近平强调“一带一路”背景下的文化元素及承诺要对海外华文教育的支持。这也是作为最早与中国建立邦交的东盟国家的马来西亚需要重新思考跟现代中国互动的新机遇，更是我国华社可以借力发扬中华文化及推展华教的好时机。

无论如何，本届大会把焦点对准企业洽谈、对接环节，务求结合中企技术与资金及大马战略地理优势、资源与人才，为两国创造出更庞大且永续的经济效益，带动崭新的贸易及投资机会。

展望明年，我会第八届马中企业家大会将再次跨出国门，继厦门（2014年第四届）、成都（2016年第六届）过后，前往江苏南京举行，我们到时再会！谢谢大家！

On behalf of MCCC, I would like to extend my sincere gratitude to all institutions and organizations at home and abroad, and professionals from all walks of life, for their support of the seventh Malaysia-China Entrepreneur Conference 2017 (MCEC 2017).

Since the first MCEC in 2011, the conference has become a beautiful report card of MCCC and has received recognition both locally and internationally. The MCEC is indeed a proud achievement.

As MCEC entered its seventh instalment, it has become a challenge as well as an opportunity for the organizing team to learn, grow and keep pace with the times.

On learning and growth, China's recent cross-border e-commerce, Internet mobile payment and other new technologies are exemplary for our country. These innovative technologies have been widely commercialized and popularized among the public. If introduced in Malaysia, it would bring about a new impetus for economic transformation here.

Under "The Belt and Road" initiative, Malaysia and China are expected to enter a whole new realm in the development of science and technology cooperation. MCCC is honoured to be part of the creation of new opportunities in the era of "Scientific Research and Internet Communication" with MCEC 2017.

China has many innovative R&D talents, while Malaysia has cultivated a pool of multilingual talents with an international vision. Once these two groups of talents complement each other, they are expected to set off a new trend and achieve a new level of synergy.

Talents from both countries should be able to complement each other, injecting scientific and technological achievements in traditional industries, including agricultural processing, food safety, mobile payment, "Internet+" etc. This is especially inspiring for Malaysia, and I hope that Malaysia could benefit from the domino effect.

E-commerce is the cornerstone of future free trade environment, and cross-border e-commerce suppliers are the carrier of international trade. Unfortunately, many ASEAN countries are still lacking in terms of network hardware and the speed of Internet still needs improvement.

From traditional industries to the evolution of the smart technology industry, from "Internet+" to the Internet of things, from big data to cloud computing and blockchain development, science and technology innovation has brought about an abundance of business opportunities. This "Internet effect" will be a force in promoting transformation, progress and prosperity of ASEAN countries.

In the future, digital technology will be used to match the supply and demand of social surplus resources, such as people, services, commodities and so on. The financial technology (Fintech) innovation would in turn drive financial services such as micro-loans, subverting the traditional banking and financial industry to promoting a new trend of credit intermediary. Science and technology offer more social sharing, transparency and popularity.

China plans to reach a leading global status in the field of artificial intelligence development by 2030. The specific plan included the introduction of artificial intelligence-related courses in schools, electronic game development, and popularization of artificial intelligence disciplines in colleges and universities, to cultivate more talent. This is closely related to the joint venture between Johor Corporation (JCorp) and Siasun Robot Investment Co. Ltd to develop the Robotic Future City in Johor, which will spur supply chain and manufacturing automation in Malaysia.

In addition, it is worth noting that China's President, Xi Jinping continuously stresses the cultural elements of "The Belt and Road" initiative and promises to support overseas Chinese education.

This is also a time for Malaysia, as the first ASEAN country to establish diplomatic relations with China, to rethink about new opportunities with modern China. Also, this is a good time for our Chinese community to promote their culture and education.

In any case, MCEC 2017 focuses on business negotiations and business matching to supplement Chinese enterprises' technology and capital with Malaysia's strategic geographical advantages, resources and talent that paves the way for building a sustainable economic landscape for both countries in the form of new trade and investment opportunities.

Looking forward, MCCC will bring the conference abroad again, following Xiamen and Chengdu. The eighth instalment of MCEC will be heading to Jiangsu, Nanjing. We look forward to seeing all of you there again! Thank you!



张柏垣

BRYAN CHONG

第七届马中企业家大会
工委会主席

MCEC 2017 ORGANIZING
CHAIRMAN

马中总商会年度品牌活动——马中企业家大会（MCEC）踏入第七个年头，我们（马中总商会青年团）自受委筹办本届大会的重任后，一直在寻思着如何承先启后，在前人打稳的基础上有所作为，再创新佳绩。

在全体工委会上下一心、中央理事鼎力支持、秘书处同仁鞠躬专业，加上认可单位、支持单位和各造实际赞助、支持本届大会的企业机构共同携手合力下，我可以很自豪地说，本届大会办到了！

本届大会与以往形式不同，除了注重开幕及重要嘉宾、主讲者演说环节，工委会一心想把企业洽谈对接会办得更全面、更深入、更务实，并且更具成效。对接会务求结合中企技术与资金及大马战略地理优势、资源与人才，为两国创造出更庞大且永续的经济效益，带动崭新的贸易及投资机会。对接会亦不局限于马方和中方对接，还可以成为马方或中方和亚洲各国参会嘉宾对接、寻求合作的机会。

循此思路，我们聚焦企业洽谈对接的8大重点领域，并各设专场，主要涵盖房地产与建筑业、科技、农业、医疗保健、服务+旅游业、清真产品、制造业及教育。至于参与对接会的海内外企业、单位资产规模从低至7万美元（约29万6300令吉），到最高的3亿7800万美元（约16亿令吉），为大、中、小型企业提供了建构务实合作的平台。

透过搭建起马中企业家大会的企业洽谈、对接平台，将为两国企业家、工商界、私人领域穿针引线，为未来大胜局奠基。

在主题上，我们更想“跳出思想桎梏”（think out of the box），并身体力行打破陈规求突破。我们仅以单字“路”（汉语拼音：lù）为大主题，象征着通路、一带一路、出路，并期望“路”在脚下，引领中国企业走进来，本地企业走出去。除了以“路”为名的专题讲座将邀请马中企业代表，从宏观角度探讨“一带一路”的过去、现在、未来，本届大会还另外设立了两场论坛，即以“共”（汉语拼音：gòng）为主题的“一带一路”论坛以及以“创”（汉语拼音：chuàng）为主题的青年论坛。“共”一带一路论坛将邀请马中企业代表从企业角度出发谈论共商共建共享；“创”青年论坛更首创先风，力邀科技专才与青年分享创新创业。

“一带一路”倡议，正如中国主席习近平所说，它不是“独唱”，而是“合唱”。

本届大会吹响号角，广受中国、东盟和亚洲各国的高度肯定和实际参与。同时，多家已落户大马的中资企业也参与对接会。这足以体现出马中企业家大会与“一带一路”的跨界对话，携手共进的有机融合性。

最后，再次感谢各位，祝各位商家成功觅得出“路”，“共”同收获成果，“创”造全新商机。谢谢大家！

Malaysia-China Entrepreneur Conference (MCEC) is a significant annual event of MCCC. As the organizer, we (the Youth Wing of MCCC) are using our best endeavour to make a difference and create better results.

With the united efforts of all MCEC working committees, the full support of MCCC's National Council Members, supporting units, endorsing units and sponsors, I am proud to announce that we have made it!

This conference is different from the past. In addition to paying attention to the opening ceremony, the important guests and speakers' sessions, the working committee is focusing on the business matching session. Business matching aims to combine China's technology and capital with Malaysia's geographical advantages, resources and talents to create greater and more sustainable economic benefits. Business matching is not only limited to the participants from Malaysia and China but also gives opportunities to those from other Asian countries.

In this regard, we are focusing on the eight core industries in business matching. They are property and construction, technology, agriculture, healthcare, education, logistics, halal products, manufacturing, and services and tourism.

The revenues of the enterprises participating in the business matching range from as low as USD70,000 (approximately RM296,300) to as high as USD378 million (approximately RM1.6 billion). It has provided a practical platform for large, medium and small enterprises.

This business matching session serves as an important foundation for entrepreneurs, corporate and private sectors from both Malaysia and China to achieve profit.

On the theme, we want to think out of the box by using only one word, "Road" (pinyin: lù) to symbolize the pathway, the Belt and Road Initiative. The "Road" will lead Chinese enterprises to enter and bring investment to the local markets and the Malaysian enterprises will go out and invest in other countries.

There is a themed seminar wherein we have invited important guest speakers from Malaysia and China to discuss the past, present and future of the Belt and Road Initiative from a macro perspective. Thereafter, there will be two concurrent forums. The themes are "Togetherness" (Pinyin: gòng) and "Creation" (Pinyin: chuàng).

In the "Togetherness" forum, we have invited special representatives from Malaysia and China to discuss business collaboration and ideas sharing whereas, in the "Creation" forum, we have invited technology professionals to share innovative entrepreneurship with young entrepreneurs. As mentioned by Mr Xi Jinping, the President of China, the Belt and Road Initiative is not a "solo" but a "chorus".

MCEC 2017 is highly recognised and participated by representatives from China, ASEAN and Asian countries. At the same time, there were significant Malaysia-based Chinese enterprises participating in business matching. This is a significant event of cross-border dialogue between MCEC and the Belt and Road Initiative, working together to create economic benefits together.

Finally, I wish that all of you will be able to find the "road", achieve the result "together" and "create" new business opportunities. Thank you all!



