

主办单位 Organised by



第十一届

马中企业家 大会

THE 11TH MALAYSIA-CHINA
ENTREPRENEURS
CONFERENCE

第二届

马中青年企业家 论坛

THE 2ND MALAYSIA-CHINA
YOUNG ENTREPRENEURS
CONFERENCE



大会特刊

CONFERENCE BOOK



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马中总商会简介

Introduction of 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级行政单位、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。

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.

概述

Overview



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“中国东盟合作论坛：分工整合，强化优势”。

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年跨出国门，在中国厦门、成都和南京举办。

尽管2020年爆发新冠疫情，导致跨境流动受限，但是全球化及科技发达让我们打破地域界限，原定在中国福建省福州市举办的马中企业家大会，改为“云大会”，分别在国内外多个平台直播更是写下历史，高达16.5万人次在线参与。

与此同时，本会顺应新时代年轻人创业的呼声，于2019年首办马中青年企业家论坛，提供平台予马中青年企业家，以在一带一路经济战略下掌握未来的经济转变。

今年，第十一届马中企业家大会暨第二届马中青年企业家论坛在线上线下进行，主旨演讲与专题论坛紧贴最新发展趋势，聚焦在拥有庞大市场的“区域全面投资伙伴关系协定”，讨论贸易及投资、物流及交通、大健康及文旅、现代农业科技，还有创业与数字化转型的挑战与商机。

Following the rise of China, 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 2014, 2016 and 2018, the MCEC has even been held in Xiamen, Chengdu and Nanjing, China respectively.

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

MCEC 2020 which was originally scheduled to be held in Fuzhou, China was changed to Cloud Conference and broadcasted live on several online platforms, it 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 promoting the economic and trade cooperation between Malaysia and China.

With the first Malaysia-China Young Entrepreneurs Conference was held in 2019 which allowed young entrepreneurs to obtain more resources of Belt and Road Initiative and promote the Sino-Malaysian economic and trade development.

This year, MCCC will hold the 11th Malaysia-China Entrepreneurs Conference cum the 2nd Malaysia-China Young Entrepreneurs Conference (MCEC 2021 cum MCYEC 2021) in hybrid mode which is a combination of virtual and physical events.

The theme of this event will focus on the Regional Comprehensive Economic Partnership (RCEP) Agreement and related topics to cover the challenges and business opportunities under trade & investment, logistics & transportation, comprehensive health care and cultural tourism, agrotech and entrepreneurship & digital transformation.

大会主题 THEME OF CONFERENCE

区域全面经济伙伴关系协定（RCEP） 前景展望及挑战

RCEP Key Prospect and Challenge

宗旨 Objectives

促进马中与东盟的经贸往来
Enhance the economic and trade exchanges between Malaysia, China and ASEAN

扩大双向与多边贸易及投资机会
Expand bilateral & multilateral trade & investment opportunities

探讨区域全面经济伙伴关系协定下的挑战与机会
Discuss the challenges and opportunities of RCEP

掌握疫后与经济复苏的商机
To seek the investment opportunities of post pandemic and economic recovery

