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MCEC 2022

# 第十二届马中企业家大会 THE 12th MALAYSIA-CHINA ENTREPRENEURS CONFERENCE



## 金融及 区域发展 趋势

## FINANCIAL & REGIONAL DEVELOPMENT TREND

### 大会特刊

CONFERENCE BOOK



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第十二届马中企业家大会  
The 12th Malaysia-China Entrepreneurs Conference

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## 马中总商会简介

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。

本会在全马设立10个州分会，分别位于马六甲、霹雳、柔佛、檳城、登嘉楼、沙巴、砂拉越、吉兰丹、彭亨和吉打—玻璃市，目前拥有1,800名企业会员，涵盖贸易、制造、金融、农业、旅游、教育、房地产、谘询等行业。

与此同时，本会也成立青年企业家委员会和女企业家委员会，以凝聚青年企业家与女企家的力量，培养新领导层作为推动会务发展的臂膀。

随着中国的崛起，本会在促进马中经贸发展方面，扮演着举足轻重的角色，不仅与马来西亚各政府部门、工商团体及中资企业协会与机构保持密切合作，也跟中国商务部与各省、自治区、直辖市行政单位、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。

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，也在两国主办、协办或参加商品展览会、经贸及投资洽谈会与交易会。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。





## INTRODUCTION OF MCCC

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 as well as protecting the interests of our members.

MCCC has 10 state branches in Malaysia, including Malacca, Perak, Johor, Penang, Terengganu, Sabah, Sarawak, Kelantan, Pahang and Kedah-Perlis. Currently, MCCC has over 1,800 corporate members, covering trade, manufacturing, finance, agriculture, real estate, tourism, education, consultation, services and other industries.

Meanwhile, MCCC also established the Young Entrepreneurs Committee and Women Entrepreneurs Committee to unify youth and women entrepreneurs, fostering new leadership and becoming an important wing to promote the development of chamber affairs.

Following the rise of China, MCCC has become increasingly important as a platform to promote Sino-Malaysian economic and trade development. On top of forming tight cooperation with government agencies, business associations and China Enterprise Association in Malaysia, we also maintain close relationship with relevant China government agencies such as the Economic and Commercial Counsellor's Office of the Embassy of the People's Republic of China in Malaysia, Overseas Chinese Affairs Office of the State Council (OCAOSC), All-China Federation of Returned Overseas Chinese (AFROC), China Council for the Promotion of International Trade (CCPIT), China Overseas Exchange Association (COEA), China-ASEAN Expo (CAEXPO) Secretariat, China-ASEAN Business and Investment Summit (CABIS) Secretariat, China Chamber of International Commerce (CCOIC), All-China Federation of Industry and Commerce (ACFIC), China International Cooperation Association of SMES (CICASME), China Association of Enterprises with Foreign Investment (CAEFI) and so forth.

In addition to frequent reception of delegations from various provinces and cities in China, MCCC also organises, co-organises or participates in exhibitions, trade and investment fairs. Under the premise of creating a win-win situation, MCCC will continue to promote Sino-Malaysia economic and trade development and investment cooperation.



## 马中企业家大会概述

随着中国崛起，马来西亚-中国总商会（马中总商会）在促进马中经贸发展方面，扮演着举足轻重的角色。2002年，本会领导高瞻远瞩地举办“东盟－中国合作论坛：共建世界最大自贸区”。

本会捉紧新机遇，自2011年起每年主办“马中企业家大会”，并于2014、2016和2018跨出国门，在中国厦门、成都和南京举办大会。

尽管2020年爆发新冠疫情，导致跨境流动受限，然而全球化及发达的科技，让我们打破地域界限。原定在中国福建省福州市举办的第十届马中企业家大会改为“云大会”，分别在国内外多个平台的直播写下历史，高达16.5万人次在线参与。

去年2021年假吉隆坡会展中心举办，以“区域全面经济伙伴关系协定（RCEP）前景展望及挑战”为题的第十一届马中企业家大会暨第二届马中青年企业家论坛再创新高，线上线下参会人数高达23万人次，再再显示了疫情无阻马中经贸往来的雄心大志。

今年，第十二届马中企业家大会选在马来西亚首个国际金融中心——敦拉萨国际贸易中心（Tun Razak Exchange）举办，进一步延伸探讨RCEP的金融及区域发展趋势。除了邀请金融与经济界菁英主旨演讲，国内外专才也受邀分享RCEP课题，令人期待。



## OVERVIEW OF MALAYSIA-CHINA ENTREPRENEURS CONFERENCE (MCEC)

Following the rise of Malaysia, Malaysia-China Chamber of Commerce (MCCC) has become increasingly important as a platform to promote Sino-Malaysian economic and trade development. In 2002, MCCC organised the first “ASEAN-China Partnership Forum”.

