

ECO BUSINESS PARK

## 发展企业的 理想之地

绿盛世产业园将世界级的设施和可持续发展的绿色环保设计引入  
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EBP V @ PUNCAK ALAM

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ecoworld.my / EcoWorld Gallery @ Eco Business Park II | EcoWorld Gallery @ Eco Business Park V



MCEC 2024

## 第十四届马中企业家大会

THE 14TH MALAYSIA-CHINA  
ENTREPRENEURS CONFERENCE



EAWEC  
东亚女企业家大会

## 第二届东亚女企业家大会

THE 2ND EAST ASIA WOMEN  
ENTREPRENEURS CONFERENCE



# 跨越五十 携手共赢

Celebrating 50 Years of Diplomatic Relations:  
Bringing Nations for Collective Growth

日期 Date: 17-18/10/2024 地点 Venue: 吉隆坡 Kuala Lumpur

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MALAYSIA-CHINA CHAMBER OF COMMERCE

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第十四届马中企业家大会 THE 14TH MALAYSIA-CHINA ENTREPRENEURS CONFERENCE

2004



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**MANAGEMENT  
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Shuttle Services,  
Maintenance



**PHYSICAL  
Land Area**



**AMENITIES**  
Recreational  
Amenities,  
Commercial  
Center,  
Landscape



**UTILITIES**  
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Waste Management,  
Telecommunication



**INFRASTRUCTURE**  
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Pedestrian Lane

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Gated & Guarded



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Facilities



Recreational  
Area



Strategic  
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Within Greater Klang  
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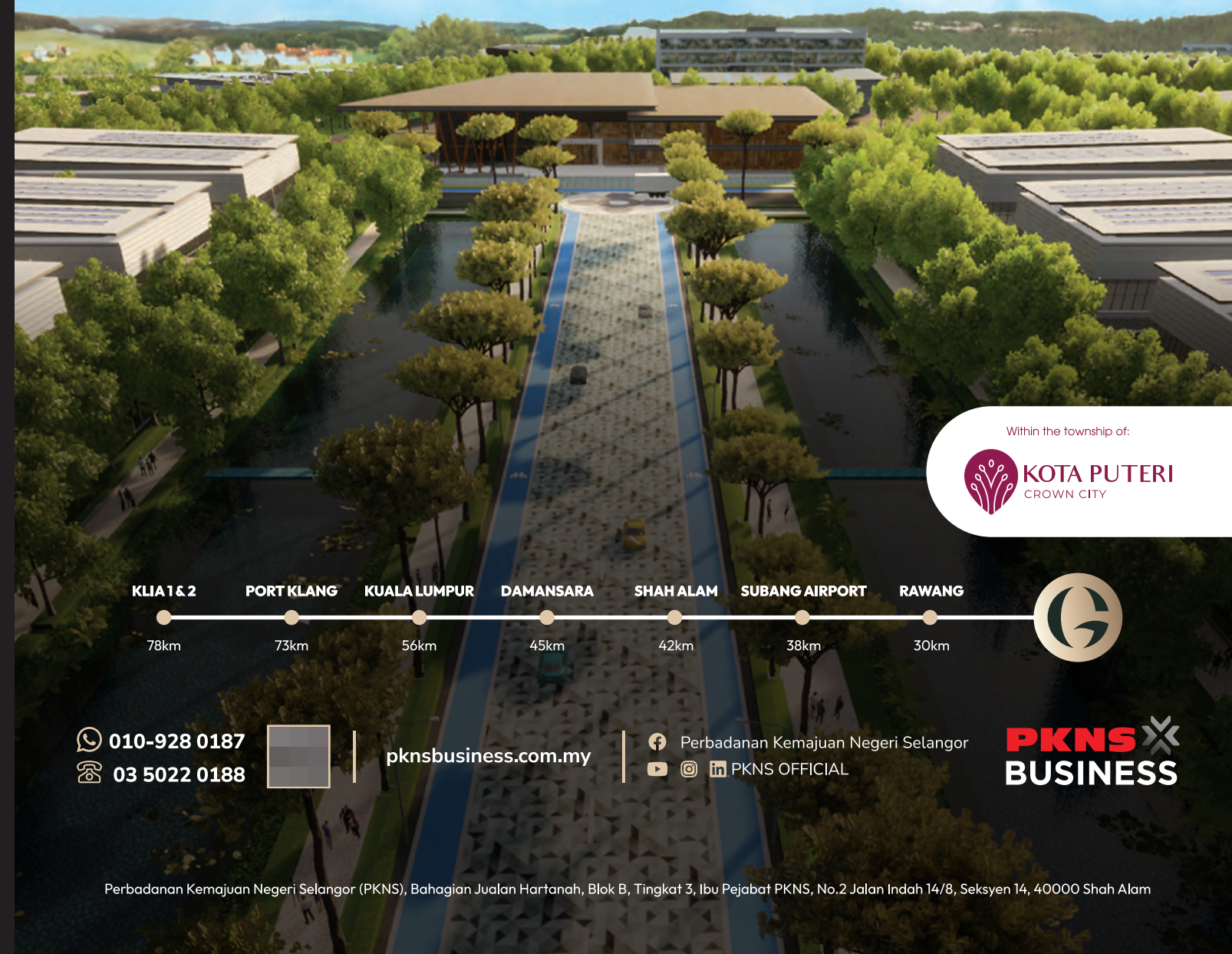
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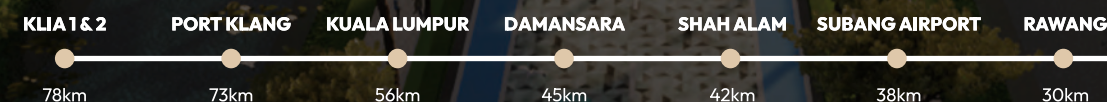
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## 献词 MESSAGE

### 拿督斯里安华依布拉欣 YAB Dato' Seri Anwar bin Ibrahim

马来西亚首相 Prime Minister of Malaysia

衷心祝贺马来西亚 - 中国总商会 (MCCC) 成立 34 周年, 并成功举办第 14 届马中企业家大会和第 2 届东亚女企业家大会。这都是见证马中总商会促进马中经济合作与增长的里程碑。我相信, 马中总商会将继续在马中重要伙伴关系中扮演举足轻重的角色。

在庆祝马中建交 50 周年之际, 马中总商会也是马中关系非凡旅程的重要基石。在高瞻远瞩的领导及不懈努力下, 马中总商会已将马中合作关系转变为经济繁荣的力量, 为两国企业的蓬勃发展开辟了机遇、创造了契机、搭建了桥梁。

马中总商会对我国的经济成就至关重要, 不仅打造一个创新、贸易和投资拓展的环境, 还为两国商界建立了联系, 促使各行业发展, 从寻求突破中, 共同实现目标。

马中总商会的成就不仅是里程碑, 更见证了共同志向及协作所带来的重要力量, 还为国家吸引了许多外资、创造了就业机会, 并巩固了马来西亚在世界经济舞台的关键地位。

马中总商会对国家繁荣的影响力, 是毋庸置疑的。

这并非终点, 我们将继续携手前行。我们需要在成功的基础上, 以更坚定的决心及创新力来应对眼前的挑战。世界瞬息万变, 马中总商会的角色将比以往更为重要。我坚信, 在 马中总商会的领导下, 马中关系的未来充满无限可能。

我们将携手共进, 缔造两国的美好未来, 确保在下一个 50 年取得更伟大的成就。我也祝贺马中总商会的会务蒸蒸日上, 再创辉煌。

I wish to extend my heartfelt congratulations to the Malaysia-China Chamber of Commerce (MCCC) on its 34th anniversary, as well as on the success of the 14th Malaysia-China Entrepreneurs Conference and the 2nd East Asia Women Entrepreneurs Conference.

These milestones are a testament to MCCC's unwavering dedication to fostering economic collaboration and growth between Malaysia and China, and I am confident that the Chamber will continue to play a pivotal role in strengthening this vital partnership for years to come.

As we mark 50 years of diplomatic relations between Malaysia and China, the MCCC stands as a cornerstone of this extraordinary journey. Through visionary leadership and tireless efforts, the Chamber has transformed the Malaysia-China partnership into a force for economic prosperity. It has opened doors, created pathways, and built the bridges necessary for businesses in both nations to flourish.

The Chamber's relentless pursuit of growth has been instrumental in driving Malaysia's economic success, creating an environment where innovation, trade, and investment have thrived. Its work has extended beyond mere transactions, it has forged connections between our business communities, allowing industries to evolve and pushing the boundaries of what we can achieve together.

The Chamber's achievements are not just milestones, they are a testament to the power of collaboration and shared ambition. Through its efforts, Malaysia has attracted investment, created jobs, and strengthened its position as a critical player on the global economic stage. The Chamber's impact on our nation's prosperity is undeniable.

But this is not the end, our journey together continues. The challenges ahead require us to build on this foundation of success, with even greater resolve and innovation.

The Chamber's role will be more crucial than ever as we navigate a rapidly changing world, but I have no doubt that with its leadership, the future of Malaysia-China relations is boundless.

Together, we will continue to shape the future of both our nations, ensuring greater achievements in the next 50 years, and I also wish the MCCC continued success in its endeavours.



## 献词 MESSAGE

### 拿督斯里阿米鲁丁 YAB Dato' Seri Amirudin Shari

雪兰莪州务大臣 Chief Minister of Selangor

马来西亚及中国企业家第十四次齐聚一堂, 雪兰莪州向马来西亚 - 中国总商会致以衷心祝贺成立 34 周年纪念日, 并延续培养、促进和加强两国年轻企业家的精神可嘉。

今年大会也同时举办第二届东亚女企业家大会, 女企业家齐聚一堂, 共同创造新契机。随着教育水平提升, 女性的职场前景不断改善, 也获利于这数十年经济成长的机遇。

作为大马经济最为多元化的州属, 充满活力的雪州一直是全国 GDP 最大贡献者, 也是我国首个拥有 4000 亿令吉经济规模的州属。雪州致力为企业创造平台, 特别是在物流、公共交通、制造业、电子电器、食品等领域, 同时着重发展生命科学和公共卫生产业。

可持续发展是雪州经济发展的核心理念, 气候变化莫测, 但它也为我们提供了经济转型为清洁、绿色能源经济的机会, 也为政府提供了制定长期安全投资环境政策的空间。

第十四届马中企业家大会恰逢马中建交 50 周年, 这是重要时刻, 让两国领导和人民共同规划未来 50 年的关系。中国是马来西亚最大的贸易伙伴, 东盟国家也致力迈向成为可持续发展的和平与繁荣区域典范, 尤其东盟即将于 2027 年迎来 60 周年之际。

在庆祝马中两国情谊切水不断及深厚文化渊源的伙伴关系时刻, 雪州将继续在加强两国经济联系和实现共同繁荣。

谢谢。

As entrepreneurs from Malaysia and China convene for the 14th time, the State of Selangor congratulates the Malaysia-China Chamber of Commerce on marking its 34th anniversary by continuing onwards the path to nurture, foster, and enhance the ever-growing entrepreneurial spirit amongst young people in both nations.

More importantly, the hallmark of this year's event will see the 2nd East Asia Women Entrepreneurs Conference, as budding women entrepreneurs come together to chart a brighter, more equitable future as women reap the rewards building on decades of progress through education leading to better quality prospects in the workplace.

As Malaysia's most economically diverse state, Selangor recorded history as Malaysia's first state with an economy worth RM400 billion in 2023, and is committed to providing a platform for entrepreneurs to succeed, especially in the fields of logistics, public transportation, manufacturing, electrics and electronics, food & beverages, while placing an emphasis on life sciences and public health.

With sustainability at the heart of Selangor's economic development philosophy, climate change – while a threat – can be an opportunity to transition our economy towards clean, green energy, while providing governments with the policy space to shape an economy which is safe for the private sector to invest in the long-term.

This year is extra special as the 14th MCEC coincides with the 50th anniversary of Malaysia-China diplomatic relations, and this represents an opportunity for the leaders and both our peoples to chart the path for the next 50 years of this relationship, both for China as Malaysia's largest trading partner, and China with the Association of Southeast Asian Nations (ASEAN) region towards ASEAN's 60th anniversary in 2027.

As we mark a pivotal moment between Malaysia's and China's partnership steeped in deep cultural history, I am confident that Selangor will continue to play a crucial role to enhance strong economic ties and shared prosperity between our two nations, especially for our entrepreneurs.

Thank you.





## 献词 MESSAGE

### YB 陆兆福 Anthony Loke Siew Fook

马来西亚交通部长  
Minister of Transport Malaysia



祝贺马来西亚 - 中国总商会成立 34 周年志庆、第十四届马中企业家大会及第二届东亚女企业家大会成功召开。

马中总商会一直积极促进及推动马中两国的经贸往来。近十年来中国绿色工艺快速成长，尤其在节能减碳的绿能交通工具上。中国在“绿色出行”的积极推动，取得国际共鸣。不久前，武汉成为全球首个推广自动驾驶商业化的城市。

减碳可从乘搭公交的“绿色出行”为起点！交通部全力在马来西亚推动“绿色出行”，提升公交设备，力求吸引更多民众使用公交，共同减少碳排放。绿色交通是大未来，政府大力鼓励使用绿能车辆，在地方政府、产业发展商、商场，甚至加油站配合下，设置更多充电桩，力促绿色未来的到来。

绿色出行，需要引入更多关于绿能交通及工业的投资，包括在物流方面，马来西亚正以东盟物流枢纽和主要中转站的崛起姿势，走在全球物流的发展轨道上。政府坚定不移地推动国内物流的数字化转型，以更高效的系统提升贸易透明度，减少延误，确保我们的物流产业在国际舞台上独占鳌头。

政府在全力提升全国各大港口的设备与道路衔接，以期将我国打造成东盟的关键港口，这不仅提升国家竞争力，更确保我们在全球物流供应链中稳占一席位。

每个人的一小步，将是国家与地球实现减碳的巨大飞跃。让我们齐心协力，驶向绿色出行！

Congratulations on the 34th anniversary celebration of the Malaysia-China Chamber of Commerce (MCCC), and the successful convening of the 14th Malaysia-China Entrepreneurs Conference and the 2nd East Asia Women Entrepreneurs Conference.

The MCCC has been actively promoting and facilitating economic and trade exchanges between Malaysia and China. Over the past decade, China's green technologies have seen rapid growth, especially in energy-saving and carbon-reducing green transportation. China's strong push for "green mobility" has resonated internationally. Recently, Wuhan became the world's first city to commercialize autonomous driving.

Reducing carbon emissions can start with green mobility by using public transportation! The Ministry of Transport is fully committed to promoting green mobility in Malaysia, upgrading public transportation facilities, and striving to attract more people to use public transportation, thus reducing carbon emissions together. Green transportation is the future, and the government is actively encouraging the use of green energy vehicles. With the cooperation of local governments, property developers, shopping malls, and even gas stations, more charging stations are being set up to drive the arrival of a green future.

Green mobility also requires attracting more investments in green energy transportation and industries. In logistics, Malaysia is rising as an ASEAN logistics hub and key transit station, positioning itself on the global logistics development track. The government is steadfastly pushing for the digital transformation of domestic logistics, enhancing efficiency, increasing transparency in trade, reducing delays, and ensuring our logistics industry remains competitive on the international stage.

The government is also making full efforts to upgrade facilities and road connectivity at major ports nationwide, aiming to position Malaysia as a key ASEAN port. This not only enhances the country's competitiveness but also ensures a strong presence in the global logistics supply chain.

Every small step by individuals will be a giant leap for the nation and the Earth in achieving carbon reduction. Let's work together towards green mobility!

## 献词 MESSAGE

### 拿督斯里张庆信 Dato Sri Tiong King Sing

马来西亚旅游、艺术及文化部长  
Minister of Tourism, Arts and Culture Malaysia



怀着喜悦的心情，小弟祝贺第十四届马中企业家大会及第二届东亚女企业家大会成功举办。此次大会不仅是商业合作、促进经济、交流互动的重要平台，更彰显企业家于各领域的卓越贡献，尤其在旅游业。大马女力崛起，于各岗位展现巾帼不让须眉的魄力，在促进经济增长扮演举足轻重角色。

全球旅游业趋于产品多元化和服务精细化，我们需要更多女性加入旅游业，通过女性细腻、独特视野和创新精神，推动行业向前迈进。顺应时代趋势，需要创造更多精细化的旅游产品与服务，不仅做好传统项目，还必须在会展旅游（MICE）、生态旅游、邮轮旅游、穆斯林友善旅游等等新兴项目注入新泉源，继而创造新里程碑。

会展旅游作为高附加值领域，期盼两项大会有效发挥杠杆作用，除了吸引参与大会的宾客游览大马，同时向国际输出我国旅游特点、文化风采、亲民环境等等，开拓旅游业更广阔的潜在市场。

旅游是提供情绪价值的产业，旅客向往高性价比的服务、景点、历史文化等等的旅程体验，凭借旅游业者的智慧与魄力，能巧妙利用我国历史文化遗产、富饶天然美景、民族多元和谐的氛围等等，提升游客的体验，吸引游客重游。

祝愿大会圆满成功！迈向另一个高峰，继而掀开新篇章！

With a joyful heart, I congratulate the successful hosting of the 14th Malaysia-China Entrepreneurs Conference (MCEC 2024) and the 2nd East Asian Women Entrepreneurs Conference (EAWEC). This conference is not only an important platform for business collaboration, economic promotion, and interactive exchanges, but it also highlights the outstanding contributions of entrepreneurs in various fields, particularly in the tourism industry. The rise of women in Malaysia showcases their determination and capability across all roles, playing a crucial role in driving economic growth.

As the global tourism industry trends towards diversified products and refined services, we need more women to join the sector. Their unique perspectives, attention to detail, and innovative spirit can propel the industry forward. In line with the trends of the times, it is necessary to create more refined tourism products and services, excelling not only in traditional services but also injecting new vitality into emerging sectors such as MICE (Meetings, Incentives, Conferences, and Exhibitions), eco-tourism, cruise tourism, and Muslim-friendly tourism, thereby creating new milestones.

As a high-value-added sector, MICE tourism is expected to leverage the effectiveness of both conferences to attract guests to explore Malaysia while promoting our unique tourism characteristics, cultural heritage, and welcoming environment to international audiences, thus expanding the broader potential market for tourism.

Tourism is an industry that provides emotional value. Tourists seek travel experiences that offer high value for money, that include quality services, attractions, and historical cultures. With the wisdom and courage of tourism professionals, we can utilise our country's historical and cultural heritage, abundant natural beauty, and harmonious multi-ethnic atmosphere to enhance the visitor experience and attract repeat visitors.

I wish the conference every success in reaching new heights and opening up new chapters!





## 献词 MESSAGE

### YB 刘镇东 Liew Chin Tong

马来西亚投资、贸易及工业部副部长  
Deputy Minister of Investment, Trade, and Industry of Malaysia

值此马来西亚 - 中国总商会成立 34 周年庆、第十四届马中企业家大会及第二届东亚女企业家大会在我国举行，谨代表投资、贸易及工业部，向多年来在贸易、投资和工业领域的紧密合作而努力的马中两国企业家们致以崇高敬意。

今年是马中建交 50 周年，半世纪以来，马中两国不仅是互为重要的贸易伙伴，更是全球经济变局中的合作典范。中国连续多年成为我国最大的贸易伙伴，两国之间高效的供应链、产业链联动和联通，不仅推动两国经济发展，也为区域和全球经济的动力。

在当前全球经济发展面对艰巨挑战大背景下，马中合作迎来了全新的历史机遇。大马地处东盟核心，借助中国在高端制造业、智能科技、数字化经济、绿能工艺等领域的领先优势，我们有机会共同塑造亚太地区的产业格局。特别是在全球经济向绿色低碳转型的关键时刻，马中两国在可再生能源、绿色基建和可持续发展方面的合作将为双方经济注入强劲动力，推动产业升级，提升价值链。

通过进一步深化产业对接、技术交流和市场融合，两国有望在全球产业转型浪潮中抢占先机，共同迎接第四次工业革命的机遇。

在两国政府与企业界的共同努力下，马中将继续携手并进，开创更加繁荣、可持续的合作未来。

On the occasion of the 34th anniversary of the Malaysia-China Chamber of Commerce (MCCC), the 14th Malaysia-China Entrepreneurs Conference (MCEC 2024), and the second East Asia Women Entrepreneurs Conference (EAWEC) being held in our country, on behalf of the Ministry of Investment, Trade, and Industry, I extend my highest respect to the entrepreneurs of Malaysia and China for their dedicated efforts in fostering close cooperation in the fields of trade, investment, and industry over the years.

This year marks the 50th anniversary of Malaysia-China diplomatic relations. Over the past half-century, the two countries have not only been vital trade partners to each other but have also exemplified cooperation in the shifting global economic landscape. China has remained Malaysia's largest trading partner for many years, and the efficient integration of supply chains and industrial linkages between the two countries has not only driven their economic growth but also served as a driving force for regional and global economies.

In the face of the current challenges confronting global economic development, Malaysia-China cooperation has ushered in new historic opportunities. Positioned at the heart of ASEAN, Malaysia, leveraging China's leading advantages in advanced manufacturing, smart technology, digital economy, and green energy technologies, has the opportunity to jointly shape the industrial landscape in the Asia-Pacific region. Particularly at this critical juncture as the global economy transitions to green and low-carbon development, Malaysia-China cooperation in renewable energy, green infrastructure, and sustainable development will inject strong momentum into both countries' economies, driving industrial upgrades and enhancing the value chain.

Through further deepening industrial alignment, technological exchange, and market integration, both countries are poised to seize opportunities in the wave of global industrial transformation and embrace the Fourth Industrial Revolution.

With the joint efforts of both governments and the business communities, Malaysia and China will continue to advance hand in hand, creating a more prosperous and sustainable future for cooperation.



## 献词 MESSAGE

### YB 张念群 Teo Nie Ching

马来西亚通讯部副部长  
Deputy Minister of Communications Malaysia  
第二届东亚女企业家大会专题演讲主讲人  
Keynote Speaker of the 2nd East Asia Women Entrepreneurs Conference

东亚和东南亚的女性一直是世界经济的无名英雄并做出巨大贡献。近年来更有显著变化，女性正积极推动创新和创造有利于企业又有益社会的新形态。

大马女企在新媒体领域扮演先锋角色，通过社交平台、电子商务及数字营销等新兴工具成功创业，打破传统商业壁垒，运用新媒体与通讯技术，将创新精神融入商业模式，开创广阔发展空间。

像 Naelofar Hijab 的 Neelofa 以及 Siti Khadijah 的 Padzilah Enda Sulaiman 等，她们充分展现女企也可在科技驱动的经济中脱颖而出，发挥巨大影响力。

个人成就之外，许多优秀女领袖推动更广泛的趋势，引领数字化转型，改变传统商业模式，创造无数就业机会。女企不再局限于小规模企业，而是通过直播服务走向世界，有效推销产品，打造个人品牌。

本次大会是东亚和东南亚女企取得进展的见证，然而如何取得资本、指导和扩大社交机会等挑战依然存在。我们须继续倡导支持女企政策，创造公平竞争环境。

未来，女企仍然拥有广阔的机遇，电子商务增长、技术日益进步和互联网普及化，这些将为女性主导的企业创造新渠道。把握机会并克服挑战，才能释放东亚和东南亚女企潜力。

期许大家充分参与本次大会，与同行企业家建立联系、分享经验中互相学习。一起携手共建更强、更包容、更繁荣的女性商业未来。

Women in East Asia and Southeast Asia have been the unsung heroes of our economies, contributing significantly to our prosperity. In recent years, we have witnessed a remarkable shift: women are emerging as powerful leaders, driving innovation, and creating solutions that benefit both businesses and society.

Malaysian women entrepreneurs are pioneers in the new media landscape. Leveraging the power of social media, e-commerce, and digital marketing, they have disrupted traditional business models and built thriving ventures. Examples like Neelofa with Naelofar Hijab and Padzilah Enda Sulaiman of Siti Khadijah demonstrate the incredible impact women entrepreneurs can have in shaping our region's economic landscape.

Beyond personal success, many female leaders are at the forefront of digital transformation, reshaping industries and creating new jobs. Women-led businesses are leveraging live streaming to expand globally, building brands and boosting sales.

This conference is a testament to the progress made by women entrepreneurs in East Asia and Southeast Asia. However, we must recognize that challenges persist. Access to capital, mentorship, and networking opportunities remain significant hurdles. It is imperative that we continue to advocate for policies and initiatives that support women entrepreneurs and create a level playing field.

In the future, the opportunities for women entrepreneurs are vast. The growth of e-commerce, technological advancements, and the widespread adoption of the internet will create new avenues for female-led enterprises. Seizing opportunities and overcoming challenges are key to unlocking the potential of women entrepreneurs in East Asia and Southeast Asia.

I look forward to all of you to participate fully in this conference, connect with fellow entrepreneurs, share your experiences, and learn from one another. Together, we can build a stronger, more inclusive, and prosperous future for women in business.





## 献词 MESSAGE

### 拿督陈泓缜 Datuk Chan Foong Hin

马来西亚种植及原产业部副部长  
Deputy Minister of Plantation and Commodities Malaysia

诚心恭贺马中总商会成功举办第十四届马中企业家大会，此次盛会汇集马中两国的精英企业家，搭建了一个至关重要的交流平台，为两国的经济合作带来新的契机。在马中建交 50 周年的历史节点上，这场盛会不仅巩固了两国之间的深厚友谊，也为双方在经贸合作领域创造了更多的机会与空间。

马来西亚政府依托区域、政策及资源优势，在全球经济挑战下展现出强大韧性，实现了稳健的经济增长。中国连续 15 年稳居马来西亚最大贸易伙伴，同时也是马来西亚农业大宗商品，包括棕油、木材、可可、胡椒和榴莲等的重要国际市场。这是马中两国之间贸易关系不断深化的表现。今年 7 月，我率领种植及原产业部代表团访华，期间见证了两国企业签署总值逾 2 亿令吉的谅解备忘录，推动了马棕油在华市场的进一步扩展。

这些成功案例正是本次大会主题“跨越五十·携手共赢”的真实写照。展望未来，种植及原产业作为马来西亚的重要经济支柱，将继续在促进两国经贸合作中发挥重要作用。我坚信，在两国政府的有力支持下，以及企业界的共同努力下，马中双方将继续携手并进，共同迈向更加繁荣与可持续的未来。

预祝本次大会圆满成功，并期待未来有更多的合作成果，推动马中关系再攀新高。

I would like to extend my sincere congratulations to the Malaysia-China Chamber of Commerce (MCCC) on the successful hosting of the 14th Malaysia-China Entrepreneurs Conference. This grand event has brought together elite entrepreneurs from both Malaysia and China, creating a crucial platform for exchange and paving the way for new opportunities in economic cooperation between the two countries. At this historical juncture marking the 50th anniversary of diplomatic relations between Malaysia and China, this conference has not only strengthened the strong bond between the two nations but also generated more opportunities and space for bilateral economic and trade cooperation.

The Malaysian government, leveraging its regional, policy, and resource advantages, has demonstrated strong resilience in the face of global economic challenges and achieved steady economic growth. China has remained Malaysia's largest trading partner for 15 consecutive years and is a key international market for Malaysia's major agricultural commodities, including palm oil, timber, cocoa, pepper, and durians. This deepening trade relationship is a testament to the strong ties between Malaysia and China. In July this year, I led a delegation from the Ministry of Plantation and Commodities to China, where we witnessed the signing of Memorandums of Understanding (MoUs) valued at over RM200 million, further expanding the market for Malaysian palm oil in China.

These successful cases truly reflect the theme of this conference, "Celebrating 50 Years of Diplomatic Relations: Bringing Nations for Collective Growth." Looking ahead, the plantation and commodity sectors, as crucial pillars of Malaysia's economy, will continue to play an important role in promoting economic cooperation between the two countries. I firmly believe that, with the strong support of both governments and the joint efforts of the business communities, Malaysia and China will continue to move forward hand in hand, towards a more prosperous and sustainable future.

I wish this conference great success and look forward to more fruitful cooperation in the future, driving Malaysia-China relations to new heights.



## 献词 MESSAGE

### YB 黄思汉 Ng Sze Han

雪兰莪州投资、贸易及公共交通行政议员  
Selangor EXCO for Invest, Trade and Mobility

马来西亚 - 中国总商会致力推动马中经贸关系，连结双边商业社群。值此第十四届马中企业家大会重要日子，我代表雪兰莪政府，感谢商会为了让雪州乃至国家变得更好，所做的一切。

雪州在地理位置、交通、人才库、供应链等方面占优势。近年，外资都在加大投资雪州的力道，视雪州为东盟门户。雪州稳守全国经济火车头，经济增长率高达 5.4%，超过全国平均水平。

这一年来，雪州吸引了天鹏、隆基、英科等大型中国企业入驻。同时，雪州持续精进投资环境，提供激励措施和软着陆计划。过程中有赖马中总商会分享前线的回馈与见解。

马中总商会会员站在马中经贸合作第一线，有多年双边经商的丰富经验。今年，适逢马中两国建交 50 周年，望商会得以此重要时刻为契机，强化马中企业交流与合作与往来。同时，与政府分享第一手资讯，做为政府外资政策调整及决策的参考，以达到相辅相成的效果。

雪州有能力也有意愿，在本会与各位领袖、代表开创合作机会。感谢各位的努力和付出，祝福大会圆满顺利。

The Malaysia-China Chamber of Commerce (MCCC) is committed to promoting economic and trade relations between Malaysia and China, connecting the business communities of both countries. On this significant occasion of the 14th Malaysia-China Entrepreneurs Conference, I would like to express, on behalf of the Selangor state government, our gratitude to the Chamber for its efforts in contributing to the betterment of Selangor and the nation.

Selangor holds a competitive advantage in terms of its geographical location, transportation, talent pool, and supply chain. In recent years, foreign investments have increasingly targeted Selangor, viewing the state as a gateway to ASEAN. Selangor continues to serve as the economic powerhouse of the nation, with a growth rate of 5.4%, surpassing the national average.

Over the past year, Selangor has attracted major Chinese companies such as Tenpower, LONGi, and INTCO. At the same time, Selangor has been enhancing its investment environment by offering incentives and soft landing programs. In this process, the feedback and insights shared by MCCC have been invaluable.

The members of MCCC are at the forefront of Malaysia-China economic and trade cooperation, bringing years of rich experience in bilateral business dealings. As we celebrate the 50th anniversary of Malaysia-China diplomatic relations this year, I hope that the Chamber will use this significant milestone to further strengthen exchanges and collaboration between Malaysian and Chinese enterprises. Additionally, the Chamber's firsthand information can serve as a reference for the government in adjusting foreign investment policies and making decisions, fostering a complementary relationship.

Selangor is both capable and willing to create new cooperation opportunities together with the Chamber and all of you present here today. Thank you for your hard work and dedication. I wish the conference a great success.





## 献词 MESSAGE



中华人民共和国大使馆

欧阳玉靖 H.E. Ouyang Yu Jing

中华人民共和国驻马来西亚特命全权大使  
Ambassador Extraordinary and Plenipotentiary of  
the People's Republic of China to Malaysia



我谨代表中国驻马来西亚大使馆，向第十四届马中企业家大会的举办表示热烈祝贺！向为筹办此次盛会付出辛勤努力的马中总商会表示衷心感谢！

中马睦邻友好、情谊历久弥坚。今年是中马建交50周年暨“中马友好年”，50年来，两国始终以心相交，合作共赢，交流互鉴，携手铸就了国家间友好交往的典范。马来西亚“昌明大马”，与“人类命运共同体”理念高度契合，两国高质量共建“一带一路”开花结果、枝繁叶茂。经贸合作的“压舱石”和“推进器”作用日益显现。

各位企业家都是中马友好的使者。当前，中马两国经济向好，双边经贸合作步入新阶段。中国越来越多的高科技企业、绿色能源企业到马投资兴业，数据中心、半导体、新能源等高科技企业络绎不绝。希望企业家们能够立足当下，把握未来，将各自发展融入推动双边经贸合作之中，为中马合作贡献力量。

“追风赶月莫停留，平芜尽处是春山。”中马经贸合作前程广阔，需要中马企业家共同开拓。我衷心希望大会更好地凝聚企业家智慧和力量，加强对接合作，共创美好未来！

On behalf of the China Embassy in Malaysia, I would like to extend my warm congratulations on the successful convening of the 14th Malaysia-China Entrepreneurs Conference! I also wish to express my heartfelt thanks to the Malaysia-China Chamber of Commerce (MCCC) for their dedication and hard work in bringing this grand event to fruition.

The friendship between China and Malaysia has been enduring and deeply rooted. This year marks the 50th anniversary of the establishment of diplomatic relations between our two countries, as well as the "Malaysia-China Year of Friendship." Over the past five decades, our nations have come together with sincerity and mutual trust, fostering cooperation and mutual learning, and forging a model of international goodwill. "Malaysia Madani" vision resonates deeply with the philosophy of "A Community with a Shared Future for Mankind." Our high-quality collaboration under the Belt and Road Initiative (BRI) has blossomed and flourishing, increasingly serving as a stabilising anchor and driving force in trade and economic cooperation.

Dear entrepreneurs, you are the true emissaries of China-Malaysia friendship. As our economies flourish anew, our bilateral trade and economic cooperation enters a fresh chapter. A growing number of Chinese enterprises in high-tech industries and green energy sectors are setting down roots in Malaysian soil, investing in areas such as data centers, semiconductors, and renewable energy. I encourage all of you to seize this moment, embrace the future, weaving your individual aspirations into the tapestry of our bilateral economic cooperation, thus contributing to China-Malaysia collaboration.

"Pause not in your pursuit of the wind and moon, for beyond the flat wilderness, spring mountains await." The prospects for China-Malaysia economic and trade cooperation are broad, and it requires joint efforts from both countries' entrepreneurs to explore. I sincerely hope that this conference will further unite the wisdom and strength of entrepreneurs, fortifying our bonds of cooperation, and create a brighter future together!