贸易及投资
Trade & Investment



物流及交通
Logistics & Transportation



现代农业科技
Agrotech



创业
Entrepreneurship



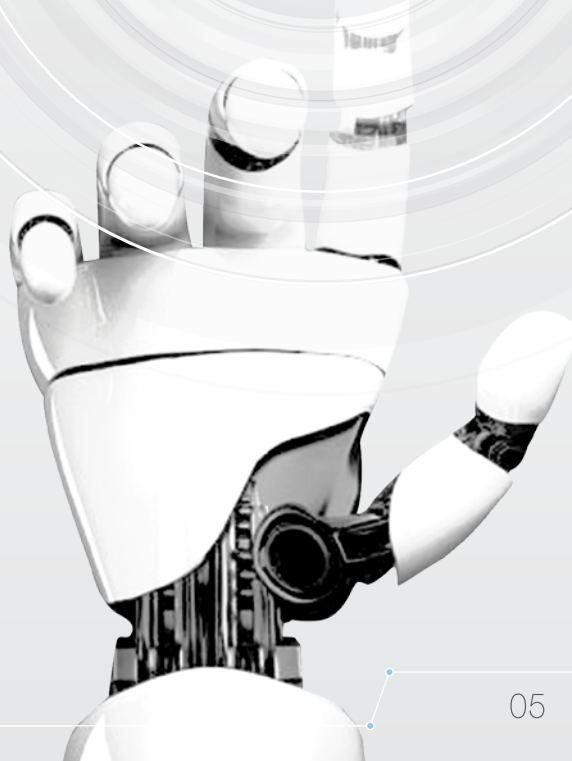
数字化转型
Digital Transformation



大健康及文旅
Comprehensive Health Care & Cultural Tourism



领域 Highlights



大会议程

Programme

时间 TIME

议程 PROGRAMME

08:30-09:00	签到/登入
09:00-09:40	<ul style="list-style-type: none"> • 第十届马中企业家大会工委主席卢国祥致欢迎辞 • 马中总商会总会会长拿督陈友信致辞 • 中国驻马来西亚特命全权大使欧阳玉靖阁下致辞 • 雪兰莪州务大臣 拿督斯里阿米鲁丁致开幕辞
	开幕仪式
09:40-10:20	主旨演讲 <ul style="list-style-type: none"> • 马来西亚首相署（经济事务）部长拿督斯里慕斯达法 • 中国海南国际经济发展局 韩圣健局长 特别演讲 <ul style="list-style-type: none"> • 前国际贸易及工业部副部长YB王建民博士
10:20-10:35	茶歇
10:35-10:50	特别演讲 <ul style="list-style-type: none"> • 国际贸易及工业部秘书长拿督洛曼哈京阿里
10:50-12:20	专题论坛 <ul style="list-style-type: none"> • 主持人：拿督陈于文 – David Lai & Tan • 主讲人：(i) 贸易与投资 <ol style="list-style-type: none"> 1. Mr. Harry Rusmana Irawan – 印尼驻马来西亚大使馆经济公参 2. 符策勤 – 高裕轩集团（NCT Group）首席战略师 3. 拿督翁忠义 – 安邦智库东盟区域首席代表 (ii) 物流与交通 <ol style="list-style-type: none"> 1. 张泽链 – GDEX Berhad 董事经理 (iii) 大健康与文化旅游 <ol style="list-style-type: none"> 1. 戴斌院长 – 中国旅游研究院（文化和旅游数据中心）院长 (iv) 现代农业科技 <ol style="list-style-type: none"> 1. 丹尼尔余 – 马来西亚国际榴莲产业发展联合会（MIDIDA）副主席
12:20-13:20	午休
13:20-13:30	签到/登入
13:30-13:35	开幕式
13:35-14:25	座谈会(1): 创业 <ul style="list-style-type: none"> • 主持人：Ms. Mydiana Madzlan – 马来西亚全球革新与创意中心 (MaGIC) • 主讲人：1. 蔡国豪先生 – 玮颖资本创办人 2. 吕吉威先生 – Agroz Group 首席财务官 3. 张芝强先生 – Oxwhite创办人
14:25-14:40	茶歇
14:40-15:20	KOL Fireside Chat <ul style="list-style-type: none"> • 主持人：刘泳兴 – 溜一溜传媒有限公司 • 主讲人：1. 苏岑女士 – 中国 5200万粉丝微博KOL兼著名作家 2. 马来堂哥 – 马来西亚当红抖音博主
15:20-16:20	座谈会(2): 数字化转型 <ul style="list-style-type: none"> • 主持人：洪嘉兴先生 – Cyberview 创新与产业发展部主管 • 主讲人：1. 蔡甫宇先生 – 聚禾云播直播基地创始人 2. 甄国钢先生 – 艾贝盈（iPayLinks）创办人兼首席执行官 3. 司徒尚均先生 – 拼购有限公司首席运营官 4. Lester Leong – Cloud Mile 私人有限公司区域经理
16:20-16:30	闭幕式 <ul style="list-style-type: none"> • 马中总商会副总会长颜登逸先生致辞