第七届马中企业家大会 The 7th MCEC *Opening* 开幕仪式 *Ceremony*





1 马中总商会永久荣誉会长拿督黄汉良（左起）、工委会主席张柏垣、中国驻马来西亚大使馆临时代办马珈、马中总商会总会长陈友信、首相署部长拿督斯里魏家祥博士、马中总商会永久荣誉会长陈凯希及拿督杨天培在开幕仪式上按下“启动”为第七届马中企业家大会掀开序幕。

From left: MCCC Honorary Life President Dato' Bong Hon Liong, MCEC 2017 Organising Chairman Mr Bryan Chong, Chinese Embassy in Malaysia Chargé d'Affaires ad Interim Madam Ma Jia, MCCC President Mr Tan Yew Sing, Minister in the Prime Minister's Department YB Datuk Seri Ir. Dr Wee Ka Siong, MCCC Honorary Life Presidents Mr. Tan Kai Hee and Datuk Yong Ah Pwi collectively pressing the "Initiate" button to launch the MCEC 2017.

2 魏家祥部长（左二）在马中总商会众领导陪同下前往会场。左为张柏垣主席，右起为谢中正秘书长、陈云枫中央理事及陈友信总会长。

YB Datuk Seri Ir. Dr Wee Ka Siong, (second from left) walking towards the conference escorted by MCCC leaders. To his right was Bryan Chong and to his left were Tan Yew Sing, Tan In Fong, and Kevin Siah.





3 左起为雪州高级行政议员拿督邓章钦、广东省驻东南亚（吉隆坡）经贸办事处主任李敬、江苏省驻马来西亚经贸代表处主任代表骆兵、G3 Global Berhad创办人潘振祥、马中总商会永久荣誉会长拿督黄汉良、第一副总会长卢国祥、中国驻马来西亚大使馆临时代办马珈、首相署部长拿督斯里魏家祥博士、马中总商会总会长陈友信、工委会主席张柏垣、中国—东盟商务理事会执行理事长许宁宁、马中总商会永久荣誉会长陈凯希、永久荣誉会长拿督杨天培、副总会长拿督林恒毅、中国中华复兴网董事局副主席罗秋俊及马来西亚对外贸易发展局中国事务组主任温有志。



From left were Selangor State Government Senior Executive Councilor YB Dato' Teng Chang Khim, Guangdong Economic and Trade Office in Southeast Asia (KL) Director Mr. Li Jing, China Jiangsu Provincial Economic & Trade Office Director in Malaysia Mr. Luo Bing, G3 Global Berhad Founder Puan Chan Cheong, MCCC Honorary Life President Dato' Bong Hon Liong, First Vice President Mr. Loo Kok Seong, Chinese Embassy in Malaysia Chargé d'Affaires ad Interim Madam Ma Jia, Minister in the Prime Minister's Department YB Datuk Seri Ir. Dr. Wee Ka Siong, MCCC President Mr. Tan Yew Sing, MCEC 2017 Organising Chairman Mr. Bryan Chong, China-ASEAN Business Council Executive President Mr. Xu Ningning, MCCC Honorary Life Presidents Mr. Tan Kai Hee and Datuk Yong Ah Pwi, Vice President Dato' Joseph Lim, China Zhong Hua Fu Xing Wang Vice Chairman Mr. Loh Chew June, and MATRADE Director of China Unit Mr. Ong Yew Chee.



2017年11月25日，一场以“路”为名义的年度盛会——由马来西亚-中国总商会（简称马中总商会）主办的第七届马中企业家大会（MCEC 2017）圆满落幕！

由马中总商会青年团主导筹备的本届大会成功赢得万众瞩目，凝聚起海内外企业家，座无虚席，备受好评。

大会以“路（lù）”为主题，寓意携手共寻出路，共同收获成果，创造全新商机，并成功吸引1500名大马、中国、东盟及亚洲等政府与工商界代表共襄盛举。

今年，马中企业家大会的内容以务实为本，对接考察为重。

除了专题讲座“路”、一带一路论坛“共（gòng）”，及青年论坛“创（chuàng）”；企业洽谈对接更是大会的焦点，以一对一对接、企业洽谈及专场形式进行，获得各造踊跃参与其中。

同时，举办方也在会后，组织参会嘉宾，前往雪兰莪及马六甲考察交流，为马中投资经贸往来开创另一片新天地！

值得一提的是，本届大会首次举办了马中企业家奖（MCEA 2017），颁发马中终身成就奖（涵盖政经文教领域）、卓越企业家奖、青年企业家奖、女企业家奖及马中环保奖。

Malaysia-China Chamber of Commerce (MCCC)'s seventh annual Malaysia-China Entrepreneur Conference (MCEC), was successfully held on November 25, 2017, at the Putrajaya International Convention Center (PICC). MCEC 2017 was spearheaded by the MCCC Youth Council themed "The Road" (pinyin: lù).

This signifies to jointly finding the path, together harvesting the results and to create new business opportunities. It had successfully attracted 1,500 businesses and official representatives from Malaysia, China, ASEAN and across Asia.

MCEC 2017 boasted with more practical content. Besides the "Road" themed seminar, there were also the Belt and Road forum themed "Togetherness" (pinyin: gòng) and a youth forum themed "Creation" (pinyin: chuàng). On top of that, the business matching sessions were also the main highlight of the conference where there were one-to-one matching, discussion and specialised sessions. All of these sessions had received active participation. Participants also visited Selangor and Melaka for exchanges after the conference.

On top of that, MCEC 2017 also held, for the first time, the Malaysia-China Entrepreneur Award (MCEA). On this occasion, they presented the Lifetime Achievement Award (covering politic, economic, cultural and educational fields), Excellent Entrepreneur Award, Young Entrepreneur Award, Women Entrepreneur Award, and the Environmentalist Award.

陈友信 Tan Yew Sing

中国近年兴起的跨境电商和互联网支付等创新科技值得我国引进效仿，这有助大马经济转型和为马中经贸带来全新气象。

China's recent emerging technologies such as cross-border e-commerce and internet payment are worthy of introduction into Malaysia, which would spur the country's economic transformation and take Malaysia-China economic and trade cooperation to the next level.

马珈 Ma Jia

中国是世界经济增长的重要动力源，也是经济全球化的积极参与者。中方愿同马来西亚及东盟各方一道，深入推进“一带一路”建设，推动经济全球化朝着更加开放、包容、普惠、平衡、共赢的方向发展。

China is an important source of power for world economic growth and an active participant of economic globalization. China is willing to work with all parties in Malaysia and ASEAN, to further promote the Belt and Road development and to promote economic globalization towards a more open, inclusive, comprehensive, balanced and win-win development.

魏家祥 Wee Ka Siong

马来西亚在参与“一带一路”方面更具优势，除了地理位置的因素，最主要是马中两国关系源远流长，民族语言文化共同点利于沟通，马中两国经贸可从海陆空，甚至互联网直接有效地串联起来。

Malaysia enjoys the advantages of participating in the "Belt and Road" initiative. In addition to the geographical factor, Malaysia and China share a long history of relations, common language and culture that facilitate communication. Furthermore, bilateral economic and trades between the two countries could take place via land, sea and air. The Internet could directly and effectively bring the two countries together.

张柏垣 Bryan Chong

本届大会仅以单字“路”为大会主题，象征着通路、一带一路、出路，并期望“路”在脚下，引领中国企业走进来，马来西亚企业走出去。

The theme of this year's conference is the "Road", representing a way, while "Belt and Road" represents an access, with the hope of bringing Chinese enterprises into the country and guiding Malaysian enterprises to expand outside of the country.

陈友信
Tan Yew Sing



魏家祥
Wee Ka Siong



马珈
Ma Jia



张柏垣
Bryan Chong





第七届马中企业家大会吸引1500名大马、中国、东盟及亚洲等政府与工商界代表共襄盛举，全场座无虚席。

The MCEC 2017 successfully attracted 1,500 participants from public and private sectors across Malaysia, China, ASEAN and Asia. The conference was a sell-out.



左起：魏家祥、陈凯希及杨天培。

L-R: Wee Ka Siong, Tan Kai Hee and Yong Ah Pwi.

陈友信（右）向马珈介绍本届大会。

Mr Tan Yew Sing (right) discussing this year's conference with Madam Ma Jia.



贵宾接待 *Welcoming* VIP

第七届马中企业家大会除了邀请到首相署部长拿督斯里魏家祥博士及中国驻马来西亚大使馆临时代办马珈为开幕嘉宾，也邀请到多位国内外政府机构、企业及商协会代表参与其盛，包括雪州高级行政议员拿督邓章钦、广东省驻东南亚（吉隆坡）经贸办事处主任李敬、马来西亚对外贸易发展局中国事务组主任温有志、江苏省驻马来西亚经贸代表处主任代表骆兵、中国—东盟商务理事会执行理事长许宁宁、马中友好协会会长拿督马吉德、航天信息股份有限公司副总经理马振洲、G3 Global Berhad创办人潘振祥、永泰地产副总经理洪奇平、首相署马来西亚中小型企业拓展中心（SAME）总执行长符策勤、国家汽车有限公司首席执行官李春荣博士、中国中铁东方国际集团董事、总经理蔡泽民、中国中华复兴网董事局副主席罗秋俊等。

此外，马中总商会多位领导包括永久荣誉会长陈凯希、拿督杨天培、拿督黄汉良、名誉会长丹斯里林顺平、名誉顾问吴立洋等也出席支持。

Apart from Minister in the Prime Minister's Department YB Datuk Seri Ir. Dr. Wee Ka Siong, and Chinese Embassy in Malaysia Chargé d'Affaires ad Interim Madam Ma Jia, MCEC 2017 also invited various representatives of domestic and foreign government agencies, enterprises and business associations to participate in the conference including Selangor State Government Senior Executive Councilor YB Dato' Teng Chang Khim, Guangdong Economic and Trade Office in Southeast Asia (KL) Director Mr. Li Jing, MATRADE China Unit Director Mr. Ong Yew Chee, China Jiangsu Provincial Economic & Trade Office in Malaysia Director Mr. Luo Bing, China-ASEAN Business Council Managing Director Mr. Xu Ningning, Malaysia-China Friendship Association President Dato' Abdul Majid Ahmand Khan, Aisino Corporation Vice President Mr. Ma Zhenzhou, G3 Global Berhad Founder Mr. Puan Chan Cheong, Wing Tai Malaysia Sdn. Bhd. Central Region Property Division Deputy Managing Director Mr. Ang Kee Ping, SAME CEO Neil Foo, Perusahaan Otomobil Nasional Sdn Bhd (PONSb) CEO Dr Li Chunrong, China Railway Dongfang Group Managing Director Mr. Cai Zemin, and Board of Directors of China Zhong Hua Fu Xing Wang Vice Chairman Mr Loh Chew June, among others.