中华人民共和国大使馆

孙淑强 Sun Shu Qiang

中华人民共和国驻马来西亚大使馆经济商务公使衔参赞  
Economic and Commercial Minister Counsellor of  
the Embassy of the People's Republic of China in Malaysia

携手并进 共创未来  
合作共赢 再谱华章

祝贺第十四届马中企业家大会召开





## 献词 MESSAGE

拿督哈山阿查里 Dato' Hasan Azhari

雪兰莪州投资促进机构首席执行官  
Invest Selangor CEO

我非常荣幸地欢迎您出席第十四届马中企业家大会。在这个盛会上，我们齐聚一堂，共同建立新合作伙伴关系，探索双方共同发展的精彩机遇。我诚挚邀请您发掘雪兰莪州的投资潜力。

雪兰莪州作为国家重要的经济引擎及投资东南亚的重要门户，以其战略位置、完善的基础设施以及迅速扩展的经济，已成为具有远见卓识的投资者的理想目的地。

中国在绿色技术和创新领域的全球领导地位，与雪兰莪成为可持续发展中心的目标高度契合。随着再生能源和环保科技的不断创新，雪兰莪为绿色科技投资提供了广阔的前景。此外，我们成熟的清真产业生态系统在全球享有盛誉，为中国投资者提供了进入价值超过 2.3 兆美元的全球清真市场的黄金机遇。

现在正是建立中国与雪兰莪之间战略伙伴关系的关键时刻，我们可共同利用两国经济的优势，实现双赢。雪兰莪州已准备好提供平台、资源和支持，助您在此蓬勃发展。您对雪州的投资不仅仅是一次商业决策，它更是为子孙后代创造一个繁荣、可持续发展的未来的一步。

让我们携手，共同开启未来的无限潜力。

It is my great pleasure to welcome you to the 14th Malaysia-China Entrepreneurs Conference, where we gather to forge new partnerships and explore exciting opportunities for mutual growth. I personally invite you to discover the unparalleled investment potential in Selangor.

Selangor is an economic powerhouse and the gateway to Southeast Asia, with its strategic location, world-class infrastructure, and rapidly expanding economy, Selangor is the ideal destination for forward-thinking investors like yourselves.

China's global leadership in green technology and innovation aligns perfectly with Selangor's ambition to be a hub for sustainability. As the demand for renewable energy and environmentally conscious solutions continues to grow, Selangor offers the opportunity for green tech investments in this region. Additionally, our well-established halal ecosystem, which is recognized globally, presents a golden opportunity for Chinese investors to enter the lucrative halal market—now worth over \$2.3 trillion globally.

This is a defining moment to forge a strategic partnership between China and Selangor, harnessing the strengths of both economies for mutual success. Selangor is ready to provide the platform, resources, and support necessary for you to thrive. Your investment in Selangor state is not just a business move; it's a step toward shaping a prosperous, sustainable future for generations to come. Reach out to Invest Selangor if you require further assistance on your plan in Selangor state, and we shall be able to assist in any way we can.

Together, let's unlock the potential of tomorrow.



## 热烈庆贺马中建交 50 周年

助力中小企业同开拓国际市场

心心相连共克时艰迈向新高峰

同心协力促进交流合作创成就

谱写友好与贸易发展新里程碑



全体同仁敬贺





祝贺第十四届马中企业家大会召开  
马中建交 50 周年  
马中总商会 34 周年志庆

# 共创辉煌 圆满成功

马来西亚 - 中国总商会永久荣誉会长  
Life Honorary President, Malaysia-China Chamber of Commerce



丹斯里林源德  
Tan Sri Lim Guan Teik



拿督杨天培  
Datuk Yong Ah Pwi



拿督黄汉良  
Dato' Bong Hon Liong



拿督陈友信  
Datuk Tan Yew Sing

同敬贺



## 献词 MESSAGE

卢国祥 Loo Kok Seong

马来西亚 - 中国总商会总会长  
President, Malaysia-China Chamber of Commerce  
第十四届马中企业家大会主席  
Conference Chairman of  
the 14th Malaysia-China Entrepreneurs Conference

在庆祝马中建交 50 周年的重要时刻，我们迎来了第十四届马中企业家大会。今年的大会以“跨越五十·携手共赢”为主题，充分体现了本会的坚定决心，致力为两国企业打造一个共同开拓新机遇、追求新发展的平台。

马中总商会自 34 年前成立以来，经历了 3 个重要发展阶段。最初，我们肩负着搭建马中企业沟通与合作桥梁的使命，为两国企业家提供相互了解市场、建立合作关系的机会。

在随后的发展阶段，我们通过组织丰富多样的商务考察团和经贸活动，包括举办马中企业家大会，积极推动双边贸易，协助企业开拓更多商机。

如今，马中总商会已进入成熟阶段，积极参与两国在高科技、金融、文化等领域的战略合作，推动多元化发展，并在开发新市场方面取得显著成果。

在马中总商会的持续努力下，马中企业家大会 14 年来不断的拓宽格局，而两国企业之间的合作模式，亦从传统的贸易扩展到更为深入的投资与技术合作。这种合作帮助两国企业在全球市场中提升竞争力，实现共赢。

在此，我衷心感谢马中两国企业家和各界人士的支持，期待在未来继续携手共创辉煌！

On the momentous occasion of the 50th anniversary of Malaysia-China diplomatic relations, the 14th Malaysia-China Entrepreneurs Conference (MCEC) takes place. The conference themed "Celebrating 50 Years of Diplomatic Relations: Bringing Nations for Collective Growth", fully embodies our association's firm resolve to create a platform for enterprises from both countries to jointly explore new opportunities and pursue new developments.

Since being established 34 years ago, the Malaysia-China Chamber of Commerce has gone through three significant development phases. Initially, we were tasked with building a bridge for communication and cooperation between Malaysian and Chinese enterprises, providing opportunities for entrepreneurs from both countries to familiarise themselves with each other's markets and establish partnerships.

In the following phase, we actively promoted bilateral trade by organising various business delegations and trade activities, including the MCEC, assisting enterprises in exploring more opportunities.

Today, the MCCC has entered a mature phase, playing a key role in the strategic cooperation between both nations in areas such as high technology, finance, and culture, driving diversification and achieving significant results in developing new markets.

With the continuous efforts of the MCCC, the MCEC has continuously expanded its scope over the past 14 years, while the cooperation model between enterprises of the two countries has also expanded from traditional trade to deeper investment and technological cooperation. This cooperation has helped enterprises from both countries to enhance their competitiveness in the global market and achieve mutual benefits.

Here, I would like to express my heartfelt gratitude to the entrepreneurs and people from all walks of life in both Malaysia and China for your support. I look forward to continuing this journey of success together in the future!





## 献词 MESSAGE

### 谢中正 Siah Teong Chein

马来西亚-中国总商会副总会长  
Vice President, Malaysia-China Chamber of Commerce  
第十四届马中企业家大会筹委会主席  
Organising Chairman of the 14th Malaysia-China Entrepreneurs Conference

《第十四届马中企业家大会》和《第二届东亚女企业家大会》，在马来西亚和中国建交 50 周年的同时在吉隆坡举行，是难能可贵的机遇；筹委会拟定大会主题为“跨越五十·携手共赢”，并举办建交 50 周年联欢晚宴，有深远的意义。

配合马中总商会 34 周年纪念，大会的举行，彰显两国民间组织密切往来和商务紧密连系，马中携手共赢！大会活动从专题演讲、论坛到商贸对接会，皆提供与会企业家见面的机会，扩大人脉圈，获得更多合作及商机。大会邀请成功企业家、行业专家和学者分享成功经验和分析最新趋势，让与会者洞察先机。

中国提出“一带一路”，以及马中缔结全面战略伙伴关系，今年皆已进入第 11 年。2023 年双方更达成共识，共建马中命运共同体，包括打造高水平战略互信、深化发展对接、增进人文交流、加强多边协作。

马中民间商贸合作从过往的互访、论坛到进入园区企业，如今也提升到更深入的对接，需要更务实讨论和加强企业合作，以便真正的合作共赢。

期许《第十四届马中企业家大会》和《第二届东亚女企业家大会》圆满举行，共建一个相互支持、共享和共赢的马中商贸新时代。

The 14th Malaysia-China Entrepreneurs Conference (MCEC 2024) and the 2nd East Asia Women Entrepreneurs Conference (EAWEC), held in Kuala Lumpur coinciding with the 50th anniversary of diplomatic relations between Malaysia and China, represent a precious and significant opportunity. The organising committee has aptly chosen the theme "Celebrating 50 Years of Diplomatic Relations: Bringing Nations for Collective Growth" for the conference and is hosting a gala dinner to celebrate the 50th anniversary of diplomatic ties, is profoundly significant.

In conjunction with the 34th anniversary of the Malaysia-China Chamber of Commerce (MCCC), the conference highlights the close ties and strong business connections between the two countries' non-governmental organisations, exemplifying Malaysia and China's cooperation for mutual success! The conference offers a variety of activities, ranging from thematic discussions and forums to business matching sessions, provide opportunities for participating entrepreneurs to meet, expand their networks, and discover new partnerships and business opportunities. The conference has invited successful entrepreneurs, industry experts, and scholars to share their experiences and provide insights into the latest trends, helping attendees to gain insights into future opportunities.

This year marks the 11th anniversary of both China's Belt and Road Initiative and the establishment of the comprehensive strategic partnership between China and Malaysia. In 2023, both sides reached a consensus to build a Malaysia-China community with a shared future, including fostering high-level strategic mutual trust, deepening business connection, enhancing cultural exchanges, and strengthening multilateral cooperation.

Over the past, the trade cooperation between Malaysia and China has evolved continuously from the earlier stages of mutual visits and forums to enterprise participation in industrial parks. Now, it has advanced to more in-depth connection. This calls for more pragmatic discussions and strengthened enterprise cooperation to achieve win-win collaboration.

We look forward to the successful convening of the MCEC 14 and the 2nd EAWEC, forging a new era of Malaysia-China trade and commerce based on cooperation, sharing, and mutual benefit.



## 献词 MESSAGE

### 张柏垣 Bryan Chong

马来西亚-中国总商会总财政  
Treasurer, Malaysia-China Chamber of Commerce  
马来西亚-中国总商会 34 周年、第 14 届马中企业家大会暨第 2 届东亚女企业家大会欢迎宴及马中建交 50 周年庆联欢晚宴筹委会主席  
Organising Chairman of the Malaysia-China Chamber of Commerce 34th Anniversary, the 14th Malaysia-China Entrepreneurs Conference, the 2nd East Asia Women Entrepreneurs Conference Welcoming Dinner & the 50th Anniversary of Malaysia-China Diplomatic Relations Gala Dinner

50 年前，马来西亚率先成为首个与中国建立外交关系的东盟国家。这一历史性决策展现了国家领导人的高瞻远瞩，并为两国未来奠定了坚实的基石。经过半个世纪的努力，马中已发展为全面战略伙伴关系，达到互联互通互利及彼此尊重、紧密合作的共荣共赢精神。

这些年，我们见证马中各领域飞速发展，贸易与投资蓬勃兴盛。中国已连续十多年稳居大马最大贸易伙伴之位。文化交流促进两国人民的理解与共鸣，教育合作更丰富了两国互联。通过旅游和各项合作计划，民间交流日益密切，社会联系愈加牢固。

马中今日的合作成果，成立 34 年的马来西亚 - 中国总商会举足轻重。作为马中企业的桥梁，总商会致力推动贸易与投资、促进对话、培育推动经济增长和创新的合作关系，为两国经济注入强劲动力。

回顾过去，我们清楚认识到深化合作的重要性。在瞬息万变的全球局势下，伙伴关系不仅至关重要，还为应对诸如可持续发展、技术创新及区域稳定等全球性挑战提供关键支撑。唯有携手共进，我们才能确保区域内外持久和平与繁荣。

让我们续写马中双边关系新篇章，以友谊为基础，以互利为目标，携手并肩，创造令人铭记的伟大未来，惠及后代。

Fifty years ago, Malaysia became the first ASEAN country to establish diplomatic relations with the People's Republic of China. This visionary step by our leaders laid the foundation for a partnership that has grown stronger over the decades. Our bilateral relationship has evolved into a comprehensive strategic partnership, marked by mutual respect, cooperation, and shared prosperity.

We have witnessed remarkable growth in various sectors. Trade and investment have flourished, with China becoming Malaysia's largest trading partner for over a decade. Cultural exchanges have deepened mutual understanding, and educational collaborations have enhanced connection between both countries. The people-to-people connections forged through tourism and joint initiatives have strengthened the bonds between our societies.

The Malaysia-China Chamber of Commerce, established 34 years ago, has played a pivotal role in fostering these developments. As a bridge between Malaysian and Chinese businesses, the Chamber has promoted trade and investment, facilitated dialogue, and nurtured partnerships that drive economic growth and innovation. Our collective efforts have contributed significantly to the economic development and prosperity of both nations.

As we reflect on our milestones, we are reminded of the importance of continued cooperation. In a rapidly changing global landscape, our partnership is crucial in addressing common challenges such as sustainable development, technological innovation, and regional stability. Together, we can promote peace and prosperity in the region and beyond.

Let us renew our commitment to fostering strong bilateral relations between Malaysia and China. Let us continue to work together in the spirit of friendship and mutual benefit, building a legacy that will be remembered for generations to come.





## 献词 MESSAGE

### 拿督伍安琪博士 Dato' Dr. Angie Ng

马中总商会女企业家委员会主席  
Chairperson of Women Entrepreneurs Committee,  
Malaysia-China Chamber of Commerce  
东亚女企业家大会联合创始人暨第二届大会主席  
Co-founder of the East Asia Women Entrepreneurs Conference  
and Chairperson of the 2nd Conference

作为马中总商会女企业家委员会主席、东亚女企业家大会的联合创始人暨大会主席，我深感荣幸与责任重大，共同筹划并见证了马中总商会成功举办第十四届企业家大会和第二届东亚女企业家大会。这两场国际盛会不仅是区域合作的里程碑，更为企业家们搭建了一个强有力的国际平台，彰显了我们长期使命的深远影响。

本届东亚女企业家大会进一步拓展了女性领导者的全球视野，汇聚了来自本地及海外 12 个国家及地区，包括 18 个中国省份的 900 位杰出企业家，共同探讨女性在全球经济中的角色与影响力。我们也有幸得到了马来西亚敦拉萨镇国会议员兼马来西亚前副首相拿督斯里旺阿兹莎·旺依斯迈、马来西亚通讯部副部长张念群、多位部长和商界的鼎力支持，这不仅提升了大会的国际地位，更为区域内的持续增长与跨国合作注入了新的动能。

作为女性企业家，我们深知，要在全球竞争中脱颖而出，必须具备远见卓识与果敢的魄力，更要善于合作，共生共赢。

我们的愿景不限于区域合作，更致力于打造一个包容性与创新性兼备的国际商务生态圈，为企业家们提供跨越国界、共享资源的高端平台，共同开创全新的发展格局。

As the Chairperson of the Women Entrepreneurs Committee of the Malaysia-China Chamber of Commerce (MCCC) and the Co-founder and Chairperson of the East Asia Women Entrepreneurs Conference (EAWEC), I am deeply honoured and acutely aware of the significant responsibility involved in co-organising the 14th Malaysia-China Entrepreneurs Conference by MCCC and witnessing the successful hosting of the 2nd East Asia Women Entrepreneurs Conference by the MCCC-WEC. These two international events are not only milestones for regional cooperation have also established a robust international platform for entrepreneurs, reflecting the profound impact of our long-term mission.

The EAWEC has further broadened the global perspective of female leaders, bringing together 900 distinguished entrepreneurs from Malaysia and 12 other countries and regions, including 18 provinces of China, to discuss the role and influence of women in the global economy. We are also honoured to have received strong support from Member of Parliament (MP) for Bandar Tun Razak and the Former Malaysian Deputy Prime Minister YB Dato' Seri Dr. Wan Azizah, Minister of Communications YB Teo Nie Ching, ministers, and the business circle. This has not only elevated the international status of the conference but has also injected new momentum into sustained growth and transnational cooperation within the region.

As women entrepreneurs, we are deeply aware that to stand out in global competition, we must be bold, visionary, and excel at cooperation to achieve mutual growth and success.

Our vision extends beyond regional cooperation. We are dedicated to fostering an international business ecosystem that is both inclusive and innovative, providing entrepreneurs with a high-end platform for transcending borders and sharing resources, thus jointly creating a new paradigm for development.



## 献词 MESSAGE

### 陈于瑄 Jasmine Chin Yong Shya

马中总商会女企业家委员会秘书长  
Secretary-General of Women Entrepreneurs Committee,  
Malaysia-China Chamber of Commerce  
第二届东亚女企业家大会论坛筹委会主席  
Organising Chairperson of Forum of  
the 2nd East Asia Women Entrepreneurs Conference

作为第二届东亚女企业家大会论坛筹委会主席，我深感荣幸，并由衷地感谢全体团队的共同努力和辛勤付出。

此次大会获得马来西亚首相夫人、各位部长，以及来自中国、印尼、菲律宾、日本、澳大利亚等国嘉宾和商界的鼎力支持与协作，为大会注入了巨大的鼓舞与信心。这不仅是东亚与东盟女性企业家的盛会，更是一场思想碰撞与智慧交流的盛宴。

大会旨在通过区域内女性企业家的合作与共享，提升女性在全球商业舞台上的地位和影响力。我们倡导创新与合作精神，推动产业升级与市场扩展，实现经济的可持续发展。

展望未来，商团之间蕴藏着许多待发掘的机遇，期待以此大会为契机，进一步加强各国企业家的合作，建立长期稳定的合作框架。通过政策支持、资源共享和跨国交流，共同创造有利于企业家发展的商业环境，提升区域内企业家的竞争力和影响力。

特别感谢马中总商会、马中总商会女企会以及社会各界的支持。让我们携手共进，推动区域更广泛领域的合作发展，共同开创更加辉煌的未来。

As the Chairperson of the 2nd East Asia Women Entrepreneurs Conference Organising Committee, I am deeply honoured and sincerely grateful for the collective efforts and hard work of the entire team.

The strong support and cooperation from the spouse of the Malaysian Prime Minister, ministers, as well as esteemed guests and business leaders from countries such as China, Indonesia, the Philippines, Japan, and Australia, have greatly encouraged and inspired us. This is not only a grand gathering for women entrepreneurs from East Asia and ASEAN but also a feast of intellectual exchange and wisdom sharing.

The aim of the conference is to enhance the status and influence of women on the global business stage through cooperation and sharing among female entrepreneurs in the region. We advocate for innovation and collaboration to drive industrial upgrades and market expansion, achieving sustainable economic development.

Looking ahead, there are many untapped opportunities among business groups. We look forward to utilising this conference as an opportunity to further strengthen collaboration among entrepreneurs from various countries, establishing a long-term and stable cooperation framework. Through policy support, resource sharing, and cross-border exchanges, we can jointly create a favourable business environment that supports entrepreneurial growth, enhancing the competitiveness and influence of entrepreneurs within the region.

I would like to extend my special thanks to the Malaysia-China Chamber of Commerce, the Women Entrepreneurs Committee, and all entities for your support. Let us join hands to promote broader cooperation and development in the region and create an even more brilliant future together.





## 特别鸣谢

福建省亚太经济贸易合作促进会  
贵州省国际贸易促进委员会  
新加坡贵州商务代表  
营口市女企业家联合会  
渭南市女企业家协会  
商丘市女企业家协会  
洛阳市女企业家协会  
甘肃省女企业家协会  
大连市女企业家协会  
长春市女企业家协会  
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中山市女企业家协会  
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杭州市女企业家协会  
佛山市南海区女企业家协会  
沈阳市女企业家协会  
郑州市女企业家协会  
海南省女企业家协会  
媛创会  
贵州省工商联新的社会阶层人士委员会  
遵义市女企业家商会  
贵州省女企业家商会

## SPECIAL THANKS

Fujian Asia-Pacific Economic and Trade Cooperation Promotion Association  
Guizhou Provincial Council for the Promotion of International Trade  
Guizhou Business Representative of Singapore  
Yingkou Women Entrepreneurs Federation  
Weinan Women Entrepreneurs Association  
Shangqiu Women Entrepreneurs Association  
Luoyang Women Entrepreneurs Association  
Gansu Provincial Women Entrepreneurs Association  
Dalian Association Of Women Entrepreneurs  
Chang Chun Association of Women Entrepreneurs  
Wenzhou Overseas Chinese Women Federation  
Zhong Shan Shi Women Entrepreneurs Association  
Liu Pan Shui Shi Jin Guo Chuang Ye Shang Hui  
Hebei Association of Women Entrepreneurs  
Zhao Dong Shi Female Entrepreneurs Chamber of Commerce  
Heilongjiang Female Entrepreneurs Association  
Liaocheng Women Entrepreneurs Association  
Hangzhou Women Entrepreneurs Association  
Women Enterpriser Institute of Nanhai Foshan  
Shenyang Female Entrepreneurs Association  
Zhengzhou Women Entrepreneurs Association  
Association Women Entrepreneurs of Hainan  
Yuan Chuang Hui  
Guizhou Federation of Industry and Commerce New Social Class Committee  
Zunyi City Women Entrepreneurs Chamber of Commerce  
Guizhou Province Women Entrepreneurs Chamber of Commerce

\* 排名不分先后。 \* 以上名单截至 2024 年 10 月 9 日。如有疏漏，敬请见谅。

\* Ranking is in no particular order.  
\* The list above is up-to-date as of 9 October 2024. Please accept our apologies for any inadvertent omissions.



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### Property

## INDUSTRIAL & LOGISTICS DEVELOPMENT

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Sime Darby Property is at the forefront of providing multi-dimensional solutions for our clients, poised to drive Malaysia's high-tech industry forward. This initiative promises to substantially enhance the Malaysian economy with heightened foreign and domestic investments. It aligns with the government's goal of generating employment opportunities within our industrial park.

The Sime Darby Property Industrial Solutions encompasses all essential industrial needs, ranging from land and buildings, industrial equipment and machinery to business facilitation centers, human capital solutions, CAPEX funding, ESG frameworks, and robust business ecosystems.

## INDUSTRIAL BUSINESS PARKS

## OUR OFFERINGS

### INDUSTRIAL LANDS

### BUILT-TO-SUIT DEVELOPMENTS

### READY-BUILT FACTORIES

### ANCILLARY FACILITIES

#### MANUFACTURING PROCESSES

- Precision Manufacturing
- Precision Assembly
- Laser Cutting
- High Tech Welding
- Injection Molding
- Additive Manufacturing
- Clean Room Manufacturing
- Processing & Testing
- Mass/Batch Production Line
- Maintenance Repair & Overhaul
- Tool Manufacturing
- Product Treatment Facility
- Components Manufacturing
- Non-Destructive Testing Facility

#### LOGISTICS

##### GENERAL WAREHOUSE

- Distribution Centre
- E-Commerce Fulfilment Centre
- Cross-Docking Facility Warehouse
- 3PL/4PL/5PL Logistics Service
- Automated Storage Retrieval System (ASRS)

##### COLD CHAIN

- Refrigerated Warehouse (-28 deg C to +15 deg C)
- Frozen Warehouse (below -18 deg C)
- Chilled Warehouse (0 deg C to +5 deg C)
- Ambient Temperature Controlled Warehouse (+15 deg C to +25 deg C)
- Pharmaceutical Cold Chain Warehouse

#### DIGITAL ECONOMY

##### DATA CENTRE BUILDERS & OPERATORS

- Hyperscale Data Centre
- Co-Location Data Centre
- Cloud Data Centre
- Modular Services Data Centre

##### DATA CENTRE EQUIPMENT MANUFACTURERS

- Servers and Racks
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- Networking Equipment
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- Cooling Systems
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马来西亚江苏总商会成立于 2019 年，旨在促进马来西亚与江苏省在经贸、投资和文化等多领域的合作。

商会以搭建两地交流桥梁为己任，致力于加强两地企业家和政府之间的联系，并为双方提供商业机会、合作伙伴关系和资源共享平台。

此外，商会积极举办各项交流活动，介绍马来西亚的投资环境、经商政策以及江苏的发展机遇，服务江苏企业出海。我们将继续发挥纽带作用，引进更多高质量发展的中国企业来马来西亚投资兴业，加强马来西亚与江苏各界的合作与交流，推动双方共同繁荣。

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秘书处微信号



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## 服务宗旨

- 促进马来西亚和中国经济贸易与工商业领域的交流合作和发展；
- 为会员提供有关马来西亚与中国双边经济贸易及工商业活动的资讯；
- 为会员提供工商企业信息、金融财务及贸易资讯交流平台，包括举办各种展览、论坛、培训活动，同时也提供投资指南等服务，从而建立和发展业务合作；
- 共同维护会员的合法权益并在需要时协助提供处理问题的建议；
- 促进健康的商业文化与塑造繁荣和谐进步社会。

## Objectives

- To foster and enhance economic, trade, and industrial collaboration between Malaysia and China;
- To provide members with valuable insights and information on bilateral economic and trade activities between the two nations;
- To offer a platform for members to exchange business, financial, and trade information, while organizing exhibitions, forums, training programs, and providing investment guidance to facilitate and expand business partnerships;
- To protect the legitimate rights and interests of members and offer support and advice when necessary;
- To promote a vibrant business culture and contribute to building a prosperous, harmonious, and progressive society.



第十四届马中企业家大会  
The 14th Malaysia-China  
Entrepreneurs Conference



第二届东亚女企业家大会  
The 2nd East Asia Women  
Entrepreneurs Conference

### 正值:

- 马来西亚 - 中国总商会成立 34 周年
- 马来西亚 - 中国建交 50 周年
- “一带一路”倡议 11 周年
- 马中建立全面战略伙伴关系 11 周年
- 宣布共建马中命运共同体 1 周年

### 宗旨:

- 马来西亚与中国双方企业更深入交流；
- 马中双方企业促成真正的双赢合作关系；
- 马中企业继续配合推进“一带一路”倡议；
- 中国企业“走出去”，也要“走进来”马来西亚民心；
- 从大会活动了解马来西亚最新投资环境、政策、方向。

### In conjunction with:

- The 34th anniversary of the Malaysia-China Chamber of Commerce
- The 50th anniversary of Malaysia-China diplomatic relations
- The 11th anniversary of the Belt and Road Initiative
- The 11th anniversary of the comprehensive strategic partnership between Malaysia and China
- The 1st anniversary of the announcement of jointly building a Malaysia-China community of shared future

### Objectives:

- To foster deeper exchanges between Malaysian and Chinese enterprises;
- To facilitate a truly win-win cooperation between Malaysian and Chinese enterprises;
- To encourage Malaysian and Chinese enterprises to further support the implementation of the Belt and Road Initiative;
- For Chinese enterprises to not only "going out" but also "come into" Malaysia and win the hearts of the community;
- To gain insights into Malaysia's latest investment environment, policies, and directions through the Conference.





# 共赢航程：马中总商会历史与简介



1990 年马来西亚中国商品进出口商公会成立大会。  
1990: Inaugural ceremony of the Malaysia-China Goods Importers and Exporters Association.



1992 年时任福建省福州市委书记习近平到访马六甲，拿督吴国基与他互赠纪念品。  
1992: During his visit to Malacca, then Secretary of the CPC Fuzhou Municipal Committee Xi Jin Ping exchanged souvenirs with Datuk Goh Kok Kee.

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，它成立初时名为马来西亚中国商品进出口商公会，是以马来西亚中药中酒经销商理事会成员为骨干，联合其它行业经营中国货的商人们一起筹办。

中药酒商会的活跃股商们在筹办过程中扮演了关键角色；马来西亚中华总商会的时任会长丹斯里拿督阿玛黄文彬，也发挥了重要作用及助力，本会注册很快获得批准，第一届理事会就职典礼也是由黄文彬主持。

备受敬重的马六甲股商拿督吴国基局绅，出任第一届总会长（1990-1992），海鸥集团创办人陈凯希是署理会长，两位都是创会最大功臣，陈凯希也担任第二和第三届总会长（1993-1996）。



1997 年本会 7 周年晚宴，贵宾为中国大使钱景昌。  
1997: MCCC's 7th Anniversary Dinner, with Chinese Ambassador H.E. Qian Jingchang as the guest of honor.

随着马中双边关系飞速发展，民间商业活动扩大为相互投资，商务多元化，为全面涵盖会员需求，1993 年改名为马来西亚中国经济贸易总商会；2014 年再顺应时势所需，易名为马来西亚 - 中国总商会。

其它历任总会长尚包括：丹斯里颜清文律师（1996-2004）、丹斯里林源德（2004）、拿督杨天培（2004-2010）、拿督黄汉良（2010-2016）、拿督陈友信（2016-2022），皆各有建树，历届理事会都义不容辞完成时代使命。

马中总商会的宗旨为促进马中两国经贸发展及投资合作，同时加强商会与马中政府机构及民间团体的联系，并为会员提供马中双边经贸及其它工商业活动的资讯和交流平台，包括举办展览、论坛，提供培训活动、投资指南等服务，以加强业务发展，维护会员权益。



2002 年首创东盟 - 中国合作论坛。  
2002: Pioneered the ASEAN-China Partnership Forum.

现任总会长卢国祥自 2022 年起，领导中央理事会群策群力，设有 10 大工作委员会推展会务。在全马拥有 10 个分会，遍布在马六甲、霹雳、柔佛、檳城、登嘉楼、沙巴、砂拉越、吉兰丹、彭亨、吉打 - 玻璃市。企业会员截至 2024 年 7 月为止，共有 2062 人。

总商会附设青年企业家委员会及女企业家委员会，培养新领导层，协助中央理事推广会务。

马中总商会除了与马来西亚国际贸工部、财政部、旅游艺术及文化部、种植及原产业部等等政府部门和相关单位，保持紧密合作之外，与中国相关部门及机构皆有密切联系，如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、中国国际商会、中国外商投资企业协会及各地商会。

马中总商会促进了双边频繁及良好的互动，除了接待来自中国各省的代表团，也在马中两地承办或参与多个商品展览会、经贸及投资洽谈会、对接会、交易会 and 博览会。

2002 年，马中总商会首创东盟 - 中国合作论坛；过后于 2011 年开始，每年主办马中企业家大会，促进马中经贸合作及两国企业家交流，并获得各界认可。

近年，马中总商会积极与国内外相关团体签订友好合作协议，深化经贸联系，也与多家大学和学院建立合作关系。如今首要任务是会员寻找新机遇、建立供应链，助力中小企业开拓新市场，并为中国投资者提供多样化商品与服务，缔结更广更深的经贸合作。迎合时代契机，也积极举办区域全面经济伙伴关系协定（RCEP）相关研讨和展销会，分享经贸与投资最新动态及机遇。

## A Voyage of Shared Prosperity: Introduction to MCCC & Its History



2014 年易名马来西亚 - 中国总商会。  
2014: The Chinese name of the Malaysia-China Chamber of Commerce was renamed.

The Malaysia-China Chamber of Commerce (MCCC) was established in 1990 as a non-governmental, non-profit, multi-ethnic independent business organisation. Initially named the Malaysia-China Goods Importers and Exporters Association, it was formed by key members of the Malaysia Chinese Traditional Medicine and Wine Dealers Association, along with other traders dealing in Chinese goods from various industries.

The active members of the Malaysia Chinese Traditional Medicine and Wine Dealers Association played a crucial role in the establishment of the Chamber. Tan Sri Datuk Amar Wee Boon Ping, the then President of the Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM), also made significant contributions, facilitating the swift approval

of the registration. He also presided over the inauguration ceremony of the first national council.

Respected Malacca businessman Datuk Goh Kok Kee was the first President (1990-1992), with Tan Kai Hee, the founder of the Hai-O Group, serving as Deputy President. Both were key founders of the Chamber. Tan Kai Hee also served as the second term and the third term President (1993-1996).

As Malaysia-China bilateral relations developed rapidly, private business activities expanded into mutual investments and diversified trade. To comprehensively cover the needs of its members, the Chamber was renamed the Sino-Malaysian Chamber of Commerce and Economy in 1993.





In 2000, the English name was changed to "Malaysia-China Chamber of Commerce & Economy." Finally, in 2002, the Chamber changed the English name to "Malaysia-China Chamber of Commerce" (The Chinese name was renamed in 2014).

Other past presidents include Tan Sri Ngan Ching Wen (1996-2004), Tan Sri Lim Guan Teik (2004), Datuk Yong Ah Pwi (2004-2010), Datuk Bong Hon Liong (2010-2016), and Datuk Tan Yew Sing (2016-2022). Each of them has made significant contributions, and the National Councils of each term have unreservedly taken up the responsibilities entrusted to them and fulfilled their missions.

The mission of MCCC is to promote trade and investment cooperation between Malaysia and China, strengthen ties between the MCCC and government agencies, and provide a platform for members to exchange information on bilateral trade and other commercial activities. This includes organising exhibitions, forums, training sessions, and providing investment guides to enhance business development and safeguard members' interests.

The current President, Loo Kok Seong, has led the National Council since 2022 with collective efforts, overseeing the operations through ten major working committees. MCCC has 10 branches throughout Malaysia, including in Malacca, Perak, Johor, Penang, Terengganu, Sabah, Sarawak, Kelantan, Pahang, and Kedah-Perlis. As of July 2024, there are a total of 2,062 corporate members.

MCCC also includes a Young Entrepreneurs Committee and a Women Entrepreneurs Committee, which nurture new leadership and assist the MCCC National Council in promoting the Chamber's affairs.

The MCCC maintains close cooperation with various Malaysian government ministries, such as the Ministry of International Trade and Industry, Ministry of Finance, Ministry of Tourism, Arts and Culture, Ministry of Plantation and Commodities, etc. It also has close ties with government departments and relevant agencies in China, such as the Economic and Commercial Office of the Chinese Embassy in Malaysia, the Overseas Chinese Affairs Office of the China's State Council, the All-China Federation of Returned Overseas Chinese, the China Council for the Promotion



2024 年接待广东省驻东南亚（吉隆坡）经贸办事处代表团。  
2024: MCCC hosted the delegation from the Guangdong Provincial Representative Office for Trade and Economic Affairs in Southeast Asia (Kuala Lumpur).

of International Trade, the China Overseas Exchange Association, the China-ASEAN Expo Secretariat, the China Chamber of International Commerce, the China Association of Enterprises with Foreign Investment, and various commerce chambers.

The MCCC has facilitated frequent and positive interactions between the two countries. In addition to receiving delegations from various provinces in China, the MCCC has also organised or participated in numerous exhibitions, trade and investment talks, business matching event, trade fairs, and expos in both Malaysia and China.

In 2002, MCCC pioneered the ASEAN-China Partnership Forum. Later, starting in 2011, it began organising the annual Malaysia-China Entrepreneurs Conference (MCEC) to promote trade cooperation and foster exchanges between entrepreneurs from both countries.