大会议程

Programme

时间 TIME

议程 PROGRAMME

08:30-09:00	Registration/Dial in
09:00-09:40	<ul style="list-style-type: none">• Welcoming Speech by Mr. Loo Kok Seong, Organising Chairman of MCEC 2021• Opening Remark by Datuk Tan Yew Sing, President of MCCC• Speech by Guest of Honour H.E. Ouyang Yujing, Ambassador Extraordinary and Plenipotentiary of the People's Republic of China to Malaysia• Opening Speech by YAB Dato' Seri Amirudin Bin Shari, Chief Minister of Selangor Opening Ceremony
09:40-10:20	Keynote Speech <ul style="list-style-type: none">• YB Dato' Sri Mustapa bin Mohamed, Minister in the Prime Minister's Department (Economy)• Mr. HAN Shengjian, Director General of Hainan Provincial Bureau of International Economic Development (IEDB) Special Keynote <ul style="list-style-type: none">• YB Dr. Ong Kian Ming, Former Deputy Minister of International Trade & Industry (MITI)
10:20-10:35	Refreshment
10:35-10:50	Special Remark <ul style="list-style-type: none">• Dato' Lokman Hakim Ali, Secretary General of Ministry of International Trade and Industry (MITI)
10:50-12:20	Thematic Discussion: <ul style="list-style-type: none">• Moderator: Dato' Tan Yee Boon, Partner of David Lai & Tan• Speakers: (i) Trade and Investment<ol style="list-style-type: none">1. Mr. Harry Rusmana Irawan Minister Counsellor - Economic, Embassy of the Republic of Indonesia Malaysia2. Mr. Neil Foo Chief Strategist of NCT Alliance Berhad3. Dato' Ong Chong Yi Regional Chief Representative of ANBOUND Think Tank in ASEAN(ii) Logistics and Transportation<ul style="list-style-type: none">Mr. Teong Teck Lean CEO of GDEX Berhad(iii) Healthcare and Cultural Tourism<ul style="list-style-type: none">Mr. Dai Bin President of China Tourism Academy (Director of National Tourism Data Centre)(iv) Agrotech<ul style="list-style-type: none">Mr. Muhammad Daniel Yee Abdullah Vice President of Malaysia International Durian Industry Development Association (MIDIDA)
12:20-13:20	Luncheon
13:20-13:30	Registration/Dial in
13:30-13:35	Opening Remark <ul style="list-style-type: none">Speech by Mr. Bryan Chong, Organising Chairman of MCYEC 2021
13:35-14:25	Panel Discussion 1: Entrepreneurship <ul style="list-style-type: none">• Moderator: Ms. Mydiana Madzlan - Manager, Ventures, Partnership of MaGIC• Panelists: <ol style="list-style-type: none">1. Mr. Victor Chua, Founding and Managing Partners Vynn Capital2. Mr. William Du, CFO of Agroz Group3. Mr. CK Changr, Founder of Oxwhite
14:25-14:40	Refreshment
14:40-15:20	KOL Fireside Chat <ul style="list-style-type: none">• Moderator: Mr. Leo Liew - Founder of 616 Media• Speakers: <ol style="list-style-type: none">1. Ms Su Qin, China KOL and writer with 52mil Followers on Weibo2. My Malaysia Cousin (马来堂哥), Popular Malaysian KOL on Douyin (Tiktok) "
15:20-16:20	Panel Session 2: Digital Transformation <ul style="list-style-type: none">• Moderator: Mr. Ang Kah Heng - Innovation and Industry Development Department, Technology Hub Development Division in Cyberview• Panelists: <ol style="list-style-type: none">1. Mr Cai Fu Yu, Founder of Juhe Yunbo2. Mr Gunther Zhen, Founder & CEO of iPaylinks3. Mr. Carlson See Toh, COO of Pingo Sdn Bhd4. Mr. Lester Leong, Country Manager at Cloud Mile Sdn. Bhd.
16:20-16:30	Closing Remark <ul style="list-style-type: none">Speech by Mr. Ngan Teng Ye, Vice President of MCCC

主旨演讲

Keynote Speech

主旨演讲嘉宾 KEYNOTE SPEAKER



拿督斯里慕斯达法 YB DATO'SRI MUSTAPA MOHAMED

首相署（经济事务）部长
Minister in the Prime Minister's Department (Economy)

教育：美国波士顿大学（经济发展学硕士）、澳洲墨尔本大学（经济学学士）

职业生涯：2020至今 首相署（经济事务）部长
：2008-2018 国库基金（Yayasan Khazanah）主席
：2012-2018 土著投资基金会董事
：2009-2018 国际贸易及工业部长
：2008-2009 农业及农基工业部长
：2006-2008 高等教育部长
：2004-2006 首相署（经济事务）部长
：2001-2004 经济行动理事会执行董事

授予：2005 诺丁汉大学荣誉法学博士
：1997 国家公共行政学院（INTAN）荣誉院士
：1997 澳洲墨尔本大学荣誉商科博士

Education：MA Development Economics Boston University, USA (Hubert H. Humphery Fellow), B.A Honours Economics (First Class) University of Melbourne, Australia

Career：2002 - Now Minister in the Prime Minister's Department (Economy)
2008 - 2018 Chairman of Yayasan Khazanah
2012 - 2018 Board Member of Yayasan Pelaburan Bumiputera
2009 - 2018 Minister of International Trade and Industry
2008 - 2009 Minister of Agriculture and Agro-Industry
2006 - 2008 Minister of Higher Education
2004 - 2006 Minister in the Prime Minister's Department (Economy)
2001 - 2004 Executive Director at The National Economic Action Committee (MTEN)

Awarded：2005 Honorary Doctorate in Law from The University of Nottingham
1997 Honorary Fellow at INTAN
1998 Honorary Doctorate in Business from The University of Melbourne



韩圣健先生 Mr. HAN ShengJian

海南国际经济发展局局长
北京大学国家发展研究院国际工商管理硕士
前商务部外贸发展事务局副局长

Director General of Hainan IEDB (Hainan Provincial Bureau of International Economic Development), once served as Deputy Director General of Foreign Trade Development Bureau of the Ministry of Commerce of the People's Republic of China. Mr. Han Shengjian holds an international MBA degree of National Development Institute of Peking University.