Hereafter, MCCC has seized the opportunity to organise the “Malaysia-China Entrepreneurs Conference” (MCEC) yearly since 2011. In the year of 2014, 2016 and 2018, the MCEC has even been held in Xiamen, Chengdu, Nanjing, China respectively.

Although the COVID-19 pandemic outbreak in 2020 has restricted cross-border movement and impacted the global economy, however the advanced technology has allowed us to overcome the geographical boundaries and challenges.

MCEC 2020 which was originally scheduled to be held in Fuzhou, China has changed to Cloud Conference and broadcast live streaming to several online platforms, it has made history due to significant online numbers of attendees of 165,000 worldwide. The MCEC is highly recognised by all circles as it plays an important role in promote Malaysia's economic relations with China.

The MCEC 2021 cum MCYEC 2021 at Kuala Lumpur Convention Centre, Malaysia was set a new attendance record, 230,000 attendees joined the hybrid event, proving once again that Malaysia and China have good relationship and are working hand in hand to overcome the difficult times.

This year, MCCC continued to focus on the Regional Comprehensive Economic Partnership (RCEP) topic and will hold the MCEC 2022 in Tun Razak Exchange (TRX), Malaysia's first International Financial District. With exploring the conference theme of “Financial and Regional Development Trend”, the keynote speeches will be delivered by financial and economic elites, domestic and foreign experts also will be invited to share the RCEP topics.



第十二届马中企业家大会  
The 12th Malaysia-China Entrepreneurs Conference

| 时间            | 流程                                                                                                                                                                                                                                                  | 地点                     |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| 08:00 - 09:00 | 签到                                                                                                                                                                                                                                                  | Lobby                  |
| 09:00 - 09:05 | 司仪介绍                                                                                                                                                                                                                                                |                        |
| 09:05 - 09:10 | 奏马来西亚国歌<br>大合照                                                                                                                                                                                                                                      |                        |
| 09:10 - 10:00 | 第十二届马中企业家大会工委主席陈国顺先生致辞<br>马中总商会总会长卢国祥先生致辞<br>中国驻马来西亚特命全权大使欧阳玉靖阁下致辞<br>马来西亚交通部长陆兆福先生致开幕辞<br><b>开幕仪式</b>                                                                                                                                              |                        |
| 10:00 - 11:00 | <b>主旨演讲</b><br><b>利率与商业：我的看法</b><br>马来西亚国家银行前总裁丹斯里莫哈末依布拉欣                                                                                                                                                                                           | Auditorium<br>Level 26 |
| 11:00 - 11:20 | <b>特别演讲</b><br>海南省外事办公室主任戴贞<br>海南省地方金融监督管理局党组成员、副局长高润恒                                                                                                                                                                                              |                        |
| 11:20 - 13:00 | <b>分享与推介会</b><br><b>发掘马来西亚黄金州的黄金商机</b><br>主讲人：雪兰莪州行政议员拿督邓章钦<br><b>NCT智能产业园区</b><br>主讲人：高裕轩集团有限公司销售与市场营销总经理林宥宏先生<br><b>长城汽车马来西亚启航</b><br>主讲人：长城汽车东盟区域销售和渠道总监刘景辉先生                                                                                    |                        |
| 13:00 - 14:00 | <b>午餐 Luncheon</b>                                                                                                                                                                                                                                  |                        |
| 14:00 - 14:10 | <b>开幕辞</b><br>马来西亚科学、工艺及革新部长郑立慷先生                                                                                                                                                                                                                   |                        |
| 14:10 - 14:30 | <b>特别演讲</b><br>海南国际经济发展局副局长宫起君先生                                                                                                                                                                                                                    |                        |
| 14:30 - 15:00 | <b>分享与推介会</b><br><b>GROUP TREASURY AFFIN BANK PRODUCT OVERVIEW</b><br>主讲人：艾芬银行外汇和货币销售部高级副总经理余银霞                                                                                                                                                     |                        |
| 15:00 - 16:30 | <b>专题论坛：</b><br><b>全面解锁RCEP的潜能</b><br>主持人：马中总商会国内商务委员会主席李国源<br>主讲人：马来西亚投资发展局副首席执行官林美敏<br>印尼驻马来西亚大使馆经济事务一等秘书<br><b>Mr M. Arief Priowahono</b><br>中国教育部“长江学者”特聘教授、厦门大学知识产权<br>研究院教授、博导龙小宁<br>马来西亚国立大学GSB商学院客座教授<br><b>Ir. Dr Mohd Shahreen Madros</b> | Auditorium<br>Level 26 |
| 16:30 - 16:40 | <b>闭幕式</b><br>马中总商会署理总会长颜登逸致辞                                                                                                                                                                                                                       |                        |
| 16:40         | <b>明年再会</b>                                                                                                                                                                                                                                         |                        |

