



12th World Chinese Economic Forum

第十二届世界华人经济论坛

“融合共赢，全球联通：推动华人经济发展”

“Harmonising Mutual Success Through Global Connectivity: Advancing Chinese Economic Development”

12th & 13th November 2023

Qingtian County, Zhejiang Province, China



English Version



www.wcef-forum.org

World Chinese Economic Forum 世界华人经济论坛 WCEFOfficial wcef_org



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INTRODUCTION

The World Chinese Economic Forum (WCEF) is a world-class event that connects economic opportunities in China with various regions around the world through investment opportunities and business connections.

WCEF is a global platform with a 10-year history that discusses the most important global issues related to China, bringing together government and business leaders, promising entrepreneurs, and media to explore collaborative efforts that can have a positive impact on the global economy and profitability.

- A platform for knowledge exchange through a wide array of panel discussions covering critical global issues related to China and the Chinese diaspora network.
- A clearing house for new businesses looking for venture capital in key industries and future markets.
- A counter-narrative hub to tell a different story about China to global mainstream media, and the foreign strategic policy communities worldwide.

OBJECTIVES

- To promote dialogue and exchange about China's role in the new era amongst public intellectuals, government officials, the media and the private sector.
- To promote the creation of new business ventures that caters for the world's digital future, under China's economic stewardship.
- To create a counter-narrative on the China story from a third party perspective.

CHAIRMAN'S MESSAGES



Esteemed Guests and Participants,

A heartfelt welcome to the 12th World Chinese Economic Forum (12th WCEF), a premier international business networking platform that links economic opportunities between China and global regions. We are delighted to have you join us for this significant event, where we will explore the theme of "Harmonising Mutual Success Through Global Connectivity: Advancing Chinese Economic Development."

The International Strategy Institute (ISI), will host the 12th WCEF in Qingtian, Zhejiang Province, China, on November 12, 2023, with the gracious support of the Secretary General of China Chamber of International Commerce (CCOIC), 5th Overseas Imported Commodities EXPO and Qingtian Imported Wine Trade Fair Executive Committee, and Wenzhou University Overseas Chinese College. To enrich their overall experience during this trip, a site visitation will be carried out on November 13, allowing participants to immerse themselves in local culture, heritage, and its dynamic economy system.

At the heart of WCEF is our ambition: to synergize the expertise of global Chinese professionals, propelling the 'Belt and Road' initiative, and crafting people-centric diplomacy in harmony with the State Council's vision. Our pledge is clear - fortify global ties, stimulate economic growth, and inspire transformative dialogues and alliances.

The 12th WCEF is more than a mere gathering; it represents a convergence of visionary leaders spanning government, industry, and academia. It's where global foresight meets Chinese innovation, uniting us in our endeavor to bolster international alliances, invigorate dialogues, and adeptly steer the ever-shifting global economic sands.

Given China's monumental influence on global affairs, our dialogues will underscore prudent oversight and emphasize robust financial governance. The privilege to helm such an event is ISI's, and our deepest gratitude extends to our generous sponsors for their continued faith. To the distinguished panelists, moderators, and presenters, may your deliberations be insightful and catalytic.

Your presence here is testament to our shared commitment. Together, let's envision and sculpt a globally harmonized and thriving tomorrow.

Thank you

C.Y. Cheah
WCEF Chairman
Founder and Chairman of
International Strategy Institute (ISI)

12th WORLD CHINESE ECONOMIC FORUM

The 12th World Chinese Economic Forum is a premier international business networking platform. We are bringing together the collective wisdom and expertise of Chinese nationals from home and abroad to advance the 'Belt and Road' initiative and engage in multifaceted people-to-people diplomacy in alignment with the directive of the State Council.

On November 12, 2023, the International Strategy Institute (ISI) will host the 12th World Chinese Economic Forum (WCEF) in Qingtian, Zhejiang Province, China, with the esteemed support of the Secretary General of China Chamber of International Commerce (CCOIC), 5th Overseas Imported Commodities EXPO and Qingtian Imported Wine Trade Fair Executive Committee, and Wenzhou University Overseas Chinese College.