In addition, MCCC leaders including Honorary Life Presidents Mr Tan Kai Hee, Datuk Yong Ah Pwi and Dato' Bong Hon Liong as well as Honorary President Tan Sri SP Lim and Honorary Adviser Ng Lip Yong also graced the conference to show their support.



- 1 李春荣、杨天培及邓章钦。
Li Chunrong, Yong Ah Pwi and Teng Chang Khim.
- 2 马珈与多位熟悉的朋友开心握手问好。
Ma Jia (third from left) warmly greeting her acquaintances at the conference.
- 3 李敬（左）与魏家祥交换名片；中为陈友信。
Li Jing (left) exchanging business cards with Wee Ka Siong, as Mr Tan Yew Sing looks on.
- 4 魏家祥与蔡泽民。
Wee Ka Siong and Cai Zemin.



*Themed
Speech*
专题讲座

“一带一路”（全称丝绸之路经济带和21世纪海上丝绸之路）为中国政府于2013年开始倡议并主导的跨国经济带。自推行以来，马来西亚官商各界无不翘首以盼。

因此机缘，本届大会精心从“路”出发，特别盛邀两名重量级嘉宾——国家汽车有限公司首席执行官李春荣博士与中国中铁东方国际集团董事、总经理蔡泽民发表主题演讲。两位主讲嘉宾将其经商实战经验娓娓道来，一场接一场深入浅出、条理分明，又幽默风趣、妙语如珠的深度演讲，让参会者纷纷拍手叫好。

The Silk Road Economic Belt and the 21st-century Maritime Silk Road, also known as the One Belt One Road (OBOR) initiative is a development strategy proposed by the Chinese government that focuses on cross border economic zone since 2013.

In view of this, the theme of this conference using only one word, “Road” (pinyin: lù). Two distinguished speakers were invited to deliver their keynote speeches at this year's conference - Proton CEO Dr Li Chunrong, and China Railway Dongfang Group Managing Director Mr Cai Zemin. Both delivered compelling speeches which received thunderous applause from the audience.



蔡泽民与陈友信。
Cai Zemin and Tan Yew Sing.



李春荣及魏家祥。
Li Chunrong and Wee Ka Siong.

主讲嘉宾
Keynote Speaker

国家汽车有限公司首席执行官**李春荣**博士
PONSB CEO **Dr. Li Chunrong**

主题演讲
Topic

“新宝腾，新机会”

一带一路对马中两国在汽车产业中带来的正面影响

“New Proton, New Opportunities”

The Positive Impact of the Belt and Road Initiative on the Automobile Industry in both Malaysia and China

李春荣出任国家汽车有限公司首席执行官后首次公开亮相演讲，并在大会上分享宝腾和吉利的合作关系是因为未来的汽车工业已不能独立存在，必须朝向联盟方式发展，通过新战略合作伙伴追求商业发展。

After assuming office as the new CEO of Proton, Dr. Li Chunrong made his first public appearance as a keynote speaker, sharing the cooperative relations between Proton and Geely. He noted that to survive in the future automobile industry, one cannot exist in isolation, but must accept alliance development, in pursuit of commercial development through a new strategic partnership.

每个大马人心中都有一个“SAGA”（宝腾 Proton首个面世车款）的故事。宝腾是一个国家的代号，代表了大马的工业文明，也是大马民族的骄傲，国家的长子，有辉煌的历史，特别是在1996年还收购了莲花（Lotus）。

There is a “SAGA” (Proton's first car) in the heart of every Malaysian. Proton is a national symbol that represented the Malaysia industrial civilization; it is the national pride of Malaysian, the eldest son of the country, and boasted a glorious history, especially during the acquisition of Lotus in 1996.

“为了马来西亚的强大，必须要把宝腾汽车做好。汽车产业和别的行业不一样，这也是为何美国、日本、德国和韩国，紧紧地吧汽车工业当成国家支柱产业来做，因为他们知道汽车工业对国家的支撑太大了。”

“In order to make Malaysia a strong country, we must make Proton a good carmaker. The automobile industry is different from other industries. That's why the US, Japan, Germany and South Korea are closely considering the automobile industry as a pillar industry of the country, because they know that the automobile industry is a very strong support of the country.”



陈友信（左）赠送纪念品给主讲嘉宾李春荣博士。

Mr Tan Yew Sing (left) presenting a token of appreciation to keynote speaker Dr Li Chunrong.



马中总商会中央理事拿督许综文以手机拍摄主讲嘉宾精彩的演讲。左起为马来西亚莞商联合会常务副会长杨炳祥；右为东盟-中国工商总会总会长杨天华。

MCCC National Council Member Dato' Tony Khor, recording a keynote speech with his smartphone. From left: Malaysia Dongguan Entrepreneurs Federation and Executive Vice President Mr John Yeoh. On the right was ASEAN - China Commerce Association President Mr Darwin Yang.

1 主讲嘉宾幽默地演讲让台下嘉宾及参会者开怀大笑，纷纷拍手叫好。

The engaging and thought-provoking speeches delivered by the two speakers created light moments and received warm rounds of applause from the audience.

2 马中总商会霹雳州分会会长蔡高遍（左起）、檳城州分会会长准拿督郑荣兴、沙巴州分会会长拿督刘顺泰及吉兰丹州分会会长拿督陈春华。

From left: MCCC Perak Branch President Mr Chai Koh Pian, Penang Branch President Mr Teh Eng Hin, Sabah Branch President Datuk Frankie Liew and Kelantan Branch President Datuk Tan Choon Hwa.



马中总商会第一副总会长卢国祥赠送纪念品给主讲嘉宾蔡泽民。

MCCC First Vice President Mr Loo Kok Seong presenting a token of appreciation to keynote speaker Mr Cai Zemin.





主讲嘉宾
Keynote Speaker

中国中铁东方国际集团董事、总经理**蔡泽民**
China Railway Dongfang Group Managing Director
Mr. Cai Zemin

主题演讲
Topic

“创新合作，共筑中马辉煌发展路”
Innovative Collaboration in Establish
a Proper Road to Sino-Malaysian Development

“马来西亚政府拥有鲜明的国家发展战略导向，一旦突破中等收入陷阱，马来西亚有望在10年内成为先进国家，进入世界20强。”

"Malaysia has a distinct national development strategic orientation. Once the middle-income trap is broken, Malaysia is expected to become a developed country in 10 years and making it into the world's top 20."

“我走过很多国家，大马企业家最具创新能力，同时具备包容经营态度。根据我对大马的发展认识，马来西亚具备三项优势，包括发展基础坚固、发展机遇难得，以及发展潜力无限。”

"I have been to many countries, and the entrepreneurs in Malaysia have the most innovative ability and have an attitude of inclusive management. According to my understanding of the development of Malaysia, the country has three advantages, including the strong foundation of development, the rare opportunities for development, and the unlimited potential for development."

“马来西亚在东盟十国中，朝气蓬勃，国家经济体制完善，也被西方社会接受，使大马成为东方进入西方的平台。这是中铁选择在大马兴建区域总部，并以此为中心推动其在东南亚的铁路、公路等基础设施建设工程项目的优势所在。”

"Among the ten-member states of ASEAN, Malaysia is full of vigor and vitality, with a perfect national economic system. The country is also accepted by the western society, making Malaysia a platform for the East to enter the West. And this is the reason why China Railway chooses to build a regional headquarters in Malaysia and take it as a center to promote its infrastructure construction projects such as railways and highways in Southeast Asia."

Forum 论坛



每当人类进步与世界发展面临艰难抉择的关键时刻，都特别需要蕴含超常智慧、凝聚国际共识的理念引领。崛起中的中国提出了标榜“共商、共建、共享”的全球治理理念，为破解当今人类社会面临的共同难题提供了新原则，新思路。

而中国在全球市场里，创业、创新、创牌“三创”结合，“一带一路”及时提供了明确的市场路径和广阔的市场天地。

这正是中国为亚洲，乃至全球作出官方倡“共”，市场议“创”，两相结合的完美典范。

循此思路，本届大会设立了两场同步进行的论坛，即论坛（1）“共”（汉语拼音：gòng），及论坛（2）“创”（汉语拼音：chuàng），分别邀请马中政府机构及企业代表，从企业角度出发谈论共商共建共享，以及科技专才与青年分享创新创业创意，两场论坛反应热烈，座无虚席。

This year's conference featured two forums that took place simultaneously. They were the "Togetherness" (pinyin: gòng) forum and the "Creation" (pinyin: chuàng) forum. Government agencies and business representatives came to share their view on cooperation in terms of business, development, shared prosperity, innovation and creation. Both forums received encouraging responses from halls packed, leaving no seat empty.