The Organizers reserve the right to alter the content and timing of the Programme in the best interest of the Conference.  
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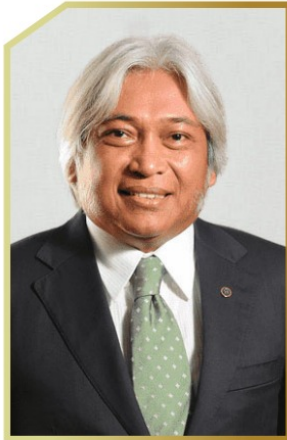
第十二届马中企业家大会  
The 12th Malaysia-China Entrepreneurs Conference

| Time          | Programme                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Venue                  |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| 08:00 - 09:00 | Arrival & Registration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Lobby                  |
| 09:00 - 09:10 | Introduction by Emcee<br>National Anthem of Malaysia & Group Photo                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                        |
| 09:10 - 10:00 | <b>Opening Ceremony</b><br><b>Welcome Speech by Mr Tan Kok Toon</b><br>Chairman of Organising Committee MCEC 2022<br><b>Speech by Mr Loo Kok Seong</b><br>President of Malaysia-China Chamber of Commerce<br><b>Speech by H.E. Ouyang Yujing</b><br>Chinese Ambassador to Malaysia<br><b>Officiating Speech by YB Tuan Loke Siew Fook</b><br>Minister of Transport Malaysia                                                                                                                                                                                                                                                                                                                                 |                        |
| 10:00 - 11:00 | <b>Keynote Speech</b><br><b>Interest Rate and Business, Some Perspectives</b><br>Presented by: YBhg. Tan Sri Muhammad bin Ibrahim<br>Former Bank Negara Malaysia Governor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Auditorium<br>Level 26 |
| 11:00 - 11:20 | <b>Special Remark</b><br>Mdm Dai Zhen, Director of Foreign Affairs Office of Hainan Province<br>Mr. Gong Runheng, Deputy Director of Hainan Local Financial Supervision and Administration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                        |
| 11:20 - 13:00 | <b>Presentation &amp; Sharing Session</b><br><b>Explore Selangor, the Golden State of Malaysia</b><br>Presented by: YB Dato' Teng Chang Khim<br>Selangor State Executive Councillor for Industry & Trade<br><b>NCT Smart Industrial Park</b><br>Presented by: Mr Eddy Lim Swee Shien<br>General Manager, Sales & Marketing, NCT Group of Companies<br><b>Go With Malaysia</b><br>Presented by: Mr Denny Liu<br>Sales and Network Director, ASEAN Market of Great Wall Motor                                                                                                                                                                                                                                 |                        |
| 13:00 - 14:00 | <b>Luncheon</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                        |
| 14:00 - 14:10 | <b>Opening Remark</b><br><b>YB Tuan Chang Lih Kang</b><br>Minister of Science, Technology and Innovation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                        |
| 14:10 - 14:30 | <b>Special Remark</b><br><b>Mr. Gong Qijun</b><br>Deputy Director General, Hainan Provincial Bureau of International Economic Development (Hainan IEDB)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                        |
| 14:30 - 15:00 | <b>Presentation &amp; Sharing Session</b><br><b>Group Treasury Affin Bank Product Overview</b><br><b>Ms Eryn Iu,</b><br>Senior Associate Director, FX & Money Sales Group Treasury, Affin Bank Berhad                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                        |
| 15:00 - 16:30 | <b>Thematic Discussion:</b><br><b>Unlocking The Full Potential of The Regional Comprehensive Economic Partnership (RCEP)</b><br><b>Moderator: Mr Sean Lee</b><br>Chairman of Domestic Commercial Affairs Committee, MCCC<br><b>Panelists:</b><br><b>Ms Lim Bee Vian</b><br>Deputy Chief Executive Officer, Investment Development, MIDA<br><b>Mr M. Arief Priowahono</b><br>First Secretary of Economic Affairs, Embassy of the Republic of Indonesia<br><b>Prof. Cheryl Long</b><br>Cheung Kong Scholar Professor and Doctoral Director of the Intellectual Property Research Institute of Xiamen University<br><b>Ir. Dr Mohd Shahreen Madros</b><br>Adjunct Professor of UKM Graduate School of Business | Auditorium<br>Level 26 |
| 16:30 - 16:40 | <b>Closing Remark</b><br><b>Mr Ngan Teng Ye, Deputy President of MCCC</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                        |
| 16:40         | <b>The End</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                        |