Providing broader networking opportunities for our participants. To enrich their overall experience during this trip, a site visitation will be carried out on November 13, allowing participants to immerse themselves in local culture, heritage, and its dynamic economy system.

The forum is positioned as an exclusive platform, gathering discerning representatives from diverse sectors, including government departments, private entities, and academic institutions. This carefully curated assembly will consist of international and Chinese participants coming together to champion international cooperation, facilitate meaningful dialogue, and steer advancements in the global economic landscape.



INTRODUCTION OF QINGTIAN

A Tapestry of Heritage, Entrepreneurship, and Bridging Continents



The 12th World Chinese Economic Forum (WCEF) is poised to take place in the picturesque county of Qingtian that underscores dual identity—a historical gem renowned for its eminent past and a bustling epicenter of international trade.



LIU BOWEN

Qingtian, located in the picturesque southern mountains of Zhejiang Province, boasts a history of over **1,300 years** and has produced notable figures like Liu Bowen and contemporary leaders like Zhang Naiqi and Chen Muhua.

Well known for its **stone carving** industry, over 30,000 professionals, including 119 master craftsmen, contributing to its renown as one of "China's Four Famous Stones."

In 2010, Qingtian was officially designated as the "Capital of Chinese Stone Culture," highlighting its deep-rooted artistic heritage in the country.

The county's captivating landscape, characterized by continuous mountains, steep cliffs, and winding streams, adds to its rural charm and cultural significance.



INTRODUCTION OF QINGTIAN

Chinese Stone Culture



Qingtian's history is marked by historical migrations, resilience, and ambition, with a significant wave of emigration in the late Qing Dynasty leading to a vibrant **diaspora of 330,000 individuals across 120 countries, notably in Europe.**



The county's early trades in stone carvings and textiles have evolved into diverse ventures, symbolizing adaptability, and entrepreneurial spirit.

In 2021, Qingtian achieved an impressive 6.9% GDP growth, showcasing its economic vigor and future potential, with the **'Qingtian Import Commodity City'** at the heart of its prosperity, serving as a thriving international trade hub that enhances Qingtian's global reputation as a commerce center.

INTRODUCTION OF QINGTIAN

Rice-Fish Culture System



Another notable achievement is Qingtian's ancient **Rice-Fish Culture System**, an intricate agricultural practice harmonizing rice cultivation with aquaculture. In this unique system, rice paddies ingeniously transform into thriving aquatic ecosystems where fish coexist with rice plants. Recognizing its innovative approach, the United Nations Food and Agriculture Organization (FAO) lauds Qingtian for successfully implementing the Rice-Fish Culture System. This acclaim solidifies Qingtian's status as a city dedicated to progressive, eco-friendly agricultural methods, inspiring farming communities globally.

Geographical Advantages of Qingtian County

National highways, provincial roads, expressways, and high-speed railways run throughout Qingtian, connecting it to the Guangdong-Hong Kong-Macau Greater Bay Area and the Yangtze River Delta.

It is 80 kilometers from Wenzhou Airport, 50 kilometers from Lishui Airport, and has the only seaport in Lishui, making international connections convenient.



Industrial Development Directions of Qingtian County

Primary industry: Focus on attracting deep processing of agricultural products such as bayberry, camellia oil, and rice-fish culture, along with initial processing, storage logistics (including cold chain logistics), and consumer market platforms to increase the added value of agricultural products. The county also strives to attract boutique homestay projects, develop overseas Chinese farms, European-style manors, and small pastoral complexes, and promote the transformation of specialty agricultural products into tourist commodities.

Secondary industry: Focus on attracting enterprises in special steel (special new materials), fashion leisure, intelligent control valves, new energy smart travel, intelligent electrical appliances, and the metaverse (digital economy) industry chains.

Tertiary industry: Focus on attracting businesses related to Qingtian stone carving tourism commodities, coffee roasting and deep processing, coffee machine manufacturing, red wine brand agency, and high-quality tourism development and management companies.