特别演讲 SPECIAL KEYNOTE



YB王建民博士 YB Dr. Ong Kian Ming

前国际贸易及工业部副部长

Former Deputy Minister of International Trade & Industry (MITI)

王建民在2018年7月至2020年2月期间，担任国际贸易和工业部（MITI）的副部长。

王博士曾是UCSI经济学院讲师。他还曾是SEDAR（社会经济发展与研究所）和INSAP（战略分析与政策研究所）的政策分析员。在此之前，他是吉隆坡波士顿咨询集团的副顾问。

王博士曾是富布赖特学者，拥有美国杜克大学的政治学博士学位。他还拥有剑桥大学的经济学硕士学位和伦敦经济学院的经济学学位。

He served as the Deputy Minister for International Trade and Industry (MITI) from July 2018 to February 2020.

Dr. Ong was a lecturer at the Faculty of Economics and Policy Science at UCSI University. He was also formerly a policy analyst for SEDAR (Social Economic Development and Research Institute) and INSAP (Institute of Strategic Analysis and Policy Research). Prior to that, he was an associate consultant for the Boston Consulting Group in Kuala Lumpur.

Dr. Ong was a Fulbright Scholar and holds a PhD in Political Science from Duke University, United States. He also has a Masters in Economics from the University of Cambridge and a degree in Economics from the London School of Economics.

特别演讲 SPECIAL REMARK



拿督洛曼哈京 DATO' LOKMAN HAKIM B. ALI

国际贸易及工业部秘书长

Secretary General of Ministry of International Trade And Industry

教育 : 八打灵再也武吉免登男校中学、纽约州立大学ITM计划副学士学位、南加州大学经济学学士学位、克莱蒙特研究大学经济学硕士。

职业生涯 : 国家银行经济部行政官、国际贸易与工业部行政寄外交事务官、马来西亚生物科技私人有限公司副总裁、副首相丹斯里慕尤丁特别事务官、青年及体育部秘书长。

成就 : 2017全国公共及民事职工会总会奖
1994-1995国家公共管理学院主任及优秀奖

Education : Bukit Bintang (Boys) Secondary School, Petaling Jaya, Selangor; American Associate Degree, State University of New York (SUNY) – ITM Programme; Bachelor of Arts (Economics) University of Southern California, USA; Master of Arts (Economics), Claremont Graduate University, California, USA

Experience/Career Background : Administrative Officer, Economics Department, Bank Negara Malaysia; MITI Administrative and Diplomatic Service; Vice President, Government Liaison, CEO's Office (Secondment) of Malaysia Biotechnology Corporation Sdn Bhd; Special Functions Officer to YAB Deputy Prime Minister of Malaysia (YB Tan Sri Dato'Haji Muhyiddin Yassin); Secretary General to Ministry of Youth and Sports.

Awards : Anugerah Perdana CUEPACS 2017

Excellence Award, Institute of National Public Administration (INTAN), March 1994 – 1995.
- Graduated in Diploma in Public Management with highest merit.

专题论坛

Thematic Discussion

主持嘉宾 MODERATOR



拿督陈于文 DATO' TAN YEE BOON

David Lai & Tan 律师楼
David Lai & Tan

■ 合伙人
Partner

拿督陈于文在法律和企业领域上拥有超过 20 年的经验。他曾在广泛的企业投资商业相关交易中代表客户参与，特别是有关在马来西亚国内和海外的直接或间接投资项目。他目前领导着团队积极参与资本市场领域与各种融资活动。同时，他也是多家马来西亚股票交易所和香港股票交易所上市公司的董事。

Dato' Tan possesses more than 20 years of experience in the legal and corporate field. He has represented clients in a broad spectrum of corporate investment commercial related transactions, with an emphasis on foreign direct investments in Malaysia. He also leads a team of associates which is actively involved in the capital markets sector and is consistently involved in various fundraising exercises. He also sit on the board of various corporations listed on Bursa Malaysia and Hong Kong Stock Exchange.

嘉宾 SPEAKERS

i. 贸易及投资 Trade & Investment



HARRY RUSMANA IRAWAN

印尼驻马来西亚大使馆
Embassy of Republic of Indonesia in Malaysia

■ 经济公使衔参赞
Minister Counsellor - Economic

现任印尼驻马来西亚大使馆经济公参。他2012年至2016年曾担任美国纽约印尼驻联合国代表团一等秘书（经济），2009-至2012年期间，在中欧和东欧事务局及美国欧洲事务总局，担任东欧科科长。他还于2005年至2009年在印尼驻罗马尼亚布加勒斯特大使馆担任三等秘书（经济）。

Harry Rusmana Irawan serve as Minister Counsellor-Economic, Embassy of Republic of Indonesia in Malaysia. He was First Secretary (Economic) at the Permanent Mission of the Republic of Indonesia to the United Nations in New York, USA from 2012 to 2016. He served as Head of Section- Eastern European in the Directorate of Mid and Eastern European Affairs from 2009 - 2012. He also served as Third Secretary (Economic) at the Embassy of Republic of Indonesia in Bucharest, Romania from 2005 to 2009.