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#### 主旨演讲 Keynote Speech

丹斯里莫哈末依布拉欣

马来西亚国家银行前总裁

**Tan Sri Muhammad bin Ibrahim**

Former Governor of Bank Negara Malaysia

## 利率与商业：我的看法

### INTEREST RATE AND BUSINESS, SOME PERSPECTIVES

丹斯里莫哈末依布拉欣是GDeX有限公司主席和国际伊斯兰大学的兼职教授。会计师出身的他，在经济和金融市场、外汇、国际储备投资、支付系统、银行和保险事务方面有广泛的经验。

Tan Sri Muhammad bin Ibrahim is the chairman of GDeX Berhad and Adjunct Professor at the International Islamic University. An Accountant by training and has wide experience on economic and financial markets, foreign exchange, investment of International reserves, payment systems, banking and insurance matters.



第十二届马中企业家大会  
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特别演讲 Special Remark

**戴贞**

海南省外事办公室主任

**Dai Zhen**

Director of Foreign Affairs Office of Province

戴贞拥有公共管理硕士学位。1993年大学毕业后，加入海南省外事办公室国际交流处工作，担任交流处处长、交流中心主任等职务。2010年8月任海南省外事侨务办公室国外侨务与港澳事务处处长。2011年11月，任海南省琼海市政府副市长（正处级）。2012年8月，任海南省外事侨务办公室副主任。她自2021年7月升任海南省委外事工作委员会办公室主任，省外事办公室主任至今。

Dai Zhen holds a master's degree in public administration. After graduating from university in 1993, Ms Dai joined the International Exchange Department of Foreign Affairs Office of Hainan Province, where she served as Director of the Exchange Department and Director of the Exchange Center, etc. In November 2011, she became Vice Mayor of Qionghai City Government of Hainan Province. In August 2012, she became the Deputy Director of the Foreign Affairs Office of Hainan Province. She has been promoted to Director of the Foreign Affairs Committee Office of Hainan Provincial Committee since July 2021, and Director of Provincial Foreign Affairs Office since then.



#### 特别演讲 Special Remark

##### 高润恒

海南省地方金融监督管理局党组成员、副局长（副主任）

##### Gao Run Heng

Member of the party group and deputy director of  
Hainan Local Financial Supervision Administration Bureau

## 共谋金融开放创新， 共享海南自由贸易港 金融业发展的伟大机遇

高润恒，历任中国证监会证券基金机构监管部副处长、处长，浙江证监局党委委员、副局长。2022年11月，任省地方金融监督管理局（省金融工作办公室）党组成员、副局长(副主任)。

Gao Run Heng, he has served as deputy director and director of the Securities and Fund Institutions Supervision Department of the China Securities Regulatory Commission, member of the party committee and deputy director of the Zhejiang Securities Regulatory Bureau. In November 2022, he was appointed as a member of the party group and deputy director of the Provincial Local Financial Supervision Administration Bureau (Provincial Financial Office).



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主讲嘉宾 Speaker

#### 分享与推介会 Presentation & Sharing Session

**拿督邓章钦**

雪兰莪州行政议员

**YB Dato' Teng Chang Khim**

Selangor State Executive Councillor for Industry & Trade

## 发掘马来西亚黄金州的 黄金商机

### EXPLORE SELANGOR, THE GOLDEN STATE OF MALAYSIA

拿督邓章钦曾获伦敦大学法律系学士学位，持有马来西亚法律执业证书。

他是雪州议会首位华裔议长。他于2013年6月进入雪州行政议会，出任雪州地方政府及研究事务委员会主席一职。他于2014年9月至2018年5月，担任雪州高级行政议员及投资、工业及商业事务委员会主席。现任雪州行政议员，负责掌管雪州投资、工商及中小型工业事务。

YB Dato' Teng Chang Khim attained doctorate in Law and hold a Malaysian legal professional qualification certificate.