两场同步进行的论坛“共”与“创”内容精彩，现场座无虚席，参会者边聆听边拍摄有用资料。

The two forums that were carried out simultaneously saw the halls packed with attentive audience. Some were seen taking notes of important points.



论坛 Forum

共 (gòng)

一带一路：共同迈向下一个风口

Belt & Road: Explore & Discover the Next Trend Together

唐丽英

Madam Tang Liying



田莉静

Ms. Tian Lijing



唐丽英

MADAM TANG LIYING

中国侨商联合会副会长

China Federation of Overseas Chinese
Entrepreneurs Vice President

践行一带一路战略决策 创新国际企业合作共享

Practicing the Strategic Decision of
Belt and Road Initiative
Innovative Business Collaboration
among Multinational Corporations

中马两国的企业家需共同将自身与他国发展战略衔接，将自身资本、技术和优势产能输出与他国需求予以对接；扩大战略契合点和利益交汇点，寻求共赢发展的最大公约数，充分发挥“一带一路”战略提供的合作平台作用，促进两国经济、政治、文化和安全良性互动，共同发展。

Enterprises in both Malaysia and China should integrate with development strategy of other countries, meeting demand of other countries with their capital, technology and production capacity and output advantage; expand strategic meeting point, seek common denominator for win-win development at intersection point of interests, fully leverage on the cooperation platform provided by Belt and Road strategy, as promote bilateral economic, political, cultural and security interaction, and common development

拿督萧家伟

Dato' (Dr) Siew Ka Wei





拿督萧家伟

DATO' (DR) SIEW KA WEI

马来西亚旅游促进局主席

Malaysia Tourism Promotion Board Chairman

一带一路- 马来西亚 - 中国旅游业工业革命 - 机遇与挑战

**Belt and Road Initiative - Malaysia &
China Tourism Industrial Revolution -
Opportunities and Challenges**

中国人士近年来改变旅游形式，比较喜欢自由行。今年（2017年）首10个月，自由行游客提高8.6%，团队游客下跌3至4%。出境旅游的中国游客中，50%年龄介于39至49岁，青少年和乐龄人士则有上升趋势。

由于年假有限，中国游客非常谨慎使用年假，他们只选在公共假期出游，通常是农历新年、清明节、劳动节、端午节、中秋节及国庆日出游。

In recent years, Chinese people have changed their tourism preference to free-and-easy travelling. In the first 10 months of this year (2017), free-and-easy travelling increased by 8.6% and tour group travelling fell by 3 to 4%. Among the outbound Chinese tourists, 50% aged between 39 and 49 years old, while youth and elderly also showed upwards trend. Due to limited annual leave, Chinese tourists are very cautious about using annual leave. They only choose to travel during public holiday such as Chinese New Year, Qingming or Tomb-sweeping Festival, Labor Day, Dragon Boat Festival, Mid-Autumn Festival and National Day.

田莉静

MS. TIAN LIJING

中国穆斯林企业联合会秘书长

Chinese Federation of Muslim Enterprises
Secretary-General

中马两国能够一起携手 共创清真产业的新领域

**New Fields in Halal Industry Which
Malaysia-China Can Jointly Create**

马来西亚是举世闻名的旅游胜地。这里美丽多姿的热带风光，千姿百态的山、河、海、岛、礁滩、洞穴，奇异美妙的多种动植物景观，遍布全国的名胜古迹，不同民族各具特色的文化习俗，交织成一幅色彩斑斓的图画，吸引着世界各地的旅游者；同样也吸引着中国的穆斯林群体。

Malaysia is a world-famous tourist destination. The beautiful tropical scenery, mountain, river and sea in different landscapes and with different expressions, island, reef, cave full of wonderful variety of animals and plants, with each and every part of the country having their own unique characteristics, from interesting historic interest to natural scenic beauty, cultural customs, all of which woven into a colorful tapestry, attracting tourists from all over the world, while also attracts the Muslim community in China.

论坛
Forum 1

共 (g ò n g)

一带一路：共同迈向下一个风口

Belt & Road: Explore & Discover the Next Trend Together

王婉洁

MS. ONG WAN JIE

吉隆坡中车维保有限公司商务发展部经理
CRRC Kuala Lumpur Maintenance Sdn. Bhd.
Marketing Manager

 一带一路：中马两国在
技术转移过程的挑战与突破

**Belt & Road Initiative - Challenges
and Breakthroughs during the Process
of Technology Transfer between
Malaysia and China**

技术转移并不是一个简单的过程。但即便过程充满挑战，也不能阻挡我们前进的步伐。马来西亚是东盟国家第一个同中国建交的国家，中马关系也走在同东盟国家关系前列。未来，我们将致力于提升中马两国的轨道交通的合作水平，持续为中马共同发展做出贡献，为中马友好大业立新功。

Technology transfer is not a simple process. Nonetheless, even if the process is full of challenges, we cannot stop the pace of our progress. Malaysia is the first ASEAN country to establish diplomatic relations with China, and the China-Malaysian relations are also in the forefront of China's relations with the ASEAN countries. In the future, we will work hard to enhance the cooperation level of rail transportation between China and Malaysia, continue to contribute to the common development of China and Malaysia, and create new achievements for development of China-Malaysia friendship.

许宁宁

MR. XU NINGNING

中国—东盟商务理事会执行理事长
China-ASEAN Business Council Executive President

中马合作3+X

(3是指：加强双方之间的政经文三大领域合作；
+ X 是指：更广阔领域的一些项目合作。)

China-Malaysia Cooperation 3+X

中国企业走进大马一定要保持低调，否则容易使人产生危机感。中企过于高调，将会自我设障，对中企不会带来好处。反而，应该落实本土化。

以双峰塔不远处一座由中资发展承建的新大楼为例，该工地拉起华文字布条，展示其中国工程的特色。在中国，兴建的建筑物以中文字拉布条可取得广告效果；不过来到马来西亚，打广告应以马来文书写，尤其在地标性建筑物。

Chinese enterprises must keep a low profile when they enter Malaysia, otherwise it would cause a sense of crisis. A high profile Chinese enterprise would only handicap itself rather than bringing benefits for the enterprise. On the contrary, localization is the better option.

Take an example of a new building, built by Chinese developers not far from the Twin Tower (KLCC), pulling up banners in Chinese to show the features of a Chinese project. In China, the construction of the building with such banners could achieve advertising purpose; but in Malaysia, advertising should be written in Malay, especially on the surface of the building.

赵治侠

MR. ZHAO ZHIXIA

夷吾投资控股董事长，北京夷吾投资
基金管理有限公司首席经济分析师

Yiwu Investment Holdings Chairman

一带一路：人民币跨境 支付系统，对中马两国 经济的影响

The Belt & Road Initiative – How
RMB Cross-border Payment
System would affect the Economy
of China and Malaysia

中国人民币国际化，主要划分三大
环节：一，机制创新；二，人民币
输出；三，创新之路。一旦完成这
三大环节，即可大大推动人民币面
向全球市场。

The internationalization of China's RMB is
mainly divided into three major links; first,
mechanism innovation; two, RMB
output; three, the road of innovation.
Once the three major links are
completed, the RMB will be greatly
promoted into the global market.

王婉洁

Ms. Ong Wan Jie



赵治侠

Mr. Zhao Zhixia



许宁宁

Mr. Xu Ningning



论坛
Forum

2

创 (chuàng)

青年论坛：青年引爆科技智慧实践梦想

 Youth Forum: "Initiative, Intelligence, and Innovation" –
Youth Entrepreneurs' Keys to Realising Their Dreams

 杨霆鹏
Mr. Eric Yang

 曾谕鏗
Mr. Jacob Isaac

冯琿玲

MS. CAROL FUNG

 马来西亚数字经济机构 (MDEC)
商务招揽总监
MDEC eCommerce & DFTZ Head,
Seller Adoption

数码自由贸易区

Digital Free Trade Zone (DFTZ)

电子商务可以说充满无限可能。一个在马来西亚或东南亚十分普遍，甚至不起眼的商品，只要在网络上一经推销，寻找到心仪客户，商家不愁没有生意做。我有一个在东马经营椰子产品买卖的土著朋友，之前接到一名从荷兰客户的订单，只用了一个货柜，这名土著朋友就成功完成了一单上百万的生意。

E-commerce can be said to be full of possibilities. A commodity that is very common or even unremarkable in Malaysia or Southeast Asia could become profitable as long as we could find the right customer through internet marketing.

I have an indigenous friend who runs coconut products business in East Malaysia. He received an order from a customer in Holland, and by only using one container, my friend successfully completed a million dollars of business.

冯琿玲

Ms. Carol Fung





杨霆鹏

MR. ERIC YANG

INNOBANK创意银行创始人
INNOBANK Founder

"创意银行"的概念和运作

The Concept and Operation of
"Creative Bank"

我们被淘汰，不是因为技术，不是因为环境，而是因为我们自己。我们仍然活在过去的世界里，不是你的新技术，而是你的旧思维。创客（出于兴趣与爱好，勇于创新，努力将创意变为现实的人）的未来如何，取决于你的思维方式、热情以及创新能力。至于如何改变思维方式，唯有透过对零售、深度学习、新农业和数码产品重新定义。

We are eliminated, not because of the technology, not by the environment, but because of ourselves. If you are still living in the past, it is not the new technology, but your old thinking.