拿督翁忠义 DATO' ONG CHONG YI

安邦智库
ANBOUND Think Tank

■ 东盟区域首席代表
Regional Chief Representative in ASEAN

教育背景

- 马来亚大学工商管理硕士（在籍生）
- 马来亚大学文学学士（主修国际与战略学，副修人文与社会学）
- 马来西亚国家公共行政学院公共行政研究生文凭

工作经验

- 2004 年 2 月：马来西亚中央政府行政与外交官员
- 2004 年 4 月：彭亨州/雪兰莪州交通局副局长
- 2008 年 5 月：国际贸易与工业部双边司（中国事务）处长兼任国际贸易与工业部长特别助理
- 2012 年 7 月：马来西亚驻华使馆公使衔参赞（经济事务）
- 2016 年 1 月：中国-马来西亚钦州产业园合资公司 总裁
- 2018 年 1 月：马来西亚巴生港自贸区 首席执行官
- 2019 年 7 月至今：安邦智库（北京）东盟区域首席代表

Education

- Master of Business Administration, University of Malaya (2021- ongoing)
- Bachelor of Arts (Hon) in International and Strategic Studies (Major)/Anthropology and Sociology (Minor), University of Malaya (2000-2003)
- Post Graduate Diploma in Public Administration, National Institute of Public Administration (INTAN) (2005)

Work Experience

- Cadet Officer, Administrative and Diplomatic Service, Malaysia.
- Assistant Director, Road Transport Department (JPJ) Pahang and JPJ Selangor
- Principal Assistant Director (China), Ministry of International Trade and Industry (MITI) and Special Assistant to MITI Minister YB Dato'Sri Mustapa Mohamed
- Minister Counsellor (Economy), Embassy of Malaysia in China.
- President, China-Malaysia Qinzhou Industrial Park (CMQIP) Co. Ltd.
- Chief Executive Officer, Port Klang Free Zone (PKFZ)
- Regional Chief Representative (ASEAN), ANBOUND Think Tank (Beijing)



符策勤 NEIL FOO

高裕轩集团
NCT ALLIANCE BERHAD

■ 首席战略师
CHIEF STRATEGIST

澳大利亚商业学士，拥有27年的经贸经验，开拓过30个市场，担任多家上市公司的集团主席、董事和首席战略师。现为马来西亚吉隆坡证券交易所上市企业：数字行销方案供应商码讯控股

集团主席、高裕轩集团首席战略师、喜悦科技有限公司投资关系董事。现任马来西亚2022度IPO上市企业年鉴编辑委员会主席。著有6本中英文书籍，最新书籍为“得AI者得天下”。

Neil Foo, with business experience of 27 years, who has developed 30 international markets. Served as Group Chairman, Director and Chief Strategist for a number of listed companies. He is now the: Group Chairman of MCOM Holdings Berhad, Chief Strategist of NCT Alliance Berhad, Investment Director of Novelplus Technology Berhad. He is the Chairman of the Editorial Committee for the Malaysia IPO Year Book 2022. He has authored 6 books in English and Chinese with the latest topic of "The Sky is the AI Limit"

ii . 物流及交通 Logistics & Transportation



张泽链 TEONG TECK LEAN

GDEX Berhad

■ 董事经理
CEO

现任NETCO董事会成员。他也是大马快递公司协会主席。他在2000年收购吉运速递私人有限公司（GD Express）的控股权，随后于2005年2月8日被委任为董事会成员。他于1984年在德州仪器公司担任工程师，并于1986年加入国家能源担任消费者工程师服务4年。

Mr Teong Teck Lean is currently a member of the Board of Directors of NETCO. He is also the President of Association of Malaysia Express Carrier (AMEC). In 2000, Teong acquired a controlling stake in GD Express Sdn Bhd and appointed to the Board of GDEX on 8 February 2005. He started his career as an engineer with Texas Instruments in 1984 and joined Lembaga Letrik Negara (National Electricity Board) in 1986 where he served as a consumer engineer for four years.

iii . 大健康及文旅 Comprehensive Healthcare & Cultural Tourism



戴斌 DAI BIN

中国旅游研究（文化和旅游部数据中心）

China Tourism Research (Ministry of Culture and Tourism Data Centre)

■ 院长

Director

戴斌，经济学博士、教授、享受国务院特殊津贴，全国经济社会理事会理事。多次主持国家社科重大、重点项目，国家旅游业发展规划、政策和旅游法研究起草工作，两次获得联合国世界旅游组织政府创新奖。主要研究领域：旅游思想、旅游经济，出版专著、教材、文集20余部，发表论文和专业文章500余篇。现任中国旅游研究（文化和旅游部数据中心）院长。

Dai Bin, Doctor of Economics, Professor, enjoys the special allowance of the State Council, and is a member of the National Economic and Social Council. He has presided over many major and key projects of the National Social Science, and has drafted national tourism development planning, policies and tourism law research, and won the UN World Tourism Organization Government Innovation Award twice. He has published more than 20 monographs, textbooks and anthologies, and over 500 papers and professional articles. He is currently the Director of China Tourism Research (Ministry of Culture and Tourism Data Centre).