In recent years, MCCC has actively signed friendly cooperation agreements with various domestic and international organisations to deepen economic and trade ties. MCCC has also established partnerships with multiple universities and colleges. The primary task now is to seek new opportunities for members, build supply chains, and assist SMEs in expanding into new markets. Additionally, MCCC aims to offer diversified products and services to Chinese investors, forging broader and deeper trade cooperation. In recent years, MCCC also actively organises seminars and exhibitions related to the Regional Comprehensive Economic Partnership (RCEP), sharing the latest trends and opportunities in trade and investment.



马中总商会访问厦门大学（马来西亚分校），签署谅解备忘录缔结友好合作关系，获副校长暨副教授张颖博士热情招待。  
The MCCC visited Xiamen University Malaysia and signed a Memorandum of Understanding to establish a friendly partnership. The delegation was warmly received by Associate Professor Dr. Zhang Ying, the Vice-President.



拜会时任首相对华特使兼马中商务理事会主席拿督斯里张庆信。  
Courtesy visit to the Prime Minister's Special Envoy to China and the then Chairman of the Malaysia-China Business Council, Dato' Sri Tiong King Sing.

## 34年砥砺前行 马中总商会茁壮成长 34 Years of Perseverance and Thriving Growth



成立名称：马来西亚中国商品进出口商公会  
Initial name: Malaysia-China Importers and Exporters Association

第一届理事会 1st Term National Council (1990)

易名：马来西亚中国经济贸易总商会  
Renamed as: Sino-Malaysian Chamber of Commerce and Economy

第二届理事会  
2nd Term National Council (1993)



易名：马来西亚—中国总商会  
Renamed as: Malaysia-China Chamber of Commerce

第十届理事会  
10th Term National Council (2015)

2023 年 12 月 2 日 马中总商会欢庆 33 周年纪念。  
The MCCC celebrated its 33rd anniversary on December 2, 2023.



📍 No.8-2, Jalan Metro Pudu, Fraser Business Park, Off Jalan Yew, 55100 Kuala Lumpur, Malaysia.

✉ sec@mccc.my ☎ +603-92231188, 03-92221506 📠 +603-92221548





# 马中总商会顾问团 The Advisory Group of MCCC

## 永久荣誉会长 LIFE HONORARY PRESIDENT



第一届总会长  
1st President  
(1990-1992)  
拿督吴国基局绅  
Datuk Goh Kok Kee, JP



第二届及第三届总会长  
2nd President  
(1993-1996)  
陈凯希  
(海鸥企业有限公司)  
Tan Kai Hee  
(Hai-O Enterprise Berhad)



第四届至第六届总会长  
3rd President  
(1996-2004)  
丹斯里颜清文律师  
Tan Sri Ngan Ching Wen



第六届总会长  
4th President  
(2004)  
丹斯里林源德  
(慕达控股集团)  
Tan Sri Lim Guan Teik  
(Muda Holdings Bhd)



第七届及第八届总会长  
5th President  
(2004-2010)  
拿督杨天培  
(中化有限公司)  
Datuk Yong Ah Pwi  
(Chung Chemicals Sdn Bhd)



第九届及第十届总会长  
6th President  
(2010-2016)  
拿督黄汉良  
(华丰行纺织品集团)  
Dato' Bong Hon Liong  
(Hua Feng Hung Sdn Bhd)



第十一届及第十二届总会长  
7th President  
(2016-2022)  
拿督陈友信  
(金岭发展私人有限公司)  
Datuk Tan Yew Sing  
(Golden Plateau Development Sdn Bhd)

## 名誉会长 HONORARY PRESIDENT

丹斯里拿督斯里林玉唐 Tan Sri Dato' Seri Lim Gait Tong  
发林集团 FARLIM Group (Malaysia) Berhad

丹斯里皇室拿督古润金局绅  
Tan Sri Dato' Paduka Koo Yuen Kim J.P.  
Golden Eagle Realty Sdn Bhd

丹斯里方天兴 Tan Sri Pheng Yin Huah  
锦记集团 Kin Kee Group

Dato' Abdul Majid Ahmad Khan  
Malaysia-China Friendship Association

丹斯里林伟才博士 Tan Sri Dr. Lim Wee Chai  
Top Glove Corporation Berhad

丹斯里拿督斯里林福山局绅博士工程师  
Tan Sri Dato' Sri Ir. (Dr.) Lim Hock San, JP  
LBS Bina Group Berhad

丹斯里拿督曾贵秋 Tan Sri Dato' Alex Chen Kooi Chiew  
MKH Berhad

丹斯里吴明璋 Tan Sri Barry Goh Ming Choon  
B&G Capital Resources Bhd

丹斯里拿督郑添利 Tan Sri Dato' Tee Tiam Lee  
实康有限公司 Salcon Berhad

丹斯里拿督陈志勇  
Tan Sri Datuk Nelson Tan Jyh Yaong  
完美(中国)有限公司 Perfect China Co. Ltd.

Tan Sri Datuk R. Doraisingam Pillai  
Lotus Group

孙建炜 Sun Jianwei  
南海资本有限公司 The South Sea Capital Sdn Bhd

拿督斯里李家发 Dato' Sri Lee Kar Whatt  
Eco-Shop Marketing Sdn Bhd

吴贵华 Wu Ben Hua  
江苏铁锚玻璃股份有限公司  
Jiangsu Tie Mao Glass Co., Ltd

## 名誉顾问 HONORARY ADVISOR

吴立洋硕士 Ng Lip Yong  
马来西亚吴氏公会(隆雪) Malaysia Wu Association  
拿督斯里叶绍全 Dato' Sri David Yeat Sew Chuang  
GD Holding Sdn Bhd

拿督斯里叶银财 Dato' Sri Yap Ngan Choy  
高裕轩集团有限公司 NCT Alliance Berhad  
Suresh Kumar J. Gorasia  
Amalgated Engineering & Commercial Co (KL) S/B  
Ambassador (B) Datuk Iskandar Bin Sarudin  
Persatuan Muafakat One Belt One Road Malaysia

Datuk M. Supperamaniam  
Insight Think Tank Sdn Bhd

Dato' Mohammad Sahar bin Mat Din  
Dewan Perdagangan Islam Malaysia

拿督赖炳荣 Dato' IR. Lai Pin Yong  
兰芯创投 BlueChip VC Sdn Bhd

王建民博士 Dr. Ong Kian Ming  
前马来西亚贸工部副部长  
Former Deputy Minister of International Trade and Industry

Tan Sri Muhammad bin Ibrahim  
前大马国家银行总裁 Former Governor of Central Bank of Malaysia

拿督邓章钦 Dato' Teng Chang Khim  
前雪兰莪州高级行政议员  
Former Senior Member of the Selangor State Executive Council

## 会务顾问 AFFAIRS ADVISOR

拿督陈展鹏 Datuk Tan Ten Pong  
东方贸易有限公司 Tong Huang Trading Sdn Bhd

宋兆棠硕士 Sung Siew Thong  
广源机械五金(1976)有限公司  
Kwong Yuen Machinery & Hardware (1976) S/B

拿督陈天场(已故) The late Datuk Tan Tian Teo  
友利工业刷有限公司 Yew Lee Industrial Brush Sdn Bhd

李志贤 Lee Chee Hian  
万茂有限公司 Makmur Malaya Sdn Bhd

陈祈福 Tan Kee Hock  
欢乐天国际有限公司 Aminiyaki Global Sdn Bhd

拿督刘国城 Datuk Lau Kok Sing  
金德昌有限公司 Kim Teck Cheong Sdn Bhd

陈炳钟 Tan Peng Chung  
EC Precast Sdn Bhd

Ir Dr Mohd Shahreen Zainooreen B Madros  
Malaysia Internet-of-Things Association

拿督翁忠义 Dato' Ong Chong Yi  
创智库有限公司 Insight Think Tank Sdn Bhd

## 法律顾问 LEGAL ADVISOR

拿督威拉刘国民 Datuk Wira Low Hop Bing  
马来西亚上诉庭退休法官 Retired Judge Court of Appeal Malaysia

拿督杨映波律师 Dato' Yeo Yang Poh  
Yeo Chambers Advocates & Solicitors

贺钰豪 Addy Herg  
Wong & Partners 律师事务所





## 马中总商会第十三届中央理事会 The 13th Council of MCCC (2022-2025)



### 总会长 PRESIDENT

卢国祥 Loo Kok Seong

### 署理总会长 DEPUTY PRESIDENT

颜登逸 Ngan Teng Ye

### 副总会长 VICE PRESIDENT

拿督林恒毅 Dato' Joseph Lim Heng Ee  
拿督施明玉 Dato' See Meng Geok  
谢中正 Siah Teong Chein  
郭隆生 Kerk Loong Sing  
拿督黄振兴 Dato' Jeffrey Ng  
拿督黄锡琦 Dato' Bong Siak Kee  
戴炳煌 Thay Peng Hong  
戴振标 Tai Chin Peow  
罗逸 Eugene Roy Joseph

### 秘书长 SECRETARY-GENERAL

陈云枫 Tan In Fong

### 副秘书长 DEPUTY SECRETARY-GENERAL

杨子威 Yong Cher Vee  
许径铭 Koh Keng Kok

### 总财政 TREASURER

张柏垣 Bryan Chong

### 副总财政 DEPUTY TREASURER

拿督叶绍平 Dato' Yeat Siaw Ping

### 中央理事 / 青年企业家委员会主席 NATIONAL COUNCIL MEMBER/YEC CHAIRMAN

林励肯 Lim Le Kern

### 中央理事 / 女企业家委员会主席 NATIONAL COUNCIL MEMBER/WEC CHAIRPERSON

拿督伍安琪博士 Dato' Dr. Angie Ng

### 中央理事 NATIONAL COUNCIL MEMBER

黎永强 Lai Weng Keong  
张富权 Chong Foo Kean  
拿督郑荣兴 Dato' Teh Eng Hin  
拿督林猷德博士 Dato' Dr Leom Joo Deck  
李传财 Lee Chuan Chye  
陈伟裕 Michael Chin Wee Yee  
黄楨光 Wong Tin Kwong  
拿督斯里陈春华 Datuk Seri Tan Choon Hwa  
拿督黄彦杰 Dato' Simon Wong Yuan Cheat  
陈贵源 Tan Ah Kiang  
李国源 Sean Lee Koh Yung  
陈国顺 Tan Kok Toon  
杨凯斌 Yong Kai Ping  
拿督郑今智 Dato' Teh Kim Teh  
丁扬岗 Ting Young Kang  
拿督陈品均 Dato' Chin Yoke Choon  
石声亮 Cheou Siah Liang  
张志聪 Cheong Chee Choon  
拿督沈哲初 Datuk Sim Tiak Choo  
Ahmad Tajuddin bin Abdul Carrim  
Ravindran Navaratnam  
林立运 Michael Lim Lip Oon  
拿督陈于文 Dato' Tan Yee Boon  
丘伟宗 Hew Wee Choong  
拿督许综文 Dato' Khor Chong Boon  
张荣胜 Chong Yong Seen  
杨安泰 Yeo An Thai  
吴裕濠 Alex Ng Jun Fai  
李忠霖 Lee Chong Leng  
林进权 Lim Chin Khuan  
许晓娇 Karimah Koh  
陈宇航 Tan E Hun  
拿督刘威泽 Datuk Lau Wei Dick @ Dexter Dick Lau  
拿督刘万晟 Dato' Law Ban Seng

### 内部查账 INTERNAL AUDITER

曾文瀚 Chen Voon Hann



总会长 President

卢国祥

珍珠假期（马）旅游有限公司

Loo Kok Seong

Pearl Holiday (M) Travel & Tour Sdn Bhd



署理总会长 Deputy President

颜登逸

颜与颜控股有限公司

Ngan Teng Ye

Ngan & Ngan Holdings Sdn Bhd



副总会长 Vice President

拿督林恒毅

Dato' Joseph Lim Heng Ee

Global Green Synergy

Sdn Bhd



副总会长 Vice President

拿督施明玉

Dato' See Meng Geok

Kurnia Intrajaya Sdn Bhd



副总会长 Vice President

谢中正

顶峰（马）有限公司

Siah Teong Chein

Top Quarter (M) Sdn Bhd



副总会长 Vice President

郭隆生

郭氏控股有限公司

Kerk Loong Sing

Kerk Holdings Sdn Bhd



副总会长 Vice President

拿督黄振兴

Dato' Jeffrey Ng Chin Heng

LBI Capital Bhd



副总会长 Vice President

拿督黄锡琦

友好企业有限公司

Dato' Bong Siak Kee

Karib Enterprises Sdn Bhd





**副总会长 Vice President**  
戴炳煌  
海鸥冷气电器有限公司  
Thay Peng Hong  
Perniagaan Elektrik Seagull Sdn Bhd



**副总会长 Vice President**  
戴振标  
通运旅游（马）有限公司  
Tai Chin Peow  
Travelsight (M) Sdn Bhd



**副总会长 Vice President**  
罗逸  
Eugene Roy Joseph  
Joseph Chambers



**秘书长 Secretary-General**  
陈云枫  
Tan In Fong  
Axismatics Professional  
Institute



**副秘书长 Deputy Secretary-General**  
杨子威  
中化有限公司  
Yong Cher Vee  
Chung Chemicals Sdn Bhd



**副秘书长 Deputy Secretary-General**  
许径铭  
海顺隆有限公司  
Koh Keng Kok  
Hai Soon Leong Sdn Bhd



**总财政 Treasurer**  
张柏垣  
Bryan Chong  
ByLogis Sdn Bhd



**副总财政 Deputy Treasurer**  
拿督叶绍平  
IBG 生物良菌肥料公司  
Dato' Yeat Siaw Ping  
IBG Manufacturing Sdn Bhd



**中央理事**  
青年企业家委员会主席  
National Council Member  
Chairman of Young Entrepreneurs  
Committee  
林励肯 Lim Le Kern  
Innoglass Sdn Bhd



**中央理事**  
女企业家委员会主席  
National Council Member  
Chairperson of Women  
Entrepreneurs Committee  
拿督伍安琪博士  
汎马地产 (MM2H) 有限公司  
Dato' Dr. Angie Ng  
EZT Land & Property Services  
(MM2H) Sdn Bhd



**中央理事**  
霹雳分会会长  
National Council Member  
President of Perak Branch  
黎永强 Lai Weng Keong  
京兆有限公司  
Great Skills Sdn Bhd



**中央理事**  
柔佛分会会长  
National Council Member  
President of Johor Branch  
张富权 Chong Foo Kean  
Peach Garden Sdn Bhd



**中央理事**  
檳城分会会长  
National Council Member  
President of Penang Branch  
拿督郑荣兴 Dato' Teh Eng Hin  
Gem Galajaya Sdn Bhd



**中央理事**  
登嘉楼分会会长  
National Council Member  
President of Terengganu Branch  
拿督林猷德博士  
Dato' Dr. Leom Joo Deck  
UBF Engineering Sdn Bhd



**中央理事**  
马六甲分会会长  
National Council Member  
President of Malacca Branch  
李传财 Lee Chuan Chye  
金马广告有限公司  
G.L. Media Sdn Bhd



**中央理事**  
沙巴分会会长  
National Council Member  
President of Sabah Branch  
拿督陈伟裕  
Datuk Michael Chin Wee Yee  
友利贸易有限公司  
U.N.E. Trading Sdn Bhd



**中央理事**  
砂拉越分会会长  
National Council Member  
President of Sarawak Branch  
黄禎光 Wong Tin Kwong  
泰立五金有限公司  
Daitti Hardware Sdn Bhd



**中央理事**  
吉兰丹分会会长  
National Council Member  
President of Kelantan Branch  
拿督斯里陈春华太平局绅  
TCH 控股集团  
Datuk Seri Tan Choon Hwa JP  
TCH Holding Group



**中央理事**  
彭亨分会会长  
National Council Member  
President of Pahang Branch  
拿督黄彦杰  
Dato' Simon Wong Yuan Cheat  
CPY Trading & Engineering  
Works Sdn Bhd



**中央理事**  
吉坡分会会长  
National Council Member  
President of Kedah-Perlis Branch  
陈贵源 Tan Ah Kiang  
Fairy Food Industries Sdn Bhd





中央理事  
国内商务委员会主席  
**National Council Member**  
**Chariman of Domestic**  
**Commercial Affairs Committee**  
李国源 Sean Lee Koh Yung  
Ausscar Capital Sdn Bhd



中央理事  
柔佛分会署理会长  
**National Council Member**  
**National Council Member**  
**Deputy President of Johor Branch**  
石声亮 Cheou Siah Liang  
源记企业有限公司  
Guan Kee Enterprise Sdn Bhd



中央理事  
国内商务委员会副主席  
**National Council Member**  
**Deputy Chairman of Domestic**  
**Commercial Affairs Committee**  
拿督陈于文  
Dato' Tan Yee Boon  
David Lai & Tan



中央理事  
**National Council Member**  
林进权 Lim Chin Khuan  
Vee Seng Development Sdn Bhd



中央理事  
商界委员会主席  
**National Council Member**  
**Chariman of Business Sectors**  
**Committee**  
陈国顺 Tan Kok Toon  
China Construction Bank Malaysia



中央理事  
**National Council Member**  
霹雳分会副会长  
**Vice President of Perak Branch**  
张志聪 Cheong Chee Choon  
永新药业有限公司  
Weng Sun Medical Hall Sdn Bhd



中央理事  
商界委员会副主席  
**National Council Member**  
**Deputy Chairman of Business**  
**Sectors Committee**  
丘伟宗 Hew Wee Choong  
Cyclone Robotics



中央理事  
**National Council Member**  
许晓娇 Karimah Koh Siow Kien  
Karima Condo Services &  
Consultancy



中央理事  
数字经济委员会主席  
**National Council Member**  
**Chariman of Digital Economy**  
**Committee**  
杨凯斌 Yong Kai Ping  
SIDEK Sdn Bhd



中央理事  
**National Council Member**  
拿督沈哲初 Datuk Sim Tiak Choo  
连城画廊有限公司  
City Art Gallery Sdn Bhd



中央理事  
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拿督许综文  
Dato' Khor Chong Boon  
Joylong Auto Sdn Bhd



中央理事  
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陈宇航 Tan E Hun  
莱佛士亚国际与私立学校(蒲种)  
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中央理事  
法律事务委员会主席  
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**Committee**  
拿督郑今智 Dato' Teh Kim Teh  
郑今智及莎丽娜律师馆  
Teh Kim Teh, Salina & CO.



中央理事  
**National Council Member**  
Ahmad Tajuddin bin Abdul  
Carrim  
Add Coral Services Sdn Bhd



中央理事  
**National Council Member**  
张荣胜 Chong Yong Seen  
Limocab (M) Sdn Bhd



中央理事  
**National Council Member**  
拿督刘威泽  
Datuk Lau Wei Dick @ Dexter  
Dick Lau  
Kim Teck Cheong (Borneo) Sdn Bhd



中央理事  
国际商务委员会主席  
**National Council Member**  
**Chairman of International**  
**Affairs Committee**  
丁扬岗 Ting Young Kang  
三江贸易有限公司  
Sun Jiang Trading Sdn Bhd



中央理事  
**National Council Member**  
Ravindran Navaratnam  
Sage 3 Sdn Bhd



中央理事  
**National Council Member**  
杨安泰 Ir. Yeo An Thai  
PESG Engineering Sdn Bhd



中央理事  
**National Council Member**  
拿督刘万晟 Dato' Law Ban Seng  
万晟科技  
LBS Technology Sdn Bhd



中央理事  
国际商务委员会副主席  
**National Council Member**  
**Deputy Chairman of International**  
**Affairs Committee**  
拿督陈品均  
Dato' Chin Yoke Choon  
青苗集团  
Tunas Manja Sdn Bhd



中央理事  
公共关系委员会副主席  
**National Council Member**  
**Deputy Chairman of Public**  
**Relations Committee**  
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AMT PC Distributor Sdn Bhd



中央理事  
**National Council Member**  
吴桔濠 Alex Ng Jun Fai  
富为施种植有限公司  
Fruitvest Plantation Sdn Bhd



内部查账 Internal Auditor  
曾文瀚 Chen Voon Hann  
CAS & Associates



中央理事  
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## 马六甲州分会委员会 Melaka Branch Committee

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副秘书长 Deputy Secretary	拿督谢庆良 Datuk Sia Keng Leong
财政 Treasurer	李杰尔律师 Lee Kiat Lee
副财政 Deputy Treasurer	罗祥胜 Loh Siang Sen
公关主任 Director of Public Relations	拿督陈志豪 Datuk Simon Tan Chee Haw
副公关主任 Deputy Director of Public Relations	张福南 Teo Hock Lam
商务主任 Director of Commercial Affairs	拿督刘金裕 Dato' Low Kim Joo
副商务主任 Deputy Director of Commercial Affairs	拿督陈诗胜 Datuk Tan See Sen
委员 State Committee Members	拿督陈丽君 Emily Tan Lay Koon 叶谦万 Desmond Yap Cheang Ban 拿督易顺兴 Datuk Jason Yee Soon Heng 黄章纬 Austin Wong Jin Wee
内部查账 Internal Auditor	拿督林日华局绅 Datuk Lam Nyit Wah, JP

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秘书 Secretary	苏颂文 Gary Soh Chong Mun
副秘书长 Deputy Secretary	陈得蕾 Tan Did Fu
财政 Treasurer	黄圣祖 Joe Ng Sin Cho
副财政 Deputy Treasurer	林镇行 Lim Chin Hang
公关主任 Director of Public Relations	陈融陞 Eric Chan Rong Sheng
副公关主任 Deputy Director of Public Relations	罗亦富 Levin Low
商务主任 Director of Commercial Affairs	翁祺 Edwina Chee Ong
副商务主任 Deputy Director of Commercial Affairs	蓝友泉 Nang Yu Chuan
委员 State Committee Members	江健龙 Kong Kin Loong 郑中玮 Chris Teh Tiong Woei 纪耀龙 Kee Yau Leng
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## 柔佛州分会委员会 Johor Branch Committee

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秘书 Secretary	林保福 Lim Poh Hock
副秘书长 Deputy Secretary	邓德鸿 Teng Teck Hoong
财政 Treasurer	曹志成 Choo Chee Chun
副财政 Deputy Treasurer	杨育栋 Yang Yoke Toong
公关主任 Director of Public Relations	拿督罗国涌 Dato' Anson Loo Kuoh Yoon
副公关主任 Deputy Director of Public Relations	陈健全 Tan Kian Chuan
商务主任 Director of Commercial Affairs	蔡国耀 Chai Kwok Yaw
副商务主任 Deputy Director of Commercial Affairs	康福发 King Hock Huat
委员 State Committee Members	赖文德 Lun Mon Tick@ Lai Ven Te 陈宝凤 Jennie Tan Poh Hong 张伟杰 Chong Wai Khat 王家佑 Ong Tian You 陈景豪 Zed Chan Jin Haow
内部查账 Internal Auditor	郑楹谔 Tee Yen Chong

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秘书 Secretary	郑文胜 Teh Win Sern
副秘书长 Deputy Secretary	陈炯裕 Tan Keng Joo
财政 Treasurer	张炜明 Chong Wee Beng
副财政 Deputy Treasurer	林瑞文 Lim Siew Boon
公关主任 Director of Public Relations	郑建炜 Teh Kean Woei
副公关主任 Deputy Director of Public Relations	张宝发 Dr Teoh Poh Huat
商务主任 Director of Commercial Affairs	准拿督黄明毅 Ooi Beng Geh
副商务主任 Deputy Director of Commercial Affairs	郑璋章 Michael Teh Wee Cheong
委员 State Committee Members	王星元 Ong Soon Guan 许妙薇 Christine Khor 方瑞荣 H'ng Swee Yeng 汪永春 Ong Eng Choon 叶福麟 Yap Hock Lim
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## 登嘉楼州分会委员会 Terengganu Branch Committee

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秘书 Secretary	卢丽萍 Loo Lee Ping
副秘书长 Deputy Secretary	陈仪盈 Tan Yee Yin
财政 Treasurer	何国钧 Ho Kok Choun
副财政 Deputy Treasurer	陈秀莲 Tan Siew Lian
公关主任 Director of Public Relations	萧志涌 Siew Chee Yong
副公关主任 Deputy Director of Public Relations	钟凯因 Kelvin Cheng Loy Hin
商务主任 Director of Commercial Affairs	拿督刘增耐 Dato Lau Chen Nai
副商务主任 Deputy Director of Commercial Affairs	黄道良 Wong Tow Leong
委员 State Committee Members	颜素鸣 Gan Soo Bing 彭汉光 Pang Han Kong 刘志明 Lew Ah Shang 刘亚扬 Liew Ah Yong 林诗平 Desmond Lim See Peng IR Zaini Ibrahim
内部查账 Internal Auditor	侯煌钰 How Wong Yuh

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秘书 Secretary	蔡伯彦 Ivan Chai Bor Yuan
副秘书长 Deputy Secretary	林恬蕙 Joanna Ling Tyan Hwey
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副财政 Deputy Treasurer	罗俊翔 Tommy Lo Chun Sian
公关主任 Director of Public Relations	苏冠宏 Su Khon Fen
副公关主任 Deputy Director of Public Relations	陈道忠 Chin Thau Chung
商务主任 Director of Commercial Affairs	刘谨玮 Lau Jiin Woei
副商务主任 Deputy Director of Commercial Affairs	刘泳兴 Liew Yih Sin
委员 State Committee Members	陈惟坚 Tan Jui Kian 陈权问 Shawn Tan Cen Ven 丘维聪 Simon Chew Way Chung 陈伟权 Civic Chin Vui Khen
内部查账 Internal Auditor	陈敏辉 Chin Men Fui





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秘书 Secretary	江宗渺 Kong Chong Men
副秘书长 Deputy Secretary	甲必丹白燕丽 Kapitan Pet Yen Leh
财政 Treasurer	本固鲁丁华谷 Penghulu Ting Hua Kuok
公关主任 Director of Public Relations	吴仁煌 Ngu Ing Hong
副公关主任 Deputy Director of Public Relations	许忠全 Hii Chung Chuong
商务主任 Director of Commercial Affairs	刘仁祥 Lau Ing Siong
副商务主任 Deputy Director of Commercial Affairs	陈丽燕 Tan Lay Yan
委员 State Committee Members	赵燕芳 Jamie Tiew Yen Hiong 陈兰梅 Chen Lan Mui 余国荣 Eric Yee Kuok Enng 姚立杰 Yeo Lik Jiet 拿督汤德林 Dato' William Hong Tak Lam 刘扬光 Lau Yong Kwong
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秘书 Secretary	黄祥华 Ooi Siong Hwa
副秘书长 Deputy Secretary	苏荔彤 Saw Lee Tian
财政 Treasurer	杨锦贵 Yang Kiam Kui
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副公关主任 Deputy Director of Public Relations	郑晓慧 Tay Sheau Huey
商务主任 Director of Commercial Affairs	颜有志 Andrew Gan Yew Lai
副商务主任 Deputy Director of Commercial Affairs	林国祥 Goshen Lim Kok Siang
委员 State Committee Members	戴燕清 Tai Yen Chin 吴荣生 Goh Yong San 林奕健 Lim Yit Kian
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秘书 Secretary	郑渊升 Tay Yap Seng
副秘书长 Deputy Secretary	林杓名 Lim Nam Chong
财政 Treasurer	宋祈澎 Alen San Chyi Perng
副财政 Deputy Treasurer	黄循莲 Irene Ooi Toon Lin
公关主任 Director of Public Relations	陈文霞 Lilian Tan Man Ha
副公关主任 Deputy Director of Public Relations	黄顺昌 Wong Soon Cheong
商务主任 Director of Commercial Affairs	梁业海 Leong Yeh Hae
副商务主任 Deputy Director of Commercial Affairs	陈文峰 Chan Wen Feng
委员 State Committee Members	黄吉祥 Wee Kiat Siang 彭家来 Roy Pang Kar Loi 林策弘 Lim Chee Wye 符训豪 Edmund Foo Seong How 梁永康 Leong Yuen Kong
内部查账 Internal Auditor	拿督郑东星 Dato' Albert Tey Tong Sing

## 吉打 - 玻璃市州分会委员会 Kedah - Perlis Branch Committee

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副会长 Vice President	许裕川 Khor Joo Suan 陈荣发 Tan Weng Fatt
秘书 Secretary	陈纬澈 Tan Wei Wei
副秘书长 Deputy Secretary	林建利 Lim Chean Lee
财政 Treasurer	黄印全 Ooi In Chuan
副财政 Deputy Treasurer	黄英文 Ooi Eng Boon
公关主任 Director of Public Relations	吴贵伟 Ng Kooi Wei
副公关主任 Deputy Director of Public Relations	黄水量 Ng Swee Liang
商务主任 Director of Commercial Affairs	利文发 Lee Boon Huat
副商务主任 Deputy Director of Commercial Affairs	黄立仁 Wong Regent
委员 State Committee Members	陈贻开 Alfred Tan Yee Khai 郑爱蒂 Teh Ai Tee 潘光耀 Fan Kong Yau 郑玳龙 Tey Tai Long 杨进才 Yeoh Chin Chai
内部查账 Internal Auditor	谢有福 Cheah Yew Hock





## 未来先锋：青年企业家委员会简介

马来西亚 - 中国总商会青年企业家委员会（简称青企会），由时任总会长丹斯里颜清文于 2003 年倡议成立。他看中年轻人的发挥空间及表现出来的能力、创意和想法，以及服务的意愿，于是开创一个平台让年轻一代积极参与开拓商机和人脉，也能为总商会培养新生代人才。

在马来西亚众多商会中，马中总商会是首个成立青企会的组织，也为马中总商会后来的发展，注入年轻化和更有新时代的动力。

成立初期称为青年团，第一届主席是颜登逸（即如今的署理总会长），后来在 2018 年改为青企会，如今已来到第 7 届理事会，现任青企会主席为林励肯。

2017 年，青企会首次主导大会品牌活动——第 7 届马中企业家大会，以单字《路》作为主题，成功号召到马中两地及东盟各国 1500 名参会者，当时被誉为最成功的大会。

2019 年吉隆坡举行的第 9 届马中企业家大会，更首次举办马中青年企业家论坛。

乘着工业 4.0 的兴起，顺应新时代年轻人创业的呼声，首届马中青年企业家论坛应势诞生，论坛主题为“破茧·再创”。通过穿针引线聚集创业精英，并举办青年创业论坛及数字经济论坛，让青年企业家迎合掌握未来的经济转变。



马中总商会青企会主席林励肯率领理事，接待中国青年企业家协会会员事务部部长兼合作交流部部长许琦率领的代表团。MCCC-YEC Chairman Lim Le Kern, along with the committee members, received the delegation from the China Youth Entrepreneurs Association.



2019 年马中企业家大会首办青年企业家论坛，马中总商会与青企会同仁合力为大会宣传，左起青企论坛工委主席杨秀丽、工委副主席兼时任青企会主席张柏垣，左 4 为企业家大会工委主席兼时任副总会长颜登逸。  
The first Malaysia-China Young Entrepreneurs Forum (MCYEC) was held at MCEC 2019. From left: MCYEC 2019 Organising Chairperson Yong Siew Lee, Deputy Organising Chairperson cum then MCCC-YEC Chairman Bryan Chong; and fourth from the left is Ngan Teng Ye, Organising Chairman of MCEC 2019 cum then MCCC Vice President.



2019 年马中企业家大会首办青年企业家论坛圆满成功，时任青企会主席张柏垣与署理主席林励肯，与理事们欢欣庆祝。The inaugural MCYEC concluded successfully. Then MCCC-YEC Chairman Bryan Chong, and Deputy Chairman, Lim Le Kern, along with the committee members, celebrated the event's success.



青企会前称青年团，以颜登逸为首的第一届理事宣誓就职典礼后合影。Formerly known as the Youth Wing, the Young Entrepreneurs Committee first council, led by Ngan Teng Ye, posed for a group photo after their inauguration ceremony.

## Front-Runners of Tomorrow: Introduction to YEC

The Malaysia-China Chamber of Commerce (MCCC) Young Entrepreneurs Committee (YEC) was initiated by the then President, Tan Sri Ngan Ching Wen, in 2003. Recognising the potential of youth to contribute their abilities, creativity, and ideas, as well as their willingness to serve, Tan Sri Ngan established a platform for the younger generation to actively participate in exploring business opportunities and expanding networks, while also grooming new talent for the Chamber.

Among the numerous chambers of commerce in Malaysia, the MCCC was the first to establish a Young Entrepreneurs Committee, injecting a youthful and contemporary dynamism into the Chamber's subsequent development.

Initially, it was known as the Youth Wing, and the first Chairman was Ngan Teng Ye (who is now the MCCC Deputy President). In 2018, it was renamed the Young Entrepreneurs Committee. The committee is now in its seventh term, with Lim Le Kern as its current Chairman.

In 2017, YEC took the lead in organising a brand event for the first time, hosting the 7th Malaysia-China Entrepreneurs Conference (MCEC) themed "The Road". The event successfully attracted 1,500 participants from Malaysia, China, and ASEAN countries, and was hailed as the most successful conference.

The 9th MCEC held in Kuala Lumpur in 2019 saw the launch of the first-ever Malaysia-China Young Entrepreneurs Conference (MCYEC).

Riding the wave of Industry 4.0 and responding to the call for entrepreneurship among the younger generation, the inaugural MCYEC was born, themed "Breakthrough and Innovate." The conference aims to bring together entrepreneurial elites by connecting them and hosting a youth entrepreneurship forum and a digital economy conference, allowing young entrepreneurs to adapt to the economic transformations of the future.



2018 年 11 月，青企会与马来西亚青总联、马来西亚启迪之星合作联办马来西亚青年总团广东商务考察行。左起青总联主席萧志国、时任青企会主席张柏垣，获得广东省委统战部副部长兼侨务办公室主任庞国梅接待。

In November 2018, MCCC-YEC co-organised a business delegation to Guangdong with the Federation of Malaysian Clans Youth Malaysia and TusStar Malaysia.



青企会代表团拜访马来西亚反贪污委员会吉隆坡分会交流，将廉洁风气带入商界。左 4 为现主席林励肯。MCCC-YEC delegation paid a courtesy visit to Malaysian Anti-Corruption Commission (MACC) Kuala Lumpur for discussions, bringing the spirit of integrity into the business community. Forth from the left is YEC chairman, Lim Le Kern.