The future of innovator (a person who strives to turn their interest and hobby to reality through creativity and bold innovation) depends on the way of their thinking, enthusiasm and creativity. The only way to change the way of thinking is to redefine it through new retailing, deep learning, new agriculture, and digital products.

曾诒鋆

MR. JACOB ISAAC

大马软件开发公司Fusionex高级副总裁（商务咨询）
Fusionex Senior Vice President

马来西亚大数据的发展： 中小企业和青年企业家如何 在业务增长中应用“大数据”？

The Development of Big Data in Malaysia:
How SMEs and Young Entrepreneurs can
apply Big Data to Their Business Growth?

1969年美国只用了配置上8MB储存卡的电脑，就帮助人类完成登陆月球任务。现代的人类为什么不考虑善用手机和人工智能技术（AI），再次增强人类力量和文明进程？

我们预料，到2020年，85%的客户服务工作都将由AI完成，无需任何人工参与。但我相信，唯有智慧加上大数据的应用，才能做出最明智的决定。

In 1969, the United States used only a computer with an 8MB memory card to help humans complete the mission of landing on the moon. Why does not modern human being consider using mobile phones and artificial intelligence (AI) technology to strengthen the human power and civilization process again?

We expect that by 2020, 85% of the customer service would be completed by AI without any manual participation. But I believe that only the wisdom of human beings and the application of big data can make the wisest decision.

论坛
Forum

2

创 (chuàng)

青年论坛：青年引爆科技智慧实践梦想

 Youth Forum: "Initiative, Intelligence, and Innovation" –
Youth Entrepreneurs' Keys to Realising Their Dreams

林金明

MR. GERARD LIM KIM MENG

 Atilze 数码私人有限公司首席执行官
Atilze Digital Sdn. Bhd. CEO

 人工智能 (AI) 如何改善
马来西亚的城市生活

 How Artificial Intelligence (AI) will
Improve Urban Living in Malaysia

展望2024年，全球人口预料增长至80亿，来到2048年则窜升至90亿。而迁居至城市地区人口将高达50亿人。粮食需求更会在2030年多出30%，2050年扩大至70%。对于人口普遍呈年轻的东南亚地区，急剧城市化成了棘手难题。

有鉴于此，人工智慧将透过收集、分析人类消费和生活模式的数据，在智能上辅助人类处理问题，永续地生活下去。

Looking forward to 2024, the global population is expected to reach 8 billion and up to 9 billion by 2048. The population would be up to 5 billion in urban areas. The demand for food will increase by 30% in 2030 and up to 70% in 2050. This is a difficult problem for the rapid growing cities with young population in Southeast Asia.

In view of this, artificial intelligence (AI) will help human beings to handle problems intelligently by collecting and analyzing the data of human consumption and life patterns. Allowing human beings to live on forever.

黄颖欣

MS. NG YEEN SEEN

 研究、谘询和科技中心首席执行官
CREATE CEO

 世代的困境：
新技术颠覆世界

 The Generation's Dilemma: When New
Technologies makes the World Upside Down

人们不该以消极态度来担心人工智能未来会否取代人类，而是应该思考和发掘人类可做

的事。
市场上很多数据已经表明，随着产能自动化，表现不佳的员工人手将面临淘汰。关键是，企业家是否真正愿意为此投资？担心被淘汰的员工，或者应届毕业生，如果想转而创业，又是否具有unlearn（放下知识）与relearn（重新学习）的思想准备？

We should not worry with a negative attitude about whether artificial intelligence would replace human beings in the future, but should ponder and discover what we as human beings can do about this impending trend.

Many of the data in the market have shown that employees with poor performance would face elimination as production became fully automated. The key is, do entrepreneurs really want to invest in this? Are employees who are worried about being eliminated or fresh graduates from college, if they want to start their own businesses, have the mental preparation to unlearn and relearn.

王红军校长

**MADAM WANG HONGJUN
(PRINCIPAL)**

中国教育国际交流协会中学分会常务
副秘书长

China Education Association for International
Exchange (CEAIE) Secondary Education
Committee Deputy Secretary General

好的教育要向前眺望30年

**Good Education Requires 30-Years
Outlook**

目前，中国的经济正在转型。人才转型背后，说到底是教育的转型。而教育转型的背后，是思想观念、教育内容、教育方式、人才培养模式和教育评价方式的改变与更新。高考时代拼的就是分数，但在后高考时代，凭的是一个人的想象力、创造力、领导力、合作精神以及社会责任感。一个有思想的人，一定比仅有知识的人走得更远。

At present, China's economy is changing. Behind the transition of talent, it is the transformation of education. And behind the transformation of education, it is the change and renewal of ideological concept, educational content, education mode, talent training mode and educational evaluation method. In the age of college entrance examination, scores is everything, but in the era of post college entrance examination, it depends on one's imagination, creativity, leadership, teamwork spirit and social responsibility. A person of thought would definitely go further than a person with only knowledge.

林金明

Mr. Gerard Lim Kim Meng



王红军

Madam Wang Hongjun



黄颖欣

Ms. Ng Yeen Seen







论坛“共”与“创”两位主持人与主讲人交流以进一步熟悉彼此；左起为唐丽英、王红军、田莉静、郭隆生及陈云祥。

Moderators of the two forums are seen interacting with the speakers to get to know them better. (L-R) Tang Liying, Wang Hongjun, Tian Lijing, Kerk Loong Sing and Raymond Chin.

论坛组 Forum Group

组长 Leader

杨碧珊 Yong Pik Shan

谢文英 Cheah Von Ying

组员 Member

杨秀丽 Yong Siew Lee

陈宇航 Tan E Hun

郑立清 Joanne Teh

唐舒颀 Joey Tng



Business Matching 企业对接洽谈 *Session*

/ Specialised 专场 *Session*



Business Matching 企业对接洽谈 Session

第七届马中企业家大会焦点对准企业洽谈、对接环节、致力结合中企技术与资金及大马战略地理优势、资源与人才。

对接会重点锁定八大领域，即房地产与建筑业、农业、科技业、制造业、服务+旅游业、医疗保健业、清真业及教育，为业者进行领域和企业对接。

有意来马经商或拓展业务的中资企业需寻找合适的本地合作伙伴，本地优秀业者则缺乏与中企对接的可靠平台或管道，所以本会特邀请中企如中国中铁东方国际集团（CREC）、吉隆坡中车维保有限公司（CRRC）、中国一冶马来西亚公司（CFMCC），以及中国机械设备工程股份有限公司（CMEC）参与此届企业对接会，并把大马公司与他们做一对一的对接。

MCEC 2017 focused on business negotiation, docking stations for business, and business matching between Chinese technology firms and funders with local geographical advantages, resources, and talents.

The business matching sessions aimed at eight core areas, property and construction; agriculture; technology; manufacturing; services & tourism; healthcare; halal sector; and education.

We understood that many Chinese enterprises intend to find business partners in Malaysia, and local businesses lack reliable platforms to find business partners in China. This was why we partnered with various business organisations and corporations, among others, China Railway Group Limited (CREC), CRRC Kuala Lumpur Maintenance Sdn Bhd (CRRC), China 1st Metallurgical Construction (M) Sdn Bhd (CFMCC), and China Machinery Engineering Corporation (CMEC). We offered appointment-based "one-to-one" and open-style business matching during the event.



“一对一” 对接 One-to-One Business Matching



1 大会为本地优秀企业安排与中国中铁东方国际集团（CREC）的代表（右）做深度交流。

The organizer specially prepared in-depth exchanges between excellent local enterprises with representatives (on the right) of the Malaysia branch of China Railway Group Limited (CREC).

2 日本企业家（左）在翻译员的协助下与本地企业家“面对面”洽谈。

Japanese entrepreneurs (left) having a face-to-face discourse with local entrepreneurs with the help of translators.

3 中国机械设备工程股份有限公司（CMEC）的代表（左一起）与本地企业家做“一对一”现场对接。

Representatives of China Machinery Engineering Corporation (CMEC) (left) in a “one-to-one” business matching session with local enterprises.



企业对接组 BUSINESS MATCHING

组长 Leader

王志明 Ong Chee Meng

制造业 & 科技业 Manufacturing & Technology

从事科技业和制造业领域的企业家齐聚一堂，相互介绍，促进交流和沟通。

Entrepreneurs in the industry of technology and manufacturing putting their heads together to create opportunities. As participants, they made new acquaintances and built networks.



科技 (电子商务) Technology (E-Commerce)

组长 Leader

林励肯 Lim Le Kern

组员 Member

温玮鸿 Christopher Won

制造业 Manufacturing

组长 Leader

梁鸾宝 Adrian Leong

组员 Member

陈奕卉 Yves Chin

清真业

Halal



“一带一路”倡议横跨各国，链接活跃的经济圈，当中有约一半为穆斯林。马来西亚在穆斯林经济与清真产业方面作为领先的全球枢纽，吸引中资公司进驻及创投马来西亚清真领域。

The Belt and Road Initiative straddles across countries where about half of them are Muslim. Malaysia is the world's leading global hub of Islamic economy and the halal industry; as such Chinese companies are encouraged to venture into Malaysia's Halal sector.

1 清真专场内的参会者皆聚精会神聆听主讲人对清真市场趋势的阐释和分析。

Participants in the Specialised Halal Session listening attentively to the speaker's analysis on the Muslim market trends.