YB Dato' Teng Chang Khim is the first Chinese Selangor Speaker at the state legislative assembly.

YB Dato' Teng Chang Khim appointed into Selangor State Executive Councillor in June 2013 and become the chairman of the Selangor Local Government and Research Committee. He was the Senior Executive Councillor, Selangor State and Chairman of Standing Committee for investment, industry and commerce from September 2014-May 2018. Mainly he is Selangor Executive Councillor for industry and trade.



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主讲嘉宾 Speaker

#### 分享与推介会 Presentation & Sharing Session

#### 林宥宏

高裕轩集团有限公司销售与市场营销总经理

#### Eddy Lim Swee Shien

General Manager, Sales & Marketing, NCT Group of Companies

## NCT智能产业园区

### NCT SMART INDUSTRIAL PARK

林宥宏拥有企业家精神方面的硕士学位，是一位经验丰富的销售专家。他曾在多家大型企业集团担任重要领导职务，包括绿盛世，实达集团，马星集团及金务大有限公司。2010-2013年加入实达集团，担任销售与市场经理。2020年至2022年，加入马星集团担任副总经理，负责南马地区的房地产开发。目前在高裕轩集团任职销售和营销总经理，负责瓜拉冷岳价值80亿的高裕轩智能工业园，土地面积732英亩，从规划，设计到领导集团销售和营销团队。

Eddy Lim holds a Master's degree in Entrepreneurship and is an experienced sales professional. He has held key leadership positions in several major conglomerates including Ecoworld, Mahsing, SP Setia & Gamuda Berhad. 2010-2013, he joined SP Setia as Sales and Marketing Manager and from 2020 to 2022, he joined Mahsing as Deputy General Manager in charge of property development in the southern Malaysia. Currently, he is the General Manager of Sales and Marketing for the NCT Group and is responsible for the planning, design and leading the group's sales and marketing team for the RM 8 billion NCT Smart Industrial Park on a 732 acre site in Kuala Langat.



第十二届马中企业家大会  
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主讲嘉宾 Speaker

#### 分享与推介会 Presentation & Sharing Session

**刘景辉**

长城汽车东盟区域销售和渠道总监

**Denny Liu**

Sales and Network Director, ASEAN market of Great Wall Motor

## 长城汽车马来西亚启航 GO WITH MALAYSIA

曾任泰国市场销售渠道总监，搭建新零售运营模式、建设体验中心和商超店，搭建直营运营体系；曾负责长城汽车WEY品牌国内市场网络开发和建设；长城汽车北非及中东地区市场开发和销售管理。

As a former director of sales network channels in the Thai market, Denny has spent a considerable amount of time working on developing several key areas, including new retail operation models, car experiential centers, retail stores and branch operation systems development. Also, Denny was in charge of both WEY brand development and market network development in China, as well as Great Wall Motor's business development and sales in the north Africa and middle east region.



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特别演讲 Special Remark

宫起君

海南国际经济发展局副局长

Mr Gong Qi Jun

Deputy Director General, Hainan Provincial Bureau of  
International Economic Development (Hainan IEDB)

## 新海南，新伙伴

### NEW HAINAN, NEW PARTNER

他曾担任全国展览协调办公室副主任、中国贸促会展览部业务一处处长、中国贸促会驻加拿大代表处首席代表、中国贸促会展览部副部长、广西国际博览事务局副局长、中国—东盟博览会秘书处副秘书长等职务。

曾兼任全国展览管理办公室副主任、2010年上海世博会组委会联络小组办公室副主任、2008年西班牙萨拉戈萨世博会中国政府代表和中国馆馆长等职务。

He served as Deputy Director of the National Exhibition Coordination Office, Director of the Business Division of the Exhibition Department of CCPIT, Chief Representative of CCPIT Representative Office in Canada, Deputy Director of the Exhibition Department of CCPIT, Vice Director General of Guangxi International Expositions Bureau, and Vice Secretary General of the China-ASEAN Expo Secretariat.

He was also the Deputy Director of the National Administration Office for Exhibitions, the Deputy Director General of the Executive Office of Liaison Institution of the National Organizing Committee for World Expo 2010 Shanghai.

The Chinese Government Representative and Director General of China Pavilion at Expo 2008 in Zaragoza, Spain.