## 连接马中青商力量 推动区域经济发展

马来西亚 - 中国总商会青年企业家委员会（简称青企会）成立的宗旨，主要是协助推广总商会的会务、栽培未来接班人，同时也肩负促进马中两国青商合作的使命，以共同推动区域经济发展。

马中青企会总部设在马中总商会吉隆坡总部旗下，并分别在柔佛和沙巴设立了分会，分别由李宜恒担任柔佛分会主席及陈权问担任沙巴分会主席，两人同时是马中青企会理事。马中青企会会员总人数为 190 人（截至 2024 年 7 月）。

青企会共设有 4 大工作小组，分别为：

- 内部联系组（组长：霍韦彪）**  
管理、团结分会青企会（分会爱心组）；负责康乐活动、慈善、社会服务及企业社会责任等。
- 商务组（顾问：张运来、林健汶、吴奕升；组长：邓秉顺）**  
负责出外考察；负责国外国内企业拜访；举办研讨会和大会等；举办分享晚宴和早餐讲座。
- 数字经济组（组长：何雪玲）**  
负责网络宣传；负责处理关于工业革命 4.0、数码化、自媒体、非同质化代币、区块链。
- 治理、商务、法律组（组长：杨秀丽）**  
负责编制青企会章程；负责确认分会青企会根据章程规定多成立；确认分会青企会提交正规的会议记录。

青企会除了协助总商会筹办各种活动，也负责接待来



青企会五代领导在马中总商会 33 周年联欢晚宴上合影，承前继后，领航青企会前进。左起林励肯、拿督林恒毅、颜登逸、丁扬岗及张柏垣。  
Five generations of YEC chairmen posed for a group photo at the MCCC 33rd Anniversary Dinner, continuing to lead YEC forward. From left to right: Lim Le Kern, Dato' Joseph Lim Heng Ee, Ngan Teng Ye, Ting Young Kang, and Bryan Chong.

自中国各省市的青年代表团，举办多项知识性的活动比如讲座、论坛、对接会、交流会等等。

与此同时，青企会也组团前往中国各省进行商务考察，或委派代表前往进修，以了解相关行业知识和经贸领域，协助青年企业家创造新商机。

自成立以来，青企会历届理事会都很活跃，特别是针对新世代的企业投资风向，如资讯科技趋势等课题，以专题主讲及考察等模式，为会员提供富有教育意义和启发性的知识，并带动年轻会员的参与度，使总商会会务更显朝气蓬勃。



马中总商会青企会主席林励肯率领理事们，拜会时任财政部副部长 YB 沈志强。  
YEC Chairman Lim Le Kern and council members paid a courtesy visit to the then Deputy Minister of Finance, Steven Sim Chee Keong.



本届青企会理事在马中总商会总会长卢国祥领导下，团结一致，开拓企业新天。  
Under the leadership of MCCC President Loo Kok Seong, the current YEC committee members are united in opening up new opportunities for businesses.

## Bridging Youth Entrepreneurs, Driving Regional Growth

The Malaysia-China Chamber of Commerce (MCCC) Young Entrepreneurs Committee (YEC) was established with the mission to assist in promoting the activities of the Chamber, nurturing future successors, and fostering cooperation between youth entrepreneurs from Malaysia and China, aiming to jointly drive regional economic development.

The YEC is headquartered at the MCCC's main office in Kuala Lumpur, with branches in Johor and Sabah, led by Keane Lee Keng Yong as the Chairman of the Johor branch and Shawn Tan Cen Ven as the Chairman of the Sabah branch, both serving as council members of the YEC. As of July 2024, the YEC has a total of 190 members.

The YEC comprises four working groups, namely:

- 1. Unity Group (Leader: Fok Wai Mun)**  
Managing and uniting the YEC (Love Committee) of the branch; responsible for recreational activities, charity, social services, and corporate social responsibility, among other duties.
- 2. Business Group (Advisor: Roy Chong Yuen Loy, Roger Lim Kean Boon, Ng Yi Sheng; Leader: Benson Tan Peng Soon)**  
Conducting external inspections; visiting domestic and international companies; organising seminars, conferences, etc.; organising Sala Dinner and Breakfast Talk.
- 3. Digital Economic Group (Leader: Renee Ho Suet Ling)**  
Establishing online presence for YEC; coordinating the integration and sharing of resources in the digital economy sector to advance the special initiative for digitising and empowering small and medium-sized enterprises.
- 4. Governance/ Admin/ Law Group (Leader: Yong Siew Lee)**  
Drafting the YEC's constitution; confirming the establishment of YEC branches in accordance with the provisions of the constitution; ensure that the branches provides properly documented meeting minutes.



青企会拥抱数码时代，邀请专人为讲座主讲，提升自我成为企业界接班人。左为青企会署理主席谢文英。  
YEC embraces the digital era by inviting experts to give lectures, helping members enhance themselves to become successors in the business world.

In addition to assisting the MCCC in organising various events, YEC also hosts youth delegations from different provinces and cities in China, organises a range of knowledge-sharing activities such as seminars, forums, business matching events, and networking events.

Additionally, the YEC organises business tours to various provinces in China or send representatives for training to gain insights into relevant industries and trade areas, helping young entrepreneurs discover new business opportunities.

Since its establishment, the YEC has remained highly active, particularly focusing on topics related to new-generation business investment trends, such as information technology. Through seminars and site visits, the YEC has provided members with valuable insights and knowledge, fostering a high level of engagement among young members and injecting new vitality into the Chamber.





## 青年团到青企会 21 年培育新锐 21 Years of Nurturing Future Business Leaders

### 2003 ▶ 马中总商会成立青年团 MCCC Established the Youth Wing

第一任团长 1st Chairman: 颜登逸 Ngan Teng Ye (2004 - 2010)

第二任团长 2nd Chairman: 拿督林恒毅 Dato' Joseph Lim Heng Ee (2010 - 2013)

第三任团长 3rd Chairman: 丁扬岗 Ting Young Kang (2013 - 2016)

### 2018 ▶ 改称青企会 Renamed as Young Entrepreneurs Committee

第四任主席 4th Chairman: 张柏垣 Bryan Chong (2016 - 2022)

第五任主席 5th Chairman: 林励肯 Lim Le Kern (2022 - 2025)



青年企业家委员会现届理事宣誓，历任青年团团长颜登逸（前排左3）、拿督林恒毅（右3）、丁扬岗（左2）及张柏垣（右2），一齐为现任青企会主席林励肯（左4）的团队祝福打气。  
At the swearing-in ceremony of the current Young Entrepreneurs Council (YEC), former MCCC-YEC Chairmen Ngan Teng Ye (3rd from left), Dato' Joseph Lim Heng Ee (3rd from right), Ting Young Kang (2nd from left), and Bryan Chong (2nd from right) gave their blessings to the team led by current Chairman Lim Le Kern (4th from left).

## 马中总商会第七届青年企业家委员会理事会 The 7th Term of the MCCC Young Entrepreneurs Committee (2022 - 2025)



### 主席 CHAIRMAN

林励肯 Lim Le Kern

### 署理主席 DEPUTY CHAIRMAN

谢文英 Cheah Von Yin

### 副主席 VICE-CHAIRMAN

杨秀丽 Yong Siew Lee

梁鸾宝 Adrian Leong Soon Poh

### 秘书长 SECRETARY-GENERAL

卢传文 Loo Chuan Boon

### 副秘书长 DEPUTY SECRETARY-GENERAL

陈宇颺 Tan E Yang

### 财政 TREASURER

戴炳辉 Thay Peng Hooi

### 副财政 DEPUTY TREASURER

邓秉顺 Benson Tan Peng Soon

### 理事 COUNCIL MEMBER

陈权问 Shawn Tan Cen Ven

李宜恒 Keane Lee Keng Yong

唐舒婷 Joey Tng Sok Teng

吴奕升 Ng Yi Sheng

张家崧 Roy Chong Yuen Loy

林键汶 Roger Lim Kean Boon

何雪玲 Renee Ho Suet Ling

洪伟邦 Edison Ang Wei Phang

黄怡缙 Tobin Ng Yee Cheng

刘泳兴 Leo Liew Yih Sin

许荣玮 Koh Jwu Wey

许筑宁 Koh Jwu Yng

霍韦彪 Fok Wai Mun

袁雨松医生 Yuen Yee Seong

张振扬 Teow Jenn Yang

林咏坚 Lim Yong Keng

### 内部查账 INTERNAL AUDITOR

林俊兴 Lim Chun Heng





**主席 Chairman**  
林励肯 Lim Le Kern  
Innoglass Sdn Bhd



**副主席 Vice-Chairman**  
杨秀丽 Yong Siew Lee  
Yong SL & Koh



**秘书 Secretary-General**  
卢传文 Loo Chuan Boon  
Selangor Information  
Technology & Digital Economy  
Corporation (Sidec)



**财政 Treasurer**  
戴炳辉 Thay Peng Hooi  
Perniagaan Elektrik Seagull  
Sdn Bhd



**理事 Council Member**  
陈权问 Shawn Tan Cen Ven  
Myxo Co. Sdn Bhd



**理事 Council Member**  
唐舒婷 Joey Tng Sok Teng  
H Clinic Sdn Bhd



**署理主席 Deputy Chairman**  
谢文英 Cheah Von Yin  
Hup Wing (M) Sdn Bhd



**副主席 Vice-Chairman**  
梁鸾宝 Adrian Leong Soon Poh  
Crystal Bright Plastic Sdn Bhd



**副秘书长 Secretary-General**  
陈宇颺 Tan E Yang  
Rafflesia Education Sdn Bhd



**副财政**  
邓秉顺 Benson Tan Peng Soon  
Kaizeen (M) Sdn Bhd



**理事 Council Member**  
李宜恒 Keane Lee Keng Yong  
Pro Uniform & Gift Sdn Bhd



**理事 Council Member**  
吴奕升 Ng Yi Sheng  
Primer Worldwide Sdn Bhd



**理事 Council Member**  
张家崧 Roy Chong Yuen Loy  
Pearl Holiday (M) Sdn Bhd



**理事 Council Member**  
何雪玲 Renee Ho Suet Ling  
Deloitte Malaysia



**理事 Council Member**  
黄怡缙 Tobin Ng Yee Cheng  
Epost Holding Sdn Bhd



**理事 Council Member**  
许荣玮 Koh Jwu Wey  
Hai Soon Leong Sdn Bhd



**理事 Council Member**  
霍韦竣 Fok Wai Mun  
Rd-Palmer Technology (M)  
Sdn Bhd



**理事 Council Member**  
袁雨松医生 Yuen Yee Seong  
H Clinic Sdn Bhd



**内部查账 Internal Auditor**  
林俊兴 Lim Chun Heng  
ByHolds Sdn Bhd



**理事 Council Member**  
林键汶 Roger Lim Kean Boon  
One International Exhibition  
Sdn Bhd



**理事 Council Member**  
洪伟邦 Edison Ang Wei Phang  
MyBolehBoleh Sdn Bhd



**理事 Council Member**  
刘泳兴 Leo Liew Yih Sin  
Ultimate Partner Sdn Bhd



**理事 Council Member**  
许筑宁 Koh Jwu Yng  
Hai Soon Leong Sdn Bhd



**理事 Council Member**  
张振扬 Teow Jenn Yang  
C Event Organiser Sdn Bhd



**理事 Council Member**  
林咏坚 Lim Yong Keng  
Usaha Fadzilati Industries Sdn  
Bhd





## 青企柔佛州分会委员会 YEC Johor Branch Committee



主席 Chairman	李宜恒 Keane Lee Keng Yong
署理主席 Deputy Chairman	陈景豪 Chan Jiin Haow
副主席 Vice-Chairman	石晓诗 Cheou Xiao Shi 韩立雄 Hon Lip Siong
秘书 Secretary-General	陈祖民 Ting Joo Min
副秘书长 Deputy Secretary-General	李宗鈞 Lee Chong Voon
财政 Treasurer	李泳伶 Lee Yong Ling
副财政 Deputy Treasurer	蔡建文 Chua Jian Boon
理事 Council Member	李庭裕 Lee Teng Joo 姚婉宁 Yeo Wan Ning 赖美建 Lai Mee Chian 陈祖亮 David Ding Choo Liang 林秋音 Lim Chiu Ying 钟蔚贻 Chong Wei Yi 郑群龙 Teh Oun Leong 黄学浩 Wong Xue Hao 林家弘 Lim Jia Hong 刘宝进 Law Poh Chin 拿督陈祖恩律师 Dato' Albert Ding Choo Earn
内部查账 Internal Auditor	巫佩施 Serene Boo Pei Sze

## 青企沙巴州分会委员会 YEC Sabah Branch Committee



主席 Chairman	陈权问 Shawn Tan Cen Ven
署理主席 Deputy Chairman	赵子威 Edwin Teo Tze Vui
副主席 Vice-Chairman	陈勇盛 Welton Edward Chin 陈毓斌 Tan Yee Pin
秘书 Secretary-General	于在优 Yee Tsai Yiew
副秘书长 Deputy Secretary-General	郑启莹 Chang Kee Ying
财政 Treasurer	林樱鸣 Lim Eng Ming
副财政 Deputy Treasurer	黄蔼仪 Wong Oi Yee
理事 Council Member	陈祖儿 Joanne Chin Zhao Yii 朱建森 Chu Kian Sim 郭德成 Quek Tech Seng 张证富 Chong Tsin Full (Douglas) 叶忠卫 Dexter Yeh Zung Wae 戴祺峰 Jonathan Dai Chee Fung 叶赐良 Holmes Yap Su Lang 陈俊文 John Tan Jun Boon 胡嘉微 Oh Chia Weii 郑莉璇 Chang Lee Xuan 陈琉绅 Samuel Chin Yuk Sien





马中女企业家委员会拜访拿督斯里旺阿兹莎。  
The MCCC-WEC paid a courtesy visit to YB Dato' Seri Dr. Wan Azizah Dr. Wan Ismail.

## 巾帼领航：女企业家委员会简介

马中总商会于2019年成立马中女企业家委员会（简称马中女企会）。现任主席为拿督伍安琪博士（2022-2025）。马中女企会的督导为马中总商会副总会长拿督施明玉。女企会专注于推动女性企业家的成长与发展，致力于资源整合、拓展人脉及促进国际贸易合作。

马中女企会总部设立于吉隆坡，并于砂拉越和沙巴设立了分会，分别由马中女企会署理主席赵燕芳担任砂拉越分会主席及陈开丽博士担任沙巴分会主席。目前马中女企会会员总人数达到约400多名。马中女企会共有4大工委，分别为：



马中女企业家委员会拜访马来西亚青年与体育部部长 YB 杨巧双。  
The MCCC-WEC paid a courtesy visit to Malaysia's Minister of Youth and Sports, YB Hannah Yeoh.

- 1. 国际与国内公共关系组（组长：吴群爱）**  
加强与海外工商社团及工商经济界的联系，开展经济合作暨中小企行业时势交流活动；拓展及连接本地发展成熟的商会、女企会、中小企业的商脉圈。
- 2. 官方与企业拜访组（组长：郑立清）**  
与政府部门、机构、地方当局深入联系，搭建沟通和反馈交流渠道，为本会及女企反馈及争取更多的政策支援及津贴；发展及连接行业翘楚、创新企业等上门登访、体验行、学习会、交流会、访谈等。
- 3. 网络宣传与线上交流组（组长：吴瑞蓉）**  
重塑品牌，广泛报道女企会的价值、增大曝光率、可见度、接触面、影响力；制定宣传营销策略来加速广宣宽深维度和品牌内容。
- 4. 分会与会员管理组（组长：曾宝燕）**  
汇集完整的会员基本资料组建联谊会；与分会的连以及交流，改善及加强本会及分会的友好互动关系，加强年度及合作力，建立同调方向。



马中女企业家委员会拜访印尼驻马来西亚大使馆。  
The MCCC-WEC paid a courtesy visit to Embassy Of The Republic of Indonesia.



婆罗洲女企业家论坛。  
Borneo Women Entrepreneurs Forum.

## Women at the Helm: Introduction to WEC



婆罗洲女企业家论坛。  
Borneo Women Entrepreneurs Forum.



马中总商会新春联谊会。  
MCCC Chinese New Year Celebration.

The Malaysia-China Chamber of Commerce (MCCC) Women Entrepreneurs Committee (WEC) was established in 2019. The current chairperson is Dato' Dr. Angie Ng (2022-2025), while MCCC Vice President Dato' See Meng Geok, serves as the committee's supervisor. WEC is dedicated to promoting the growth and development of women entrepreneurs, focusing on resource integration, expanding networks, and fostering international trade cooperation.

Headquartered in Kuala Lumpur, MCCC-WEC has branches in Sarawak and Sabah, led by MCCC-WEC Deputy Chairperson Jamie Tiew Yen Houg, who chairs the Sarawak branch, and Dr. Callee Tan Kai Lee, chairperson of the Sabah branch. Currently, MCCC-WEC has approximately 400 members. The committee is organized into four main working groups:



马中女企业家委员会就职典礼。  
The MCCC-WEC inauguration ceremony.

### 1. Local and International Public Relations Group (Leader: Serene Ng Kuan Ngoi)

This group focuses on strengthening connections with overseas business associations and the industrial and commercial sectors, facilitating economic cooperation and SME industry trend exchange activities. It also aims to expand and connect local, well-established business chambers, WEC, and SME business networks.

### 2. Official Liason and Business Visit Group (Leader: Joanne Teh Lip Cheng)

This group maintains close relations with government departments, agencies, and local authorities, establishing communication and feedback channels to secure policy support and subsidies for the MCCC and WEC. It also develops connections with leading figure in the industry and innovative enterprises through visits, experience tours, study meetings, networking sessions, and interviews.

### 3. Network and Publicity Webinar Group (Leader: Christy Goh Swee Yong)

This group is responsible for rebranding efforts, widely publicising the value of the WEC to enhance exposure, visibility, outreach, and influence. It also formulates promotional and marketing strategies to accelerate the breadth and depth of communication and brand content.

### 4. Branches Liason and Member Management Group (Leader: Yenzly Chen Poh Yin)

This group compiles comprehensive member profiles to establish networking platforms, ensuring smooth communication and exchanges with the branches. It works to improve and strengthen the committee's interactions with its branches, enhance engagement and collaboration, establishing aligned objectives.



婆罗洲女企业家论坛。Borneo Women Entrepreneurs Forum.





穆斯林友好旅游项目考察。Muslim Friendly Tourism Package FAM Trip.

## 女性赋能 点亮世界

自成立以来，马中女企会带领会员积极参与多项国际贸易活动，并携手举办多个女企论坛与商贸对接并携手举办多个女企论坛与商贸对接会，竭力推动国内外女性在经济整合和科技创新发展中的贡献。马中女企会积极与中国及东南亚各国政府机构建立密切的关系，通过官方拜访等形式，深化跨国合作，拓展国际业务网络，为会员提供更多元化的商机和平台。

在商贸之外，马中女企会同样注重社会责任的履行。每年，马中女企会都会带领会员参与并举办各类慈善活动和公益项目，帮助弱势群体，推动社会的可持续发展。这些公益行动不仅体现了企业家的社会责任感，也增强了其社会中的积极影响力。这种回馈社会的行动，彰显了女企业家们在成功的同时，关心并支持社会的弱势群体，帮助他们获得更多资源与机会。

为了促进会员之间的情感联系和相互了解，马中女企会定期举办各种联谊活动。这些活动在轻松的氛围中为会员提供了互动交流的平台，帮助她们在业务之外建立更紧密的友谊，并进一步促进商业合作。通过分享各自的经验和见解，会员们可以激发新的商业思路和创新模式，从而在彼此的支持下共同成长和发展。

在提升会员能力方面，马中女企会同样投入了大量精力。协会定期组织多样化的学习交流活动中，帮助会员不断提升专业知识和技能。这些活动包括穆斯林文化专题讲座、马来西亚刑法知识培训等，以及国内外成功企业的实地考察，旨在帮助会员开拓视野、了解多



马中女企业家委员会拜会华为总部。  
The MCCC-WEC paid a courtesy visit to Huawei Headquarters.



士布爹爱心厨房。  
Dapur Seputeh Charity Event.

元文化和法律背景下的商业实践。这些学习机会不仅丰富了会员的知识体系，还为她们在跨文化环境中开展业务提供了宝贵的经验。

## Empowering Women, Illuminating the World

Since being established, The Malaysia-China Chamber of Commerce (MCCC) Women Entrepreneurs Committee (WEC) has actively led members to participate in numerous international trade activities and organised various women entrepreneurs' forums and business matching sessions, striving to enhance the contributions of women both locally and internationally in economic integration and technological innovation. WEC actively builds close relationships with government agencies in China and Southeast Asian countries, deepening transnational cooperation and expanding international business networks to provide members with more diverse business opportunities and platforms.

Beyond trade, WEC also emphasises fulfilling social responsibilities. Every year, WEC leads members to participate in and organise various charitable activities and public welfare projects, helping disadvantaged groups and promoting sustainable social development. Through these charitable actions, WEC not only demonstrates the social responsibility of women entrepreneurs but also enhances the positive impact in society. The efforts made in contributing to society illustrates how women entrepreneurs, while achieving success, also care for and support vulnerable groups, helping them gain more resources and opportunities.

To cultivate stronger bonds and mutual understanding among members, WEC regularly hosts various networking functions. These functions provide a platform for interaction in a relaxed atmosphere, helping members build closer friendships beyond business and further promoting commercial cooperation. By sharing their experiences and insights, members can inspire new business ideas and innovative models, enabling them to grow and develop together with mutual support.

In terms of enhancing member capabilities, WEC invests significant effort as well. WEC regularly organises diverse learning and exchange activities to help members continuously improve their professional knowledge and skills. These activities



马中女企业家委员会家庭日。  
The MCCC-WEC Family Day.



马中女企业家委员会拜访马来西亚反贪污委员会吉隆坡分会。  
The MCCC-WEC paid a courtesy visit to Malaysian Anti-Corruption Commission (MACC) Kuala Lumpur.

encompass thematic lectures on Muslim culture, training on Malaysian criminal law, and site visits to successful domestic and foreign enterprises, aiming to broaden members' horizons and acquaint them with the business practices in multicultural and legal contexts. Such learning opportunities enrich members' knowledge base and provide invaluable experience for conducting business in cross-cultural environments.



马中女企会礼貌企业拜访。The MCCC-WEC Corporate Visit.





## 第二届女企大会 东盟探新商机

马中女企会在现任主席拿督伍安琪博士的带领下，前往海南出席首届东亚女企业家大会，并成功连接中国与马来西亚的女企业家，为两国创造更大的商业平台。马中女企会成功接棒成为第二届东亚女企业家大会的主办方。

第二届东亚女企业家大会与商贸对接会共迎来了约 900 名来自 12 个国家与区域的女企业家前来参会，标志着马中女企会在国际舞台上积极推动女性企业家的发展，扩大会员网络，深化国际合作，为会员提供更广阔的资源和机会，助力她们在全球经济中发挥更大的影响力。

本次大会的核心主题为东盟发展新趋势，目的是为了共同探讨女企业家在东盟的发展机遇，推动区域经济共赢繁荣，开创国际合作的新篇章。为了实现这一愿景，马中女企会的理事们积极走访东亚及东南亚各国，包括中国、越南、柬埔寨、印尼等，亲自拜访并邀请当地女企业家参与。

此外，马中女企会与驻马来西亚各国大使馆保持紧密联系，积极通过政府资源和外交途径，邀请各国各地区的女企业家出席即将举行的第二届东亚女企业家大会。在各国大使馆的支持下，马中女企会展开了与各国女企业家深入的交流与合作，通过共同探讨全球经济一体化背景下的女性领导力及企业发展趋势，推动跨国商业合作和创新。



首届东亚女企业家大会交旗仪式。  
Flag Handover Ceremony at the Inaugural EAWEC.



马中女企业家委员会拜访 YB 张念群通讯部副部长。  
WEC paid a courtesy visit to YB Teo Nie Ching, Deputy Minister of Communications.



贵州省女企业家商会代表团拜访马中女企业家委员会。  
Courtesy Visit by Guizhou Province Women Entrepreneurs Chamber of Commerce.



2023 年东亚商务论坛欢迎晚宴。Welcome Dinner of 2023 East Asia Business Forum.

## The 2nd EAWEC: Exploring New Business Opportunities in ASEAN

Under the leadership of the current chairperson, Dato' Dr. Angie Ng, the Malaysia-China Chamber of Commerce (MCCC) Women Entrepreneurs Committee (WEC) attended the inaugural East Asia Women Entrepreneurs Conference (EAWEC) in Hainan, successfully connecting women entrepreneurs from China and Malaysia and creating a larger business platform for both countries. WEC has successfully taken over as the organiser of the second EAWEC.

The second EAWEC and Entrepreneurs Business Matching welcomes approximately 900 women entrepreneurs from 12 countries and regions. This marked a significant step forward for WEC in actively promoting the development of women entrepreneurs on the international stage, expanding network, deepening international cooperation, and providing members with broader resources and opportunities to enable them to play a greater role in the global economy.

The theme of this conference is "The Emerging Trends in ASEAN Development," aiming to jointly explore the development opportunities for women entrepreneurs in ASEAN, promote regional economic co-prosperity, and open up new chapters of international cooperation. To realise this vision, WEC council members actively visited countries and regions in East and Southeast Asia, including China, Vietnam, Cambodia, and Indonesia, undertook courtesy visits to invite the participation of local women entrepreneurs.

Additionally, WEC maintains close relation with the embassies of various countries in Malaysia, actively inviting women entrepreneurs from different countries and regions to attend the upcoming second EAWEC through government resources and diplomatic channels. With the support of the embassies, WEC has engaged in in-depth exchanges and cooperation with women entrepreneurs from different countries and regions, discussing women's leadership and business development trends in the context of global economic integration, thereby promoting transnational business cooperation and innovation.



马中女企会礼貌拜访澳大利亚高级专员公署。  
The MCCC-WEC paid a courtesy visit to High Commissioner of Australia to Malaysia.



马中女企业家委员会拜访印尼驻马来西亚大使馆。  
The MCCC-WEC paid a courtesy visit to Embassy Of The Republic Of Indonesia.



马中女企业家委员会拜访日本驻马来西亚大使馆。  
The MCCC-WEC paid a courtesy visit to Embassy Of Japan.





# 马中总商会第二届女企业家委员会理事会 The 2nd Term of the MCCC Women Entrepreneurs Committee (2022 - 2025)



## 主席 CHAIRPERSON

拿督伍安琪博士 Dato' Dr. Angie Ng

## 署理主席 DEPUTY CHAIRPERSON

赵燕芳 Jamie Tiew Yen Houg

## 副主席 VICE CHAIRPERSON

拿督陈丽君 Datuk Emily Tan Lay Koon

郑立清 Joanne Teh Lip Cheng

## 秘书长 SECRETARY-GENERAL

陈于瑄 Jasmine Chin Yong Shya

## 副秘书长 DEPUTY SECRETARY-GENERAL

曾宝燕 Yenzzy Chen Poh Yin

## 财政 TREASURER

谢碧珊 Coral Chia Peck San

## 副财政 DEPUTY TREASURER

陈奕卉 Yvette Chin Kon Len

## 理事 COUNCIL MEMBER

陈开丽博士 Dr. Callee Tan Kai Lee

吴群爱 Serene Ng Kuan Ngoi

吴瑞蓉 Christy Goh Swee Yong

王敏诗 Jessie Ong Bean See

邓佩美 Vinnie Tern Pei Mee

黄巧晶 Stephany Ng Cheaw Jing

蓝丽红 Bibiana Lam Lee Hong

沈舒珮 Sim Ei Pei

蔡苑琴 Jean Chai Wan Chan

程淇丝 Veronica Teah Puay Sei

郑丽媚博士 Dr. Linea Tee Lee Meng

傅嫦娥 Lindy Poh Seong Ngoh

刘千源 Jenny Liu Yuan Yuan

## 督导 SUPERVISOR

拿督施明玉 Dato' See Meng Geok

## 法律顾问 LEGAL ADVISOR

陈荣月 Arlene Tan Eng Guat

## 内部查账 INTERNAL AUDITOR

萧崔霖博士 Dr. Cindy Seow Chooi Ling



## 拿督伍安琪博士 DATO DR. ANGIE NG

汎马集团总裁 Chairman of EZT Group

产业开发 | 物业管理 | 产业租售 | 旅游与移民 | 室内设计与装潢 | 教育与医疗咨询  
Project Development | Property Management | Property Lease & Sub-sales |  
Travel Products & Migrate | Interior Design And Renovation | Education Information  
& Medical



## 赵燕芳 JAMIE TIEW YEN HOUNG

优艺贸易有限公司董事经理

Managing Director of Uni Heat Trading Sdn Bhd

产业租赁 | 产业代售 | 新楼房产 | 退休移民 | 装潢维修 | 批发零售 | 建筑材料 | 土产  
品代理  
Property Lease | Property Subsale | New Launch Property | Retirement & MM2H |  
Renovation & Repair | Wholesale & Retail | Building Material | Local Products



## 拿督陈丽君 DATUK EMILY TAN LAY KOON

美洁 (马) 私人有限公司、友利工业刷有限公司及友利工业社有限公司董事  
经理

Managing Director of Clean & Beautiful (M) Sdn Bhd, Yew Lee  
Industrial Brush Sdn Bhd and Y.L.I Sdn Bhd

家居 / 工业扫及刷子  
Household and Industrial Brooms & Brushes



## 郑立清 JOANNE TEH LIP CHENG

星田国际顾问集团有限公司执行董事

Managing Director of Spica International Group Sdn Bhd

设立公司 | 申请准证 | 租赁及购买工业厂房与仓库 | 土地收购 | 酒店、商场及商务楼  
的并购  
Set Up Company | Apply Licensings | Lease & Purchase Industrial Factory &  
Warehouse | Land Acquisition | Merger & Acquisition: Hotel, Shopping Mall,  
Corporate Building



## 陈于瑄 JASMINE CHIN YONG SHYA

Founder of Women's Voice Publishing & Media Sdn. Bhd., CMO  
of Iconic Brand Stories, Marketing & Development Officer of The  
Origin Foods Sdn Bhd

品牌策划与数字营销 | 撰写与出版 | 国际贸易 | 土地储备 | 房地产 | OEM 产品与经贸 |  
清真认证  
Brand Strategy and Digital Marketing | Writing and Publishing | International Trade |  
Land Bank | Property | OEM Products & Trade | Halal Certification Service



## 谢碧珊 CORAL CHIA PECK SAN

帝熙石材有限公司执行董事

Executive Director of DC STONE Sdn Bhd

石材进出口贸易 | 定制大理石臻品 | 安装与打磨 | 大理石抛光服务 | 精品摆件供应 |  
玄学风水石材设计  
Stones Trading | Custom Marble Products | Installation & Polishing | Marble  
Restoration | Stone Goods & Ornaments | Geomancy Product Design



## 曾宝燕 YENZY CHEN POH YIN

聚大集团联合创始人兼首席营销

Co Founder & CMO of Focus Unity Sdn Bhd

公司产业保险、团体医疗和意外保险 | 财务规划 | 遗嘱与信托计划  
Group Insurance- medical and personal accident | Personal Financial Insurance |  
Will & Trust Services

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### 陈奕卉 YVETTE CHIN KON LEN

纳柯达有限公司创办人兼董事

Founder & Director of Nakhoda Lagenda Sdn Bhd

客户服务技能培训 | 咖啡和椰子饮料贸易 | 电子商务 | 咖啡种植  
Customer Service Skills Training | Coffee And Coconut Juice Beverage Trading | E-Commerce | Coffee Cultivation



### 吴群爱 SERENE NG KUAN NGOI

汎马集团总经理 General Manager of EZT Group

产业开发 | 物业管理 | 产业租售 | 旅游与移民 | 室内设计与装潢 | 教育与医疗咨询  
Project Development | Property Management | Property Lease & Sub-sales | Travel Products & Migrate | Interior Design And Renovation | Education Information & Medical



### 吴瑞蓉 CHRISTY GOH SWEE YONG

安智力科技有限公司常务董事

Managing Director of Analytical Scientific Sdn Bhd

科学设备分销 | 医疗器械和用品授权代表 (GDPMD 认证) | 耗材和试剂盒 | 临床和葯物测试 | 咨询与培训 (HRDC)  
Scientific Equipment Distribution | Medical Device & Supply Authorized Representative (GDPMD Certified) | Consumables & Reagent Kits Supply | Clinical & Pharmaceutical Testing | Consultancy & Training (HRDC)



### 陳开丽博士 DR. CALLEE TAN KAI LEE

力新土产有限公司董事经理

Managing Director of Region Destiny Sdn Bhd

批发及零售 | 沙巴及马来西亚土产  
Wholesale & Retail | Native products of Sabah and Malaysia



### 蔡苑岑 JEAN CHAI WAN CHAN

马来西亚金峰商旅执行董事

Managing Director of Golden Point Leisure & MICE

出入境旅游 | 商旅会展 | 医疗旅游 | 教育研学  
Inbound and Outbound Tourism | Business Travel and MICE | Medical Tourism | Educational Study Tours



### 王敏诗 JESSIE ONG BEAN SEE

海外立颖 (马来西亚第二家园) 有限公司董事

倍升留学, 企业培训及信托顾问有限公司董事

Director of Overseas Living (MM2H) Sdn Bhd

Director of Passion 2 Wealth Sdn Bhd

移居与签证 | 海外留学咨询与企业培训 | 保险、遗嘱与信托  
Migration & Visas | Education Consultancy & Corporate Training | Insurance, Will & Trust Services



### 邓佩美 VINNIE TERN PEI MEE

銘德多媒体与设计有限公司常务董事

Chief Operation Officer of Md Media Design Sdn Bhd

网络数字标牌 | 矩阵视频墙 | 多点触摸屏解决方案和信息 | LED 显示屏 | 远程学习 | 智能教室  
Network Digital Signage | Matrix Video Walls | Multitouch Screen Solutions & Information | Led Displays | Distance Learning | Smart Classrooms

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### 郑丽媚博士 DR. LINEA TEE LEE MENG

Executive Director of BENTEN Construction Sdn Bhd

Executive Director of BENTEN Global Sdn Bhd

Founder, Creator of Move Over portal

室内设计 | 物业综合服务 | 室内设计平台  
Interior Design | Integrated Service In Property | Interior Design Platform



