

2013 马来西亚中华总商会 第二届青商大会

ACCCIM 2nd Young Entrepreneurs Conference **2013**

主办 Organiser

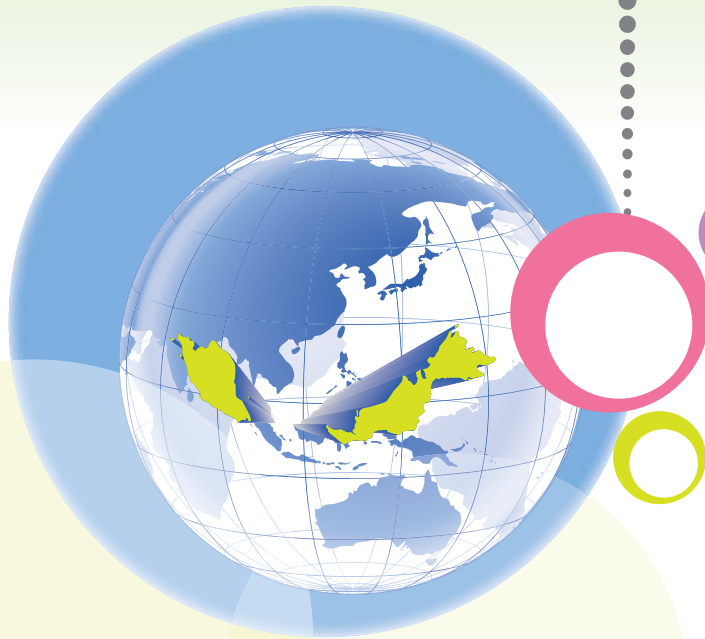


马来西亚中华总商会
ACCCIM

协办 Co-Organiser



砂拉越中华工商联合会
ACCCIS



创造青商品牌
立是世界舞台

*Create Global Branding
Through Youth Innovation*

21-6-2013 | 星期五 *Friday* | 9.00 a.m. - 1.30 p.m.

砂拉越古晋河滨酒店

Riverside Majestic Hotel, Kuching

Jalan Tunku Abdul Rahman, 93756 Kuching, Sarawak

宗旨

马来西亚中华总商会（总商会）于2011年8月25日正式成立青商团，宗旨是吸引马来西亚青年华商加入总商会和各属会，通过主办各项活动，来提升青年华商的职场能力、创业知识及企业家精神，建立人脉，以开拓更多商机。

马来西亚中华总商会青商大会在2012年以“承先启后、共创商机”为主题，邀请本地杰出的青年企业家，分享企业传承及创业的经验。配合2013年总商会第67届常年会员代表大会的召开，本会青商团将于2013年6月21日在砂拉越古晋主办“马来西亚中华总商会第二届青商大会”。本会经邀请国内数名出色的企业家探讨“品牌”，分享他们建立个人或企业品牌，走向国际的宝贵经验。

大会宗旨如下：

- a 加强马来西亚青商的商业和经贸联系，以及建立人脉
- b 提升马来西亚青商的品牌意识，从中学习如何打造品牌，创造企业价值
- c 加强东马与西马青商之间的联系，鼓励更多东马的青商参与总商会活动

媒介语 Medium of Language

华语为主，英语为辅
Mandarin, complemented by English

谁应该参加 Who should attend

青年企业家，有意创业的青年
Young Entrepreneurs, Youth who wish to start up their own businesses

Objectives

The ACCCIM National Council Meeting held on 25th August 2011, resolved to establish the ACCCIM Young Entrepreneurs Committee. By organising various activities, the Committee seeks to enhance the workplace skills, business knowledge and entrepreneurial spirit, and build up networking in order to create more business opportunities for young entrepreneurs.

ACCCIM Young Entrepreneurs Conference 2012 with the theme “Inspired by the Past – Initiating Business Opportunities”, invited some prominent young entrepreneurs to share their experience on creating new business ventures or succession from family business. In conjunction with ACCCIM 67th Annual General Meeting, the Young Entrepreneurs Committee will organise the 2nd Young Entrepreneurs Conference on 21st June 2013 in Kuching, Sarawak. The Conference has invited several prominent entrepreneurs in Malaysia to share their insights in respect of “branding”, as well as their valuable experience and the respective success story of the brand that excels in the international market.

The main objectives of the conference are:

- a To strengthen business and trade networking, and establish contacts among Malaysian young entrepreneurs.
- b To create awareness on branding among young Malaysian entrepreneurs, to learn how to elevate the value of their company by creating their own brand.
- c To enhance networking between young entrepreneurs in East and West Malaysia, to encourage greater participation of young entrepreneurs from East Malaysia in ACCCIM activities and programmes.