2 参会者都带了各自的产品样品进行交流 and 分享。

Participants sharing and exchanging samples of their own products.

3 清真专场引言人YM Raja Dato' Aznil。

YM Raja Dato' Aznil, speaker of the Specialised Halal Session.



清真产品 Halal Product

组长 Leader

许径铭 Koh Keng Kok

组员 Member

陈奕卉 Yves Chin

医疗保健业

Healthcare



1 从事医疗保健的公司代表相互介绍剂型产品。

Healthcare representatives promoting and educating each other on their products.

2 中国企业家（左）向大马企业家讲解药品用途。

A Chinese entrepreneur (left) explaining about a medicinal product to Malaysian entrepreneurs.

3 中国最大药企扬子江药业集团有意走出来，以大马作为拓展海外市场的平台。图为该公司国际事业部部长谢鹏（左）向参会者介绍其公司的概况和实力。

China biggest pharmaceutical company, Yangtze River Pharmaceutical Group aims to strengthen overseas presence by utilising Malaysia as its platform. Its international business department director Xie Li (left) introducing the company to participants.



4

4 医疗保健专场引言人。

Speakers at the Healthcare Specialised Session.

5 医疗保健专场主持人兼马中总商会理事张志聪。

MCCC National Council Member cum Moderator of the Healthcare Specialised Session Cheong Chee Choon.



医疗保健 Health Care

组长 Leader

张志聪 Cheong Chee Choon

组员 Member

廖秀秀 JoJo Leo

农业 Agriculture

农业领域是马来西亚主要的经济活动之一；为了增加农民的收入，大马政府推出各种宏观层面的农食品政策。

The agriculture sector is one of the main economic activities of the country. The Malaysian government has introduced various agro-food policies at the macro level to strengthen the sector in order to increase farmers' income.

在农业专场，大马企业家和中国企业家自由组合，互动交流。

Malaysian and Chinese entrepreneurs engaging in interactive discussions at the Agriculture Specialised Session.



农业 Agriculture

组长 Leader

林键汶 Roger Lim

组员 Member

陈志伟 Calvin Chin

服务业 + 旅游业 Services + Tourism



- 1** 吉隆坡中车维保有限公司总裁罗维（左一起）、马中旅游促进协会总会会长拿督伍安琪博士、株式会社VIP Concierge代表取缔役社长林晓雲以及多奇广告有限公司代表受邀担任服务业专场的引言人。

From left: Kuala Lumpur Maintenance Sdn Bhd (CRRC) Director Luo Wei, Malaysia Inbound Chinese Association President Dato' Dr Angie Ng, VIP Concierge CEO Gyoum Hayashi and a Torquee Advertising Sdn Bhd representative were invited as speakers at the Service and Tourism Specialised Session.

- 2** 日本企业I Action国际有限公司代表郭子霖（右一）向本地企业家介绍其公司的OEM产品。

I Action International Sdn Bhd representative Steven Kok (first from right) introducing the company's OEM products to local entrepreneurs.

- 3** 从事各领域服务行业的海内外企业家相聚在大会特设的服务专场内。

Entrepreneurs from all service industry fields gathered in the Services Specialised Session.



服务 + 旅游 + 教育 Services + Tourism + Education

组长 Leader

吴奕升 Patrick Ng

组员 Member

杨秀丽 Yong Siew Lee

戴炳辉 Thay Peng Hooi

陈美琪 Maggie Chan

房地产与建筑业 Property & Construction

中国一冶马来西亚公司代表（左）
与本地发展商相谈甚欢。

China 1st Metallurgical Construction
(M) Sdn Bhd (CFMCC) representative
(left) engaging in a friendly
conversation with local developers.



主讲人潘荣德硕士的精湛口才
吸引听众，现场座无虚席。

Speaker Ronald Pua addressing
the engrossed audience.



房地产与建筑业 Property & Construction

组长 Leader

龍添仲 Tim Long

组员 Member

刘秋鎂 Lau Chew Mee 陈志伟 Calvin Chin

Specialised 专场 Session

中国南京秀强教育在第七届马中企业家大会，特设秀强教育专场《一带一路上的幼儿教育发展与契机》，展示出中国学前教育的特色和实力。

会上，秀强教育集团董事长卢秀强表达了秀强教育和马来西亚幼儿教育业深度及全面合作的远景。

At the 7th Malaysia-China Entrepreneur Conference, Xiu Qiang Education of China specially arranged the Education Specialised Session entitled "The development and opportunity of preschool education along The Belt and Road Initiative", to showcase the advantages Chinese preschool education.

Lu Xiu Qiang, Chairman of Xiu Qiang Education, expressed the prospect of in-depth and overall cooperation between Xiu Qiang Education and the preschool education in Malaysia.



秀强(马来西亚)
教育公司成立。

The official launch
of Xiu Qiang
(Malaysia)
Education
Company.



签约合作仪式。

The agreement signing ceremony.



1 亚洲大趋势研究所所长冯久玲（左）和秀强教育集团董事长卢秀强在台上的精彩致辞，引得台下听众阵阵掌声。

The audience giving warm rounds of applause after Megatrends Asia Founding Director Foong Wai Fong (left) and Xiu Qiang Education Chairman Lu Xiu Qiang delivered their speeches.

2 秀强教育专场“吸睛”的精心布置，吸引广大参会者入场聆听。

The pleasant setting of Xiu Qiang's Education Specialised Session drew many participants.





Exhibition Booths

展位



1 永泰地产副总经理洪奇平（右）在其公司展位向参会者介绍马来西亚项目。

Mr. Ang Kee Ping, Deputy Managing Director, Central Region Property Division, Wing Tai Malaysia Sdn. Bhd. (right) introducing the company's projects in Malaysia to the conference participants.



2 政府机构及企业等在各自展位布展。

Government agencies and enterprises setting up their booths.





3 也是大会论坛主讲人的 Atilze 数码私人有限公司首席执行官林金明（左）在公司展位与参会者交流。

One of the forum speakers at the conference, Atilze Digital Sdn. Bhd. CEO Mr Gerard Lim Kim Meng (left) interacting with participants at the company's booth.

4 参会者在秀强教育展位了解学前教育资讯时与工作人员合影。

Participants getting to know more about preschool education at the Xiu Qiang Education's booth.

MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE) R2



5 马来西亚对外贸易发展机构也在大会现场设展，为国内外参会者解答有关对外贸易等相关疑问。

MATRADE also set up a booth at the conference to answer trade-related questions from local and foreign participants.

6 国家汽车有限公司（宝腾）在大会现场展示不同款式的车子。

National carmaker Proton showcasing several car models at the conference.





Gala Dinner 联欢晚宴



Handover 交接仪式 Ceremony



- 1** 第七届马中企业家大会成功举行，圆满结束。张柏垣主席（右起）在卢国祥第一副总会长及陈友信总会长见证下，把大会锡盘移交给江苏省驻马来西亚经贸代表处主任代表骆兵，落实第八届马中企业家大会于中国江苏省南京市举行。

The 7th Malaysia-China Entrepreneur Conference (MCEC 2017) ended on a high note. Organising Chairman Bryan Chong, (right) handing over the conference's Tin-Plate to China Jiangsu Provincial Economic & Trade Office in Malaysia Director Mr Luo Bing, witnessed by MCCC President Mr Tan Yew Sing and First Vice President Mr Loo Kok Seong. It marked the conference handover from Kuala Lumpur, Malaysia to Nanjing in Jiangsu, China next year.



陈友信
Tan Yew Sing



丹斯里方天兴
Tan Sri Pheng Yin Huah

- 2** 陈友信在联欢晚宴上表示，第七届马中企业家大会可说办得非常成功，下一届大会将移师到中国江苏省南京市举行。

At the Gala Dinner, Tan Yew Sing commended the successful conclusion of the MCEC 2017 and announced that the next conference would be held in Nanjing in Jiangsu, China.

- 3** 华总会长丹斯里方天兴：“只要继续两国政府对政府，或是企业对企业不断深化强化的合作势头，必然可以达到两国政府最高领导人此前放眼在2020年达到或创下1600亿美元的目标。”

Federation of Chinese Associations Malaysia (Huazong) President Tan Sri Pheng Yin Huah telling the audience that the target of \$160 billion by 2020 set earlier by leaders of the two countries would be attainable as long as the governments or businesses of the two countries continue to strengthen their momentum of cooperation.



江苏省特色表演：
昆曲《牡丹亭·游园惊梦》

Kunqu Opera:
The Peony Pavilion-
The Garden Dream



孔雀舞
peacock dance

马来西亚表演者呈现的孔雀舞表演活灵活现，吸引全场目光，掌声不断。

The peacock dance performance by a Malaysian dance troupe captured the attention of all audience members and received rapturous rounds of applause.

昆曲演员的精湛演出让参会者留下深刻印象。

Kunqu Opera singers from Jiangsu province performing "The Peony Pavilion-The Garden Dream" were leaving the audience enraptured and entertained.



