



MCEC2015

## 第五届马中企业家大会

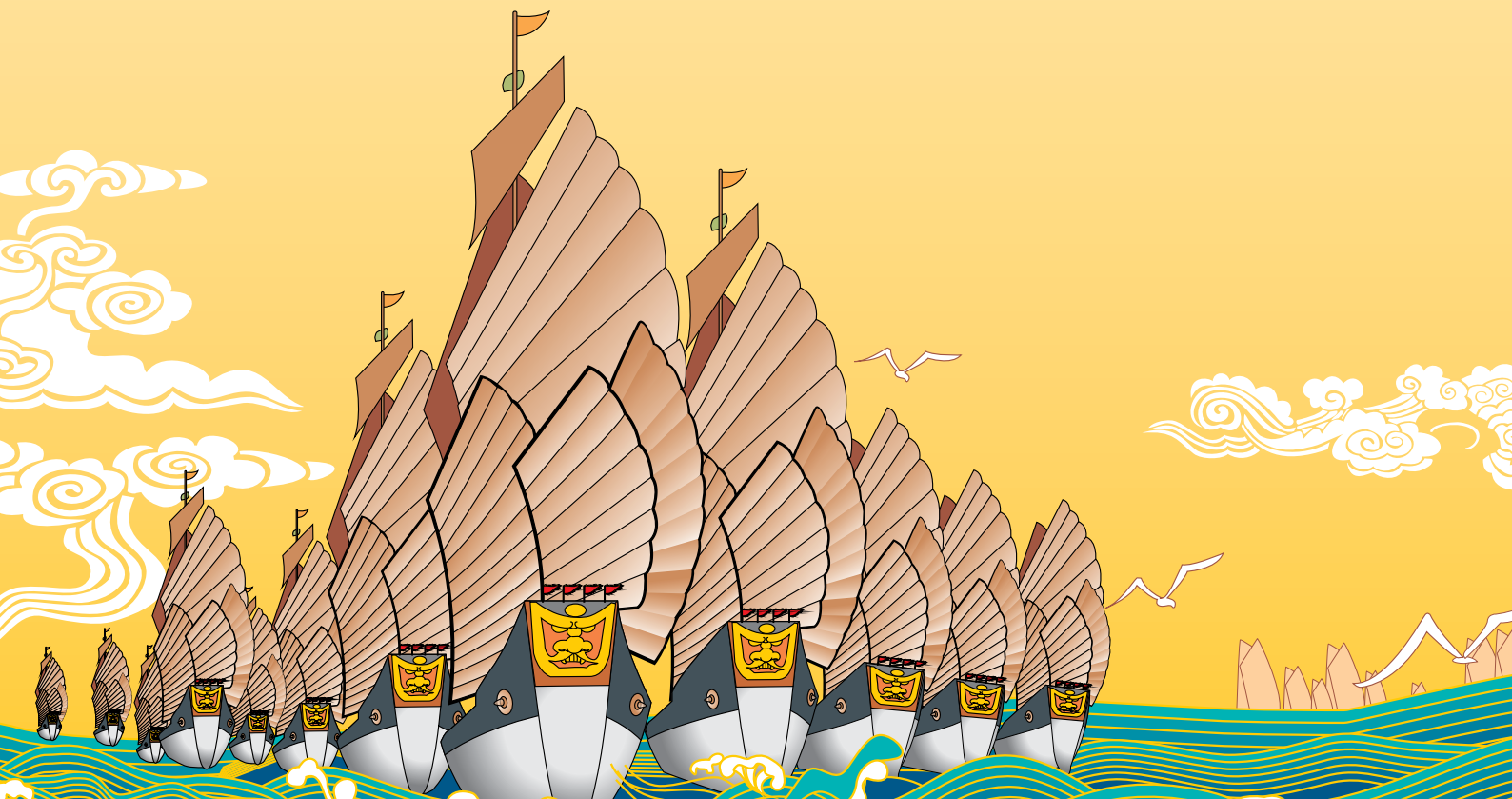
THE 5TH MALAYSIA-CHINA ENTREPRENEUR CONFERENCE

# 拓展现代海丝路 构建和谐东盟区

*Advancing Modern Maritime Silk Road  
Building Harmonious ASEAN*

2015年11月7日  
7th November 2015

马来西亚雪兰莪州·莎亚南·银禧大礼堂  
Dewan Jubli Perak, Shah Alam, Selangor Malaysia



马来西亚-中国总商会成立于1990年，简称马中总商会，是个非官方、非盈利、多元种族的独立民间商业团体。

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

本会在马六甲州、霹靂州、柔佛州、檳城州、登嘉楼州、沙巴州、砂拉越州和吉兰丹州共设有8个分会，在全国拥有1,500个企业会员，涵盖贸易、制造、金融、农业、旅游、服务业等。