主讲人阵容 Speakers

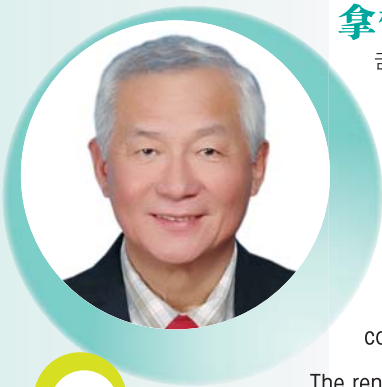
拿督林国璋 – 1968年，拿督林国璋和数名有远见和雄心的老同事开创义利贸易有限公司，到处采购食油和加工包装作为事业的起点。从研发红鹰食油起家，今天，由他领航的义利集团，业务多元化，囊括制造和生产提炼食油、奶油、矿泉水、牙刷、瓦楞纸箱、铁罐制造、手套、红茶种植及生产，产业发展及贸易等等。业务范围也遍布世界各国，包括新加坡、中国、亚洲各地、美国、中东、澳洲以及南美洲等国家。

现任马来西亚中华总商会总会长，拿督林将与我们分享他成功打造各种品牌的经验。

Dato' Lim Kok Cheong – started Yee Lee Trading Sdn. Bhd. with a few enterprising colleagues. Initially focused in sourcing edible oils and packaging business way back in 1968.

The renowned cooking oil brand name – “Red Eagle” is established by the company. Under the leadership of Dato' Lim Kok Cheong, the company has diversified its business into manufacturing and refining cooking oil, butter, mineral water, tooth brush, corrugated boxes, tin can, gloves, tea cultivation and production, as well as property development and general trading. Business network covers Singapore, China, other parts of Asia, United States, Middle East, Australia, South America, etc.

Currently the President of ACCCIM, Dato' Lim will share his success story of creating various brands under his company.



余玉清 - 她自小在烘烤香饼的环境下成长，香饼对于她而言，充满了家庭温馨的记忆。她继承家业后，努力发展，一心将这事业发扬光大，现在余合除了香饼，也出产超过30种的周边产品，已步入另一新里程。

余合香饼从传统的人手捏制作法，到今日采用机械制作，都秉持着“质量不变，口味不变，做饼的良心不能变！”这一信念。余玉清不但将余合香饼打造成怡保的代表性土产，而且还飞出海外，顾客群涵盖了欧美及中东国家。

Ms. Yee Yoke Cheng – grown up in an environment of pastry and bakery. To her, biscuit pastry is sweet memory of family. Inheriting the family business, she makes it a whole-hearted endeavour to elevate the business to a new height.

Other than the traditional biscuit products, Yee Hup has developed more than 30 types of peripheral products and reaches a new milestone.

Yee Hup biscuit pastry has transformed from traditional manual methods to mechanised production, and is always driven by the commitment of “keeping the quality, keeping the original taste, and keeping the good conscience of biscuit pastry”.

Ms. Yee Yoke Cheng has successfully developed Yee Hup pastry products into iconic native produce of Ipoh city, and successfully ventured into overseas markets, with customers in as far as Europe and the Middle East.

拿督张启扬 - 作为一名华校生，他一口漂亮的英语赢得了英语学习者的尊崇。时光荏苒，ERICAN教育集团历经了23年岁月的洗礼后茁壮成长，发展成为全方位的教育机构 - ERICAN LANGUAGE CENTRE推广英语学习、ERICAN COLLEGE提供大专教育、ERICAN CORPORATE TRAINING负责企业培训、ERIKIDS PRESCHOOL栽培学前幼儿。

为了更有效的帮助马来西亚新生代获得成功，他把自身的成功法则精华浓缩进他的新著《Yes, You Can!》。在未来的日子里，也是大马品牌协会会长的拿督张启扬誓言努力不懈继续推广其教育理念，并向全世界展示ERICAN的教育品牌魅力。

Datuk Eric Chong – originated from a Chinese school, he earned the respect of the English educated students for being able to speak very fluent and proficient English. ERICAN education group was established 23 years ago, and is now a comprehensive education institution providing a wide range of education.

ERICAN LANGUAGE CENTRE – promotes the learning of English

ERICAN COLLEGE – provides tertiary education

ERICAN CORPORATE TRAINING – provides corporate training courses

ERIKIDS PRESCHOOL – cultivate pre-school children

In order to help young Malaysians to succeed, Datuk Eric Chong has summarised the essence of his success into his book 《Yes, I Can》. Datuk Eric Chong, who is the President of Branding Association of Malaysia, pledges to strive incessantly to promote his education philosophy, and to display the attractive brand name of ERICAN globally.