### 程淇丝 VERONICA TEAH PUAY SEI

Ascence International Sdn Bhd

执行董事 / 创办人 Managing Director / Founder

高品质化妆品及护肤品  
High-Quality Cosmetics and Skincare Products



### 沈妤珮 SIM EI PEI

梅许律师行独立遗产规划师

Independent Estate Planner of Moi-Christine Khor, Advocates & Solicitors

遗产规划及信托 | 伙伴保险、公司产业保险及个人保险。  
Estate Planning & Trust | Company Key Person, Partnership Insurance and Personal Insurance



### 蓝丽红 BIBIANA LAM LEE HONG

Jointwell Enterprise Sdn Bhd

营销总监 Marketing Director

儿童及婴儿纪念品 | 新生儿养护 | 养老院 | 营销 | 马来西亚农产品  
Commemorative Products For Children And Infants | Nurture Newborn | Elderly Home | Marketing | Malaysian Agricultural Products



### 黄巧晶 STEPHANY NG CHEAW JING

友利机械有限公司董事

Director Of Yully Machinery & Services Sdn Bhd

农业与园艺机械 | 食品机械 | 小型建筑与电机机械 | 电动工具 | 水泵机械  
Agricultural & Gardening Machinery | Food Processing Equipment | Light Construction & Industrial Machine | Power Tools | Water pump series



### 刘千源 JENNY LIU YUAN YUAN

马来西亚绿洲房产代理公司中国区总裁

CEO of China Region, Greenfield Properties

代理销售大马大型综合住宅发展项目 | 大马写字楼租赁买卖 | 二手住宅租赁买卖 | 物业全方位托管服务 | 金融 / 移民 / 教育咨询服务  
New Project: Residential, Commercial, Industry | Sub-sale Properties: Residential, Commercial, Industry | Property Management



### 傅嫦娥 LINDY POH SEONG NGOH

文金食品工业董事 Director of M K. Food Industries

代理本地椰子、榴莲、香蕉等附加产品以及本地峇迪布料、饰品类  
Represents local coconut, durian, banana by-products, as well as local batik fabrics and accessories

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+6017-3319258

Wechat QR



+6012-3766122

Wechat QR







## 女企沙巴州分会委员会 WEC Sabah Branch Committee



主席 Chairperson	陈开丽博士 Dr. Callee Tan Kai Lee
署理主席 Deputy Chairperson	彭秀婵 Mary Pang Siew Tsian
副主席 Vice Chairperson	拿汀赵淑仪 Datin Joanne Teo Sui Yee 潘晓薇 Phun Siew Wee
秘书 Secretary-General	傅翠翠 Eva Fu Chui Chui
副秘书长 Deputy Secretary-General	颜业臻 Patricia Ngan Yip Zhen
财政 Treasurer	陈慧珊博士 Dr. Deledda Tan Hui San
副财政 Deputy Treasurer	陈丽珠 Cecelia Chin Li Chu
理事 Council Member	陈婉平 Tan Wan Peng 陈雪芳 Stella Chin Set Fong 郑曲葵 Queenie Chang Kee Fung 苏秋韵 Evelyn Saw Chew Yunn 李文欣 Elaine Lee Vun Sin 謝嘉蒂 Sia Jia Ti 涂娴婷 Abalene Thu Shen Ting 陈珮诗博士 Dr. Tan Pooi See 刘芷蕾 Esther Liew Jyy Leei 曾小华 Helen Tsang Siu Wah 蓝丽珍 Lam Lee Chin

## 女企砂拉越州分会委员会 WEC Sarawak Branch Committee



主席 Chairperson	赵燕芳 Jamie Tiew Yen HOUNG
署理主席 Deputy Chairperson	陈丽燕 Vivien Tan Lay Yan
副主席 Vice Chairperson	何姿霖 Annie Ho Chui Leng
秘书 Secretary-General	陈兰梅 Chen Lan Mui
副秘书长 Deputy Secretary-General	何秋萍 Adeline Ho Chew Ping
财政 Treasurer	蓝丽红 Bibiana Lam Lee Hong
副财政 Deputy Treasurer	拿汀许舒遐 Datin Alicia Kho Yee Hsia
理事 Council Member	许恺倪 Connie Hii 陈亦萍 Janice Ting Ek Ping 何慧诗 Cynthia Ho Wei See 潘红缙 Hedy Puan Heng Hee 刘艳光 Nancy Lau Yien Kwong 林明锦 Jocelyn Ling Ming Jing 张秀冰 Yoyo Tiong Siew Ping 邓瑾麟 Diana Teng Kin Ling 汤珍妮 Jenny Hong 赵莲芳 Javin Tiew Leng HOUNG 姚婉君 Yeo Wan Chiin 黄音翔 Judith Wong





# 创赢未来：马中企业家大会历史与简介



MCEC 2011



MCEC 2012



MCEC 2013

2002年随着中国崛起，马来西亚中国经济贸易总商会（马中总商会前身）时任会长丹斯里颜清文，看到东盟与中国合作越来越紧密，便倡办了首届东盟-中国合作论坛，主题为《共建全球最大自贸区》，邀请来自东盟各国和中国的千名企业家聚首马来西亚。

到了2011年，马中总商会创办马中企业家大会（最初名为马中经贸投资国际大会），往后每年不间断举办，至今年10月进入第14届。

今天，马中企业家大会已成为马中总商会年度国际品牌活动，宗旨为深化及多元化双边中小企业合作领域，协助转型，带动传统企业朝向数码化，并引进中资优越技术，结合马来西亚丰富资源，实现优势互补、创新研发。也响应5G新时代，协助马中企业家与时俱进。

2011年的第一届大会，是以《联手开拓19亿人口的市场》为主题。从2014年开始，马中企业家大会走出马来西亚，首次在中国厦门举办，共建海上丝绸之路。自此，大会轮流在马来西亚及中国交替举办。曾在中国举办企业家大会的城市包括厦门、成都、南京、福州和海口。

2019年吉隆坡举行的第9届企业家大会，首次增设青年企业家论坛，为马中青年企业家打造国际交流平台。配合“一带一路”倡议6周年，同时也是5G新技术在商用普及化的元年，加上多项分场论坛及对接会，吸



MCEC 2014

引上千与会者。

2020年第10届大会，基于疫情爆发，全世界封锁，转为线上进行“云大会”，从中国福州实地举办，再透过马中总商会官网和面子书平台同步全球播放，多个媒体也同时直播，线上参与者达16.5万人次。2021年第11届大会及第2届马中青企论坛在吉隆坡会展中心举行，更创下线上线下参与人数高达23万人次。

2022年，第12届大会在马来西亚首个国际金融中心——敦拉萨国际贸易中心举办。2024年10月，第14届马中企业家大会在吉隆坡会展中心举行，同时第2届东亚女企业家大会在吉隆坡孟沙温德姆至尊酒店举行，并欢庆马中建交50周年。

时至今日，马中企业家大会获得两国政商界高度重视，成为马中企业务实合作的重要平台和桥梁，并成功推动且促进了两地企业的经贸往来。



MCEC 2015



MCEC 2016

## Innovating Towards Future Success: Introduction to MCEC & Its History

In 2002, with the rise of China, Tan Sri Ngan Ching Wen, the then President of the Malaysia-China Chamber of Commerce (MCCC), recognised the growing collaboration between ASEAN and China. He initiated the first ASEAN-China Partnership Forum themed "Building the World's Largest Free Trade Area", which brought together over 1,000 entrepreneurs from ASEAN countries and China in Malaysia.

In 2011, the MCCC launched the Malaysia-China Entrepreneurs Conference (MCEC, initially named Malaysia-China Trade & Investment International Conference), which has been held annually ever since. On 17 October 2024, it enters its 14th edition.

Today, the MCEC has become the signature annual international event of the MCCC. Its mission is to deepen and diversify bilateral cooperation between Malaysia and China SMEs, assist in business transformation, drive traditional enterprises toward digitalisation. At the same time, it aims to introduce superior Chinese technology while leveraging Malaysia's abundant resources to achieve complementary advantages and promote innovative research and development. It also aims to help Malaysian and Chinese entrepreneurs keep pace with the 5G era.

The theme of first conference in 2011 was "Together We Explore the 1.9 Billion Market". Since 2014, the MCEC expanded beyond Malaysia, with the first event held in Xiamen, China, to promote the Maritime Silk Road Initiative. Since then, the conference has been held alternately in Malaysia and China. The cities in China that have hosted the MCEC include Xiamen, Chengdu, Nanjing, Fuzhou, and Haikou.



MCEC 2017



MCEC 2018

In 2019, the 9th MCEC, held in Kuala Lumpur, introduced the Malaysia-China Young Entrepreneurs Conference for the first time, creating an international exchange platform for young entrepreneurs from both countries. Coinciding with the 6th anniversary of the Belt and Road Initiative and the advent of 5G commercialization, along with numerous sub-forums and matchmaking sessions, the conference attracted thousands of participants.



MCEC 2019



MCEC 2020

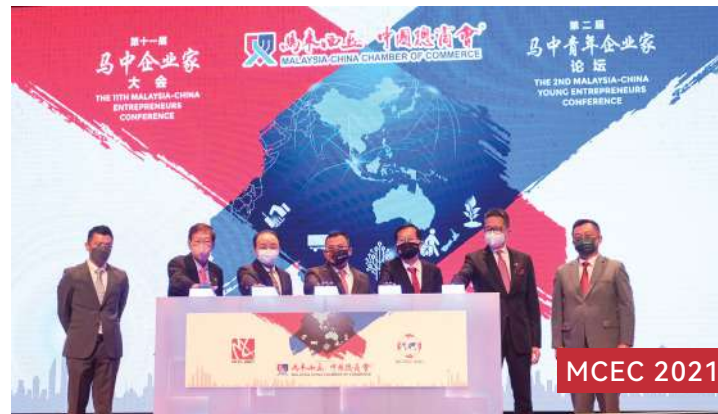




In 2020, due to the COVID-19 pandemic and lockdowns, the 10th MCEC was held online, broadcasting live from Fuzhou, China, via the MCCC's website and Facebook page. Multiple media outlets also live-streamed the event. The online participants reached 165,000 views. The 11th conference and the 2nd Malaysia-China Young Entrepreneurs Conference in 2021, held at the Kuala Lumpur Convention Centre (KLCC), drew a combined online and offline audience of 230,000.

In 2022, the 12th MCEC took place at the Tun Razak Exchange, Malaysia's first international financial centre. The 14th MCEC held on 17 October 2024 at the KLCC, alongside the 2nd East Asia Women Entrepreneurs Conference at the Wyndham Grand Bangsar Hotel, Kuala Lumpur, celebrating the 50th anniversary of diplomatic relations between Malaysia and China.

To this day, the MCEC has gained high recognition from both political and business circles in Malaysia and China. It has become an important platform and bridge for practical cooperation between entrepreneurs in both countries, successfully promoting trade and economic exchanges.



## 东风再起：第十三届马中企业家大会回顾

上一届（第十三届）马中企业家大会，于2023年10月在海口的中国海南国际会展中心盛大举行，是中国国际贸易促进委员会、海南省人民政府、东亚商务理事会主办的2023东亚商务论坛活动的一部份。那是疫情后第一次出到国外参与大会，马中总商会众理事和成员们都雀跃不已。

大会主题为《携手共促区域经济全面复苏·共享

RCEP新机遇》。马来西亚投资、贸易及工业部副部长刘镇东受邀为大会主宾，他强调马来西亚供应链在东南亚占据重要地位，并希望与中国海南进一步深化了解，以发挥大马在东南亚供应链中的作用。

马中总商会会长卢国祥指出，很多国家的货币价值和购买力，在过去一年深受美元升值所冲击，他认为以本币交易是很好的发展，并希望能为亚洲货币基金



组织的落实铺路。工委会主席戴炳煌则希望参会者通过大会平台实现更紧密的区域经济合作。

此次随同前往出席大会者包括前马来西亚对华特使兼马中商务理事会主席陈国伟、马中总商会永久荣誉会长拿督陈友信和中央理事、青企会和女企会理事及会

员共百逾人，都有很大收获。

3位马来西亚代表受邀做专题推介，分别是国家银行前总裁丹斯里慕哈末依布拉欣、马来西亚驻广州总领事馆投资处代领事赛夫万，以及高裕轩集团首席战略师符策勤，为与会者带来内容丰富的分享。



## Here We Rise Again: A Recap of MCEC 2023

The 13th Malaysia-China Entrepreneurs Conference (MCEC) was grandly held at the China Hainan International Convention and Exhibition Center in Haikou in October 2023. As part of the 2023 East Asia Business Forum, it was jointly organised by the China Council for the Promotion of International Trade (CCPIT), the People's Government of Hainan Province, and the East Asia Business Council. It was the first international conference attended since the pandemic, and members of the Malaysia-China Chamber of Commerce were thrilled to participate.

The conference theme was "Working Together to Promote the Comprehensive Recovery of the Regional Economy · Sharing the New Opportunities of RCEP". YB Liew Chin Tong, Deputy Minister of Investment, Trade and Industry of Malaysia, was invited as the guest of honor. He emphasised the significant role of Malaysia's supply chain in Southeast Asia and expressed the hope to further deepen understanding with Hainan, China, in order to leverage Malaysia's role in the Southeast Asian supply chain.

Loo Kok Seong, President of the Malaysia-China Chamber of Commerce, pointed out that the value and purchasing power of many currencies have been severely impacted by the appreciation of the US dollar over the past year. He believed that trading in local currencies could be a beneficial development and hoped to pave the way for the establishment of the Asian Monetary Fund. Chairman of the Working Committee, Thay Peng Hong, hoped that participants would achieve closer



YB 刘镇东  
YB Liew Chin Tong

卢国祥  
Loo Kok Seong

戴炳煌  
Thay Peng Hong

regional economic cooperation through the platform provided by the conference.

The delegation attending the conference included YB Tan Kok Wai, former Malaysia Special Envoy to China and Chairman of the Malaysia-China Business Council, Datuk Tan Yew Sing, Life Honorary President of the MCCC, along with over a hundred council members, young entrepreneurs, and women entrepreneurs from the Chamber. All of them reported significant gains from their participation.

Three Malaysian representatives were invited to give speeches, delivering insightful presentations to the attendees. They are Tan Sri Muhammad bin Ibrahim, former Governor of Bank Negara Malaysia; Safwan Nizar Johari, Acting Consul (Investment) of Consulate General of Malaysia, Guangzhou; and Neil Foo, Chief Strategist of NCT Alliance Berhad.





## 第 14 届马中企业家大会筹委会 Organising Committee of MCEC 2024

大会主席 Conference Chairman  
顾问 Advisor

卢国祥 Loo Kok Seong  
颜登逸 Ngan Teng Ye  
拿督林恒毅 Dato' Joseph Lim  
戴炳煌 Thay Peng Hong  
张柏垣 Bryan Chong  
陈国顺 Tan Kok Toon  
郭隆生 Kerk Loong Sing  
谢中正 Siah Teong Chein  
罗逸 Eugene Roy Joseph  
李国源 Sean Lee  
拿督伍安琪博士 Dato' Dr. Angie Ng  
张柏垣 Bryan Chong  
陈钰渲 Jasmine Chin

主席 Chairman  
副主席 Deputy Chairman

总协调 Chief Coordinator  
副总协调 Deputy Chief Coordinator

场地策划 Venue Coordinator

征求组 Sponsorship

论坛策划 Forum Coordinator

协议书 / 签约 委员会 MOU/Signing Committee

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杨子威 Yong Cher Vee  
许径铭 Koh Keng Kok  
林励肯 Lim Le Kern  
卢传文 Loo Chuan Boon  
陈宇颺 Tan E Yang  
邓秉顺 Benson Tan Peng Soon  
李国源 (组长) Sean Lee (Leader)  
颜登逸 Ngan Teng Ye  
拿督林恒毅 Dato' Joseph Lim  
戴炳煌 Thay Peng Hong  
张荣胜 Chong Yong Seen  
陈国顺 Tan Kok Toon  
郭隆生 Kerk Loong Sing  
谢中正 Siah Teong Chein  
罗逸 Eugene Roy Joseph  
拿督伍安琪博士 Dato' Dr. Angie Ng  
张柏垣 Bryan Chong  
陈钰渲 Jasmine Chin  
杨安泰 IR. Yeo An Thai  
吴祐濠 Alex Ng  
卢国祥 Loo Kok Seong  
拿督林恒毅 Dato' Joseph Lim  
丘伟宗 Hew Wee Choong  
谢中正 Siah Teong Chein  
杨子威 Yong Cher Vee

接待策划 Receptionist Coordinator  
分会招揽 Branches Canvasser  
商务对接 Business Matching  
交通组 Logistics

宣传组 Publicity

英巫文书协调委员 EN & BM Liaison Committee

委员 Committee Members

负责秘书 Secretary In-Charge

秘书处 Secretariat

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戴炳煌 Thay Peng Hong  
丁扬岗 Ting Young Kang  
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蔡苑岑 Chai Wan Chan  
吴群爱 Serene Ng Kuan Ngoi  
洪伟邦 Edison Ang  
刘千源 Jenny Liu  
罗逸 Eugene Roy Joseph  
吴瑞蓉 Christy Goh  
许荣玮 Koh Jwu Wey  
赵燕芳 Jamie Tiew  
霍韦彪 Fok Wai Mun  
陈奕卉 Yvette Chin  
周洁榕 Joey Chew  
黄巧晶 Stephany Ng  
许筑宁 Koh Jwu Yng  
颜佩诗 Eunice Gan  
陈彩凤 Chan Choi Foong  
李甜福 Victor Lee  
李冰冰 Alex Lee  
林廷义 LimTeng Ngee  
沈亚韵 Shen Ya Yun  
林荣杰 Melt Lim  
吕华慧 Catherine Lyu  
梁娇娇 Hillary Liang







# 第十四届马中企业家大会

## 主题：跨越五十·携手共赢

日期：17/10/2024 (星期四) 时间：8:00am-6:00pm  
地点：吉隆坡会展中心 (三楼 7A、7B 展厅)

08:00	嘉宾签到
08:30	贵宾抵步
09:00	司仪介绍
09:05	第十四届马中企业家大会工委主席 谢中正先生致欢迎辞
09:15	马中总商会会长 卢国祥先生致辞
09:30	中国驻马来西亚大使馆经商处 孙淑强公使衔参赞致辞
09:40	雪兰莪州务大臣 拿督斯里阿米鲁丁致开幕辞
10:00	开幕仪式及团体照
10:10	交换协议书或签约仪式
10:25	主旨演讲 <ul style="list-style-type: none"><li>大马厂商联合会总会长 丹斯里拿督苏添来致词</li><li>种植与原产业副部长 YB 拿督陈泓缜致词</li></ul>
11:15	马来西亚数码经济论坛 <ul style="list-style-type: none"><li>环球电讯有限公司执行董事 黄祥惠先生</li><li>捷策数据中心咨询有限公司执行长 吴须亮先生</li><li>德勤马来西亚总监 何雪玲女士</li></ul> 主持人：陈宇颺先生
12:00	联谊午餐 (会展中心 7C 展厅)
13:00	主旨演讲 <ul style="list-style-type: none"><li>投资、贸易及工业副部长 YB 刘镇东致词</li></ul>
13:30	专题演讲 (主题：马中建交 50 周年庆之经贸投资新机遇) <ul style="list-style-type: none"><li>雪州投资、贸易及公共交通事务行政议员 YB 黄思汉</li><li>华为亚太地区部副总裁，战略与 Marketing 部长 张福鹏先生</li></ul>
14:15	马中企业家论坛 (主题：强强联手 共创辉煌) <ul style="list-style-type: none"><li>绿盛世集团市场与销售主管 廖炳坤先生</li><li>雪兰莪州发展机构投资者关系和业务发展分析师 沈小珍女士</li><li>马星南海产业园发展有限公司主席 孙建炜先生</li><li>福建光阳蛋业股份有限公司董事长 余劼先生</li><li>GOGO 执行总裁 杨之敏先生</li></ul> 主持人：李国源先生
15:45	雪兰莪国际商务峰会 (SIBS) 简介
16:00	率领大会来宾参观 SIBS
18:00	第十四届马中企业家大会结束，明年再见。

# The 14th Malaysia-China Entrepreneurs Conference

## Theme: Celebrating 50 Years of Diplomatic Relations: Bringing Nations for Collective Growth

Date : 17/10/2024 (Thursday) Time : 8:00am - 6:00pm  
Venue : Kuala Lumpur Convention Centre (Hall 7A & 7B)

08:00	Registration
08:30	Arrival of VIP Guest
09:00	Emcee Introduction
09:05	Welcome Speech by Mr. Siah Teong Chein, Organising Chairman of the 14th Malaysia-China Entrepreneurs Conference
09:15	Speech by Mr. Loo Kok Seong, President of the Malaysia-China Chamber of Commerce
09:30	Speech by Mr. Sun Shu Qiang, Minister Counselor of Economic and Commercial Office of the Embassy of the People's Republic of China in Malaysia
09:40	Officiating Speech by YAB Dato' Seri Amirudin Shari, Chief Minister of Selangor
10:00	Opening Ceremony & Group Photo Session
10:10	MOU Exchange or MOU Signing Ceremony
10:25	Keynote Address <ul style="list-style-type: none"><li>Keynote speech by Tan Sri Dato' Soh Thian Lai, President of Federation of Malaysia Manufacturers (FMM)</li><li>Keynote speech by YB Datuk Chan Foong Hin, Deputy Minister of Plantation and Commodities</li></ul>
11:15	Malaysia Digital Economy Forum <ul style="list-style-type: none"><li>Mr. Sylvester Wong, Executive Director of Global Telecommunication Limited</li><li>Mr. Gary Goh, CEO of Sprint DC Consulting Sdn Bhd</li><li>Ms. Renee Ho, Director Tax, Technology, Media &amp; Telecommunications (TMT) Tax Co-Leader of Deloitte</li></ul> Moderator: Mr. Tan E Yang
12:00	Networking Luncheon (KLCC Hall 7C)
13:00	Keynote Address <ul style="list-style-type: none"><li>Keynote Speech by YB Tuan Liew Chin Tong, Deputy Minister of International Trade and Industry Malaysia</li></ul>
13:30	Thematic Discussion Theme: 50th Years Anniversary of Malaysia and China Diplomatic Relations: New Economic and Trade Investment Opportunities <ul style="list-style-type: none"><li>YB Tuan Ng Sze Han, Exco for Investment, Trade and Mobility</li><li>Mr. Alex Zhang Fupeng, Vice President of Asia Pacific Region (Strategy and Marketing) of Huawei</li></ul>
14:15	Malaysia-China Entrepreneur Forum Theme: Joining Collaboration to Create Brilliance Together <ul style="list-style-type: none"><li>Mr. Clement Liaw Bing Kun, Head of Sales &amp; Marketing of EcoWorld</li><li>Ms. Sim Siaw Cheng, Investor Relations &amp; Business Development Analyst of Perbadanan Kemajuan Negeri Selangor (PKNS)</li><li>Mr. Sun Jian Wei, Chairman of Mah Sing South Sea Industrial Development</li><li>Mr. Yu Jie, Chairman of Fujian Guangyang Egg Industry Co., Ltd.,</li><li>Mr. Jimmy Yang, CEO of GOGO Transtech (Hong Kong) Co., Limited</li></ul> Moderator: Mr. Sean Lee
15:45	Selangor International Business Summit (SIBS) Introduction
16:00	Leading the MCEC guests to visit SIBS
18:00	MCEC 2024 End





## 主旨演讲 Keynote Address

### 主讲嘉宾 SPEAKER



丹斯里拿督苏添来 | 大马厂商联合会总会长  
Tan Sri Dato' Soh Thian Lai, President of the Federation of Malaysian Manufacturers (FMM)

- Asteel Group Berhad 集团副执行董事长
- 前马来西亚全国总商会会长
- 马来西亚工业发展局理事会成员
- 马来西亚学术资格鉴定机构理事会成员
- 马来西亚敦胡申翁大学客座教授
- 在马来西亚国家就业局、国家科学理事会、马来西亚标准与认证委员会担任要职
- 首任政府 - 行业技术与职业教育培训协调机构主席
- 马来西亚钢业理事会成员
- 首相署利商特别工作队成员
- 东盟制造业网络筹委会主席
- 前首相署技术与职业教育培训技术委员会成员
- 前马来西亚钢铁协会理事
- 马来西亚国家技术和职业教育与培训理事会成员
- 马来西亚经济行动理事会成员
- Group Executive Deputy Chairman of Asteel Group Berhad
- Former President of the National Chamber of Commerce & Industry of Malaysia (NCCIM).
- Member of Board of Directors of the Malaysian Investment Development Authority (MIDA)
- Board Member of the Malaysian Qualifications Agency (MQA).
- Adjunct Professor of University Tun Hussein Onn Malaysia (UTHM).
- Serves on the National Employment Council (NEC), National Science Council, the Malaysian Standard & Accreditation Council and Advisory Committee for the Malaysian Higher Education Development Plan
- The 1st and current Board Chairman of Government-Industry TVET Coordination Body (GITC)
- Member of the Malaysian Steel Council (MSC) and member of PEMUDAH (Special Task Force To Facilitate Business)
- Protom Chairman of the ASEAN Manufacturing Network (AMN)
- Former Chairman of the Technical Committee of the TVET Empowerment Cabinet Committee;
- Founding member and former Director of Malaysian Steel Institute (MSI).
- Member of the National TVET Council (MTVET) and Economic Action Council (EAC)



YB 拿督陈泓缵 | 马来西亚种植及原产业部副部长  
YB Datuk Chan Foong Hin, Deputy Minister of Plantation and Commodities Malaysia

YB 拿督陈泓缵现为马来西亚种植及原产业部副部长，也是沙巴亚庇国会议员。

在出任种植及原产业部副部长之前，他曾担任马来西亚农业及粮食安全部副部长，并与同年 10 月获得沙巴州元首赐封拿督勋衔。

拿督陈泓缵现年 46 岁，出生于沙巴斗湖，毕业于马来亚大学 (University of Malaya) 工程系。在从政之前，他曾担任棕榈油领域的水务工程师。

拿督陈泓缵踏入政坛以后，即于 2013 年当选为沙巴里丹绒州议员，并自 2018 年起担任亚庇国会议员至今。

The Malaysian Prime Minister, YAB Dato' Seri Anwar bin Ibrahim, appointed Datuk Chan Foong Hin as the Deputy Minister of Agriculture and Food Security in December 2022. Following a cabinet reshuffle in December 2023, he assumed the role of Deputy Minister of Plantation and Commodities, a position he has held to date.

Chan is now the Member of Parliament for Kota Kinabalu, representing the Democratic Action Party (DAP), a component of the Federal Government coalition. He is in his second term as a Member of Parliament, having previously spent one term as a state assemblyman (ADUN) in Seri Tanjung, Sabah. He has been actively involved in politics since 2012, serving as the DAP Policy Bureau Chief and a member of the Pakatan Harapan Manifesto Committee.

Before his political career, he worked as a water treatment engineer. Chan Foong Hin earned his degree in Chemical Engineering from University of Malaya in 2002.

## 马来西亚数字经济论坛 Malaysia Digital Economy Forum

### 主讲嘉宾 SPEAKER



黄祥惠 | 环球电讯有限公司执行董事  
Sylvester Wong, Executive Director of Global Telecommunication Limited

环球电讯有限公司参与云计算、大型语言模型 (LLM) 训练、数据中心、海底光缆、卫星服务与通信以及可再生能源 (生物质发电厂、太阳能农场和电池储存) 等领域。

该公司地拥有由腾讯云支持的 Alto Cloud 和由智谱 AI 支持的 Alto Ai。此外，也参与建设、拥有并运营数字基础设施。

Global Telecommunication Limited involve in cloud computing, LLM training, data center, subsea fiber optic cable, satellite services & communication, renewable energy (biomass powerplant, solar farm and battery storage).

The company proudly own Alto Cloud powered by Tencent Cloud & Alto Ai powered by Zhipu AI. It also build, own and operate digital infrastructure.



吴须亮 | 捷策数据中心咨询有限公司执行长  
Gary Goh, CEO of Sprint DC Consulting Sdn Bhd

吴须亮是一位数字基础设施领域的资深专家，专注于为企业提供数十亿美元的外资投资咨询，提供市场机会的战略洞见。Gary 致力于为本地企业提供市场准入服务，在推动数据中心行业的增长与创新中发挥了重要作用。

Gary Goh is a seasoned expert in the digital infrastructure field. He advises companies on multi-billion-dollar inbound investments, offering strategic insights into market opportunities. With a focus on providing market access services to local companies, Gary plays a key role in facilitating growth and innovation within the data centre industry.



何雪玲 | 德勤马来西亚总监  
Renee Ho, Director Deloitte Malaysia

Renee 何雪玲是德勤马来西亚税务部门的科技、传媒和电信 (TMT) 行业的联席领导人，拥有超过 13 年私营和政府部门的工作经验。她目前负责推动 TMT 行业的外商直接投资 (FDI) 进入马来西亚。她曾经在马来西亚一家联邦机构担任投资促进官，专注于吸引科技和全球商业服务 (GBS) 领域的投资。

Renee 在为大中华市场制定全面的数字 FDI 战略中发挥了关键作用。她的职责包括制定投资策略、建立战略合作伙伴关系、支持外资落地马来西亚以及组织贸易访问。

Renee is the Co-Leader for Deloitte Malaysia's Tax Technology, Media, and Telecommunication (TMT) sector, with over 13 years of experience across both private and government sectors. Currently, she is actively facilitating foreign direct investment (FDI) into Malaysia's TMT sector. Her previous role as an Investment Promotion Officer with a Malaysian federal agency focused on attracting investment in technology and global business services (GBS).

Renee played a key role in developing a comprehensive digital FDI strategy for the Greater China market. Her responsibilities included crafting investment strategies, building strategic partnerships, supporting FDI landing in Malaysia, and organizing trade missions.

### 主持人 MODERATOR



陈宇颺 | 莱佛士国际学校董事  
Tan E Yang, Director at Rafflesia International School

杨先生对数字金融及其应用充满热情。他在英国德勤开启他的职业生涯，担任管理顾问，后来在马来西亚一家上市科技公司担任数字金融主管。他正在区块链和教育科技领域探索商业机会。

E Yang is passionate about digital finance and its applications. He began his career as a management consultant at Deloitte UK and later served as Head of Digital Finance at a public-listed tech company in Malaysia. Currently, he is exploring ventures in blockchain and edtech.





## 主旨演讲 Keynote Address



YB 刘镇东 | 马来西亚投资、贸易及工业部副部长  
YB Liew Chin Tong, Deputy Minister of Investment, Trade, and Industry of Malaysia

刘镇东现任马来西亚投资、贸易及工业部副部长。他于 2022 年 11 月 19 日当选为依斯干达公主城区国会议员，同时也是柔佛州柏伶区州议员。他曾于 2018 年 7 月 17 日至 2020 年 2 月 24 日担任国防部副部长。

他曾当选为升旗山区国会议员（2008-2013 年）及居銮区国会议员（2013-2018 年）。

刘镇东毕业于澳大利亚国立大学，取得政治学学士及亚洲研究荣誉学士学位；接着在马来亚大学（University of Malaya）亚欧研究院取得区域整合研究硕士学位。

自 2012 年以来，刘镇东担任义腾研究中心（REFSA）主席，并曾于 2009 年至 2012 年担任槟城研究院执行长。他也曾在新加坡东南亚研究所（ISEAS）担任访问学者。

他对经济、国防与安全、体制改革、政治伊斯兰、安全与国际关系，以及城市研究等相关政策充满热情。

Liew Chin Tong is the Deputy Minister of Investment, Trade and Industry. He is currently the Member of Parliament for Iskandar Puteri, after being elected on 19 November 2022. He is also the State Assemblyman for Perling, Johor. He served as Deputy Defence Minister from 17 July 2018 to 24 February 2020.

He was first elected Member of Parliament for Bukit Bendera (2008-2013) and was subsequently the Member of Parliament for Kluang (2013-2018).

Chin Tong graduated with a degree in Political Science and an honours degree in Asian Studies from the Australian National University, and holds an International Masters in Regional Integration from the Asia-Europe Institute, University of Malaya.

Chin Tong is the Chairman of Research for Social Advancement (REFSA) since 2012 and was the Executive Director of Penang Institute. He was also formerly a Visiting Research Fellow at the Institute of Southeast Asian Studies (ISEAS), Singapore.

He is passionate about policies relating to the economy, defence and security, institutional reform, political Islam, security and international relations, and urban studies.

## 专题演讲 Thematic Discussion

主题：马中建交 50 周年庆之经贸投资新机遇  
Theme: 50th Years Anniversary of Malaysia and China Diplomatic Relations:  
New Economic and Trade Investment Opportunities

### 主讲嘉宾 SPEAKER



YB 黄思汉 | 雪州投资、贸易及公共交通事务行政议员  
Ng Sze Han, Selangor EXCO for Invest, Trade and Mobility

黄思汉为雪兰莪州投资、贸易及公共交通行政议员，以及五大宗教咨询理事会联合主席。

他曾于 2018 年至 2023 年担任雪州地方政府、公共交通及新村发展行政议员。他首次于 2008 年担任梳邦再也市议员，之后于 2013 年担任金銮区州议员至今。

黄思汉毕业于美国印地安那州特里尼大学（Trine University），取得电机工程学士学位，后担任法国公司亚太区域经理。

黄思汉自接手投资、贸易及公共交通事务后，雪州经济表现优越，录得全国最高的经济成长，国内生产总值的贡献突破 25.9%，是国内第一个经济活动超过 4000 亿令吉的州属。他目前积极推动在雪州蒲种的半导体集成电路（IC）设计园区，于 2024 年 8 月开幕，是全马首个及东南亚最大的 IC 设计园区。

Ng Sze Han is Selangor EXCO for Investment, Trade, and Mobility, and is the State Assemblyman for Kinrara.

From 2018 to 2023, he was responsible for Local Government, Public Transportation, and New Village Development as part of the Selangor EXCO. He initially entered office in 2008 as a councillor for the Subang Jaya City Council (MBSJ) and has been the State Assemblyman for Kinrara since 2013.

Sze Han is an alumnus of Trine University, Indiana, USA, where he earned a Bachelor's degree in Electrical Engineering, and subsequently worked as a Regional Manager for a French company.

Since Sze Han took charge of the latest portfolio, Selangor has demonstrated exceptional economic performance. The state has achieved the highest economic growth nationwide, with a GDP contribution exceeding 25.9%, making it the first state in Malaysia to surpass RM400 billion in economic activities. Currently, he is actively involved in establishing the Malaysia Semiconductor Integrated Circuit (IC) Design Park in Puchong, Selangor, which was launched in August 2024. It is the first and largest IC design park in Malaysia and Southeast Asia.