随着中国的崛起，本会作为马中经贸发展所扮演的桥梁角色，日益重要。在成立24年来，本会不仅与马来西亚国际贸易及工业部、马来西亚旅游部等相关政府部门与机构、工商团体及马来西亚中资企业协会保持密切合作，也和中国商务部等相关政府部门与机构、中国驻马大使馆经商处，中国侨联、中国国际贸易促进委员会、中国海外交流协会、中国国际商会、中华全国工商业联合会、中国中小企业国际合作协会、中国外商投资企业协会等保持联系。

本会除了频密接待来自中国各省市的代表团，同时也在马来西亚和中国主办、协办或参加商品展览会、经贸及投资洽谈会与交易会：

- 广交会
- 中国中部博览会
- 华东交易会
- 中国吉林东北亚投资贸易博览会
- 中国国际投资贸易洽谈会（厦门）
- 中国哈尔滨国际贸易洽谈会
- 宁夏国际清真食品及用品展览会
- 中国（青海）国际清真食品及用品展览会
- 中国（深圳）国际文化产业博览交易会（文博会）
- 2014年在东莞举行的广东21世纪海上丝绸之路国际博览会（海博会）

以及在吉隆坡举行的中国进出口商品展览会等。

本会对外工作，务实进取，不求最大，但求最好！

在共缔双赢的大前提下，本会将继续为促进马中两国的经贸发展与投资合作献力！

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

MCCC aims at promoting economic and trade development as well as bilateral investment between Malaysia and China; strengthening our relationships with government agencies and various chambers of commerce in Malaysia and China; and safeguarding the interests of our members.

Currently, MCCC has over 1,500 corporate members, covering trade, manufacturing, finance, agriculture, real estate, tourism, education, consultation and other industries. MCCC has set up total eight branches in the States of Malacca, Perak, Johor, Penang, Terengganu, Sabah, Sarawak and Kelantan.

Following the rise of China, MCCC has become increasingly important as the bridge in promotion of Sino-Malaysia economic and trade development. On top of forming tight cooperation with government agencies such as Malaysia Ministry of International Trade And Industry, industrial and commercial organizations, China Enterprises Association in Malaysia, we also maintain close relationship with relevant Chinese government agencies, Embassy and Commercial Counselor's office of PRC in Malaysia, China Council for the Promotion of International Trade, All-China Federation of Industry and Commerce, China Oversea Exchange Association, China Association of Enterprises with Foreign Investment and so on.

In addition to frequent reception of delegations from various provinces and cities in China, we also organized, co-organized or participated in commodity exhibitions, economic, trade and investment fairs and conferences in Malaysia and China, Canton Fair, China-ASEAN Expo, China Jilin-Northeast Asia Investment and Trade Expo, China International Fair for Investment & Trade(Xiamen), Kunming Trade Fairs, China (Shenzen) International Cultural Industries Fair (ICIF), China Guangdong 21st Century Maritime Silk Road International Expo in Dongguan City as well as the China Import & Export Commodities Exhibition held in Kuala Lumpur, so on and so forth.

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



## 拿督黄汉良 马中总商会总会长

**Dato' Bong Hon Liang**

President of Malaysia-China Chamber of Commerce (MCCC)



“作为21世纪海上丝绸之路的沿线东盟国家的企业家更应加强连系充分理解合作共创双赢，我们今年着重举办东盟企业家专题研讨会。同时间，大会也特设女企业家专题论坛，让东盟商家一家亲共享商机！”

As entrepreneurs of ASEAN member Countries located along the 21st Century Maritime Silk Road, we should strengthen ties, deepen mutual understanding, and cooperate to achieve win-win situation. This year, the 5th MCEC 2015 focuses on organizing seminars for ASEAN entrepreneurs. ASEAN businesses can share opportunities under one roof as well as setting up special forums for Women Entrepreneurs.

## 陳友信

第五届马中企业家大会工委会主席

**Mr Tan Yew Sing**

Chairman of The 5th Malaysia-China Entrepreneur Conference (MCEC) 2015



“这是新的机遇，是中国经济快速发展後，为全球带来新的契机。我们希望商界能珍惜及把握这难得的机会，积极参与这一届的《马中企业家大会》，在现代海丝的发展及相关经贸领域，捷足先登，与马来西亚-中国总商会携手共进，再创高峰！”

This is a new opportunity, a timely opportunity for the world thanks to China's rapid economic development. We hope that the business community can cherish and seize this once in a life time opportunity to actively participate in this year's Malaysia-China Entrepreneur Conference, and be among the first to benefit from the development of the modern Maritime Silk Road, as well as other economic and trade related areas. Last but not least, let's excel with the Malaysia-China Chamber of Commerce to scale new heights of success!



