



20191020 □ 《关于商业本质的思考》企业家分享会 《Thoughts on the nature of business》 Entrepreneurs' Sharing Session

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一、内容简介 (Brief introduction of the sharing session) :

市场风云变幻。

The market condition changes dynamically.

新商业模式层出不穷。

New business models keep emerging.

令人眼花缭乱，应接不暇。

It is dazzling and overwhelming.

这个世界变化太快了！

The world is changing at unprecedented pace!

那么，什么是永恒不变的？

However, what is eternal (in doing business)?

从商业诞生以来，商业本质从未改变；因为人性从未改变，即人们对美好生活的追求从未改变！成功的商业实践，无不是认识与践行商业本质的结果！

The nature of business has not changed since its beginning, as human nature has never changed, and people's pursuit of better life has never changed! Successful business practices are results of understanding and practicing the nature of business!

百果园，全称为深圳百果园实业发展有限公司（百果园官方网站：<http://www.pagoda.com.cn>），始于1997年，2001年正式成立公司，2002年开出中国第一家水果特许连锁专卖店。发展至今，门店数量4000余家，全国会员近4000多万，遍布全国60多个大中城市，全球布局230多个水果合作种植基地，员工20000多人，2018年销售额超过100亿人民币。

The brand "Pagoda", with company's full name "Shenzhen Pagoda Enterprise Development Co. Ltd." was started in 1997, incorporated in 2001, opened the first fruit retail franchise chain

store in China. Today, the company owns more than 4,000 fruits retail stores with over 40 million members in China, its retail stores spread over 60 cities in China, the company is also in collaboration with more than 230 fruits plantations all over the world, more than 20000 employees, the sales revenue exceeded 10 billion RMB in year 2018.

百果园用不争的事业，续写了水果行业的传奇，让中国果业人赢得了世界的尊重！

百果园，历经艰辛，几度起死回生.....是什么让“水果零售连锁的发展传奇”诞生在百果园？

Pagoda continued to write the legend of the fruit industry with its indisputable success in business, and earned global respect for the Chinese fruit industry.

After countless hardships, and multiple survivals from desperation... What is the key factor that made Pagoda the “legend of the fruit retail franchise development”?

二、分享嘉宾（The speaker）：

余惠勇 先生

Mr Yu HuiYong

百果园创始人、董事长

Founder and Chairman of Pagoda brand

他用不争的事业，让中国果业人赢得了世界的尊重，

He has earned global respect with his indisputable success in business.

实现个人从“水果疯子”到“水果先生”再到“果业布道者”的蜕变！

He has realised personal transformation from the “fruit madman” to “Mr fruit” and now the “evangelist for the fruit industry”!

现在，他将以自己亲身实践的经典案例和深刻感悟，为大家揭示他对商业本质的探求！

Now, he will share classical examples and experience from his own business practising with deep insight, and reveal to us his thoughts after his exploration for the nature of business!

余董，说他所做，做他所说，以商入道，阐述人生道行，点亮智慧的明灯！

Mr Yu says what he has done, and does what he has said, he explores the law of nature from the business perspective, explains the way of life, enlightens the light of wisdom!

三、活动详情（Details）

日期(Date)：2019年10月20日(星期日) 20 Oct 2019, Sun

时间(Time): 9AM-6PM

登记交流(Registration and networking)：8:30AM-9:00AM

分享环节(Sharing)：09:00AM-6:00PM

地点(Venue): 丹斯里拿督林宽城礼堂

Wisma KCCCI, No. 77, 79, 81, Lorong Tiong, Taman Eng Ann, 41050 Klang, Selangor.

费用(Cost) : 150 马币/人 (含午餐和茶点) RM150 per person (including lunch and tea breaks)

付款方式(Mode of payment): 请在10月16日, 24:00前转账至以下银行账户, 并将付款成功的截图发送至Email: kccileesc@gmail.com & klang.ccci@gmail.com。活动当天将不接受现场付款。

银行名称(Bank Name) : CIMB Bank

账户名称 (Account Name): Klang Chinese Chamber of Commerce and Industry

账户号码 (Account Number) : 800-346-1632

参会对象(Expected attendees): 企业家, 老板, 总裁, 商会及社团领袖 (entrepreneurs, bosses, CEOs, leaders of business associations or societies)

报名咨询(Contact person):

Ms. Janet / Ms. Carol +603-33587851 / 7831 / 6391

主催单位:

南方大学学院

主办单位:

巴生中华总商会

协办单位:

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巴生中小企业公会

巴生福建会馆

南方大学中马区校友会

雪隆宽柔校友会

马来西亚果农总会

马来西亚广明灯智慧学苑

支持单位:

国际联盟



诚邀您参加本次分享会, 希望您能拨冗出席。

您可以通过以下链接报名本次分享会:

<https://forms.gle/FypmufeUxuXVAkWo7>

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