iv . 现代农业科技 Agrotech



丹尼尔余 Muhammad Daniel Yee bin Abdullah

马来西亚国际榴莲产业发展联合会

Malaysia International Durian Industry Development Association (MIDIDA)

■ 副主席

Vice President

丹尼尔余先生是马来西亚国际榴莲产业发展联合会副主席，同时也是登嘉楼勿述永续食品生产园主席，并参与马来西亚东海岸的农业创新、贸易和农业旅游活动。马来西亚文化旅游协会（MYHTA）的国际外交官，向国际市场推广马来西亚文化、生态旅游和农业旅游。他在农业领域服务逾18年，在公务员领域服务约16年。他曾被委任为马来西亚驻中国北京大使馆的农业参赞，以及登嘉楼勿述东部地区推广发展和培训中心总监。

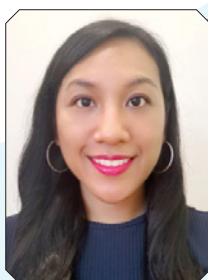
Muhammad Daniel Yee bin Abdullah is the Vice President of Malaysia International Durian Industry Development Association (MIDIDA). Chairman of Cooperative TKPM Besut Berhad (MACB), Involve in agriculture innovation, trading and agro-tourism in East Coast of Peninsular Malaysia. International Diplomat of Malaysia Heritage Tourism Association (MYHTA), promotion Malaysia culture, eco-tourism and agro-tourism to international market. He involves in agriculture industry almost 18 years and in civil service around 16 years. He has been appointed as Agriculture Counsellor in Embassy of Malaysia, Beijing, China. He also has been appointed as Director of Eastern Region Extension Development & Training Centre, Besut, Terengganu.

第二届马中青年企业家论坛

The 2nd Malaysia-China Young Entrepreneurs Conference (MCYEC 2021)

座谈会 1 : 创业 Entrepreneurship Panel Session

主持嘉宾 MODERATOR



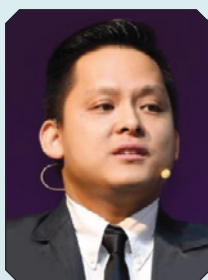
Mydiana Madzlan

大马全球革新与创意中心 MaGIC ■ 经理、创业者、合作伙伴
Manager, Venture, Partnership

Mydiana Madzlan在数字经济知识方面有超过10年的经验，特别是在创业公司生态系统发展、外国直接投资和企业创新。她锻炼自己的业务发展技能、对生态系统深入与的研究与联系，让她对工作充满热情，从而帮助初创企业成长，获得共同创造的机会、企业创新、投资、市场准入等等。她目前在大马全球革新与创意中心（MaGIC）管理企业创新和风险合作。

Mydiana Madzlan brings over 10 years of experience in the knowledge of digital economy particularly in the areas of startup ecosystem development, Foreign Direct Investments, and corporate innovation. Sharpen with her business development skills, in-depth knowledge and connections within the ecosystem, she fuels her everyday passion by connecting the dots within the ecosystem to help startups grow for co-creation opportunities, corporate innovation, investments, market access and more. She is currently managing corporate innovation and venture partnerships in MaGIC.

嘉宾 PANELISTS



蔡国豪 Victor Chua

玮颖资本 Vynn Capital ■ 特许金融分析师，马来西亚MENSA I 创始合伙人 I
曾入选2017福布斯亚洲30岁以下30位精英
CFA, MENSA Malaysia I Founding & Managing Partner I
Forbes Asia 30 under 30

蔡国豪先生是马来西亚创业投资协会（MVCA）主席。他曾担任中国戈壁创投副总裁，管理两个以东南亚为重点的创投基金。他显著的投资项目包括Carsome（马来西亚）、Triip.me（越南）和Travelio（印尼）。在此之前，他曾在马来西亚最大创投平台MAVCAP工作，参与直接和间接投资。他在更早的时候在韦莱韬睿公司工作，为企业、养老金和主权财富基金提供投资战略咨询服务。他也是2017福布斯亚洲30岁以下30位精英入选者。

Victor is the Chairman of the Malaysia Venture Capital Association (MVCA). He was formally the Vice President of Investments for Gobi Partners and managed two Southeast Asia focused early stage funds. Some of his notable investments include Carsome (Malaysia), Triip.me (Vietnam) and Travelio (Indonesia). Prior to that he was with the largest venture capital fund of Malaysia, MAVCAP and was involved with direct and indirect investments. His earlier days were with Willis Towers Watson, advising corporate, pension and sovereign wealth funds on investment strategies. He was an honoree of the Forbes Asia 30 under 30 in 2017.