自2002年本会举办“中国-东盟合作论坛”后，马中两国双边贸易额日益激增。为了跟进两国经贸的发展，本会在2011年开始，在吉隆坡创办“马中企业家大会”，过后连续不断每年都主办此意义非凡的大会，更在2014跨出国门，在厦门中国国际投资贸易洽谈会期间举行第四届的大会，大会期间为马中两国开拓了总值12亿美元的投资与贸易契机。

经年累月的交际往来，让来自中国和东盟的商界领袖、政府官员、学者专家不断进行深度交流、互通人脉，促进双边经贸合作。

马中总商会再接再厉，将于2015年11月7日假雪兰莪州莎亚南银禧大礼堂举办第五届马中企业家大会。

第五届马中企业家大会宗旨如下：

- 响应习近平主席倡导的海上丝绸之路概念，实践现代区域发展的愿景。
- 配合并善用马来西亚作为东盟轮值主席国的优势，加强东盟自贸区与中国的经贸发展。

2015年马中企业家大会，诚挚邀请政商精英踊跃前来美丽的马来西亚，共襄盛会，共建海上丝绸之路，将马中经贸合作关系推向另一个新高峰，缔造双赢胜局。我们在马来西亚恭候光临！

Ever since the ASEAN-China Partnership Forum was held in 2002, Malaysia-China bilateral trade has grown by leaps and bounds. In order to contribute further in promoting Malaysia-China bilateral trade, the Malaysia-China Chamber of Commerce (MCCC) seized the opportunity to organize the Malaysia-China Entrepreneur Conference (MCEC) again in 2011. Since then, MCCC has organized this meaningful international conference annually. Last year, MCEC was held beyond border in Xiamen, China and successfully secured USD1.2 billion in investment and trade.

The recent conferences have fostered deeper ties between China, ASEAN and Malaysia by bringing together its business leaders, government officials and academicians in an effort to foster deeper relationship and the expansion of ideas as we move towards the 21st Century Maritime Silk Road (MSR).

This year, the MCCC has once again championed the cause to organize the 5th MCEC 2015 in Selangor Malaysia with the following objectives:

- To implement the Maritime Silk Road concept advocated by President Xi Jinping through practical and significant developments in ASEAN
- To strengthen ASEAN's Free Trade Area with China.

We welcome you to join hands with us to actively participate in the 5th MCEC 2015 to share the prosperity of the Maritime Silk Road which will open a new chapter of glorious success between Malaysia, China and the rest of the ASEAN Countries.

## 回顾历届马中企业家大会开幕典礼仪式 MCEC Launching Ceremony (2002 & 2011-2014)



### 中国东盟合作论坛 ASEAN-CHINA: Building The World's Largest Free Trade Area

马来西亚吉隆坡太子世界贸易中心 PWTC Kuala Lumpur Malaysia | 28-30 Oct 2002

参会人数 No. of participant: 1000



### 联手开拓19亿人口的市场 Together We Explore the 1.9 Billion Market

马来西亚金马皇宫大酒店 Palace of the Golden Horses Malaysia | 10-11 Sept 2011

宗旨:

- 促进马中经贸界的合作与交流
- 发掘新的商机与投资机会
- 加强东盟和中国商家之间的战略伙伴关系
- 打造互惠互利的新平台

参会人数: 1500  
(马来西亚1100 中国 300 其它 100)

Objective:

- Enhance collaboration & communication between China & Malaysia business communities
- Explore more business & investment opportunities
- Strengthen strategic partnership between the business communities of China & ASEAN
- Create platform for win-win situation

No. of participant: 1500 (Malaysia 1100 China 300 Others 100)



### 成功与你有约 Success and You

马来西亚双威度假酒店 Sunway Resort and Spa, Malaysia | 8 Sept 2012

宗旨:

- 促进马中企业家的交流与合作
- 分享企业家的成功理念
- 提升领导人的企业思维
- 关怀青年企业家的成长发展

参会人数: 1500 (马来西亚1100 中国400)

Objective:

- Promote closer interactions & co-operation amongst the Malaysia & China Entrepreneurs
- Share the core values of the successful entrepreneurs
- To enhance the advancement of mindset for entrepreneurs leaders
- Develop & nurture the growth of young entrepreneurs

No. of participant: 1500 (Malaysia 1100 China 400)



### 激发正能量，共创新商机 Positive Energy for Better Opportunities

马来西亚布城万豪酒店 Putra Marriot Hotel, Malaysia | 30 Nov - 1 Dec 2013

宗旨:

- 鼓励企业家善用正面的概念、创意及科技、提高企业竞争力

参会人数: 1500 (马来西亚1000 中国500)

Objective:

- Encourage entrepreneurs to fully utilize positive idea, creativity & technology to improve enterprise's competitiveness

No. of participant: 1500 (Malaysia 1000 China 500)



### 扬帆起航赴神州，共建海上丝绸之路 Business Flourish with Maritime Silk Route

厦门国际会议会展中心 Xiamen International Conference & Exhibition Centre | 9 Sept 2014

宗旨:

- 鼓励企业家善用正面的概念、创意及科技、提高企业竞争力

参会人数: 1000 (马来西亚500 中国500)

Objective:

- Encourage entrepreneurs to fully utilize positive idea, creativity & technology to improve enterprise's competitiveness

No. of participant: 1000 (Malaysia 500 China 500)



支持单位 Supported by



马来西亚国际贸易与工业部  
Ministry of International Trade and Industry Malaysia

认可单位 Endorsed by

中国驻马来西亚大使馆经济商务参赞处  
Economic & Commercial Counsellor's Office, The Embassy of the P.R. China in Malaysia



大会秘书处 Conference Secretariat :



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

Tel: +603-9223 1188

Fax: +603-9222 1548

Email: sec@mccc.my, mcec@mccc.my, pm@mccc.my, enquiry1@mccc.my



[www.mccc.my](http://www.mccc.my)



**第五届  
马中企业家大会**  
The 5th Malaysia-China Entrepreneur Conference

此表格可供复印后填写用途 Photostat copy of the form is acceptable

**拓展现代海丝路·构建和谐东盟区**  
**Advancing Modern Maritime Silk Road, Building Harmonious ASEAN**

**第五届马中企业家大会报名表格**

**The 5th Malaysia-China Entrepreneur Conference Registration Form**

请填写上相关资料 **Register Your Interest Now**

编号 Code

姓名 Name (中 Mandarin):	(英 English):
社团/商会/公司 Association/Company:	社团/公司职位 Association/Company Position:
性别 Gender: <input type="checkbox"/> 男 Male <input type="checkbox"/> 女 Female	国籍 Nationality:
身份证号码 IC No.:	出生日期 Date of Birth:
地址 Postal Address:	
电话 Contact No.:	手机号码 Mobile:
传真 Fax No.:	电邮 Email:
机构 Company:	职位 Position:
网址 Website:	业务性质 Nature of Business:
行业分类 Industry Classification: <input type="checkbox"/> 电子商务 E-Commerce <input type="checkbox"/> 银行金融业 Banking & Finance <input type="checkbox"/> 物流与运输 Logistics & Transport <input type="checkbox"/> 清真产品与服务 Halal Products & Services <input type="checkbox"/> 医疗与保健 Medical & Healthcare	<input type="checkbox"/> 食品与餐饮 Food & Beverage <input type="checkbox"/> 建材与发展 Building Materials & Development <input type="checkbox"/> 纺织服装与礼品 Textiles, Clothing & Gifts <input type="checkbox"/> 教育培训 Education & Training <input type="checkbox"/> 电子电器 Electronic Appliances <input type="checkbox"/> 其它 Others _____

\*供非马来西亚国民填写 For Non Malaysian only

护照号码 Passport No.:	截止日期 Expiry Date:
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<b>大马参会者 Malaysian Participant</b>	<b>海外参会者 Overseas Participant</b>
<b>RM300 per person</b>	<b>USD100 per person</b>
PBB: 3068981822 Cheque payable to Malaysia-China Chamber of Commerce	中国工商银行 Industrial and Commercial Bank of China 户名: 马来西亚-中国总商会 Malaysia-China Chamber of Commerce 帐号: 0129-0001-000000-53620-00000 Swift Code: ICBKMYKL (须在大会21天前提供机票为依据 21 Days prior of conference date must provide air ticket for record purposes.)
Remark:	(a) 交通接送 Free Transportation 机场来回酒店及来往大会免费交通接送 to-from airport to hotel & conference venue (b) 酒店住宿 Hotel Accommodation 两晚双人共宿 Free accommodation for 2 night twin sharing room (c) 膳食 Food & Beverage 欢迎晚宴、午宴、大会晚宴 welcome dinner, free participants at the lunch & gala dinner

2015年第五届马中企业家大会工委  
The 5th MCEC 2015

请把存款单/汇款单电邮或传真至本会秘书处 Please email (mcec@mccc.my, acct@mccc.my) or fax (+603-9222 1548) the payment slip to MCCC Secretariat

大会秘书处 Conference Secretariat :



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