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主讲嘉宾 Speaker

分享与推介会 Presentation & Sharing Session

**余銀霞**

艾芬银行外汇和货币销售部高级副总经理

**Eryn Iu**

Senior Associate Director, FX & Money Sales Group  
Treasury, Affin Bank Berhad

余銀霞女士持有马来西亚北方大学国际商业管理学士学位。她在财务部外汇市场拥有8年经验，在财务部货币市场则有5年经验。

Eryn Iu has a Bachelor Degree in International Business Management, UUM.

She has 8 years experience in Treasury Foreign Exchange Market and 5 years experience in Treasury Money Market.





主持嘉宾 Moderator

## 全面解锁RCEP的潜能 UNLOCKING THE FULL POTENTIAL OF THE REGIONAL COMPREHENSIVE ECONOMIC PARTNERSHIP (RCEP)

### 专题论坛 Thematic Discussion

#### 李国源硕士

马中总商会国内商务委员会主席

**Sean Lee Koh Yung, MBA**

Chairman of Domestic Commercial Affairs Committee,  
MCCC

他在金融服务和商业投资拥有超过30年的经验，涉及资本市场、企业筹资、并购、私募股权投资、财富管理和企业咨询。他有丰富的国际企业和商业经验，覆盖欧洲和亚太地区。他是Ausscar金融集团的集团董事经理和首席执行官，该集团是一家涵盖资本市场和财富管理的综合金融和投资服务专家。他也担任多个家族办公室、基金管理和私募股权投资公司的管理合伙人，持有金融科技、数字技术、工业自动化制造、清洁和可再生能源、教育技术等方面的多元化投资组合。

He has over 30 years in financial services and business ventures that covered capital market, corporate fundraising, M&A, private equity, wealth management and corporate advisory. He had vast international corporate and business experience that cover Europe and Asia Pacific Region.

He serves as Group Managing Director and CEO of Ausscar Financial Group, Integrated Financial & Investment Services Specialist that covers Capital Market and Wealth management.

He also serves as Managing Partner of a multi-family office, fund management and private equity house that holds diversified portfolios in Fintech, Digital Technology, Industry Automation Manufacturing, Clean & Renewables, Edtech etc.



主讲嘉宾 Panelist

## 全面解锁RCEP的潜能 UNLOCKING THE FULL POTENTIAL OF THE REGIONAL COMPREHENSIVE ECONOMIC PARTNERSHIP (RCEP)

### 专题论坛 Thematic Discussion

#### 林美敏

马来西亚投资发展局副首席执行官

**Lim Bee Vian**

Deputy Chief Executive Officer, Investment  
Development, MIDA

林美敏女士自1991年起任职于马来西亚的主要投资促进机构，即马来西亚投资发展局（MIDA）。她拥有马来西亚北方大学经济学（荣誉）学士学位。她参与了MIDA的各种职能，在马来西亚制造业和服务业的政策宣传和投资促进方面有丰富的经验。她直接参与了第三工业大蓝图（IMP3）中服务业章节的起草工作，该规划概述了2006年至2020年指定服务部门的发展策略。她曾在MIDA担任各种管理职务，即工业人才管理主任、策略规划（服务业）执行主任、服务业发展执行主任，现任投资发展局副首席执行官。

Ms. Lim Bee Vian has been with the country's main investment promotion agency i.e. the Malaysian Investment Development Authority (MIDA) since 1991. She holds a Bachelor of Economics (Hons) degree from the Northern University of Malaysia. She has been involved in various functions of MIDA and has experience in policy advocacy and investment promotion for the manufacturing and services sector in Malaysia. She has held various management positions in MIDA i.e. Director of Industry Talent Management, Executive Director for Strategic Planning (Services), Executive Director, Services Development and now she is the Deputy Chief Executive Officer, Investment Development.



主讲嘉宾 Panelist

## 全面解锁RCEP的潜能 UNLOCKING THE FULL POTENTIAL OF THE REGIONAL COMPREHENSIVE ECONOMIC PARTNERSHIP (RCEP)

### 专题论坛 Thematic Discussion

#### Mr M. Arief Priowahono

印尼驻马来西亚大使馆经济事务部一等秘书

First Secretary of Economic Affairs,  
Embassy of the Republic of Indonesia

他是印尼外交部的外交官，拥有12年的工作经验，处理多边事务、东盟经济合作，以及在印尼和阿拉伯联合酋长国的双边关系下与迪拜政府（和其他5个酋长国）的双边合作。2012年，他毕业于日惹 Gajah Mada大学，获得工商管理硕士学位，此前他在万隆Padjadjaran大学获得经济学学士学位。