张福鹏 | 亚太地区部副总裁，战略与 Marketing 部长  
Alex Zhang Fu Peng, Vice President of Asia Pacific,  
in Charge of Strategy and Marketing Huawei

张福鹏先生现任华为亚太地区部副总裁，分管亚太地区部战略与 marketing 业务，负责战略管理、战略规划、战略洞察、产业发展、品牌与营销、ICT 人才与生态等工作。

张福鹏先生在 4G、5G、云、计算和存储方面拥有 20 多年丰富而深厚的工作经验。2008 年加入华为技术有限公司，历任数据存储产品线副总裁，无线网络营销工程部副总裁、无线品牌部部长、2G/3G/4G 首席营销官，东北欧地区部无线解决方案销售总工程师。

Mr. Zhang Fu Peng (Alex) is currently the Vice President of Huawei Asia Pacific Region, and he is in charge of Strategy and Marketing Functions, be responsible for strategy management, strategic planning, strategic insight, industrial policy consultancy, ecosystem development, branding and marketing, ICT talents, etc.

Mr. Zhang Fu Peng has rich and deep industrial experience on 4G, 5G, cloud, computing and storage for more than 20 years. He joined Huawei Technologies Co., Ltd. at 2008, and served as Vice President of Data Storage Product Line, Vice President of the Wireless Network Marketing Department, Director of the Wireless Brand Department, Chief Marketing Officer of 2G/3G/4G, and Wireless Solution Sales Chief Engineer of the Central East Europe and Nordic Region.

## 马中企业家论坛 Malaysia-China Entrepreneur Forum

专题：强强联手 共创辉煌  
Theme: Joining Collaboration to Create Brilliance Together

### 论坛嘉宾 PANELIST



廖炳坤 | 绿盛世集团市场与销售主管  
Clement Liaw, Head of Sales & Marketing, EcoWorld

绿盛世集团（EcoWorld）成立于 2013 年，是马来西亚知名上市房地产公司。绿盛世在巴生谷、柔佛州依斯干达和檳城，拥有超过 9,000 英亩土地储备，发展项目多元化，共有超过 20 个开发项目，总价值超过 800 亿令吉。

绿盛世主要收入来自绿盛世产业园（Eco Business Parks）项目，这现代化产业园区，吸引超过 1000 家中小企业及跨国公司入驻，形成蓬勃发展的产业园区。绿盛世产业园位于依斯干达经济特区和巴生谷，拥有优越地理位置，为企业提供与主要港口、机场和市中心的无缝连接。

廖炳坤于 2013 年加入绿盛世集团，目前担任集团绿盛世产业园的销售和市场部主管。他拥有优大（Universiti Tunku Abdul Rahman）房地产开发硕士学位及澳大利亚昆士兰科技大学学士学位，拥有专业房地产知识。

在他的领导下，位于雪州 Puncak Alam 的绿盛世产业园（五）成功吸引许多本地企业和国际公司入驻。

Eco World Development Group Berhad (EcoWorld), established in 2013, is a prominent public-listed property developer in Malaysia. With over 9,000 acres of landbank in key regions like the Klang Valley, Iskandar Malaysia, and Penang, EcoWorld has a diverse portfolio of more than 20 development projects, with a combined value exceeding RM80 billion.

A major revenue driver for EcoWorld is Eco Business Parks (EBP), modern industrial hubs that cater to both SMEs and multinational corporations. These parks have successfully attracted over 1,000 businesses into a thriving industrial community. Strategically positioned in Iskandar Malaysia and the Klang Valley, EBPs offer businesses seamless connectivity to major seaports, airports, and city centres.

Clement Liaw joined Eco World Development Group Berhad in 2013 and currently serves as the Head of Sales and Marketing for its Eco Business Parks. With a master's degree in Real Estate Development from Universiti Tunku Abdul Rahman and a bachelor's degree from Queensland University of Technology in Australia, Clement brings a wealth of expertise to his role.

Under his leadership, Clement has played a pivotal role in driving the growth and success of EcoWorld's largest business park - Eco Business Park V in Puncak Alam, helping to attract both local businesses and international firms.





沈小珍 | 雪兰莪州经济发展机构 (PKNS) 投资者关系和业务发展分析师  
Sim Siaw Cheng, Investor Relations & Business Development Analyst,  
Perbadanan Kemajuan Negeri Selangor (PKNS)

沈小珍于 1980 年代入职《南洋商报》，后于 2017 年加入雪兰莪州政府官联公司 Central Spectrum (M) Sdn Bhd。在此期间，她为公司旗下的 3 个工业园招商引资，包括英达岛工业园、雪兰莪清真工业园和雪兰莪生物科技湾。

2020 年，沈小珍加入雪兰莪投资促进机构，负责协助大中华地区、韩国、日本和东盟的投资者入驻雪州工业园。她也负责协调雪州政府代表团赴中国、韩国、日本和台湾的招商和投资考察。

2024 年 2 月，她加入雪兰莪州经济发展机构 (PKNS)，担任投资者关系与业务拓展分析师一职，凭借人脉和经验，积极推动 PKNS 最新项目——绿色工业园 (GRIP) 系列，继续引导全球企业在雪兰莪州寻找黄金商机。

Sim Siaw Cheng began her career at Nanyang Siang Pau in the 1980s. She joined Central Spectrum (M) Sdn Bhd in 2017 and played a key role in attracting investments to three industrial parks under the company's portfolio, including the Pulau Indah Industrial Park, Selangor Halal Hub, and Selangor Bio Bay.

In 2020, Sim joined Invest Selangor Berhad, where she assisted investors from Greater China, Korea, Japan, and ASEAN in establishing operations in Selangor's industrial parks. Additionally, she was responsible for coordinating investment missions to China, Korea, Japan, and Taiwan on behalf of the Selangor state government.

In February 2024, Sim joined PKNS as an Investor Relations & Business Development Analyst. Leveraging her network and experience, she is now actively promoting PKNS's latest industrial development of the Green Industrial Park (GRIP) series, continuing to guide global businesses in discovering valuable opportunities in Selangor.



孙建伟 | 马来西亚马星南海产业园发展有限公司董事长  
Sun Jian Wei, Chairman of Mah Sing South Sea  
Industrial Development Sdn Bhd

资深房地产及多元化投资者，拥超过二十年经验。积极响应“一带一路”倡议，2016 年起深耕金融科技、电信及产业园。

A seasoned real estate and diversified investor with over 20 years of experience. Actively supporting the Belt and Road Initiative, since 2016, he has been deeply involved in fintech, telecommunications, and industrial parks.



杨之敏 | GOGO 执行总裁  
Jimmy Yang, CEO of GOGO Transtech(Hong Kong)Co.,Limited

Jimmy Yang 是 GOGO 执行总裁，连续自主创业者，具有 10 年+ 丰富互联网行业经验，从 0-1 孵化过多家互联网+ 公司，多家知名互联网企业战略顾问。

Jimmy Yang is the CEO of GOGO and a serial entrepreneur with over 10 years of extensive experience in the internet industry. He has incubated several internet+ companies from scratch and serves as a strategic advisor to several well-known internet enterprises.

余劼 | 福建光阳蛋业股份有限公司董事长  
Yu Jie, Chairman of Fujian Guangyang Egg Industry Co., LTD.



主要经营：松花蛋、咸鸭蛋、咸蛋黄、茶叶蛋等蛋制品加工制造；蛋鸡、蛋鸭养殖；家禽数字化、智能化技术开发与服务。蛋制品已销往美国、加拿大、欧盟、英国、日本、新加坡等国家。

福建光阳蛋业股份有限公司创办于 1995 年，是中国专注于禽蛋全产业链融合发展的“农业产业化国家重点龙头企业”，“全国农产品加工业出口示范企业”：现有福建、湖北、北京三大产业基地，年生产蛋品能力 10 万吨。光阳蛋品覆盖全国大中城市知名商超、专业用户和电商渠道；远销欧、美、日、东南亚及港澳地区，在国内外的市场占有率处于领先地位。光阳蛋业是蛋品相关标准的主要制定者，并作为主要起草单位参与制定了《蛋制品生产管理规范》等 7 项国家标准。

公司承担了“国家蛋鸡产业技术体系福州综合试验站”任务，并建有“国家蛋品加工技术研发分中心”及“院士工作站”：在蛋品加工腌制、调味技术，蛋禽数字化、智能化养殖技术研究方面处于行业领先地位。光阳蛋业以“创造更高价值，树立行业典范”为宗旨，一直走在中国蛋品产业创新发展的最前沿。

Main Business: Processing and manufacturing of egg products such as preserved eggs, salted duck eggs, salted egg yolks, and tea eggs; breeding of egg-laying chickens and ducks; development and service of digital and intelligent technology for poultry. Egg products have been sold to countries including the United States, Canada, the European Union, the United Kingdom, Japan, and Singapore.

Founded in 1995 in China, Fujian Guangyang Egg Industry Co., Ltd. is a "National Key Leading Enterprise in Agricultural Industrialisation" and a "National Demonstration Enterprise for Agricultural Product Processing Export," with an annual egg production capacity of 100,000 tons. Guangyang's egg products are available in well-known supermarkets across major cities in China and are exported to Europe, America, Japan, Southeast Asia, and the Hong Kong and Macao regions, holding a leading position in market share both domestically and internationally.

Guangyang Egg Industry is a major setter of egg product standards and has participated as a primary drafting unit in the formulation of 7 national standards, including the "Egg Product Production Management Standards." The company leads the industry in research on egg product processing, pickling, seasoning technology, and digital, intelligent breeding technology for poultry.

## 主持人 MODERATOR

李国源硕士 | 奥士卡国际金融集团董事经理兼总裁  
Sean Lee, Group Managing Director & CEO of Ausscar Financial Group



- 马来西亚 - 中国总商会中央理事兼国内商务委员会主席
- 马来西亚金融顾问公会署理总会长
- 奥士卡国际金融集团董事经理与总裁
- 奥恩谷国际家族办公室董事主席

李国源曾任职于伦敦证券交易所上市公司的集团执行董事和马来西亚证券交易所上市公司的集团首席执行官、拥有丰富的国际经营、投融资与资本运作经验，覆盖欧洲和亚洲地区。

他管理的家族办公室专注于提供咨询、资本市场投资、金融科技、半导体配备制造业，自动化智能科技、清洁与可再生能源创新科技，教育等领域、拥有多元化的投资组合管理系统。

- MCCC National Council Member and Chairman of the Domestic Commercial Affairs Committee
- Deputy President of Malaysian Financial Planners and Advisers Association
- Group Managing Director & CEO at Ausscar Financial Group
- Chairman of AON Valley Family Office

He has previously served as Group Executive Director of a public company listed on the London Stock Exchange and Group Chief Executive Officer of a public company listed on Bursa Malaysia. He has vast international operational, investment, venture and capital market experience across Europe and Asia.

His family office focuses on advisory capital markets, fintech, semiconductor equipment manufacturing, automation and smart technology, clean and renewable energy innovation, and education, with a well-diversified proprietary family office portfolio management system.





## 绽放女力：第一届东亚女企大会回顾



第一届东亚女企业家大会于2023年10月在中国海南国际会展中心举行，是2023东亚商务论坛活动的一部份。海南省女企业家协会作为论坛协办单位，策划并组织了东亚女企业家大会，汇聚来自中马新日韩等国及港澳台的300多位女企业家，展现东亚女性在商业领域的知性和魅力。

大会以《面向未来——东亚女性企业领袖力量》为主题，让与会杰出女企业家分享成功经验，展示创新成果，建立更广泛合作网络。大会取得巨大成功，令人热血沸腾，对来届女企大会信心满满。

首届大会邀请了多位东亚女企业家、女性文化名人、女专家学者及国际组织高级代表齐聚海口，以女性视角探讨海南自贸港的机遇与挑战，展望东亚国家经济发展和合作共赢的时代图景及新路径。

海南省领导和行业精英在会上及圆桌论坛上，探讨企业管理中的女性领导力如何脱颖而出，分享嘉宾包括海南省人大常委会副主任过建春、海南省贸促会副会长林春红、海



南省女企业家协会会长王辉、马中女企会主席拿督伍安琪博士等。

女企们参加了专题研讨、商务考察、推介签约等活动，达成多项合作协议。伍安琪从海南省女企业家协会会长王辉手中，接过2024年10月在吉隆坡的第2届东亚女企大会暨企业家商贸对接会的举办旗帜。



## Blooming Feminine Power: A Recap of the 1st EAWEC

The 1st East Asia Women Entrepreneurs Conference (EAWEC) was held in October 2023 at the Hainan International Convention and Exhibition Center in China as part of the 2023 East Asia Business Forum. As the co-organiser of the forum, the Hainan Association of Women Entrepreneurs planned and organised the EAWEC, bringing together over 300 women entrepreneurs from China, Malaysia, Singapore, Japan, Korea, Hong Kong, Macau, and Taiwan, showcasing the intelligence and charm of East Asian women in the business world.

Themed "Towards the Future- The Power of East Asian Women Business Leaders," the conference provided a platform for distinguished female entrepreneurs to share their successful stories, showcase innovative achievements, and establish broader networks of cooperation. The conference was a resounding success, leaving every participants pumped up and full of anticipation for the next conference.

The inaugural conference invited numerous East Asian women entrepreneurs, female cultural figures, female experts and scholars, and senior representatives of international organisations to gather in Haikou. They discussed the opportunities and challenges of the Hainan Free Trade Port from a female perspective and envisioned the future landscape and new paths for economic development and win-win cooperation among East Asian countries

During the conference and roundtable forum, Government leaders from Hainan Province and industry elites discussed how



women's leadership can stand out in corporate management. The guest speakers included Guo Jian Chun, Deputy Director of the Standing Committee of Hainan Provincial People's Congress; Lin Chun Hong, Vice President of the China Council for the Promotion of International Trade Hainan Provincial Committee; Wang Hui, President of the Hainan Association of Women Entrepreneurs; and Dato' Dr. Angie Ng, Chairperson of the Malaysia-China Women Entrepreneurs Committee.

The women entrepreneurs participated in thematic seminars, business inspections, promotion and signing events, leading to multiple cooperation agreements. Dr. Angie Ng received the flag from Wang Hui, President of the Hainan Provincial Women Entrepreneurs Association, symbolising the handover of the responsibility to host the 2nd EAWEC and Entrepreneurs Business Matching in Kuala Lumpur in October 2024.





## 第二届东亚女企业家大会暨企业家商贸对接会筹委会 Organising Committee of the 2nd East Asia Women Entrepreneurs Conference & Entrepreneurs Business Matching

大会主席 Conference Chairperson	拿督伍安琪博士 Dato' Dr. Angie Ng
大会副主席 Conference Vice Chairperson	赵燕芳 Jamie Tiew Yen Houng
论坛筹委会主席 Organising Chairperson of Forum	陈于瑄 Jasmine Chin Yong Shya
筹委会副主席 Vice Organising Chairperson	郑丽媚博士 Dr. Linea Tee Lee Meng
	吴群爱 Serene Ng Kuan Ngoi
	吴瑞蓉 Christy Goh Swee Yong
	蔡苑芬 Jean Chai Wan Chan
	郑立清 Joanne Teh Lip Cheng
筹委会委员 Organising Committee Member	王敏诗 Jessie Ong Bean See
	陈奕卉 Yvette Chin Kon Len
	刘千源 Jenny Liu Yuan Yuan
	程涓丝 Veronica Teah Puay Sei
	谢碧珊 Coral Chia Peck San
	邓佩美 Vinnie Tern Pei Mee
	傅嫦娥 Lindy Poh Seong Ngoh
	沈舒珮 Sim Ei Pei
	曾宝燕 Yenzzy Chen Poh Yin
	蓝丽红 Bibiana Lam Lee Hong
	陈开丽博士 Dr. Callee Tan Kai Lee
	拿督陈丽君 Datuk Emily Tan Lay Koon
	黄巧晶 Stephany Ng Cheaw Jing

## 第二届东亚女企业家大会 大会主题： 东盟发展新趋势

日期：18/10/2024（星期五） 时间：8:00am - 1:00pm  
地点：吉隆坡孟沙温德姆至尊酒店（二楼宴会厅）

08:00am	来宾登记
08:30am	马来西亚旅游宣传短片
09:00am	马中总商会女企业家委员会主席 拿督伍安琪博士致欢迎辞
09:10am	马中总商会署理总会长 颜登逸先生致欢迎辞
09:20am	东亚女企业家大会联合创办人暨海南女企业家协会总会会长 王辉女士致辞
09:30am	主旨演讲：数字化转型与区域合作 主讲嘉宾：马来西亚通讯部副部长 YB 张念群
09:50am	敦拉萨镇国会议员兼马来西亚前副首相 拿督斯里旺阿兹莎致开幕词与主持开幕仪式
10:00am	交换谅解备忘录 & 大合照
10:05am	颁发纪念品予拿督斯里旺阿兹莎 · 旺依斯迈 & YB 张念群
10:10am	专题演讲 1: 科技创新带来的新机遇 主讲嘉宾：段小蕾女士，华为云全球初创生态发展总经理（中国）
10:30am	专题演讲 2: 女力经济的创新与影响力 主讲嘉宾：Ms. Shaanti Shamdassani, CEO & Founder of SAIAC（印尼）
10:50am	专题演讲 3: 环境、社会与治理的持续发展 ESG 主讲嘉宾：Ms. Adeline Chin YF, COO of Chambers Lab（澳洲）
11:10am	圆桌论坛：全球经济新形势下的女企业家角色 嘉宾：Dato' Ar. Nafisah Radin DIMP, Principal of NR Architect Design Sdn Bhd（马来西亚） Ms. Michelle Chan, President & CEO of Mega Prime Food（菲律宾） Ms. Ravenna Chen, TusStar Malaysia Incubator（中国） Ms. Anna Yamauchi, CEO of Lumirous Sdn Bhd（日本） Ms. Fetty Kwartati, President Director of PT Sarinah（印尼） Ms. Priya Terumalay, CPA Australia Malaysia Division Country Head（澳洲） 主持嘉宾：龙小宁教授（厦门大学经济学院教授博士生导师兼教育部“长江学者”特聘教授）
12:10pm	颁发演讲嘉宾纪念品
12:20pm	东亚女企业家论坛筹委主席 陈于瑄女士致感谢辞
12:30pm	交旗仪式（邀请各国女企协会代表见证交旗仪式与合照）
12:45pm	大会结束

## 企业家商贸对接会

日期：18/10/2024（星期五） 时间：1:00pm - 6:00pm  
地点：吉隆坡孟沙温德姆至尊酒店（二楼宴会厅）

13:00pm	来宾登记
14:30pm	马中总商会副总会长拿督施明玉致欢迎辞
14:40pm	马来西亚旅游促进局主席 Datuk Dr. Yasmin Mahmood 致开幕辞
14:50pm	企业家商贸对接会开幕仪式
14:55pm	颁发赞助商鸣谢状及嘉宾纪念品
15:00pm	国际商贸对接会
17:50pm	马中总商会秘书长陈云枫硕士致谢辞
18:00pm	大会结束





## The 2nd East Asia Women Entrepreneurs Conference

### Theme: The Emerging Trends in ASEAN Development

Date : 18/10/2024 (Friday) Time : 8:00am - 1:00pm  
Venue : Wyndham Grand Bangsar Kuala Lumpur, Level 2, Grand Ballroom

08:00am	Registration
08:30am	Malaysia Tourism Promotional Video
09:00am	Welcome Speech by Dato' Dr. Angie Ng, Chairperson of WEC, MCCC
09:10am	Speech by Mr. Ngan Teng Ye, Deputy President of MCCC
09:20am	Speech by Ms. Wang Hui, the Founder of EAWEC
09:30am	Keynote Speech by YB Puan Teo Nie Ching, Deputy Minister of Communications
09:50am	Grand Opening Speech by Guest of Honour, Dato' Seri Wan Azizah, Member of Parliament (MP) for Bandar Tun Razak & Former Malaysian Deputy Prime Minister
10:00am	MOU Exchange Ceremony & Group Photography Session
10:05am	Presentation of Souvenir to Dato' Seri Dr. Wan Azizah & YB Puan Teo Nie Ching
10:10am	Topic1: "New Opportunities Brought by Technological Innovation" Speaker: Ms. Duan Xiao Lei, General Manager of Global Startup Ecosystem Huawei Cloud (China)
10:30am	Topic2: "Innovation and Impact of Women's Economic Empowerment" Speaker: Ms. Shaanti Shamdasani, CEO & Founder of SAIAC (Indonesia)
10:50am	Topic 3: "Development of Environmental, Social, and Governance (ESG) Sustainable" Speaker: Ms. Adeline Chin YF, COO, Chambers Lab & Co-Chair, ALITA (Australia )
11:10am	Roundtable Forum: The Role of Women Entrepreneurs in Global Economic Integration Panellist: Dato' Ar. Nafisah Radin DIMP, Principal of NR Architect Design Sdn Bhd (Malaysia) Ms. Michelle Chan, President & CEO of Mega Prime Food (Philippines) Ms. Ravenna Chen, TusStar Malaysia Incubator (China) Ms. Anna Yamauchi, CEO of Lumirous Sdn Bhd (Japan) Ms. Fetty Kwartati, President Director of PT Sarinah (Indonesia) Ms. Priya Terumalay, CPA Australia Malaysia Division Country Head (Australia ) Moderator: Dr. Cheryl Long, Chinese Economist and Cheung Kong Scholar Professor of Xiamen University
12:10pm	Presentation of Souvenir to VIP Guest & Speakers
12:20pm	Closing Speech by Ms. Jasmine Chin, Organising Chairperson of the 2nd EAWEC Forum
12:30pm	Flag Handover Ceremony
12:45pm	End of Event

## Entrepreneurs Business Matching

Date : 18/10/2024 (Friday) Time : 1:00pm - 6:00pm  
Venue : Wyndham Grand Bangsar Kuala Lumpur, Level 2, Grand Ballroom

13:00pm	Registration
14:30pm	Welcome Speech by Dato' See Meng Geok, Vice President of MCCC
14:40pm	Opening Speech by Datuk Dr. Yasmin Mahmood, Chairman of Tourism Malaysia
14:50pm	Entrepreneurs Business Matching Opening Ceremony
14:55pm	Presentation of Appreciation Token to VIP Guest & Sponsor
15:00pm	International Entrepreneurs Business Matching
17:50pm	Closing Speech by Mr. Tan In Fong, Secretary General of MCCC
18:00pm	End of Event

## 主旨演讲：数字化转型与区域合作

### Keynote Speech: Digital Transformation and Regional Cooperation

#### 主讲嘉宾 SPEAKER



YB 张念群 | 马来西亚通讯部副部长  
YB Teo Nie Ching, Deputy Minister of Communications

张念群于 2002 年毕业于西英格兰大学法律系。在马来亚大学完成法律执业考试 (CLP) 后，她在马来西亚执业成为律师。她于 2008 年当选为沙登区国会议员，自 2013 年 5 月起担任古来区国会议员至今。

2018 年，出任马来西亚教育部副部长，任职至 2020 年 2 月。2022 年 12 月，她被任命为通讯及数码部副部长，该部门于 2023 年 12 月更名为通讯部。

担任国会议员和律师的经历让她深入了解了社会问题。她热切关注女性的社会经济、无国籍儿童问题以及儿童权利，特别是童婚问题。她还为单亲妈妈（尤其是 B40 群体）发声，并致力于推动女性参政。

Teo Nie Ching studied law at the University of West England and graduated in 2002. She became a practicing lawyer in Malaysia after completing her CLP at the Universiti Malaya. She was elected as a Member of Parliament (MP) for Serdang in 2008 and has represented Kulai as its MP since May 2013.

She was sworn in as the Deputy Minister of Education Malaysia in 2018 and served until February 2020. She has been appointed as Deputy Minister of Communications and Digital in December 2022, which then change to Ministry of Communications in December 2023.

Her experience as a MP and as a lawyer has given her insights into many social issues and she has been passionate about socio-economic development of women, statelessness among children, and child rights particularly on child marriage. She has also lent her voice for single mothers especially from the B40 group as well as the participation of women in politics.

## 专题演讲 1：科技创新带来的新机遇

### Thematic Speech 1: New Opportunities Brought by Technological Innovation

#### 主讲嘉宾 SPEAKER



段小蕾女士 | 华为云全球初创生态发展总经理（中国）  
Duan Xiao Lei, General Manager of Global Startup Ecosystem Huawei Cloud (China)

段小蕾，华为云全球初创生态发展总经理，致力于携手全球生态伙伴，发掘和赋能高潜力创业公司云上专注创新、加速商业成功。

职业经历跨界多元，在科技创业、影响力投资、媒体、国际发展等领域有丰富经验。职业生涯开始于公共部门，曾在世界银行、北京奥组委及政府机构工作多年。加入华为前，就职于亚马逊云科技，还曾担任科技创业公司 CEO、华语媒体主持人。美国和意大利委员会 2017 全球青年领袖，曾获世界银行全额奖学金。

毕业于斯坦福商学院、杜克大学、清华大学。

Xiaolei has 20 years of experience in high-tech industries, impact investing, and policy-making at national and international levels.

At Huawei Cloud, she has been dedicated to building a global ecosystem, enabling startups worldwide to innovate and grow. Before joining Huawei, she worked for AWS for years and managed two tech startups as the CEO.

Prior to joining the private sector, Xiaolei was an organizer of the 2008 Olympic Games and 2007 Special Olympics and worked at the World Bank in Washington, D.C., and Phoenix TV in Hong Kong.

She holds advanced degrees from Stanford Graduate School of Business, Duke University, and Tsinghua University. She received a full graduate scholarship from the World Bank and was selected as the Young Global Leader by the Council for the US and Italy in 2017.





## 专题演讲 2: 女力经济的创新与影响力 Thematic Speech 2: Innovation and Impact of Women's Economic Empowerment

### 主讲嘉宾 SPEAKER



Shaanti Shamdasani, CEO & Founder of SAIAC ( 印尼 Indonesia)

Shaanti Shamdasani 是一位经验丰富的 C 级高管和企业家，在全球五百强企业中拥有超过 17 年的工作经验，足迹遍布五个国家。她是 SAIAC 的创始人兼首席执行官，过去 13 年中将其扩展到 4 个国家。

Shaanti 曾担任印尼总统的东盟事务顾问，并担任了 G20/T20 全球卫生安全和 COVID-19 会议的联合主席。她的专业领域涵盖医疗保健、数字化转型、太空和卫星监管、电子商务、物流和贸易谈判，曾参与过 I-EU CEPA 和 RCEP 等重要协议的相关工作。

目前，她正在印尼 UPH 大学攻读法学博士学位，并经常在国际论坛（如联合国和 APEC）上发言，为东南亚的政策制定做出贡献。凭借在辉瑞、强生和孟山都等公司从事政府事务和公共政策的背景，她仍然是区域贸易和政策倡议的有影响力人物。

Shaanti Shamdasani is a seasoned C-level executive and entrepreneur with over 17 years of experience in Fortune 500 companies across five countries. She is the Founder and CEO of SAIAC, S(Strategic) ASEAN International Advocacy & Consultancy, which she has expanded over 13 years to include offices in four countries.

Shaanti has served as an Advisor to the President of Indonesia for ASEAN and Co-Chaired the G20/T20 Meeting on Global Health Security and COVID-19. Her expertise spans healthcare, digital transformation, space and satellite regulation, eCommerce, logistics, and trade negotiations, having worked on significant agreements like I-EU CEPA and RCEP.

Currently pursuing a Doctor of Law degree at UPH in Indonesia, she frequently speaks at international forums, including the UN and APEC, and contributes to policy development in Southeast Asia. With a background in government affairs and public policy at Pfizer, Johnson & Johnson, and Monsanto, she remains an influential figure in regional trade and policy initiatives.

## 圆桌论坛：全球经济新形势下的女企业家角色 Roundtable Forum: The Role of Women Entrepreneurs in Global Economic Integration

### 主持嘉宾 MODERATOR



龙小宁教授 | 厦门大学经济学院教授博士生导师兼教育部“长江学者”特聘教授  
Dr. Cheryl Long, Chinese Economist and Cheung Kong Scholar Professor of Xiamen University

龙小宁，“长江学者”特聘教授，中国国务院学科评议组成员，美国华盛顿大学（圣路易斯）经济学博士，2001-2011 年于美国 Colgate University 任教，2011 年起任厦门大学教授、博导。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），并获评厦门大学“我最喜爱的十位老师”（2015）。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。

Cheryl Xiaoning Long is a Cheung Kong Scholar professor at Xiamen University and a co-editor at China Economic Review. Her main research interests are law and economics and economic analysis of institutions. She has published in international journals including Journal of Law and Economics, Journal of Public Economics, and Journal of International Economics, and is a co-author of the book "Foreign Direct Investment in China: Winners and Losers."

Dr. Long was a recipient of the Peikang Chang Research Award in Development Economics (2016) and was a Glenn Campbell and Rita Ricardo-Campbell National Fellow at Hoover Institution, Stanford University (2005-2006). Dr. Long obtained a BS in management from Xi'an Jiaotong University in 1993, an MA in international economics from University of International Business and Economics in 1996, and a Ph.D. in economics from Washington University in St. Louis in 2001. And she taught at Colgate University between 2001 and 2011.

## 专题演讲 3: 环境、社会与治理的持续发展 ESG Thematic Speech 3: Development of Environmental, Social, and Governance (ESG) Sustainable

### 主讲嘉宾 SPEAKER



Adeline Chin YF, COO, Chambers Lab & Co-Chair, ALITA( 澳洲 Australia)

Adeline 是一位法律知识管理顾问和法律科技倡导者，曾共同创办 3 家法律相关公司。她在进入法律行业从事知识管理（KM）之前，拥有多元的职业背景，包括销售、产品管理以及活动策划。

作为伦敦大学法学毕业生和悉尼商学院 MBA 持有者，Adeline 自 2012 年起在法律知识管理领域开创了一种先进的模式。她撰写了多篇关于知识管理和法律科技的白皮书和出版物，并在国内外会议上发言。

目前，她是亚洲国际仲裁中心（AIAC）下设的技术专家委员会成员，并担任亚太法律创新科技协会（ALITA）的联席主席。她被《亚洲法律门户》评选为 2023 年“30 位值得关注的亚太法律科技创新者”之一。

Adeline is a legal knowledge management consultant and legal tech evangelist, and has co-founded 3 legal related companies. She comes from a diverse professional background of sales and product management as well as event hosting and organisation before joining the legal industry in the field of Knowledge Management (KM).

A University of London law graduate and an MBA holder from Sydney Business School, Adeline has been trailblazing a progressive form of legal KM since 2012. She has authored several whitepapers and publications relating to KM and legaltech, and frequently speaks at conferences both domestically and abroad.

She currently sits as a member of the Tech Expert Committee established under the auspices of the Asian International Arbitration Centre (AIAC), and is the current Co-Chairperson of the Asia-Pacific Legal Innovation and Technology Association (ALITA). Adeline is named as one of '30 Legal Tech Innovators in Asia-Pacific to follow in 2023' by Asia Law Portal.

### 论坛嘉宾 PANELIST



Michelle Chan, President & CEO of Mega Prime Food ( 菲律宾 Philippines)

Michelle Tiu Lim-Chan 是 Mega Prime Foods Inc. (MPFI) 的总裁兼首席执行官，该公司以其在菲律宾领先的罐装沙丁鱼品牌而闻名。凭借超过 25 年的经验，她一直致力于推动 MPFI 的使命，即通过世界级的产品改善菲律宾人的生活。

Michelle 毕业于不列颠哥伦比亚大学，获得商业学位后返回菲律宾，帮助发展家族企业，为 Mega Sardines 打造品牌，并负责品牌、销售和市场营销的发展。在她的领导下，MPFI 扩大了产品线，包括 Mega Tuna、Mega Mackerel 等，同时在国内拓展分销。

MPFI 目前运营着国内最大的渔船队和 3 座先进的罐头加工厂。最近，Michelle 完成了哈佛商学院的业主/总裁管理课程，致力于指导员工并为国家的发展做出贡献。

Michelle Tiu Lim-Chan is the President and CEO of Mega Prime Foods Inc. (MPFI), renowned for its leading canned sardines brand in the Philippines. With over 25 years of experience, she has been instrumental in driving MPFI's mission to enhance the lives of Filipinos through world-class products.

A graduate of the University of British Columbia with a degree in Commerce, Michelle returned to the Philippines to help grow the family business, significantly shaping the Mega Sardines brand and overseeing its development in branding, sales, and marketing. Under her leadership, MPFI expanded its offerings to include Mega Tuna, Mega Mackerel, and other products while growing its distribution both locally and internationally.

MPFI now operates the largest fishing fleet in the country and three advanced canning plants. Recently, Michelle completed the Owner/President Management Program at Harvard Business School, and she is dedicated to mentoring employees and contributing to the nation's progress.





### 陈焱卉 Ravenna Chen, TusStar Malaysia Incubator ( 中国 China)

陈焱卉是 TusStar APAC 的首席执行官及 TUSCBEC 的副总裁。TusStar 是全球领先的大学科技园，管理着约 3000 亿美元的资产。

在 2023 年，陈焱卉被《福布斯》评选为中国 100 位最具影响力的华人之一，并积极参与亚洲风险投资网络、全球杰出百大影响力人物和龙汇 100。她曾应邀在多个联合国和欧洲议会青年活动上发言。作为 APEC CEO 峰会的中国代表以及印尼和马来西亚旅游的推广大使，她的影响力遍及全球。

陈焱卉和伙伴共同创立了一个跨境支付平台和一个社交美妆平台。她在科技项目孵化、跨境业务实施和战略规划方面表现出色。她已帮助数百家科技企业进行跨境孵化和市场准入，并为科技公司的早期投资者提供支持。

Ravenna Chen is the CEO of TusStar APAC and Vice President of TUSCBEC. TusStar is the world's leading university science parks, managing assets of around USD 300 billion.

Recognised as one of Forbes China's 100 Most Influential Chinese in 2023, Ravenna is an active participant in the Asian venture capital network, Global Outstanding POWER 100, and Dragon 100. She has been invited to speak at numerous United Nations and European Parliament Youth Events. As a Chinese representative at the APEC CEO Summit and an ambassador for Indonesia and Malaysia tourism, her influence extends globally.