吕吉崑 William Du

Agroz集团 ■ 首席财务官
Agroz Group Chief Financial Officer

吕吉崑先生是英智集团的创始人兼首席执行官和 InvestAQ的联合创始人。他也是Vertu资本有限公司，伦敦证券交易所上市的投资公司的董事会主席。2020，他也涉足可持续发展业务——Agroz集团和 Amazing Solar公司。他于2016年在英迪欢庆30周年时，获马来西亚英迪大学学院杰出校友授予“年度企业家”。

William Du is the founder & CEO of Ingenious Haus Group and co-founder of InvestAQ. He is appointed as Chairman of Vertu Capital Ltd, an investment company listed on the London Stock Exchange. He is involved in building sustainable business – Agroz Group and Amazing Solar. William was awarded the “Entrepreneur of the Year” from Inti University College Malaysia’s Outstanding Alumni in conjunction with Inti’s 30th anniversary in November 2016.



张芝强 CK Changr

OXWHITE ■ 创办人
Founder

张芝强是OXWHITE创办人，OXWHITE这个生活品牌专为亚洲人提供永恒的必需品。在时尚和生活行业工作了11年后，在渴望成功和成为孩子榜样的激励下，他辞去了工作，决定做属于自己、有理念、有梦想的品牌。他想让大众市场也能买到优质、价格适中的产品。通过他不断增长的创业激情和强大的领导能力，

OXWHITE已经从一个3人的团队发展到现在的30人。它的送货网络已经从马来西亚和新加坡扩展到世界各地，拥有75万名客户。该公司目前的估值为2700万令吉。张芝强在3年的时间里完成了这一切。

CK Changr is the founder of OXWHITE, a lifestyle brand specialises in timeless essentials for Asians. After working in the fashion and lifestyle industry for 11 years, inspired by his desire to succeed and be a role model for his children, he quit his job and decided to make his own brand with his own ideas and dreams. He wanted to make quality, affordable products available to the mass market. Through his growing entrepreneurial passion and strong leadership skills, OXWHITE has grown from a team of three to 30 people today. It has expanded its delivery network from Malaysia and Singapore to a worldwide network of 750,000 customers. The company is currently valued at RM27 million. CK Changr has done all this in a span of 3 years.

KOL FIRESIDE CHAT

主持嘉宾 MODERATOR



“表哥力欧” 刘泳兴 “Biaoge Leo” Leo Liew

616传媒有限公司
616 Media

■ 创办人
Founder

“表哥力欧”刘泳兴于2019年创办616传媒有限公司，为沙巴第一家KOL孵化机构，至今以成功孵化超过50位沙巴本地素人网红包括华裔及本地土著。他致力于推动青年自媒体传销和营销，并创建“表哥力欧”脸书粉丝页，重点介绍旅游景点和美食，与自媒体及网红配合扶持青年企业及中小型企业数码化。刘氏也是马来西亚-中国总商会（沙巴分会）财政及青企会理事，以及沙巴中小型企业理事及青企董事。

“Biaoge Leo”Leo Liew founded 616 Media in 2019, it is the first KOL incubator in Sabah, Malaysia. 616 Media has successfully incubated more than 50 local Nano and Micro Influencer including Chinese and Bumi Putera. In order to support local influencer to improve in self branding, and sales leded influencing power. His “Biaoge Leo” channel focus on tourist attractions and food to support local young adult to increase their influencing power in social media by collaborating with SMEs. Leo also is treasurer of Malaysia-China Chamber of Commerce (Sabah branch) and founding committee of Young Entrepreneurs Committee and SME Sabah committee and the director of SME Sabah youth wing.

嘉宾 SPEAKERS



苏芩 Su Qin

中国拥有5200万微博粉丝的著名作家
China KOL and writer with 52mil Followers on Weibo

苏芩是著名作家，历任媒体主编、国内多家电(视)台、平面媒体特邀顾问。她长期以大视角关注女性发展，关爱女性成长，为女人立言，其“苏芩女学馆”是目前国内最受欢迎、流量最大的情感交流空间，吸引超过六亿人次访问，倍受年轻读者追捧。

Su Qin is a famous writer, who has been the editor-in-chief of the media and a special advisor to many domestic TV stations and print media. She has long been concerned with women's development from a broad perspective, caring for women's growth and speaking out for women. Her "Su Qin Female School" is currently the most popular and most popular emotional communication space in China, attracting over 600 million visits and much sought after by young readers.



马来堂哥 My Malaysia Cousin

马来西亚当红抖音博主
Popular Malaysian KOL on Douyin

来自马来西亚第六代福建华人兄弟，主要以短视频方式推广马来西亚的文化、人文。

The sixth generation of Chinese Hokkien brothers from Malaysia, mainly promote Malaysia culture through short videos.

