



2018年中马中小企业合作对接会

Malaysia-China SMEs Business Matching Conference 2018

日期 Date | **5-2-2018**

时间 Time | **9.30 a.m. – 3.00 p.m.**

地点 Venue | 马来西亚吉隆坡成功时代广场酒店
Berjaya Times Square Hotel
1, Jalan Imbi 55100 Kuala Lumpur, Malaysia

主办单位 Organisers



支持部门 / 机构 / 单位 Supporting Ministry / Agencies / Organisations

马来西亚国际贸易及工业部
Ministry of International Trade and Industry of Malaysia (MITI)

马来西亚投资发展局
Malaysian Investment Development Authority (MIDA)

马来西亚外贸促进局
Malaysia External Trade Development Corporation (MATRADE)

马来西亚中小企业机构
SME Corporation Malaysia

马来西亚首相署中小型企业拓展中心
Prime Minister's Department's Secretariat for the Advancement of
Malaysian Entrepreneurs (SAME)

马中商务理事会
Malaysia-China Business Council (MCBC)

马华一带一路中心
MCA Belt and Road Centre (MBRACE)

马来西亚全国总商会
National Chamber of Commerce and Industry of Malaysia (NCCIM)

马来西亚中资企业协会
China Enterprises Association in Malaysia (CENAM)

马来西亚信贷担保机构
Credit Guarantee Corporation (CGC)

马来西亚中小企业公会
SME Association of Malaysia (SMEAM)

中马关系正处在历史上最好时期，马来西亚积极参与中国提出的“一带一路”倡议，两国各领域互利合作取得丰硕成果。中国是马来西亚最大的贸易伙伴和最大的外资来源地之一，关丹产业园区、东海岸铁路、皇京港等一批重大项目稳步推进。

为促进中马两国广大中小企业交流与合作，助力中小企业深度融入“一带一路”建设，中华人民共和国驻马来西亚大使馆、马来西亚中华总商会和马来西亚中国银行将于2018年2月5日在吉隆坡联合举办中马中小企业合作对接会。

中小企业在经济增长、创造就业、技术创新等方面都发挥着重要作用。目前马来西亚有9万7000家中小企业，占企业总数的98.5%，对经济和就业的贡献率分别为36.6%和65.3%。首相拿督斯里纳吉提出加速落实数字自贸区等多项发展措施，大力推动中小企业发展，致力于2020年将中小企业对经济的贡献率提升至41%。

近年来，中国实施创新驱动战略，中小企业获得新的发展活力，2016年中国平均每天有1万5000家企业成立。中国的中小企业具有很高的创新能力和技术水平，且有强烈意愿与马来西亚在内的海外同行交流与合作。

中马两国中小企业加强对接，拓展贸易、投资、技术等领域务实合作，有利于实现优势互补，共同发展，在进一步促进两国经贸往来的同时，创造更多就业机会，让合作成果更多惠及两国人民，对双方经济的可持续发展具有重要意义。

相信此次对接洽谈活动，将为中马中小企业搭建“引进来、走出去”的桥梁和纽带，使中小企业合作成为中马务实合作新亮点，推动双边关系向更高水平迈进。

To promote the exchange and cooperation of SMEs between China and Malaysia, Embassy of the People's Republic of China in Malaysia, the Associated Chinese Chambers of Commerce and Industry of Malaysia, and Bank of China (Malaysia) Berhad will be jointly hosting the Malaysia-China SMEs Business Matching Conference in Kuala Lumpur on 5th February 2018.

The bilateral ties between China and Malaysia are now witnessing its best period in history. China is Malaysia's largest trading partner and one of its largest sources of foreign direct investment. Kuantan Industrial Park, East Coast Railway Link, Melaka Gateway are just a few examples of cooperation to name. There are so many ways in which our ties are strengthening and will continue to be so.

SMEs play an important role in economic growth, job creation, technological innovation and beyond. At present there are about 907,000 SMEs in Malaysia, accounting for 98.5% of the total number of enterprises, contributing 36.6% and 65.3% respectively to economic growth and employment. Prime Minister YAB Dato' Sri Mohd Najib bin Tun Abdul Razak proposed a number of measures including the digital free trade zone, to vigorously promote the development of SMEs.

In recent years, China has implemented an innovation-driven strategy to promote entrepreneurship, and the development of SMEs is gaining a tremendous momentum. In 2016, an average of 15,000 enterprises were set up each day. Chinese SMEs have a high level of innovation and technical ability, many of which have strong will to cooperate with their counterparts overseas, including Malaysia.

To strengthen pragmatic cooperation between SMEs in China and Malaysia, in such fields as trade, investment and technology, is conducive in achieving complementarity and common development of our two countries. While further promoting economic and trade exchanges, this cooperation will surely help create more employment opportunities and benefit both peoples.

We believe this event will become an effective platform for SMEs in Malaysia and China to share their experiences and to seek cooperation opportunities. By the joint efforts from both sides, we wish SMEs cooperation would become another new engine for the robust and ever growing China-Malaysia relation.