Ravenna has co-founded a cross-border payment platform and a social beauty platform. She excels in incubating science and technology projects, cross-border business implementation, and strategic planning. Her efforts have assisted hundreds of science and technology enterprises in cross-border incubation and market entry, as well as early-stage investors in tech companies.



### Dato' Ar. Nafisah Radin DIMP, Principal of NR Architect Design Sdn Bhd ( 马来西亚 Malaysia)

Dato' Ar. Nafisah Radin 于 1986 年在公共工程部开始了她的建筑师生涯，随后加入了 Veritas Architects，并在檳城设立了分公司。自 2000 年以来，她领导自己的咨询公司 NR Architect 和 NR Interior Design，在男性主导的建筑行业中脱颖而出成为佼佼者。

她专注于绿色和可持续建筑，曾设计了能源委员会总部的“钻石大厦”，这是马来西亚首个获得绿色建筑指数铂金级认证的建筑。她即将完成的项目——BMI-UNIKL 校园，将成为马来西亚首个零碳能源正建筑。

Dato' Ar. Nafisah Radin 秉持专业、诚信和创新精神，积极通过非政府组织为社会做贡献，并在多个董事会中担任要职。她的成就为她赢得了众多国家级奖项，表彰了她对建筑领域的重大影响以及对国家的贡献。

Dato' Ar. Nafisah Radin began her architectural career in 1986 with the Public Works Department and later joined Veritas Architects, where she established a branch in Penang. Since 2000, she has led her own consultancy, NR Architect and NR Interior Design, becoming a prominent figure in the male-dominated industry.

Dato' has a strong focus on green and sustainable architecture, notably designing the “Diamond Building” for the Energy Commission Headquarters, which was the first in Malaysia to receive the Platinum Green Building Index. Her upcoming project, the BMI-UNIKL campus, will be Malaysia's first Zero Carbon Energy Plus building.

Dato' Ar. Nafisah is committed to professionalism, integrity, and innovation, actively contributing to society through NGOs and serving on various boards. Her achievements have earned her numerous national awards, recognising her impact on the architectural landscape and her contributions to the nation.



### 山内杏那 Anna Yamauchi, CEO of Lumirous Sdn Bhd ( 日本 Japan)

山内杏那是 LUMIROUS 的创始人兼首席执行官。她是日本人，但自 2017 年以来一直居住在马来西亚。山内杏那经历过流产及生育方面的挑战，这让她致力于帮助马来西亚和东南亚地区的女性和伴侣，提供她们所需的支持。

Anna Yamauchi is the founder and CEO of LUMIROUS. Anna is Japanese but has been living in Malaysia since 2017. Anna's personal experience with miscarriage and the challenges of fertility have fueled her mission to support women and couples in Malaysia and Southeast Asia.



### Priya Terumalay, Regional Head – South East Asia CPA Australia ( 澳洲 Australia)

作为东南亚区域负责人，Priya 负责 CPA Australia 在印尼、马来西亚、新加坡和越南的战略方向。她在担任马来西亚负责人超过 12 年之后，成为马来西亚、新加坡、英国和阿联酋的区域负责人，积累了丰富的经验，目前负责监督 CPA Australia 在更广泛社区中的战略和运营。

她代表和服务会员的需求，同时推动吸引和提升下一代注册会计师的参与和业务发展战略。

Priya 是 CPA Australia (M) Sdn Bhd 和 CPA Australia (Shanghai) Co. 的董事。她还代表 CPA Australia 担任亚太会计师联合会 (CAPA) 的董事会成员，并在马来西亚多所大学担任行业咨询委员。

此外，Priya 是东盟会计师联合会 (AFA) 的理事会成员，并服务于马来西亚澳大利亚商业理事会 (MABC) 的女性商务委员会。

在担任现职之前，她曾在普华永道、马来西亚国家银行和 KPMG 商业顾问公司服务。

Priya 是 CPA Australia 的会士和马来西亚会计师协会的成员。她拥有 RMIT 大学的商业学士学位和迪肯大学的工商管理硕士学位。

As Regional Head for Southeast Asia, Priya is responsible for the strategic direction of CPA Australia in Indonesia, Malaysia, Singapore, and Vietnam. She brings her vast experience as Country Head for Malaysia for over 12 years and, thereafter, Regional Head for Malaysia, Singapore, United Kingdom and the United Arab Emirates, into her current leadership role overseeing the strategic and operational functioning of CPA Australia's interests in the broader community.

She represents and serves the needs of members, in addition to, driving the engagement and business development strategies that attract and advance the next generation of CPAs.

On the Board front, Priya is a Director of CPA Australia (M) Sdn Bhd and CPA Australia (Shanghai) Co. She also represents CPA Australia on the Board of the Confederation of Asian and Pacific Accountants (CAPA) and sits on the Industry Advisory Board of several universities in Malaysia.

Additionally, Priya is on the Council of the ASEAN Federation of Accountants (AFA) and serves on the Woman in Business, Sub-Committee of the Malaysia Australia Business Council (MABC).

Prior to her current portfolio, her professional career has seen her engage in services at PricewaterhouseCoopers, Central Bank of Malaysia and KPMG Business Advisory.

Priya is a Fellow of CPA Australia and a member of the Malaysian Institute of Accountants. She holds a Bachelor of Business from RMIT University and a Master of Business Administration from Deakin University.



### Fetty Kwartati, President Director of PT Sarinah ( 印尼 Indonesia)

Fetty Kwartati 是一位拥有三十多年零售、金融及企业治理经验的杰出领导者，现任印尼标志性零售商 PT Sarinah 的首席执行官。在她的领导下，公司成功实现了转型与增长。

在加入 Sarinah 之前，她曾在印尼最大零售商之一 PT Mitra Adiperkasa Tbk 担任重要领导职务，推动可持续发展项目，并负责企业治理、财务和业务部门。她在企业金融和战略方面的专业知识，帮助她在职业生涯中取得了卓越的成绩。

企业职责之外，她还积极参与如 HIPINDO 和 CISV Indonesia 等行业组织，为行业发展和公益事业做出奉献。

Fetty Kwartati is a distinguished leader with over three decades of experience in retail, finance, and corporate governance. Currently serving as the CEO of PT Sarinah, one of Indonesia's most iconic retailers, she has successfully led the company's transformation and growth.

Prior to her role at Sarinah, she held key leadership positions at PT Mitra Adiperkasa Tbk, one of the biggest retailer in Indonesia, driving sustainability initiatives and managing corporate governance, treasury and business unit. Her expertise in corporate finance and strategy has been instrumental in delivering exceptional results throughout her career.

Beyond her corporate responsibilities, she is actively involved in industry organisations like HIPINDO and CISV Indonesia, demonstrating her commitment to industry development and social causes.





## 马中总商会 34 周年暨 马中建交 50 周年联欢晚宴 THE 34TH ANNIVERSARY OF MCCC & THE 50TH ANNIVERSARY OF MALAYSIA-CHINA DIPLOMATIC RELATIONS GALA DINNER

### 筹委会 Organising Committee

筹委会主席 Organising Chairman	张柏垣 Bryan Chong
副筹委会主席 Deputy Organising Chairman	许径铭 Koh Keng Kok
协调员 Coordinator	邓秉顺 Benson Tan Peng Soon
VVIP 接待员 VVIP Receptioner	陈宇颺 Tan E Yang
前台 Reception	许筑宁 Koh Jwu Yng
会场主任 Floor Manager	许荣玮 Koh Jwu Wey
会场副主任 Deputy Floor Manager	林咏坚 Lim Yong Keng
节目组 Program Team	卢传文 Loo Chuan Boon

## 马中总商会 34 周年暨 马中建交 50 周年联欢晚宴 THE 34TH ANNIVERSARY OF MCCC & THE 50TH ANNIVERSARY OF MALAYSIA-CHINA DIPLOMATIC RELATIONS GALA DINNER

日期 Date : 17/10/2024 (星期四) 时间 Time : 6:00pm-10:00pm  
地点 Venue : 吉隆坡文华东方酒店 Mandarin Oriental Kuala Lumpur

18:00	鸡尾酒招待与签到 Cocktail Reception & Registration
18:30	主宾抵步 Arrival of VVIP & Guest of Honour
18:45	入席、晚宴开始 March-In & Dinner
19:00	奏国歌、简介 National Anthem & Introduction
19:15	马中总商会总会长卢国祥先生致欢迎辞 Welcome address by Mr. Loo Kok Seong, President of MCCC
19:25	主宾致辞 Speech by Guest of Honour
19:40	舞台演奏 Stage Performance
19:55	移交第十五届马中企业家大会旗帜予中国国际贸易促进会贵州省委员会 MCEC 2025 Flag Handover Ceremony to China Council for the Promotion of International Trade (CCPIT) Guizhou Sub-Council
20:15	赠送纪念品 Presentation of Token Appreciation & Souvenir
20:20	筹委会主席张柏垣先生致感谢辞 Appreciation Speech by Mr. Bryan Chong, Organising Chairman of Gala Dinner 2024
20:30	切蛋糕与大合照 Cake-Cutting Ceremony & Group Photo Session
20:45	交流联谊、表演 Networking / Live Band Performance
22:00	晚会圆满 The End of Program



# 马中建交 50 载 共谱辉煌新篇章 Celebrating 50 Glorious Years of Friendship

整理：李德伟（马来西亚资深媒体人）  
Compiled by Lee De Wei (Senior Malaysian Journalist)

马中建交 50 载，共谱辉煌新篇章！

马来西亚 - 中国总商会成立迄今的 34 年，占据了马中建交 50 年当中经贸活动最活络的时期。马中友谊之花从绽放到盛开，马中总商会不仅一路相伴，更是两国双边发展史的见证者，也是推动者。历届理事会都义不容辞挑起所赋予的责任，并完成使命。

中国已连续超过 15 年成为马来西亚最大贸易伙伴，2023 年马中双边贸易额达 4508.4 亿令吉，中国对马投资达 150 亿令吉。马中总商会领袖在为两国经贸搭桥筑路，尤其在中国 + 东盟区域商贸和经济合作上，起了关键作用。

本篇章图文集里的每张照片，都映射出我们不懈努力的成果，更传递了马中两国政商民之间深厚的友谊与互信。

Fifty years of diplomatic relations between Malaysia and China, together we compose a brilliant new chapter!

Over the past 34 years since the establishment of the Malaysia-China Chamber of Commerce (MCCC), it has been part of the most active period in trade and economic activities during the 50 years of Malaysia-China diplomatic relations. The Malaysia-China friendship has flourished over time, with MCCC not only accompanying this journey but also serving as a witness and driving force in the bilateral development of both nations. Each previous council of the MCCC has unreservedly taken on the responsibilities assigned to them and fulfilled their mission.

China has been Malaysia's largest trading partner for over 15 consecutive years. In 2023, the bilateral trade volume between China and Malaysia reached 450.84 billion ringgit, with Chinese investments in Malaysia totaling 15 billion ringgit. Leaders of the MCCC have played a key role in bridging and facilitating economic and trade cooperation between the two countries, especially in the context of China-ASEAN regional commerce and economic collaboration.

Each photo in this chapter reflects the results of our tireless efforts, showcasing the strong bonds of trust and friendship between the governments, businesses, and people of Malaysia and China.



## 马中建交历史一刻 HISTORICAL MOMENT

**31.5.1974**：马来西亚与中国正式建立邦交！第二任首相敦拉萨率领庞大的代表团访华，在 1974 年 5 月 29 日与中国主席毛泽东握手会谈的历史性照片，为两国的长远友好关系拉开序幕，两天后敦拉萨与周恩来总理签署建交联合公报。发展两国贸易是马中双方迈向建交的重要步骤之一，华商扮演了重要角色。

A historic photo of Malaysia's second Prime Minister, Tun Razak, leading a delegation to China and shaking hands with Mao Ze Dong, Chairman of the People's Republic of China on 29 May 1974, marked the beginning of a long-lasting and friendly relationship between the two nations. Two days later, Tun Razak and Chinese Premier Zhou En Lai signed the Joint Communiqué on the establishment of diplomatic relations.



## 马中总商会成立 FOUNDING OF MCCC

**21.9.1990**：马中总商会（初为马来西亚中国商品进出口商会）成立后，即积极开展活动，主要办座谈会和小型交易会，促进马中商贸和经济。当时马中建交才 16 年，两国政府、商界和人民友谊之花正绽放。本会成立不到 3 个月即举办研讨会，由访马的中国经贸部代表团团长孔凡昌教授主讲，本会首两任会长吴国基和陈凯希与会。

After being founded, the MCCC (Initially named the Malaysia-China Goods Importers and Exporters Association) promptly initiated various activities, mainly organising seminars and small-scale trade fairs to promote trade and economic ties between Malaysia and China. At that time, Malaysia and China had only been diplomatically connected for 16 years. Less than three months after the MCCC's inception, a seminar was held featuring Professor Kong Fan Chang, the leader of a visiting Chinese economic and trade delegation to Malaysia, as the main speaker. The first and second president of the MCCC, Goh Kok Kee and Tan Kai Hee, were in attendance.





## 东盟 - 中国合作论坛 ASEAN-CHINA PARTNERSHIP FORUM

**30.8.2002**：趁着中国与东盟领袖决定在 10 年内建立中国 - 东盟自由贸易区，以及中国加入世贸组织这两大契机，丹斯里颜清文领导的马中经贸总商会高瞻远瞩首创东盟 - 中国合作论坛，600 多位政商翘楚和學者专家与会，轰动一时。图为和与会的凤凰卫视董事局主席兼行政总裁刘长乐合影。该论坛在日后催生了马中企业家大会。

Seizing the opportunities presented by China's decision to establish a China-ASEAN Free Trade Area within 10 years and China's accession to the World Trade Organization, Tan Sri Ngan Ching Wen, then President of the MCCC, initiated the ASEAN-China Partnership Forum. This forum drew a significant gathering of over 600 influential figures from the realms of politics, business, and academia. The image shows a photo with Liu Chang Le, Chairman and CEO of Phoenix TV. This forum later gave rise to the Malaysia-China Entrepreneurs Conference.



## 四川地震募款赈灾 SICHUAN QUAKE RELIEF

**30.5.2008**：中国四川省汶川发生 8 级惊天大地震，灾情引发全球关注，尤其海外华人纷纷施以援手，马来西亚华团华社发动大规模筹募赈灾活动，马中经贸总商会刻不容缓筹获约 50 万令吉义款，悉数移交中国驻马大使馆捐助灾民。

A devastating magnitude 8 earthquake struck Wenchuan in Sichuan Province, China. The MCCC raised approximately RM 500,000, which was handed over to the Chinese Embassy in Malaysia to support the affected victims.

## 建交 35 周年庆 35TH ANNIVERSARY

**31.5.2009**：马中建交 35 周年庆，欣逢马来西亚首相访华，随行商务代表团出席了中方在北京举行的盛大晚宴；马方也在吉隆坡富临门酒家举办马中建交 35 周年庆晚宴，主宾包括时任外交部副部长拿督李志亮、时任中国大使刘健，马中经贸总商会总会长拿督杨天培和各华团商团领导出席。

On the 35th anniversary of Malaysia-China diplomatic relations, a gala dinner was held in Kuala Lumpur at the Marco Polo Chinese Cuisine.



## 中央理事拜会大使 COURTESY VISIT TO AMBASSADOR

**10.8.2010**：创会以来，位于吉隆坡安邦路的中国驻马来西亚大使馆，都是马中总商会各届领导熟悉的地方，拜访及各类活动频繁。以拿督黄汉良为首的当届中央理事拜会了时任大使柴玺。那时马来西亚已是中国在东盟最大贸易伙伴。

The Embassy of China in Malaysia, located on Jalan Ampang, Kuala Lumpur, has always been a familiar place for the leaders of the MCCC, with frequent visits and various activities. The National Council, led by Dato' Bong Hon Liong, paid a courtesy visit to the then Ambassador H.E. Chai Xi. At that time, Malaysia had already become China's largest trading partner in ASEAN.

## 中马钦州产业园签约 QINZHOU INDUSTRIAL PARK

**6.4.2011**：时任马中总商会总会长拿督黄汉良与中国广西钦州市副市长李杏、中国银行广西分行代表，首次签署中马钦州产业园协议，促成今天马中的“两国双园”创举，见证者包括广西党委书记、钦州市委书记及马来西亚贸发局官员。签约后本会即大力宣传招商，两年后由马中商务理事会接手推动工作。

Dato' Bong Hon Liong, then President of the MCCC, and Li Xing, Vice Mayor of Qinzhou, Guangxi, China, signed the first agreement for the China-Malaysia Qinzhou Industrial Park.



## 马中关丹产业园开园 LAUNCHING OF KUANTAN INDUSTRIAL PARK

**5.2.2013**：时任总会长拿督黄汉良率领 9 人代表团见证，时任首相拿督斯里纳吉与到访的中国全国政协主席贾庆林联合主持马中关丹产业园区开园（奠基）仪式。图为黄汉良出席马中经贸总商会会同国内主要华团举办的欢迎贾主席访问马来西亚晚宴。

Then MCCC President Dato' Bong Hon Liong led a delegation of nine to witness the then Prime Minister Dato' Seri Najib Tun Razak and H.E. Jia Qing Lin, Chairman of the Chinese People's Political Consultative Conference, jointly launch the Malaysia-China Kuantan Industrial Park. In picture, Bong Hon Liong attended the welcome dinner for Jia Qing Lin's visit to Malaysia, co-hosted by the MCCC and major Chinese associations in the country.





## 习近平主席访马 PRESIDENT XI JIN PING' S VISIT TO MALAYSIA

**4.10.2013**：中国国家主席习近平历史性访马，在吉隆坡出席中国—马来西亚经济峰会，在会上形容马中关系“切水不断”。马来西亚华人华侨各界为习主席举行盛大欢迎午宴，出席者并与习主席拍摄大合照，马中经贸总商会时任会长拿督黄汉良荣幸参与其中。

During Chinese President H.E. Xi Jin Ping's historic visit to Malaysia, he attended the Malaysia-China Economic Summit in Kuala Lumpur, where he described the relationship between the two nations as "chopped water will not break". The Malaysian Chinese community held a grand welcome luncheon in honor of President Xi, during which attendees had the privilege of taking a group photo with him. Then MCCC President Dato' Bong Hon Liong was honored to be part of this event.



## 建交 40 周年庆 40TH ANNIVERSARY

**31.5.2014**：马中建交 40 周年，马中总商会在吉隆坡香格里拉酒店举办联欢晚宴，联合庆贺马中友谊长存，以及 24 周年会庆暨青年团成立 10 周年。主宾贸工部副部长拿督李志亮和中国大使拿督黄惠康，与与会众领导及顾问一起吹蜡烛、切蛋糕。

The MCCC hosted a gala dinner at the Shangri-La Hotel Kuala Lumpur to celebrate the 40th anniversary of Malaysia-China diplomatic relations, as well as the Chamber's 24th anniversary and the 10th anniversary of the Youth Wing. Distinguished guests, including Dato' Lee Chee Leong, Deputy Minister of International Trade and Industry, and H.E. Huang Hui Kang, Chinese Ambassador, together with the MCCC's leaders and advisors, blew out candles and cut the cake.

## 支持一带一路 SUPPORTING BRI

**8.9.2014**：中国国家主席习近平 2013 年 10 月提出“一带一路”理念，马中总商会是首个公开支持的民间商会，并将马中企业家大会首次跨出国门在福建厦门举办，会上达成共识响应一带一路。自此，马中企业家大会及后来附设的马中青年企业家论坛、东亚女企大会，皆轮流在马中两地举办。

In October 2013, Chinese President H.E. Xi Jin Ping proposed the "Belt and Road Initiative" (BRI). MCCC was the first non-governmental chamber to publicly support this concept. The MCEC was held for the first time outside Malaysia in Xiamen, Fujian Province, China, where participants reached a consensus to support BRI.



## 千人参与海博会 SILK ROAD

**29.10.2015**：马中总商会率领千人代表团，参与中国广东省东莞市举行的 21 世纪海上丝绸之路国际博览会（海博会），成为参展参会最多的海外单位，全马参展企业共 162 家，是唯一独自涵盖海博会 6 大主题中 5 大领域的国家。马来西亚馆开馆剪彩仪式后，拿督黄汉良总会长还参与马来西亚独特的拉茶表演掀高潮。

MCCC led a delegation of over 1,000 members to participate in the 21st Century Maritime Silk Road International Expo held in Dongguan, Guangdong Province, China. MCCC became the overseas organisation with the largest number of exhibitors and attendees.



## 中国“走出去”战略 CHINA'S "GOING OUT" STRATEGY

**12.6.2017**：东盟 - 中国商贸活动趋向成熟活络。马中总商会由时任总会长拿督陈友信率团赴中国昆明，参与由国务院侨务办公室、全国归国华侨联合会、云南省人民政府联办的第 15 届东盟华商会，与来自 42 个国家和地区的 600 余名华商，一同承诺协助推动中国“走出去”战略，牵线搭桥，达致共赢。

MCCC, led by then President Dato' Tan Yew Sing, attended the 15th ASEAN Overseas Chinese Entrepreneurs Conference in Kunming, China. Joining over 600 Chinese entrepreneurs from 42 countries and regions, the delegation pledged support for China's "Going Out" strategy.



## 组马青年总团北京考察 YOUTH COOPERATION

**1.4.2018**：马中总商会两大臂膀青企会和女企会，经常组团随母会到访中国或参展，也有与其它友会联合组团。由时任主席张柏垣领导的青企会，与华总青及马来西亚乡青总联一起办马来西亚青年总团联合拜访团，到北京考察，为马中青年企业深度合作打下基石。

The Young Entrepreneurs Committee of MCCC, together with Hua Zong Youth and the Federation of Malaysian Clans Youth, organised a delegation for a visit to Beijing.





## 拜会经济商务参赞 WITH COUNSELOR

**17.1.2019**：马中总商会与中国驻马大使馆的良好联系，不仅限于和历任中国大使，也包括与公使及各部门参赞，例如在商务方面，时任总会长拿督陈友信就率领理事拜访了经济商务参赞石资明，当时正值疫情前，马中两国 2018 年双边贸易额达到当时历史新高的 1086 亿美元，中国连续 10 年成为马来西亚最大贸易伙伴国。

MCCC then President Datuk Tan Yew Sing led a delegation to pay a courtesy visit to Shi Zi Ming, the Economic and Commercial Counselor of the Chinese Embassy in Malaysia.



## 办历史图片展 HISTORICAL PICTURES EXHIBITION

**27.5.2019**：继 2014 年的“光辉 40 载”图片集及图片展后，马中总商会再次盛情举办“马中建交 45 周年历史图片展”，开幕主宾为时任马来西亚外交部长拿督斯里赛夫丁、中国大使白天和大马对华特使陈国伟，嘉宾有华总永久名誉会长丹斯里吴德芳、隆雪华堂会长拿督翁清玉、马中友好协会会长拿督马吉德、马中建交功臣敦曾永森等。

MCCC presented the "Malaysia-China 45 Years of Glory Photo Exhibition". The opening ceremony was graced by then Malaysian Minister of Foreign Affairs Dato' Sri Saifuddin bin Abdullah, Chinese Ambassador H.E. Bai Tian, and Malaysia's Special Envoy to China YB Tan Kok Wai. Distinguished guests included Tan Sri Datuk Ng Teck Fong, Life Honorary President of the Federation of Chinese Associations Malaysia, Datuk Ong Seng Khek, President of the Kuala Lumpur and Selangor Chinese Assembly Hall, Dato' Abdul Majid Ahmad Khan, President of the Malaysia-China Friendship Association, and Tun Michael Chen, a key figure in establishing Malaysia-China diplomatic ties.

## 共庆新中国 70 华诞 PRC TURNS 70

**30.9.2019**：庆祝中华人民共和国成立 70 周年招待会在北京人民大会堂隆重举行，国家主席习近平等中国党和国家领导人与 4000 余名中外人士欢聚一堂，马中总商会第六任总会长拿督黄汉良与第七任总会长拿督陈友信以受邀嘉宾身份，参与了系列活动，共庆新中国 70 华诞。

The grand reception celebrating the 70th anniversary of the founding of the People's Republic of China (PRC) was held at the Great Hall of the People in Beijing. MCCC's 6th President, Dato' Bong Hon Liong, and 7th President, Datuk Tan Yew Sing, participated in the series of events as invited guests.



## 建交 45 周年庆 45TH ANNIVERSARY

**12.10.2019**：2019 年马中企业家大会欣逢马中建交 45 周年，大会主题寄望马中经济贸易“再创辉煌”，大会并首创马中青年企业家论坛，为两国青企搭建交流平台。大会主宾为雪兰莪州务大臣拿督斯里阿米鲁丁和能源、科学、科技、环境及气候变化部长杨美盈。

The MCEC 2019 coincided with the 45th anniversary of Malaysia-China diplomatic relations. The conference also launched the inaugural Malaysia-China Young Entrepreneurs Conference, providing a platform for young entrepreneurs to engage and collaborate. The event's guest of honor was Selangor Chief Minister Dato' Seri Amirudin Shari, along with YB Yeo Bee Yin, Minister of Energy, Science, Technology, Environment and Climate Change.

## 同心共抗疫 FIGHT PANDAMIC

**21.2.2020**：马中总商会与中国同道同仁，共富贵也共患难，2019 年 11 月冠病疫情爆发后，蔓延全球，本会迅速成立疫情工作小组，并发动“四海同心、共抗疫情”，经多方筹措后，捐赠医疗物资驰援中国各地区，如南京、成都各获捐赠 5000 只医用一次性口罩和 5 万只医用乳胶手套。

After the outbreak of the COVID-19 pandemic in November 2019, which quickly spread globally, MCCC promptly established a pandemic task force and launched the campaign "United We Stand, Together We Fight the Pandemic." Through various efforts, medical supplies were donated to support different regions in China. For instance, 5,000 disposable medical masks and 50,000 medical latex gloves were donated to both Nanjing and Chengdu.



## 广交会开门户 CANTON FAIR

**14.4.2023**：已进入第 133 届的中国进出口商品交易会（广交会）在广州开幕。在马中建交初期，广交会曾经是马来西亚经销商进入采购深受中国商品的重要门户，在马中经贸发展扮演关键角色。经过 3 年疫情洗礼，参与广交会近 20 年的卢国祥总会长率团重返，获中国对外贸易中心副主任张思洪热烈欢迎。

The 133rd session of China Import and Export Fair (Canton Fair) opened in Guangzhou. After three years of the pandemic, President Loo Kok Seong, who has been attending the Canton Fair for nearly 20 years, led a delegation to return to the event, where they were warmly welcomed by Zhang Si Hong, Deputy Director General of the China Foreign Trade Centre.





## 与省市缔结合作 CONCLUDE COOPERATION

**17.7.2023**：马中总商会与中国各省市机关缔结合作关系，过去 10 年已从马来西亚主要华人籍贯祖籍地的广东、福建、广西、海南等，延伸到其它几乎所有主要省市，如受邀出席在吉隆坡举行的中国（重庆）—马来西亚国际陆海贸易新通道经贸推介暨企业对接会，卢国祥总会长并参与了与重庆市总商会签署战略合作协议。

MCCC has established cooperative relationships with various provinces and cities across China. Over the past decade, these partnerships have expanded from Guangdong, Fujian, Guangxi, and Hainan to nearly all major provinces and cities. President Loo Kok Seong was invited to attend the China (Chongqing)–Malaysia International Land-Sea Trade Corridor Economic and Trade Promotion and Business Matching Conference held in Kuala Lumpur. He also participated in signing a strategic cooperation agreement with the Chongqing Federation of Industry and Commerce.

## 一带一路 10 周年 BRI TURNS 10

**22.11.2023**：迈入 10 周年的“一带一路”，已成为主要的国际合作交流平台。一带一路国际商协会大会在中国福州举办，马中总商会副会长拿督施明玉率领企业代表参加，另一位副会长谢中正受邀为圆桌论坛嘉宾，马来西亚经济事务公使衔参赞安尼山卡应邀为大会开幕贵宾。

As the Belt and Road Initiative (BRI) enters its 10th year, it has become a major platform for international cooperation and exchange. The Belt and Road Global Chambers of Commerce and Associations Conference was held in Fuzhou, China. MCCC Vice President Dato' See Meng Geok led a delegation of business representatives to participate in the conference, while another Vice President, Siah Teong Chein, was invited as a panelist for the roundtable forum.



## 深化两地务实合作 PRAGMATIC COOPERATION

**27.11.2023**：马中商贸注重两地的深化务实合作，第 13 届马中企业家大会暨首届东亚女企业家大会在海南海口市成功举办后，海南自由贸易港马来西亚双向合作推介会紧接着在吉隆坡举行，主宾包括马来西亚投资、贸易和工业部副部长刘镇东、中国大使欧阳玉靖及海南省委书记冯飞，大会上签署 8 个合作项目，马中总商会总会长卢国祥见证。

Focusing on deepening practical cooperation between the two nations, MCEC 13 and the inaugural East Asia Women Entrepreneurs Conference were successfully held in Haikou, Hainan Province, China. This was followed by the China-Hainan Free Trade Port - Malaysia Cooperation Promotion Conference in Kuala Lumpur. The event was graced by Malaysian Deputy Minister of Investment, Trade and Industry YB Liew Chin Tong, Chinese Ambassador H.E. Ouyang Yu Jing, and the Communist Party Secretary of Hainan Feng Fei. During the conference, eight cooperation projects were signed, with MCCC President Loo Kok Seong serving as a witness.



## 喜迎建交 50 周年 50TH ANNIVERSARY

**17.2.2024**：马中总商会每年举办新春活动，中国大使必是座上宾。今年正月初八举行的新春交流联谊会，除了欢庆甲辰龙年，也同时庆祝马中建交 50 周年，卢国祥总会长与主宾交通部长陆兆福、中国大使欧阳玉靖、种植及原产业部副部长拿督陈泓缦一起以“50”手势，祝愿马中深厚友谊不断深化。

MCCC held a Chinese New Year celebration event, which also celebrated the 50th anniversary of diplomatic relations between Malaysia and China. President Loo Kok Seong, together with the guest of honor, Minister of Transport YB Anthony Loke, Chinese Ambassador H.E. Ouyang Yu Jing, and Deputy Minister of Plantation & Commodities YB Chan Foong Hin, posed with the "50" gesture to wish for the continued deepening of Malaysia-China friendship.



## 资源共享优势互补 COMPLEMENTARY ADVANTAGES

**8.9.2024**：卢国祥总会长代表马中总商会，与中国广东省侨商投资企业协会会长兼马中总商会名誉会长丹斯里古润金，签署合作备忘录，共同开展有利于促进马中两国友好关系的经贸、文化、科技等领域的交流与合作，实现资源共享、优势互补。签署仪式由马来西亚首相政治秘书曾敏凯见证。

President Loo Kok Seong, representing MCCC, signed a memorandum of cooperation with Tan Sri Koo Yuen Kim, President of the Guangdong Overseas Chinese Enterprises Association and Honorary President of MCCC. This agreement aims to foster exchanges and cooperation in trade, culture, and technology between Malaysia and China, promoting resource sharing and complementary advantages. The signing ceremony was witnessed by Chan Ming Kai, Political Secretary of Malaysia's Prime Minister.



## 中华人民共和国 75 周年 PRC TURNS 75

**13.9.2024**：中国驻马大使馆在吉隆坡东方文华酒店，盛大举办中华人民共和国成立 75 周年招待会，马中总商会总会长卢国祥偕副总会长谢中正、总财政张柏垣和秘书长陈云枫参与其盛，并与马来西亚政府主宾暨交通部长陆兆福和中国大使欧阳玉靖合影。

The Chinese Embassy in Malaysia hosted a grand reception at the Mandarin Oriental Hotel Kuala Lumpur to celebrate the 75th anniversary of the founding of the People's Republic of China (PRC). MCCC President Loo Kok Seong, along with Vice President Siah Teong Chein, Treasurer Bryan Chong, and Secretary-General Tan In Fong, attended the event and took the photo with the guest of honor, Malaysian Minister of Transport YB Anthony Loke, and Chinese Ambassador H.E. Ouyang Yu Jing.





# 专访卢国祥总会长 企业家大会注入 马中经贸新动力

撰文：周颖（资深中国媒体人）



马中总商会召开第十四届马中企业家大会与第二届东亚女企业家大会暨企业家商贸对接会新闻发布会。理事与雪州投资、贸易和公共交通行政议员黄思汉（前排中）及赞助商合影，左起秘书长陈云枫、总会长卢国祥、副总会长暨企业家大会筹委会主席谢中正及马中总商会女企业家委员会主席、女企大会联合创办人暨大会主席拿督伍安琪博士。

The MCCC held a press conference for the 14th MCEC and the 2nd EAWEC as well as Entrepreneurs Business Matching. The council members posed for a group photo with Ng Sze Han, Selangor EXCO for Investment, Trade and Mobility (front row, center), and the sponsors. From left: MCCC Secretary-General Tan In Fong, President Loo Kok Seong, Vice President cum MCEC 2024 Organising Chairman Siah Teong Chein, and Chairperson of MCCC Women Entrepreneurs Committee, Co-founder cum Chairperson of the EAWEC, Dato' Dr. Angie Ng.