在他职业生涯中的首个任务是担任印尼驻阿拉伯联合酋长国迪拜总领事馆的经济事务副领事。

第二个任务是被派到吉隆坡，在经济部门处理印尼和马来西亚之间的经济合作。

Career Diplomat from the Ministry of Foreign Affairs of the Republic of Indonesia with 12 years of working experience handling the Multilateral Affairs and ASEAN Economic Cooperation. Graduated from Gajah Mada University (UGM) Yogyakarta to earn the title of Master of Business Administration (MBA) in 2012, after finishing his Bachelor of Economy in Padjadjaran University Bandung. Posted in Kuala Lumpur, Malaysia is his second assignment during his career, assigned in the economic department to handle the economic cooperation between Indonesia and Malaysia. His first assignment was to be Vice Consul of Economic Affairs in the Consulate General of the Republic of Indonesia in Dubai, United Arab Emirates.



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主讲嘉宾 Panelist

## 全面解锁RCEP的潜能 UNLOCKING THE FULL POTENTIAL OF THE REGIONAL COMPREHENSIVE ECONOMIC PARTNERSHIP (RCEP)

专题论坛 Thematic Discussion

**博导龙小宁**

中国教育部“长江学者”特聘教授、厦门大学知识产权研究院教授

**Cheryl Long**

Cheung Kong Scholar Professor and Doctoral Director of the Intellectual Property Research Institute of Xiamen University

厦门大学知识产权研究院教授、博导，国务院学位委员会理论经济学学科评议组成员，美国华盛顿大学（圣路易斯）经济学博士，“长江学者”特聘教授，2001-2011年于美国Colgate University任教。曾获Stanford University Hoover Institution Glenn Campbell and Rita Ricardo-Campbell国家奖金(2005)、“张培刚发展经济学优秀成果奖”(2016)。研究领域为制度的经济分析，在国内外发表100余篇论文和多部著作，并担任China Economic Review联合主编。目前主要关注法经济学实证方法在创新发展和知识产权保护领域的应用。

Professor and Doctoral Director of the Intellectual Property Research Institute of Xiamen University, received her PhD in Economics from Washington University in St. Louis, she was a tenured faculty member at Colgate University from 2001-2011.

She received her PhD in Economics from Washington University in St. Louis in 2001, she was a tenured faculty member at Colgate University from 2001-2011 and has been at Xiamen University since 2011. She was awarded the Glenn Campbell and Rita Ricardo-Campbell National Prize of Stanford University Hoover Institution (2005) and the "Zhang Peigang Development Economics Outstanding Achievement Award" (2016). She has published more than 100 papers and books at China and abroad, and is co-editor-in-chief of China Economic Review and Economics. Currently, she focuses on the application of empirical methods of forensic economics in the field of innovation development and intellectual property.



主讲嘉宾 Panelist

## 全面解锁RCEP的潜能 UNLOCKING THE FULL POTENTIAL OF THE REGIONAL COMPREHENSIVE ECONOMIC PARTNERSHIP (RCEP)

### 专题论坛 Thematic Discussion

#### Ir. Dr. Mohd Shahreen Madros

马来西亚国立大学GSB商学院客座教授

Adjunct Professor

UKM Graduate School of Business

Mohd Shahreen Madros博士于1986年毕业于伦敦大学工程系，获得一级荣誉学位，并于1989年获得剑桥大学博士学位。他拥有超过30年的工作经验，担任过许多职务。他的工作经验包括马来西亚国立大学工程学院讲师。在政府机构工作近10年的经验，他是马来西亚对外贸易发展公司（MATRADE）的前首席执行官。在石油和天然气行业有超过20年经验，他曾担任Scomi集团的总经理，INTEC工程公司的技术经理，以及马来西亚Esso采油公司的项目工程师。他也是天然气及能源服务理事会（MOGSC）的理事。目前，他是许多行业的独立顾问。

Ir. Dr Mohd Shahreen Madros graduated with First Class Honours in Engineering from the University of London in 1986, and Doctorate from the University of Cambridge in 1989. Dr Shahreen has over 30 years of working experience in various capacities. His work experience includes as a lecturer in Engineering Faculty in UKM, over 20 years in the oil and gas industry, and almost 10 years in the government agencies.

In the oil and gas sector, He served as General Manager for the Scomi Group, Technical Manager for INTEC Engineering, and Project Engineer at Esso Production Malaysia Inc. He was an exco member of the Malaysian Oil & Gas Services Council (MOGSC). Presently, Dr. Shahreen is also an independent advisor to many industries.