宗旨

Objectives

- (a) 促进马中两国广大中小企业交流与合作,以开拓全球商机。
To promote the exchange and cooperation of SMEs between Malaysia and China so as to explore global business opportunities.
- (b) 协助中小企业融入“一带一路”优势和机遇,实现沿线国家的协同发展,共享繁荣。
To help SMEs integrating the “One Belt One Road” opportunities and advantages for countries along the line to strengthen mutual beneficial cooperation, to realize common development and promote common prosperity.
- (c) 加强马中两国中小企业对接,拓展贸易、投资、技术等领域务实合作,实现优势互补及共同发展。
To strengthen pragmatic cooperation between Malaysia and China in such fields as trade, investment and technology, to achieve complementarity and common development of two countries.
- (d) 为马中企业的经贸投资合作搭建更务实有效的平台,安排企业对接会,让双方合作取得更大发展。
To build more effective platform for Malaysia and China businesses to establish trade, economic and investment cooperation for greater development.

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时间 Time : 0930 to 1500 hrs

地点 : 吉隆坡成功时代广场酒店
14楼曼哈顿宴会厅

Venue : Level 14, Manhattan Grand Ballroom,
Berjaya Times Square Hotel

报名费 Registration Fee :

每人 RM500 per person

同公司第二名参加者费用为RM 300

Fee imposed for second participant from same company is RM 300

- 语言: 华语、英文(现场采用同传翻译)
Language: Chinese and English
(Simultaneous interpretation will be provided)

节目表

Programme

0930 hrs – 1010 hrs 开幕仪式 Opening Ceremony

- 中华人民共和国驻马来西亚特命全权大使白天阁下致词
Speech by H.E. Bai Tian, Ambassador Extraordinary and Plenipotentiary of the People's Republic of China to Malaysia
- 马来西亚全国总商会总会长暨马来西亚中华总商会(中总)总会长丹斯里拿督戴良业致词
Speech by Tan Sri Datuk Ter Leong Yap, President of the National Chamber of Commerce and Industry of Malaysia (NCCIM) cum President of the Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM)
- 马来西亚中国银行行长暨马来西亚中资企业协会会长王宏伟先生致词
Speech by Mr. Wang Hongwei, Chief Executive Officer of Bank of China (Malaysia) Berhad cum President of China Enterprises Association in Malaysia (CENAM)
- 主宾发表主题演讲及主持开幕
Keynote address and Opening by Guest of Honour

1010 hrs – 1040 hrs 投资说明会(同步进行) Concurrent Investment Talk

中国参加者 For China Participants

- 马来西亚投资发展局
Malaysian Investment Development Authority (MIDA)
- 马中关丹产业园
Malaysia-China Kuantan Industrial Park

马来西亚参加者 For Malaysia Participants

- 中马钦州产业园
China-Malaysia Qinzhou Industrial Park
- 马来西亚外贸促进局(主要宣介进口博览会)
Malaysia External Trade Development Corporation (MATRADE) (Mainly on promotion of imported EXPO)

1030 hrs – 1500 hrs 企业对接 Business Matching Session

1200 hrs 自助午餐 Buffet Lunch

1500 hrs 下午茶交流环节 High Tea Networking Session

企业对接 Business Matching

企业对接是促进企业及投资交流与合作的最佳平台。中总与中国银行将利用双方在中国及马来西亚现有的网络，宣传及鼓励华商和投资者到马来西亚，并与大马各族企业安排企业对接。

欲参加企业对接会的商家须填写报名表格。主办方在收到客户信息表后，会安排大马企业与有意来马投资或寻求合作的中国商家进行对接，并安排洽谈时间。企业对接环节会提供中英通译员（如有需要）。

重点领域 Focus Sectors

- ❖ 餐饮服务（含清真）
Food & Beverages (inclusive Halal food)
- ❖ 批发市场：建材，电子商务，商业地产开发
Wholesale: Building Materials, e-Commerce, Commercial Property Development
- ❖ 现代农业：水产养殖，水果、棕油、木薯、饲料等
Modern Agriculture: Aquaculture, Fruits, Oil Palm, Tapioca, Feed, etc.
- ❖ 绿色能源：光伏、液体天然气、水电站及上下游产业
Green Energy: Photovoltaic, Liquid Natural Gas, Hydropower Station, Upstream and Downstream industries
- ❖ 循环经济：废旧物品回收再加工
Recycle Industry: Recycling and Processing of Waste Materials
- ❖ 汽车零部件，机械设备
Auto Parts, Machinery and Equipment

Business matching is an effective platform to facilitate business and investment interaction and cooperation. ACCCIM and BOC will use their extensive networks in China and Malaysia to promote and encourage Chinese businesses and investors to come to Malaysia, and match-make them with local businesses irrespective of races.

Entrepreneurs who wish to participate at business matching session are requested to complete the registration form. Upon receiving the corporate information, organisers will match make local businesses with China enterprises that are interested to invest and seek business opportunities in Malaysia, and arrange time for them to meet. Chinese-English translation service will be provided during business matching (upon request).

报名与询问 Registration and Enquiries

马来西亚中华总商会（中总） The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM)

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258 Jalan Ampang, 50450 Kuala Lumpur, Malaysia.

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