马来西亚于1974年5月31日，成为东盟成员国第一个与中国建交的国家。到2024年，马中两国建交整整50周年。

在1978年中国改革开放前夜，马来西亚与中国建交。他们看到了百废待兴的中国，充满了激情与必胜的信念；他们看到了中国这个伟大的民族，注定会成为世界一颗耀眼的明星。

读懂中国的马来西亚，见证了中国改革开放带来巨大的成功，更有幸成为其中的参与者和亲历者。

作为马中民间经济的引路人，马来西亚-中国总商会（马中总商会）心中的梦想是，成为马中经济永远的一束光。

他们想照亮马中民间经济前行之路，他们想成为马中双边经贸最大的内驱力。这亦是马中总商会在1990年成立的初衷。

马中总商会成立34周年以来，致力于扮演马中两国企业家之间的桥梁角色，成为马中商贸连系的平台，推动马中民间经济的发展，被很多到马来西亚投资的中国企业称为“百科全书”。

这是中国企业对马中总商会在过去34年所做出的贡献，最好的褒奖。

一次次拜访、一次次考察、一次次把投资落地，尽显马中总商会在求真务实中，找到了链接马中民间经济的最佳路径。

过往的34年已经成为历史，站在马中建交50周年的历史节点，在马中经济驶向深水区的马中总商会，该如何持续通过内驱力，成为马中民间经济的新引擎？

对此，马来西亚-中国总商会总会长卢国祥进行了详细解说。

## 过去34年的角色变化

问：马中总商会过去34年期间，针对马中民间经济的发展起到了积极的作用。如果回顾过去30多年发展历程，我们该如何阐述马中总商会在过去不同阶段的作用和意义，以及所取得的成果？

卢总会长：马中总商会过去三十多年的发展史上，与过去先后7位总会长的高瞻远瞩密不可分。从第一届总会长拿督吴国基局绅，到陈凯希、丹斯里颜清文律师、丹斯里林源德、拿督杨天培、拿督黄汉良再到拿督陈友信，每一届总会长对于推动马中民间经济发展都具备良好的商业预判，从早期对中国的“感情”因素，到积极帮助马中民间经济构建对话平台、对接各种资源、构建产业园区和完善产业链。

由于时代的不同，每一个阶段的使命和作用各有不同。但殊途同归，马中总商会的终极目标，就是帮助马中民间经济持续扩容，真正实现共赢共创共享。

第一个34年，马中总商会取得了阶段性成果，这是过去马中总商会几代人共同努力的结果。

问：每一个不同的时期，马中总商会的角色和使命有哪些不同？

卢总会长：我们可以从3个阶段来回顾。

从1990至2000年，在马中两国投资逐年增加背景下，马中总商会积极寻找民间通道，是推动马中民间经济的新生力量，更是马中民间投资的拓荒人。



时任原产业部长郭素沁推介第八届马中企业家大会，图中有5位历任总会长：陈凯希、拿督杨天培、拿督黄汉良、拿督陈友信和现任卢国祥。

Teresa Kok, the then Minister of Primary Industries, launched the 8th MCEC. The photo features four past presidents: Tan Kai Hee, Datuk Yong Ah Pwi, Dato' Bong Hon Liong, Datuk Tan Yew Sing, and the current president, Loo Kok Seong.

第一个阶段初创期，马中总商会就看好中国。当时很多马来西亚企业到广东参展采购，双边贸易开始提速。这一时期，与中国的经贸主要集中在广东地区。

从2000至2010年，中国经济快速增长，成为世界第二大经济体，拉动经济的3驾马车—投资、消费和外贸，持续创造历史。马中两国的经济投资不断加深。马中总商会开始构筑马中民间投资的版图，成为两国民间投资重要的引路人。

这一时期，马中总商会的影响力急速放大。尤其是时任总会长丹斯里颜清文眼光锐利，从中国前总理朱镕基提出东盟与中国（10+1）合作概念的契机，看到无限商机，于2002年首创“东盟-中国合作论坛”，由此催生马中后来的一系列商贸活动，包括南宁举办的中国—东盟博览会，以及2011年开始举办的马中企业家大会，更是将马中总商会的影响力跃上新的高度。



在马中总商会欢庆11周年晚宴，丹斯里颜清文和陈凯希等与时任中国大使关登明为马中友谊敬酒。At the MCCC 11th anniversary gala dinner, Tan Sri Ngan Ching Wen and Tan Kai Hee, along with then Chinese Ambassador H.E. Guan Deng Ming, toasted to the friendship between Malaysia and China.





从 2010 年至今，马中两国经济发展齐头并进，乘“一带一路”及马来西亚经济提速的东风，马中民间投资处于活跃期。无论是投资类别、投资金额还是双边关系，皆进入历史上最好的时期。马中总商会肩负历史使命，成为新经济下驶向彼岸深处的舵手，更是马中民间投资的筑路人。

**问：我们更着眼于当下及未来下一个 34 年时间，马中总商会对于推动马中经济会有哪些新的趋势和变化？马中总商会如何帮助中国企业找到商业机会？**

**卢总会长：**如果说早期马中总商会致力推动双边贸易发展，今天马中总商会的角色开始有了变化。这种变化体现在：

一是帮助中国企业更加精准投资。比如马来西亚政府更欢迎信息技术、新能源、基础设施、教育旅游等方面的资本进入，那么，马中总商会就会帮助有投资意愿的中国企业精准对接这些产业。

二是务实为中国企业提供解决全案。马中总商会将会出版《投资大马：中国投资者手册》，帮助中国企业从入境马来西亚到最后注册公司、入驻产业园区等一切事宜，均有实际指导意义。一旦出版，将会是目前马来西亚对中国企业最有帮助的手册。

三是帮助中国企业捕捉商机。马中总商会在政府扶持的产业中，通过市场调研，帮助中国企业发现商机。除此以外，还更加关注马来西亚国际关系的变化，透过这些变化，帮助中国企业立足马来西亚，产品辐射全球。

## 马中总商会更关注成交与成果

**问：帮助马中企业精准对接，体现在哪些方面？**

**卢总会长：**2012 年，拿督黄汉良总会长在回顾过去 10 年的时候表示，马中总商会的出发点就是让两国企业交流。在举办第四届马中企业家大会时，黄汉良认为，两国企业应该进一步互动，要进入中国市场。2014 年第一次在中国厦门举办马中企业家大会。此后，每年在马来西亚和中国各举办一次。

又比如，从早期的举办企业家大会到更加关注成交与成果，从搭建交流平台，到深入打通产业链，帮助企业落实产业政策、税收、人力资源等，这都是马中总商会由早期的粗放式到精准对接的转变。



2017 年拿督陈友信颁发马中卓越企业家奖予陈凯希，海鸥集团对马中总商会和马中关系皆贡献卓越。  
In 2017, Datuk Tan Yew Sing presented the Malaysia-China Excellence Entrepreneur Award to Tan Kai Hee, recognising Hai-O Group's outstanding contributions to both MCCC and Malaysia-China relations.



卢国祥总会长在海南自贸港商机座谈会上主讲，为第十三届马中企业家大会造势。  
President Loo Kok Seong gave speech at the Hainan Free Trade Port Business Opportunities Seminar, promoting the 13th MCEC.

## 马中印新泰柬菲日澳 9 国参会

**问：今年的企业家大会与以往相比，有哪些明显的不同？**

**卢总会长：**首先，今年大会的国际影响力明显提升。除了马中两国企业以外，还有来自海外的印尼、新加坡、泰国、柬埔寨、菲律宾、日本、澳洲等 7 个国家参与，这是此前从未有过的，并且连续两届有女企业家论坛专场。

这说明，马中总商会的影响力日益加大，这种现象，是总商会乐于看到的。这表明，总商会过去 30 多年的积淀开始有了回报，影响力正在向整个亚洲渗透。

其次，论坛形式更加多样化和务实。今年不同于以往，除了论坛嘉宾分享以外，还将带领与会嘉宾进入产业园区、企业进行实际商务考察洽谈，让企业可以感知感受到马来西亚真正的营商环境。这种务实做法，是很多企业最需要的。

## 中企在马构建供应链

**问：过去 30 多年，马中总商会一直帮助中国企业在马来西亚寻找投资。到目前，中国企业在需求方面和过去相比有变化吗？**

**卢总会长：**中国企业在马来西亚的需求和过去相比，有明显的变化。过去中国企业想到马来西亚卖产品，或者 OEM 的方式进入马来西亚；今天，中国企业更想进入产业园区，想构建完整的供应链，想打造自有品牌，想通过马来西亚向欧美出口，这是和过去最大的不同。马中总商会正是帮助中国企业实现他们的目标。

**问：10 年前您担任马中总商会的秘书长，10 年后您担任总会长，这期间您的感悟是什么？**

**卢总会长：**10 年前，帮助大马中小企业了解中国，认识中国；10 年后，帮助更多的马中企业融合，打造供应链，帮助马中企业把新技术进行商业变现，让投资更深入更多元，让产业投资更加标准化。

我们跟不同的企业分享，让他们更加了解真实的马来西亚，可以做小而美，未必一开始就适合做大。

最近几年，尤其是疫情结束后，中国企业在马来西亚的投资比过去 10 年还要多。这是马来西亚



卢国祥总会长与代表首相出席的交通部长陆兆福、中国大使欧阳玉靖等，新春捞生，祝愿马中关系步步高升。  
President Loo Kok Seong, together with Transport Minister YB Anthony Loke representing the Prime Minister, and Chinese Ambassador H.E. Ouyang Yu Jing, participated in the Chinese New Year prosperity toss, wishing for the continuous advancement of Malaysia-China relations.

宏观经济的持续向好，吸引投资的底层逻辑。

**问：目前在马来西亚投资，哪些产业更有发展前景？**

**卢总会长：**从国家政策看，马来西亚政府更欢迎大数据、AI、新能源、基础设施、教育旅游、新零售等领域的投资。一方面，大马政府正在加快数字化建设，另一方面，这些产业是一个国家产业升级的必经之路。比如大数据和 AI，这是全球都在争夺的制高点。因此，我们认为，中国企业在马来西亚投资，一定要选择更加符合产业政策的领域。



第十三届马中企业家大会开幕前，马中总商会代表团先与同在中国海口市出席的马来西亚投资、贸易及工业部副部长刘镇东交流。  
Prior to the opening of the 13th MCEC, the MCCC delegation had a discussion with YB Liew Chin Tong, Malaysia's Deputy Minister of Investment, Trade and Industry, who was also attending the event in Haikou, China.





## Interview with President Loo Kok Seong

# MCEC Injecting New Vitality into Malaysia-China Trade

Author : Zhou Ying  
(Senior Chinese Journalist)

On 31 May 1974, Malaysia became the first ASEAN country to establish diplomatic relations with China. In 2024, the two countries are celebrating the 50th anniversary of their diplomatic ties.

Before China's Reform and Opening Up in 1978, Malaysia had already established diplomatic relations with China. They saw a China that was poised for revival, filled with passion and an unwavering belief in success. They saw a great nation destined to become a shining star on the global stage.

Malaysia, having understood China, witnessed the immense success brought by China's Reform and Opening Up and was fortunate to be both a participant and eyewitness to this transformation.

As a guiding force in the Malaysia-China private sector economic development, the Malaysia-China Chamber of Commerce (MCCC) has always dreamed of becoming a beacon for the Malaysia-China economy.

Their aim is to illuminate the path for private sector economic cooperation and to serve as the driving force behind Malaysia-China bilateral trade. This was also the founding mission of the MCCC when it was established in 1990.

Over the past 34 years since its inception, the MCCC has been committed to acting as a bridge between entrepreneurs from both countries, providing a platform for Malaysia-China trade connections and promoting private sector economic development. Many Chinese companies investing in Malaysia have referred to the MCCC as an "encyclopedia".

This is the best compliment to the contributions made by the MCCC over the past 34 years.

Through countless visits, exploratory business trips, and successful investment projects, the MCCC has demonstrated its ability to find the best way to connect the Malaysia-China private economy in a pragmatic manner.

The past 34 years are now history. Standing at the historical juncture of the 50th anniversary of Malaysia-China diplomatic relations, and as the Malaysia-China economy heads for deep waters, how can the MCCC continue to drive the Malaysia-China private economy as a new engine?

In this regard, MCCC President Loo Kok Seong, provided an in-depth explanation.

## Changes in the Role of MCCC

**Q: Over the past 34 years, MCCC has played a positive role in the development of private sector economic relations between Malaysia and China. Looking back over these decades, how should we describe MCCC's role and significance at different stages, as well as the achievements it has made?**

**President Loo:** The development of MCCC over the past three decades is inseparable from the foresight of the seven past Presidents. From the first President, Datuk Goh Kok Kee, to Tan Kai Hee, Tan Sri Ngan Ching Wen, Tan Sri Lim Guan Teik, Datuk Yong Ah Pwi, Dato' Bong Hon Liong, and Datuk Tan Yew Sing, each President has demonstrated excellent commercial foresight in promoting the development of Malaysia-China private sector economic relations.

This ranged from the early emotional bond towards China to actively helping to build dialogue platforms, connect various resources, construct industrial parks, and improve industrial chains for private sector economic relations between the two countries.

Due to the changing times, the mission and role of MCCC have varied at each stage. However, the ultimate goal remains the same: to help expand Malaysia-China private sector economy sustainably and achieve mutual success outcomes.

In the first 34 years, MCCC achieved significant results, which were the result of the combined efforts of several generations.

**Q: How have the roles and missions of MCCC differed during different periods?**

**President Loo:** We can review this in three stages:

From 1990 to 2000, amid increasing investments between Malaysia and China, MCCC actively sought private sector channels and emerged as a new force in driving the Malaysia-China private sector economy, becoming a pioneer in private sector investment. Many Malaysian enterprises went to Guangdong Province, China for exhibitions and procurement, and bilateral trade began to accelerate. Economic and trade relations with China were mainly concentrated in Guangdong.

From 2000 to 2010, China's economy grew rapidly and became the world's second largest economy. The three engines driving the economy - investment, consumption, and foreign trade - continued to create history. Economic investment between Malaysia and China continued to deepen. MCCC began shape the landscape of Malaysia-China private investment and became an important pioneer for private investment between the two countries.

During this period, MCCC's influence grew rapidly. Particularly, Tan Sri Ngan Ching Wen, then president, demonstrated remarkable foresight and saw endless business opportunities from the concept of ASEAN-China (10+1) cooperation proposed by former Chinese Premier Zhu Rong Ji. In 2002, he initiated the ASEAN-China Partnership Forum, which led to a series of trade activities, including the China-ASEAN Expo held in Nanning and



马中商贸今日的荣景有几代人的血汗和贡献。The thriving Malaysia-China trade today is the result of the hard work and contributions of several generations.



卢国祥总会长在会所接待上海市侨联代表团副主席陶勇一行人。President Loo Kok Seong received a delegation led by Tao Yong, Vice Chairman of the Shanghai Federation of Returned Overseas Chinese, at the MCCC headquarters.

the Malaysia-China Entrepreneurs Conference starting in 2011.

From 2010 to the present, the economies of Malaysia and China have been developing in parallel. Riding on the wind of the "Belt and Road Initiative" and Malaysia's economic acceleration, private sector investment between Malaysia and China has been highly active. Whether it is the type of investment, the amount of investment, or bilateral relations, it has entered the best period in history. The MCCC becomes the helmsman steering towards deeper waters in the new economy, and a road builder for private sector investments between Malaysia and China.

## Full-Service Solutions

**Q: Looking ahead to the next 34 years, what new trends and changes will the MCCC bring to the promotion of the Malaysia-China economy? How can the MCCC help Chinese enterprises find business opportunities?**

**President Loo:** In the early days, the MCCC was primarily focused on promoting bilateral trade. Today, our role has begun to evolve. This evolution is reflected in the following ways:

First, helping Chinese enterprises make more precise investments. For example, since the Malaysian government is more welcoming to capital in areas such as information technology, new energy, infrastructure, and educational tourism, the MCCC assists Chinese enterprises interested in investing by precisely aligning them with these industries.

Second, providing comprehensive solutions for Chinese enterprises in a practical manner. The MCCC will publish the China Investor Handbook, which provides practical guidance for Chinese enterprises on everything from entering Malaysia, registering a company, to settling into industrial parks, etc. Once published, it will be one of the most helpful guides available to Chinese enterprises looking to invest in Malaysia.

Third, assisting Chinese enterprises in capturing business opportunities. The MCCC conducts market research in government-supported industries to help Chinese enterprises discover business opportunities. Additionally, we closely monitors changes in Malaysia's international relations and helps Chinese enterprises to establish themselves in Malaysia and radiate their products globally through these changes.





**Q: How does MCCC help Malaysia-China enterprises connect more precisely?**

**President Loo:** In 2012, when reviewing the past 10 years, President Datuk Bong Hon Liong stated that MCCC's starting point was to facilitate exchanges between enterprises of the two countries. During the fourth Malaysia-China Entrepreneurs Conference (MCEC), he believed that enterprises from both countries should interact further and MCEC should enter the Chinese market. In 2014, the MCEC was held in Xiamen, China for the first time. Since then, it has been held annually, alternating between Malaysia and China.

For instance, the MCCC's evolution from hosting entrepreneur conferences in the early days to focusing more on deals and outcomes reflects a shift from merely providing a platform for interaction to deeply integrating into the industrial chain. This includes assisting enterprises with the implementation of industrial policies, taxation, and human resources. It marks the transition of the MCCC from a broad approach to a more precise connection between businesses.

## 9 Countries Participate in MCEC 2024

**Q: How does this year's Entrepreneurs Conference differ significantly from previous ones?**

**President Loo:** Firstly, the international influence of this year's conference has significantly increased. In addition to enterprises from Malaysia and China, businesses from seven other countries—Indonesia, Singapore, Thailand, Cambodia, the Philippines, Japan, Australia—are also participating, which has never happened before. Moreover, this is the second consecutive year that we have a dedicated forum for women entrepreneurs.

This indicates that the influence of the MCCC is expanding, a development we are pleased to see. It shows that over 30 years of the Chamber's efforts are beginning to bear fruit, with its impact now spreading throughout Asia.

Secondly, the forum has become more diverse and practical in format. In addition to presentations by forum guests, we will also guide participants to visit industrial parks and enterprises for practical on-site business visits and discussions, allowing them to experience the real business environment in Malaysia. This practical approach is exactly what many enterprises need most.

**Q: Over the past 30 years, MCCC has continuously helped Chinese enterprises find investment opportunities in Malaysia. Has the demand from Chinese enterprises changed compared to the past?**

**President Loo:** The demands of Chinese enterprises in Malaysia have changed significantly compared to the past. Previously, Chinese enterprises mainly aimed to sell products in Malaysia or enter the market through OEM partnerships. Today, they are more focused on entering industrial parks, building complete supply chains, and developing their own brands. They also aim to use Malaysia as a gateway to export to Europe and the U.S. This shift marks the biggest difference from the past, and MCCC



卢国祥总会长与马中企业家大会筹委会主席谢中正合作无间。President Loo Kok Seong works seamlessly with the 14th MCEC Organising Chairman Siah Teong Chein.

is actively helping Chinese enterprises achieve these goals.

**Q: Ten years ago, you served as the Secretary-General of MCCC, and now, a decade later, you are the President. What insights have you gained during this time?**

**President Loo:** Ten years ago, our focus was on helping Malaysian SMEs understand and become familiar with China.

Now, we are helping more Malaysian and Chinese enterprises integrate, build supply chains, and turn new technologies into commercial success. We aim to deepen and diversify investments, as well as standardise industrial investments.

We share insights with various companies, helping them understand the real Malaysia. They can start with small, refined projects instead of assuming they must go big from the beginning.

In recent years, especially after the pandemic, Chinese investments in Malaysia have surpassed those of the previous decade. This is driven by Malaysia's sustained macroeconomic performance, which provide a solid foundation for attracting investment.

**Q: Which industries currently have better growth prospects for investment in Malaysia?**

**President Loo:** From a national policy perspective, the Malaysian government is more welcoming of investments in areas such as big data, AI, new energy, infrastructure, educational tourism, and new retail. On one hand, Malaysia is accelerating its digitalisation efforts, and on the other hand, these sectors are key to the industrial upgrade of any country. For example, big data and AI are highly competitive areas globally. Therefore, we believe that when Chinese enterprises invest in Malaysia, they should focus on industries that align with national industrial policies.

# 下一个30年， 马中总商会驶向深水区扬帆远航！

撰文：周颖



卢国祥总会长率领马中总商会现领导层扬帆远航，在马中经济驶向深水区。President Loo Kok Seong leads the MCCC team as they navigate the deep waters of Malaysia-China economic relations.

在1990年9月15日，彼时已经退休的前中国领导人邓小平破例抽出40分钟的时间，接见了著名的“亚洲糖王”、马来西亚杰出企业家丹斯里郭鹤年，盛赞郭鹤年为中国经济建设做出的巨大贡献，并对他说：“你和我一样，都是引路人的角色。”

这一年，马来西亚和中国的经贸往来开始提速，马中两国民间资本处于“破土”前夜。更多的民间“引路人”成为马中两国一股重要的力量。

这一年，在阳光的照耀下，来自马来西亚民间的一粒种子——马来西亚中国商品进出口商公会（马来西亚-中国总商会的前身）开始生根发芽。

从那时起，马中总商会扮演着马中民间经济拓荒人和引路人的角色。

34年弹指一挥间，马中双边经济不断创造历史。2024年上半年，马中双边贸易额1002.3亿美元，同比增长10.6%，马来西亚继续保持中国在东盟第二大贸易伙伴地位和第一大进口来源国。

从投资领域来看，信息技术、新能源、农渔业、电子



在吉隆坡的策略性地点自置会所。The Chamber has established its headquarters at a strategic location in Kuala Lumpur.

商务、新零售、电子电器、石油产品、化学及化学制品等成为推动双边经济的主导者。而中国民营企业则是马中经济向阳而生的重要参与者。

马中总商会，不仅仅扮演帮助中国民营企业寻找商机的角色，更是推动马中双边贸易、发展高新附加产业的民间“投资天使”。

如果说34年前的马中总商会，用一己之力撬动马中民间经济的冰山一角，成为马中民间经济闪光的碎片，那么下一个34年，马中总商会如何书写新的辉煌？





## 在不确定性中抓住确定性

2023 年的马中经济如沐春风，在马来西亚新任首相安华访华以后，马中经济站在新经济、新技术、新零售的风口，在时代洪流的裹挟下，开启加速模式。

中国已经连续 15 年成为大马最大贸易伙伴，这只是双边贸易关系的缩影。未来的商业版图是，马中将在高新技术、新能源、汽车、基础设施等多个领域向纵深延伸。

身为这个时代的参与者之一，马中总商会以时间换空间，面对络绎不绝的中国企业，帮助中国企业寻找新的商机以及向上突破的力量。

在全球地缘政治并不稳固、东盟周边亦有沉渣泛起时，马来西亚政府以特有的定力与中国经贸向广度和深度蔓延。

马中总商会，除了向中国企业展示大马国内安定的地缘政治和潜在的市场空间以外，还积极为双边企业搭建平台，寻找商机，促进合作。

帮助企业在不确定性中抓住确定性，这是本届马中总商会肩负的使命。

马来西亚最大的确定性，要从三个层面看：

从政治层面看，马来西亚政治稳定、百姓安居乐业，这是经济稳健发展、吸引外资最牢固的基本盘。

从经济层面看，首相安华提出了明确的目标：昌明新经济列出了成为全球 30 大经济体、全球 12 个最具竞争力的经济体、提升劳动力工资占国家收入的 45% 等七大目标。这些宏伟的蓝图，进一步提高了马来西亚的活跃指数。

从趋势层面看，今年 4 月，新加坡大华银行调查报告指出，逾 80% 亚洲企业拓展海外市场，在东盟地区马来西亚最受欢迎。

这些信号，无疑成为大马经济的强心剂。中国企业择机而动。作为马中民间经济的窗口，马中总商会一方面高频接访中国企业，另一方面以务实高效的方式，帮助中国企业进一步厘清马来西亚营商环境。



与历任中国大使密切合作、良好联系。时任总会长拿督陈友信率团拜会白天大使。  
Close cooperation and strong ties with successive Chinese Ambassadors. Then President Datuk Tan Yew Sing led a delegation to pay a courtesy visit to Ambassador H.E. Bai Tian.



在中国海口市举行的东亚商务论坛，探索东亚经济合作新模式。  
The East Asia Business Forum held in Haikou, China, explored new models of East Asian economic cooperation.

比如，集合马来西亚最优势的机构，将出版投资宝典《投资大马：中国投资者手册》，主要涵盖公司秘书、审计与税务公司、律师事务所、咨询服务、信息技术、物流、工业园、房产、非人寿保险经纪（火险、盗窃保险、水灾险等）、医疗、旅游服务（巴士、德士、公司车）、劳工供应、教育机构（幼儿园至大学）、英语学校等方面，为中国企业落地马来西亚提供解决全案。

马中总商会抓住马中经济的确定性，以高效务实的方式推进马中民间经济持续发展，这既符合马中两国的战略目标，又是马中民间投资的共同愿景。

“一部行走的百科全书”是中国企业界对马中总商会的评价。



马中总商会总会长卢国祥率队出席第 13 届马中企业家大会在中国海口市举行期间，并在大会期间接受媒体采访。  
MCCC President Loo Kok Seong led a delegation to attend the 13th MCEC held in Haikou, China, where he was interviewed by the media during the event.

这部“百科全书”更是马中民间经济的“晴雨表”之一。最近两年，中国企业对马来西亚的价值判断出奇的一致，皆看好马来西亚的未来。

## 马中总商会描绘新蓝图

马中总商会积极把握机会，从帮助中国企业到马来西亚投资，再到一年接近 350 场次的接见中国企业来访；从参观产业园区到分析大马政府的投资偏好，马中总商会不遗余力帮助中国企业深度了解马来西亚。

正如马中总商会会长卢国祥所说，马中总商会更务实，站在马来西亚新经济、新技术、新零售的风口上，帮助中国企业以马来西亚为支点向东盟辐射，甚至撬动全球市场，从而避开中国企业受到西方的挤压。

关税、营商环境、较低的人力成本、全球化程度、产业链构建等，是吸引中国企业、投资向马来西亚倾斜的核心要素。

为中国企业在马来西亚落地提供解决全案、帮助中国企业深度了解东盟市场，起于马来西亚，但不绝止于马来西亚，这正是马中总商会为中国企业提供服务时的增量选项。

马中总商会始终在寻找马中经济的平衡术。最近两年，除了高频接访中国企业考察团以外，马中总商会的角色正由过去单一帮助中国企业发现马来西亚的商机，变成马中企业的双向奔赴。积极帮助马来西亚寻找中国企业的潜在商机，寻找合作伙伴。

这种双向的奔赴，给马中企业在大数据、AI、新能源、



即使疫情期间仍不间断与官方联手推动商贸活动。图为马中总商会与马来西亚对外贸易促进局（MATRADE）官员交流。  
Even during the pandemic, efforts to promote trade activities continued uninterrupted. The photo shows MCCC representatives engaging with officials from the Malaysia External Trade Development Corporation (MATRADE).

半导体、可再生资源、教育领域等带来更多合作的机会。这些领域，正是马来西亚经济转型时重点打造的行业座标。

如果说在第一个 34 年的历史长河中，马中总商会从拓荒者到筑路者，完成了惊人的一跃，为马中民间经济起到了巨大的推动作用，那么下一个 34 年的马中总商会，正在伴随马中经济升温，而迈向高质量发展阶段。

从需求分析到行业走向，从中介服务到专业服务，从跨界合作到模式创新，马中总商会随着时代的变化，服务方式更加精细与垂直化。

精细化服务、专业化服务、高质量服务，是马中总商会帮助中国企业构建新服务体系中重要的棋局。

吹起时代的口角，乘马中经济持续升温这艘大船，马中总商会正扬帆远航。





# Charting New Waters: MCCC Sets Sail for the Next 30 Years

Author : Zhou Ying



马来西亚与中国之间建立起频繁的商贸活动往来。  
Malaysia and China have established frequent trade exchanges.

On 15 September 1990, former Chinese leader Deng Xiaoping made an exception by sparing 40 minutes to meet the renowned "Sugar King of Asia" and prominent Malaysian entrepreneur Tan Sri Robert Kuok. He highly praised Kuok's significant contributions to China's economic development and remarked, "You and I share the same role as pathfinders."

In that same year, economic and trade exchanges between Malaysia and China began to accelerate. It was the eve of a breakthrough for private capital between the two nations. Many private sector "pathfinders" emerged, becoming a vital force in Malaysia-China relations.

Under the sunlight of that year, a seed from the Malaysian private sector—the Malaysia-China Goods Importers and Exporters Association (the predecessor of the Malaysia-China Chamber of Commerce, MCCC)—began to take root and sprout.

Since then, MCCC has played the role of a pioneer and pathfinder in Malaysia-China private economic relations.

In the blink of an eye, 34 years have passed, and Malaysia-China bilateral economic relations have continually made history. In the first half of 2024, bilateral trade between Malaysia and China reached USD 100.23 billion, a year-on-year increase of 10.6%. Malaysia has maintained its position as China's second-largest trading partner and the largest source of imports in ASEAN.

In terms of investment, sectors such as information technology, new energy, agriculture and fisheries, e-commerce, new retail, electronics, petroleum products, chemical and chemical products have become the driving forces behind bilateral economic development. Chinese private enterprises are key participants in the flourishing Malaysia-China economic landscape.

MCCC not only plays a role in helping Chinese private enterprises explore business opportunities but also acts as a private sector "investment angel" promoting bilateral trade between Malaysia and China and new high-value-added industries.

If it can be said that 34 years ago, MCCC, with its own efforts, leveraged a corner of the iceberg of private economies between Malaysia and China, becoming a shining fragment of the private economy between Malaysia and China, then how will MCCC write a new chapter in the next 34 years?

## Grasping Certainties Amid Uncertainties

Malaysia-China economic relations flourished in 2023. Following Malaysian Prime Minister Anwar Ibrahim's visit to China, the economic relationship between Malaysia and China entered a phase of rapid acceleration, driven by new economies, new technologies, and new retail sectors, amidst the tide of the times.

China has been Malaysia's largest trading partner for 15 consecutive years, which is only a epitome of their bilateral trade relationship. The future business landscape will see deeper cooperation between Malaysia and China in various sectors, including high-tech, new energy, automotive, and infrastructure.

As a key player in this era, MCCC has been leveraging time to create opportunities. It helps Chinese enterprises, which are arriving in Malaysia in great numbers, find new business prospects and growth potential.

In a time of global geopolitical instability and stirring undercurrents in ASEAN's surroundings, the Malaysian government remains steadfast, fostering a broad and deepening economic and trade relationship with China.

MCCC not only showcases Malaysia's stable geopolitical environment and potential market space to Chinese companies, but also actively builds platforms to help businesses find opportunities and facilitate cooperation.

Helping enterprises seize certainty in uncertainty is the mission of the current MCCC.

Malaysia's key certainties can be viewed from three perspectives:

From the political perspective, Malaysia enjoys political stability and a peaceful society, providing a strong foundation for steady economic development and attracting foreign investments.

From the economic perspective, Prime Minister Anwar has laid out clear goals under the Madani Economy framework, which includes seven key objectives, such as becoming one of the world's top 30 economies, ranking among the 12 most competitive economies, and increasing labor wages to 45% of national income. These ambitious plans further boost Malaysia's economic dynamism.

From the trend perspective, a report by UOB in April revealed



各类博览会在中国遍地开花，首次参与中国国际消费品博览会。  
Various expos are flourishing across China, with MCCC's first participation in the China International Consumer Products Expo.

that over 80% of Asian companies are expanding overseas, with Malaysia being the most favored destination in ASEAN.

These signals are undoubtedly a strong boost to Malaysia's economy, and Chinese companies are seizing the opportunity to act. As a gateway for Malaysia-China private sector economic relations, MCCC frequently engages with Chinese companies and helps them better understand the Malaysian business environment in a pragmatic and efficient manner.

For instance, MCCC is currently collaborating with Malaysia's most prominent institutions to publish a comprehensive investment guide "China Investor Handbook", covering a wide range of services such as company secretaries, auditing and tax firms, law firms, consulting services, IT, logistics, industrial parks, real estate, non-life insurance brokerage (e.g., fire, theft, and flood insurance), healthcare, tourism services (buses, taxis, company cars), labor supply, educational institutions (from kindergarten to university), and English schools. This guide will provide comprehensive solutions for Chinese companies setting up in Malaysia.



马中总商会与中方各商贸相关机构签署协议，奠定合作基础。  
MCCC signed agreements with various Chinese trade-related institutions, laying the foundation for cooperation.



马中总商会到中国拜访各友好组织，皆受到热烈欢迎。  
MCCC was warmly welcomed when visiting friendly organisations in China.





在中国海南参观洋浦国际集装箱码头。  
A visit to the Yangpu International Container Terminal in Hainan, China.



历年各届企业家大会和商务论坛的盛况，见证马中情谊的开花结果。  
The grand occasions of past MCEC conferences and business forums have borne fruit in the Malaysia-China relationship.

MCCC seizes the certainties of the Malaysia-China economic relationship and promotes sustained private sector economic development between the two nations in a pragmatic and efficient manner. This aligns with the strategic objectives of both countries and reflects the shared vision for private sector investment between Malaysia and China.

## MCCC Charts a New Blueprint

MCCC has been aptly described as a "walking encyclopedia" within the Chinese business community.

This "encyclopedia" also serves as one of the key "barometers" for Malaysia-China private sector economic relations. In the past two years, Chinese enterprises have reached a striking consensus on Malaysia's potential, all optimistic about its future.

MCCC has actively seized these opportunities, offering support to Chinese enterprises investing in Malaysia and receiving nearly 350 delegations annually from Chinese enterprises. From industrial park tours to analysing Malaysia's government investment preferences, MCCC spares no effort in helping Chinese enterprises gain a deeper understanding of Malaysia.

As MCCC President Loo Kok Seong emphasised, MCCC operates pragmatically, standing at the forefront of Malaysia's new economy, new technology, and new retail sectors. It assists Chinese enterprises in using Malaysia as a strategic hub to reach ASEAN markets and even tap into global markets, thus avoiding the pressures exerted by the West.

Tariffs, business environment, lower labor costs, level of globalisation, and industrial chain construction are the core factors attracting Chinese enterprises and investments to Malaysia.

MCCC provides comprehensive solutions for Chinese enterprises establishing themselves in Malaysia and deepening their

understanding of ASEAN markets. Starting from Malaysia but not limited to Malaysia - this is the incremental option MCCC offers when serving Chinese enterprises.

MCCC has always sought to strike a balance in Malaysia-China economic relations. In the past two years, besides frequently receiving Chinese business delegations, MCCC's role has evolved from merely helping Chinese companies discover business opportunities in Malaysia to fostering two-way collaboration between Malaysian and Chinese enterprises. It actively helps Malaysian companies explore potential opportunities and partnerships with Chinese enterprises.

This reciprocal approach has opened up more collaborative opportunities in areas such as big data, AI, new energy, semiconductors, renewable resources, and education. These are precisely the industries that Malaysia is focusing on as it undergoes economic transformation.

If, in the first 34 years, MCCC evolved from a pioneer to a roadbuilder, making an extraordinary leap that significantly boosted Malaysia-China private sector economic relations, the next 34 years will see MCCC moving towards a high-quality development stage as Malaysia-China economic ties warm up.

From demand analysis to industry trends, intermediary services to professional services, cross-sector collaboration to model innovation, MCCC's services have become more refined and vertical as times change.

Precision, professionalism, and high-quality services are the key strategies in MCCC's mission to help Chinese enterprises establish a new service framework.

Riding the wave of the era, and with the ongoing rise of Malaysia-China economic relations, MCCC is sailing distant horizons on a grand ship.