座谈会 2 : 数字化转型 Digital Transformation

Panel Session

主持人 MODERATOR



洪嘉兴 Ang Kah Heng

Cyberview

■ 创新与产业发展部主管
Head of Innovation and Industry Development Department

洪嘉兴先生是Cyberview创新与产业发展部主管，负责监督智慧城市计划和Cyberview生活实验室。在此之前，他是亚洲区域经理，参与业务发展，专注于吸引来自大中华区的数字技术投资。他在规模企业和创始企业的行业人才发展和人才分析方面拥有超过10年的经验。

Ang heads the Innovation and Industry Development Department under Technology Hub Development Division in Cyberview overseeing the Smart City initiatives and Cyberview Living Lab programmes. Previously, he was a Regional Manager for Asia involved in business development focusing on attracting digital technology investment from Greater China. He also has more than 10 years experience in industry talent development and talent analytics covering both scaleups and startups.

嘉宾 PANELISTS



甄国钢 Gunther Zhen

艾贝盈
iPayLinks

■ 创始人 & 首席执行官
Founder & CEO

甄国钢先生是艾贝盈跨境支付创始人&首席执行官，跨境支付行业专家，中国互联网行业青年领袖。曾就职于IBM、德勤咨询，并先后担任盛大支付、新浪支付等多家知名互联网集团支付业务高管。2015年创办跨境支付平台iPayLinks，以金融科技赋能跨境企业全球业务发展。在聚合支付领域与企业管理领域拥有丰富的实战经验与前沿认知。

Gunther is Founder & CEO of iPayLinks, a cross-border payment industry expert and young leader in China's Internet industry. In 2015, he founded iPayLinks, a cross-border payment platform to empower cross-border enterprises with financial technology for global business development. He has rich practical experience and cutting-edge knowledge in the field of aggregated payment and enterprise management.



司徒尚均 Carlson See Toh

拼购私人有限公司
PINGO Sdn Bhd

■ 首席营运员
Chief Operating Officer

司徒尚均先生现任拼购私人有限公司首席营运员。他拥有10年的业务发展经验，是实现董事局业务计划的关键人物，解答团队面对的问题。毕业于工程系，他的执行力和逻辑思维志在协助公司更上一层楼。

Carlson See Toh is currently the COO of PINGO Sdn Bhd. With over 10 years of experience in business development, Carlson is the person to realize the business plan of the Board and at the same time is also the guy-to-go whenever the team needs advice. Originally graduated in engineering background, his execution power and logical thinking mindset strives to propel the Company to the next level.



Lester Leong

Cloud Mile私人有限公司 区域经理
Cloud Mile Sdn Bhd Country Manager

Lester Leong现任Cloud Mile私人有限公司区域经理。在负责管理马来西亚CloudMile业务时，他负责执行所有云计算、分析、机器学习和人工智能计划。他在吉隆坡建立CloudMile业务，然后为该地区建立一个共享服务、研发和支持中心。在加入CloudMile之前，他曾在Ingram Micro的网络安全和现代DC的总经理服务10年。

Lester Leong is currently Country Manager of Cloud Mile Sdn Bhd. In charge of managing CloudMile's operations in Malaysia, he will be expected to spearhead all of its cloud, analytics, machine learning and AI initiatives. He will also play a role in setting up a full-fledged CloudMile operation here in Kuala Lumpur followed by a shared services, R&D & support centre for the region. Prior to joining CloudMile, Lester was the General Manager of CyberSecurity and Modern DC for Ingram Micro where he spent the last 10 years of his career.



蔡甫宇 CAI FU YU

聚禾云播直播基地 创始人
Juhe Cloudcast Live Base Founder

蔡甫宇先生是聚禾云播直播基地创始人，累积15年电商运营经验，现为淘宝电商资深讲师与抖音电商高级运营师，培训人员逾万人，指导孵化抖音账号GMV累计超过5亿。目前专注于企业抖音电商转型团队搭建与培养、企业抖音电商业务设计与落地，如账号定位、直播间运营、短视频运营、产品策略等。

Cai Fuyu is the founder of Juhe Cloudcast Live Base with 15 years of experience in e-commerce operations. He is a senior lecturer of Taobao e-commerce and senior operator of Douyin e-commerce, which trained 10,000+ students and guided the incubation of Douyin accounts with a total GMV of 500 million+. He is now focused on building and training of enterprise Douyin e-commerce transformation team, design and implementation of Douyin e-commerce business, such as account positioning, live room operation, short video operation, product strategy, etc.

鸣谢单位

ACKNOWLEDGEMENT

第十一届马中企业家大会暨第二届马中青年企业家论坛工委主席及全体委员，向所有促成本届大会圆满成功的小伙伴及支持单位致以最诚挚的谢意。

The 11th Malaysia-China Entrepreneurs Conference cum the 2nd Malaysia-China Young Entrepreneurs Conference Organising Chairman and Committee wish to acknowledge the supporting units and strategic partners for their support and contribution towards the success of MCEC & MCYEC 2021.

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Malaysia Tourism Promotion Board

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Hainan Provincial Bureau of International Economic Development

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