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# 第十二届马中企业家大会 工委名单

## The 12th Malaysia-China Entrepreneurs Conference (MCEC 2022) Organising Committee

|                             |                                                                                                                                                                                                                                                             |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 顾问<br>Advisor               | 拿督陈友信, 孙建伟<br>Datuk Tan Yew Sing, Sun Jianwei                                                                                                                                                                                                               |
| 大会主席<br>Conference Chairman | 卢国祥<br>Loo Kok Seong                                                                                                                                                                                                                                        |
| 主席<br>Chairman              | 陈国顺<br>Tan Kok Toon                                                                                                                                                                                                                                         |
| 副主席<br>Deputy Chairman      | 戴炳煌<br>Thay Peng Hong                                                                                                                                                                                                                                       |
| 协调组<br>Coordinator          | (主)陈云枫, (副)杨子威、许径铭<br>Tan In Fong; Deputy Coordinator: Yong Cher Vee, Koh Keng Kok                                                                                                                                                                          |
| 征求组<br>Sponsorship          | (主)拿督黄锡琦, 卢国祥、拿督陈于文<br>Dato' Bong Siak Kee, Loo Kok Seong, Dato' Tan Yee Boon                                                                                                                                                                               |
| 公关组<br>Public Relation      | (主)拿督林恒毅, 谢中正<br>Dato' Joseph Lim, Kevin Siah                                                                                                                                                                                                               |
| 招揽组<br>Recruitment          | (主)拿督伍安琪(女企会)、戴炳煌(分会)、丁扬岗(中方)、<br>Dato' Angie Ng & Women Entrepreneurs Committee, Thay Peng Hong & State Branches,<br>拿督黄彦杰、全体理事<br>Ting Young Kang, Dato' Simon Wong, National Council Members                                                             |
| 接待组<br>Reception            | 拿督林恒毅、拿督施明玉、谢中正、郭隆生、拿督黄振兴、<br>Dato' Joseph Lim, Dato' See Meng Geok, Kevin Siah, Kerk Loong Sing, Dato' Jeffrey Ng,<br>拿督黄锡琦、戴炳煌、罗逸、许径铭、戴振标、沈哲初<br>Dato' Bong Siak Kee, Thay Peng Hong, Eugene Roy Joseph, Koh Keng Kok, Tai Chin Peow, Datuk Sim Tiak Choo |
| 主讲嘉宾组<br>Speakers           | 李国源、陈国顺<br>Sean Lee, Tan Kok Toon                                                                                                                                                                                                                           |
| 系统组<br>Technical System     | (主)颜登逸, 张柏垣<br>Ngan Teng Ye, Bryan Chong                                                                                                                                                                                                                    |
| 场地组<br>Venue Coordinator    | (主)林励肯(青企会)<br>Lim Le Kern & Young Entrepreneurs Committee                                                                                                                                                                                                  |
| 宣传组<br>Publicity            | 陈国顺、谢中正<br>Tan Kok Toon, Kevin Siah                                                                                                                                                                                                                         |
| 委员<br>Committee             | 全体中央理事、(商界委员会委员) 罗思云、邓文颖、李政霖<br>All National Council Members, Members of Business Sectors Committee:<br>Chloe Loh, Gale Tang, Walter Lee                                                                                                                    |
| 秘书处<br>Secretariat          | 符玉婷、陈彩凤、黄淑盈、林英华、梁若诗、温晓玲<br>Foo Yoke Teng, Chan Choi Foong, Sharon Wong, Sakura Lim, Neoh Zuan Shi, Sally Voon                                                                                                                                               |



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## 鸣谢单位 Acknowledgement of Appreciation

第十二届马中企业家大会工委主席及全体委员向以下赞助商、认可单位、企业伙伴、支持单位和媒体合作伙伴对于促成本届马中企业家大会成功举行的鼎力支持与密切配合，致上最诚挚的感谢。

MCEC 2022 Organising Chairman and Committee wish to acknowledge and thank the following for their support and contribution towards the success of the 12th Malaysia-China Entrepreneurs Conference (MCEC 2022).

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此名单更新至2022年12月10日，如有错漏，敬请原谅。

The above list updated as of 10 December 2022, apologies for any errors and omissions.



大会秘书处  
Conference Secretariat

马来西亚-中国总商会  
Malaysia-China Chamber of Commerce  
No 8-2, Jalan Metro Pudu, Fraser Business Park,  
Off Jalan Yew, 55100 Kuala Lumpur.



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