本会领导与赞助商及支持单位代表合影留念，感谢大家对马中企业家大会的支持。左起为马来西亚顺德商会会长何长玲、凯杰发展有限公司代表李嘉惟、中化有限公司董事主席拿督杨天培、华总会长丹斯里方天兴、马中总商会总会会长陈友信、工委会主席张柏垣、马来西亚林氏总商会执行顾问丹斯里林顺平、海鸥企业有限公司总经理陈祈福、马来西亚中小企业公会会长拿督江华强、马来西亚莞商联合会会长张建华及永泰亚洲高级市场经理王桢。

MCCC leadership smiling to the camera with the representatives of sponsors and supporting units of the conference (L-R) Malaysia Shunde Chamber of Commerce President Mdm. Karine Ho; KAJD representative Ms Audrey Lee; Chung Chemicals Sdn. Bhd Chairman Datuk Yong Ah Pwi; Huazong President Tan Sri Pheng Yin Huah; MCCC President Mr. Tan Yew Sing; Organising Chairman Bryan Chong; Malaysia Lin Chamber of Commerce Executive Advisor Tan Sri SP Lim; Hai-O Enterprise Berhad General Manager Mr. Tan Kee Hock; SME Association of Malaysia President Datuk Michael Kang Hua Keong; Malaysia Dongguan Entrepreneurs Federation President Mr. Ken Chong, and Wing Tai Asia Regional Marketing Manager Ms Vera WangZhen.



1 左起：何长玲、张柏垣、拿督刘华才、丹斯里林顺平及拿督林恒毅。

(L-R) Karine Ho, Bryan Chong, Datuk Dr Dominic Lau, Tan Sri SP Lim and Dato' Joseph Lim.



2 马中总商会名誉会长丹斯里林伟才博士（左）与马中总商会永久荣誉会长拿督黄汉良。

MCCC Honorary President Tan Sri Lim Wee Chai and Honorary Life President Dato' Bong Hon Liong.



- 1 第七届马中企业家大会成功举行，张柏垣主席邀请领导与部分幕后功臣上台合照留念，感谢大家的支持与付出。

After the MCEC 2017 drew its curtains, Organising Chairman Bryan Chong invited MCCC leaders and all staff for a group photo on the stage, to appreciate their support and contribution.



- 2 大马北港有限公司首席执行官拿督阿兹曼与腾讯广告主席、集团市场与全球品牌主席刘胜义。

Northport (M) Sdn. Bhd. CEO Dato' Azman Shah Mohd Yusof and Tencent Holdings Limited Group Marketing & Global Brand Chairman and Advertising Chairman Mr Lau Seng Yee.





马中总商会中央理事丁扬岗（左起）、
霹雳州分会会长蔡高遍、檳城州分会
会长准拿督郑荣兴、柔佛州分会会长
石声亮、登嘉楼州分会会长拿督施明
玉、沙巴州分会会长拿督刘顺泰、彭
亨州分会会长拿督赵毓庭及石晓诗在
联欢晚宴开始前合照留念。

司仪蒋佩佩及
吴维彬

Emcee Chiong Pei Pei
and Goh Wee Ping



MCCC leaders taking a group photo
before Gala Dinner. (L-R) MCCC National
Council Member Mr Ting Young Kang;
Perak Branch President Mr Chai Koh Pian;
Penang Branch President Mr Teh Eng Hin;
Johore Branch President Mr. Cheou Siah
Liang; Terengganu Branch President
Dato' See Meng Geok; Sabah Branch
President Datuk Frankie Liew; Pahang
Branch President Dato' Andy Chiew and
Ms. Cheou Xiao Shi.



Welcoming VIP 贵宾接待





Malaysia - China
Entrepreneur Awards
 (MCEA)
 马中企业家奖



本届大会，马中总商会首次举办马中企业家奖，有关奖项旨在表扬“积极参与和推广马中经贸，文化交流或建设两国邦交关系”上有卓越表现的人士或机构。奖项类别包括2017马中终身成就奖（对马中邦交，经贸及文教交流活动有宏观突破性的长期贡献者）、2017马中卓越企业家奖（在马中经贸投资领域有卓越开创性表现者）、2017马中青年企业家奖、2017马中女企业家奖（创新创业特出表现女企业家）及2017马中环保奖（对环保具有贡献的企业家）。由于没有适合人选，2017马中青年企业家奖从缺。

MCCC organised the Malaysia-China Entrepreneur Award (MCEA) for the first time to recognize individuals or agencies that had made tremendous contributions in advancing economic, trade and cultural exchanges between Malaysia and China, as well as in the promotion of bilateral relations. Award categories were 2017 Malaysia-China Lifetime Achievement Award, 2017 Malaysia-China Excellence Entrepreneur Award, 2017 Malaysia-China Young Entrepreneur Award, 2017 Malaysia-China Women Entrepreneur Award and 2017 Malaysia-China Environmentalist Award. The 2017 Malaysia-China Young Entrepreneur Award did not have any recipient as there was no suitable candidate.

2017年马中终身成就奖

2017 Malaysia-China Lifetime Achievement Award

敦曾永森

TUN MICHAEL CHEN WING SUM

马中友谊关系源远流长，两国友好往来与日俱增。早于43年前，马来西亚毅然与中华人民共和国正式建立起邦交关系，为马中关系开启新篇章。

为表彰敦曾永森对于成就马中双边经贸、友好关系持续付出的努力、支持和奉献，本会颁发2017马中终身成就奖予他以示崇高敬意。

Forty-three years ago, Malaysia made the strategic choice to establish diplomatic relations with China, opening a new chapter for China-Malaysia relationship.

Yang Amat Berbahagia Tun Michael Chen Wing Sum was awarded the 2017 Lifetime Achievement Award in recognition of his continued effort, support and dedication in promoting bilateral trade and friendship between Malaysia and China



2017马中卓越企业家奖

2017 Malaysia-China Excellence Entrepreneur Award

陈凯希先生

MR. TAN KAI HEE

海鸥集团执行董事主席

Hai-O Enterprise Berhad Executive Chairman

陈凯希驰骋商场将近半个世纪，是具有丰富经验的商人，除了掌管公司业务，过去40年他也活跃于社会工作，并在民间积极推动马中关系。

Tan Kai Hee is a well-known businessman in the trading business. Apart from managing the company's business, he is also an active Malaysia-China relationship contributors involved in community work for the past 40 years.



刘胜义先生

MR LAU SENG YEE

腾讯广告主席、集团市场与全球品牌主席
Tencent Holdings Limited Group Marketing & Global Brand Chairman and Advertising Chairman

出生于马来西亚的刘胜义在媒体和营销行业经验丰富，拥有超过20年的扎实工作经验以及在中国就职超过17年的宝贵经验。他于2006年加盟腾讯，担任起网络媒体业务高级执行副总裁，全面负责公司的网络媒体系统，主力拓展公司的网络广告业务，并负责优化公司及重点产品的品牌。

Lau Seng Yee is a seasoned professional in the media and marketing industry with more than 20 years of solid experience working, with a rare 17 years of on-ground China market experience. He joined the Company in 2006 and is responsible for overseeing the Company's online media business, and the development of the Company's online advertising business model, as well as the branding strategies for the Company.



2017马中女企业家奖

2017 Malaysia-China Women Entrepreneur Award

麦宗琳女士 (由代表领奖)

MS. MAC CHUNG LYNN

(the award was received by a representative as Mac was absent)

Nando's 大马与新加坡首席执行官

Nando's Malaysia and Singapore Group CEO

麦宗琳为亚洲区域最成功饮食品牌之一的Nando's大马和新加坡地区首席执行官。巾帼不让须眉，她已是人人熟知的马来西亚女企业家，鼓励着更多女企业家踏上事业成功之路。

As the Director and Group CEO of Nando's Malaysia and Singapore, one of the most successful F&B franchises in the region, Mac Chung Lynn is one of the most established female entrepreneurs in Malaysia.



2017马中环保奖

2017 Malaysia-China Environmentalist Award

MR. GUNANANTHAN NITHYANANTHAM

SmartTransact首席执行官兼创办人

SmartTransact CEO and Founder

Guna坚信在环境保护的前景中，智能技术将有助减少能源消耗，其公司Tricklestar凭此信念及新科技，成功创造出超过200项节能环保产品，并获得广泛使用，从而为地球每年节约2亿千瓦电能，贡献显著。

Guna strongly believes that providing intelligent technologies that help reduce energy usage is the way forward to saving the environment, and with these technologies, a notable contribution of Guna's company, Tricklestar to the environment is more than 200 of its energy saving products are in use today giving an estimated savings of 200 million kWh annually.





敦曾永森发表得奖感言时表示，马中建交已有45年之久，经过了长期的考验与合作，两国已经达到了新一层的了解，同时也彼此照顾，相信未来两国的合作会做得越来越好。

In his award acceptance speech, Tun Michael Chen Wing Sum said he believes that cooperation between Malaysia and China would only get better. Throughout the 45 years of diplomatic ties, the two countries had gone through a long period of challenges and cooperation. The two countries had reached a new level of understanding while looking after one another.



马中企业家奖工委主席颜登逸向大家介绍马中企业家奖的由来。

MCEA Organising Chairman Mr Ngan Teng Yee explaining to participants about the history of the Malaysia-China Entrepreneur Award.





画页 *Photographs*



Snapshot

场外篇 & 花絮



签到处
Registration Counter





拍照留念
Group Photo





第七届马中企业家大会吸引多家不同语言的媒体机构代表前来采访，开幕嘉宾拿督斯里魏家祥博士在仪式结束后受到媒体包围。

MCEC 2017 saw many members of the media covering the event. The Guest of Honour, YB Datuk Seri Ir. Dr Wee Ka Siong, was surrounded by journalists after the opening ceremony.



马中企业家大会主席陈友信及工委会主席张柏垣接受指定中文电台CITYPlus FM的访问。

MCEC 2017 official Chinese radio partner CITY Plus FM host interviewed Conference Chairman Mr Tan Yew Sing, and Organising Chairman Mr Bryan Chong.