拿督郭庭东局绅 - 卖玉米也能卖出一个春天！他原本从事玩具店生意，在机缘下认识一位农夫而对玉米结下不解之缘，让他步向事业成功之路。他的信念是：要把人人都吃得起的小吃——玉米卖到全世界，让玉米犹如黄金条充满商机。

Nelson's 连锁是马来西亚骄傲的品牌，目前Nelson's 连锁已涉及全球16个国家，并拥有超过千间特许经营连锁店。

Dato' Nelson Kwok – the king of corn seller. Dato' Nelson Kwok was originally engaged in toy store business. By chance, he met a farmer and got entangled to corn. This is his path to success.

He believes that by selling corn – a snack affordable to everybody – to the whole world, he would transform these golden grains into huge business opportunities.

Nelson's chain, a proud Malaysian brand name, is currently present in more than 16 countries and with over a thousand franchised outlets.

节目表 Programme

- 0900 hrs 报到 / 茶点 / 交流
 Registration of Participants/ Refreshment/
 Interaction
- 0930hrs 马来西亚中华总商会青商团团长
拿督吴逸平 致辞
 Speech by **Datuk Ng Yih Pyng**, Chairman of
 ACCCIM Young Entrepreneurs Committee
- 0940hrs **开幕** - 马来西亚中华总商会会长**拿督林国璋**
 发表主题演讲
Opening - Keynote Address by
Dato' Lim Kok Cheong, President of ACCCIM
- 1010hrs 赠送纪念品
 Presentation of Memento
- 1020 hrs **环节一 : 信念创造品牌**
Session I : Brand Identity
 主讲: 怡保余合公司董事经理余玉清小姐
 Speaker : **Ms. Yee Yoke Cheng**,
 Managing Director of Yee Hup
 Food Holdings Sdn Bhd
 评论嘉宾 古晋中华工商总会青商组主任
蔡慧强 先生
 Panelist : **Mr. Chai Hui Kiong**,
 Chairman of Young Entrepreneurs
 Committee of Kuching Chinese
 General Chamber of Commerce
 and Industry
 主持 马来西亚中华总商会青商团顾问
温永文 先生
 Moderator : **Mr. Oon Weng Boon**,
 Adviser of ACCCIM Young
 Entrepreneurs Committee

问答环节 Q & A Session

- 1110 hrs **环节二 : 品牌创造商机**
**Session II : Brand Creates Market
 Opportunities**
 主讲 Nelson's Franchise (马) 有限公司
 董事经理**拿督郭庭东** 局绅
 Speaker : **Dato' Nelson Kwok**,
 Managing Director of Nelson's
 Franchise (M) Sdn Bhd

- 评论嘉宾 马六甲中华工商总会青商组主任
李忠霖 先生
 Panelist : **Mr. Lee Chong Leng**,
 Chairman of Youth Committee of
 Malacca Chinese Chamber of
 Commerce and Industry
 主持 森美兰中华总商会青年团团长
王子敬 博士
 Moderator : **Dr. Ong Chi King**,
 Chairman of Youth Group of
 Negeri Sembilan Chinese
 Chamber of Commerce and
 Industry

问答环节 Q & A Session

- 1200 hrs **专题演讲**
Special Talk
- 1220 hrs **环节三 创造品牌价值**
**Session III : The Creation of High Brand
 Value**
 主讲 立肯教育集团创办人**拿督张启扬**
 Speaker : **Datuk Eric Chong**, Founder of
 Erikan Education Group
 评论嘉宾 吉隆坡暨雪兰莪中华总商会青年
 组顾问**陈文博** 先生
 Panelist : **Mr. James Tan Boon Pock**,
 Adviser of Youths Committee of
 The Chinese Chamber of
 Commerce and Industry of Kuala
 Lumpur and Selangor
 主持 马来西亚中华总商会青商团副团长
叶翊瑚 先生
 Moderator: **Mr. Yap Heng Or**,
 Deputy Chairman of ACCCIM
 Young Entrepreneurs Committee

问答环节 Q & A Session

- 1310 hrs 马来西亚中华总商会总秘书暨青商团顾问**拿督
 卢成全** 总结演讲
 Closing Remarks by **Dato' Low Kian Chuan**,
 ACCCIM's Secretary General cum Adviser of
 Young Entrepreneurs Committee
- 1320 hrs 结束/ 午餐
 End of Programme/ Lunch

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