圆满落幕

Successful Conclusion

第七届马中企业家大会圆满落幕！工委会及秘书处人员开心合照留念。

MCEC 2017 working committee and secretariat gleefully posing for a photo after the conference drew to a successful close.

Selfie 自拍



“创”论坛圆满结束，冯璵玲与所有主讲人、主持人及参会者自拍留念。

The “Chuang” forum session drew to a fruitful end. Carol Fung taking a ‘wefie’ with the moderator, speakers and participants.



马来西亚马来商人及企业家协会副主席拿督纳因（左）与马中友好协会会长拿督马吉德。

(L-R) PERDASAMA Vice President Datuk Naim Mohamad and Malaysia-China Friendship Association President Dato’ Abdul Majid Ahmad Khan.



Before the Conference 大会开始前

马中总商会一年一度的盛会——马中企业家大会开始前，领导、工委、秘书处及志工们在各自的岗位作最后的汇报、检查、排演，确保一切准备就绪。

MCEC 2017 is an annual event. Every year before the conference, MCCC leaders, working committee, secretariat and volunteers would go through their checklists and prepare for the final briefing.



Post-Conference 会后考察
Field Trip



马六甲皇京港 Melaka Gateway

配合11月25日举行的第七届马中企业家大会，大会隔天（26日）特别安排了海外代表团前往马来西亚两个未来最炙手可热的发展重镇——马六甲及雪兰莪，进行考察。

以马中总商会总会长陈友信为首的马六甲考察团，分别参观了马六甲皇京港、印象城、亚斯喜来城项目及旅游景点红屋与鸡场街。

同时，以第一副总会长卢国祥为首的雪兰莪考察团，则前往英达岛参观雪州清真工业园、雪州产业公司（Kumpulan Hartanah Selangor）旗下的Central Spectrum（马）私人有限公司等，资源交流、信息共享，以缔造合作共赢的契机。

In conjunction with MCEC 2017, organizers arranged a special post-conference field trip to Melaka and Selangor on November 26.

The Melaka trip was led by Mr Tan Yew Sing, President of MCCC, where they visited the Melaka Gateway, Impression City, The Rise Residence & Resort project site and tourist attractions such as The Stadthuys and Jonker Street.

Meanwhile the Selangor trip led by Mr Loo Kok Seong, First Vice President of MCCC went to Pulau Indah, the Selangor Halal Industrial Park, Kumpulan Hartanah Selangor's subsidiary Central Spectrum for resources exchange and information sharing, to create more win-win cooperation opportunities.



海外考察团来到马六甲著名观光景点——鸡场街，不忘在三叔公土产店门前合影。

The overseas delegation visited one of the most popular tourist attractions in Melaka, Jonker Street, and took a group photo in front of a famous local store, San Shu Gong.



雪兰莪州清真产业园 Selangor Halal Industrial Park



Central Spectrum (马) 私人有限公司

商务考察组 BUSINESS VISIT Group

组长 : 谢中正
Leader : Kevin Siah

组员 : 拿督伍安琪、宋永康、郑立清、廖秀秀
Member : Dato' Angie Ng, Soong Wing Hong, Joanne Teh, Jojo Leo

幕后工作

Behind the Scenes



1月至3月

January to March

英迪大学雇主计划

INTI Employer Projects

第七届马中企业家大会由青年团主导筹备，有别于以往，工委会今年参与英迪大学雇主计划，借此了解及收集时下年轻人对广宣等方面的想法，以期为大会注入新的活力与动力。

这项英迪大学雇主计划获得23位国内外学生参与，部分学生在有关计划结束后继续参与筹备工作，为马中企业家大会献力。配合为期两个月的英迪大学雇主计划，工委会各组负责人及委员不时到英迪大学与学生们交流、讨论。

MCEC 2017 was led by MCCC Youth Council, and unlike the past, this year the organising committee took part in the INTI Employer Project. This was to inject new vitality and impetus to the conference, through understanding and collecting the ideas of young people on public promotion.

A total of 23 students at home and abroad participated in this INTI Employer Project, whereby some students continued to participate in the preparatory work after the program, to continue contributing to the conference. In conjunction with this INTI Employer Project that lasted for two months, the organising committee members often visited INTI University to carry out exchanges and discussions with the students.



2月至10月
February to October
礼貌拜会
Pre-Conference Meetings and Courtesy Visits

本届大会把焦点对准企业洽谈对接，为马中企业搭建互惠互利平台，带动崭新的贸易投资机会。为了取得实际成效，工委会2月份开始积极走访相关政府部门机构及海内外商协会，邀请相关领域的团体会员参与其中，同时汇集意见探讨合作，以结合中企技术与资金及大马战略地理优势、资源与人才，为马中两国创造更大的经济价值。

Business matching was the focus of MCEC 2017, which acted as a mutually beneficial platform for the enterprises in Malaysia and China to promote new trade and investment opportunities. To achieve practical results, the Organising Committee had actively visited relevant government departments and business associations, inviting representatives of the relevant field to participate in the business matching sessions. At the same time, they collected views on cooperation, to combine the technology and capital of Chinese enterprises with the strategic geographical advantages, resources and talents of Malaysia in a bid to create greater economic value for the two countries.

中国驻马来西亚大使馆经济商务参赞处

The Economic and Commercial Counsellor's Office of the Embassy of the People's Republic of China in Malaysia



马来西亚投资发展机构

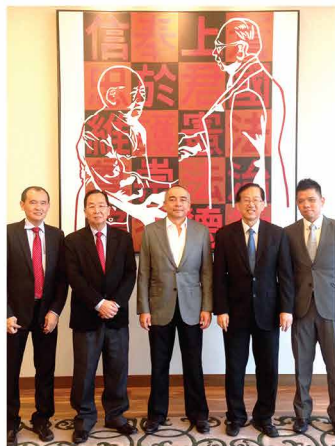
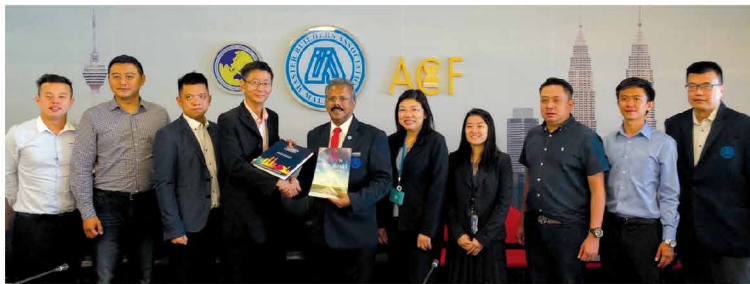
Malaysia Investment Development Authority (MIDA)





马来西亚财政部
Ministry of Finance
Malaysia





马来西亚对外贸易发展机构
Malaysia External Trade
Development Corporation (MATRADE)







新闻发布会暨媒体访问

Press Conference and Media Visit

第七届马中企业家大会推介礼 Launching Ceremony of MCEC 2017

日期 Date: 18.08.2017 | 地点 Venue: 大马对外贸易发展机构大厦 (MATRADE)



新闻发布会 Press Conference

日期 Date: 01.11.2017 | 地点 Venue: 马中总商会 (MCCC Office)



配合第七届马中企业家大会宣传片的拍摄，领导、工委会及秘书处使出浑身解数务求达到最佳效果。

MCCC leaders, MCEC 2017 Organising Committee and the Secretariat putting in all efforts to ensure the filming would be successful.

“我有话说...”

“I Got Something to Say...”

“ The event was well organized and well attended. Considered a very successful entrepreneur conference. ”

Datuk Seri Dr. Robert Lim, President of Malaysia Lin Chamber of Commerce
马来西亚林氏总商会总会长拿督斯里林家仪博士

“ We hope that MCEC can arrange business matching with more China SME or private enterprises who may be more interested in business collaboration and selling of Malaysia products. ”

Norman Kum, Marketing Director of Sumber Petroleum Cemerlang Sdn. Bhd.

“ 此次来马参会，在企业对接会上接触到有意向合作的公司，一切正在协商中；我们希望马中总商会未来可安排更多企业参与对接。 ”

扬子江药业集团外贸经理贾冠群

“ This event beneficial to SME to learn what digital economic is, how to future-proofing their business, learn how DFTZ will help them to expand their business to global market and etc. MDEC encourage SME not to missed this event and look forward MCCC to provide beneficial content to audiences. ”

Carol Fung, Head, Seller Adoption eCommerce & DFTZ of MDEC

“ 第七届马中企业家大会举办得非常成功，很荣幸作为此次大会的主讲嘉宾之一，通过本次论坛使我交到了很多朋友，大家对清真产业的关注极大地鼓舞了我，使我们更有信心将马中清真产业的对接和发展作为今后努力的方向。 ”

中国穆斯林企业联合会秘书长田莉静

“ 企业对接会尚有进步的空间。虽然本公司此次参会没有促成任何商机，但是对本地市场有了更深层的了解。 ”

吉隆坡中车维保有限公司商务发展部经理王婉洁

您的回馈将成为我们的动力。感谢您的支持及参与。
Your feedback is valuable to us. Thank you for your support and participation.

鸣谢单位

Acknowledgements

第七届马中企业家大会工委主席与全体工委向以下
合作单位及赞助单位给予大会的鼎力支持与密切合作，
致上最诚挚的鸣谢。

The 7th MCEC Organising Chairman and Committee
members wish to acknowledge the following for their support
and contribution towards the success of the conference.



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MCEC 2017

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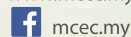


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