INTRODUCTION OF QINGTIAN

Investment Policies of Qingtian County

- *IPO policies:* Comprehensive support for corporate restructuring, listing, and capital market financing, with potential rewards up to 10 million yuan.
- *Equipment investment policy:* For major projects with a fixed asset investment of over 100 million yuan, a one-time reward of 15% of the actual equipment investment will be granted, up to 10 million yuan.
- *Tourism policy:* Rewards for new national 3A, 4A, and 5A scenic spots constructed by social capital investment.
- *Enclave policy:* Qingtian can provide offsite research and innovation facilities for businesses in Hangzhou and other places.
- *Headquarters policy:* Companies headquartered in Qingtian without occupying office and factory space can receive up to 90% of the annual comprehensive local contribution as incentives.
- *Foreign capital utilization policy:* Rewards for the actual use of foreign investment from overseas and from Hong Kong, Macau, and Taiwan investors.
- Additionally, special “one policy per enterprise”





PAST EVENTS

2021 WORLD CHINESE ECONOMIC FORUM



“World Chinese Working Hand in Hand, Building And Sharing A Brighter Future” 27th December 2021 | Sheraton Petaling Jaya, Kuala Lumpur

In 2021, the World Chinese Economic Forum (WCEF) held a special conference due to the COVID-19 pandemic. On December 27, 2021, the forum returned to its place of origin, Selangor State in Malaysia, in the form of a physical conference. This gathering brought together leaders, scholars, and entrepreneurs from various countries to collectively discuss the global economy, the path to recovery in the second phase of the COVID-19 pandemic, and future directions.

The theme of the forum was "World Chinese Working Hand in Hand, Building and Sharing a Brighter Future," and the forum explored topics such as addressing the global pandemic crisis through international multilateralism, sustainable management of capital flows in the digital age, international cooperation under the Belt and Road Initiative, and the Malaysia-China bilateral relationship.

Former Prime Minister Datuk Seri Najib, who was the opening guest, expressed his hope that Malaysia, China, and all countries together would uphold the torch of multilateralism, dispel the clouds of unilateralism, and ultimately usher in shared development, peace, and stability for the world and all of humanity. Najib also acknowledged the entrepreneurial skills of the Malaysian Chinese community, noting their resilience, capability, and courage in the face of challenges, which he believed would contribute to the economic recovery post-pandemic.

Zhang Peidong, Minister Counsellor of the Economic and Commercial Office of the Chinese Embassy in Malaysia, mentioned during the forum that China had been Malaysia's largest trading partner for 12 consecutive years and the largest source of foreign investment in Malaysia's manufacturing sector for five consecutive years.

Malaysia is one of the countries with the largest overseas Chinese community, and the Malaysian Chinese have been witnesses and promoters of Malaysia-China friendship and cooperation. With post-pandemic economic recovery, the world economy is expected to return to a sustainable growth trajectory, and economic ties between China and Malaysia will continue to deepen under the Belt and Road framework, continually enhancing bilateral economic and trade cooperation.

The 2021 World Chinese Economic Forum, successfully held in Malaysia, attracted elite individuals from various fields who actively raised questions and engaged in discussions. The forum had more than 200 participants.

2021 WORLD CHINESE ECONOMIC FORUM



2021 World Chinese Economic Forum award recipients gathered to have a group photo with the guest of honor, Datuk Sri Najib Razak, together with the WCEF Chairman cum Founder & Chairman of the ISI, Mr. C.Y. Cheah.



Our guest of honour, Datuk Sri Najib Razak with WCEF Chairman cum Founder & Chairman of the ISI - Mr. C.Y. Cheah, the President of PMOBOR - Datuk Iskandar Bin Sarudin, and Ms. Michelle Low together took the stage for the opening ceremony.



Welcome remark by the WCEF Chairman cum Founder & Chairman of the ISI, Mr. C.Y. Cheah.



The moderator, Mr. Tai Zee How with the panelists, Datuk Iskandar Bin Sarudin, Mr. Isham Jalil, and Datuk' R.Ramathan together discussed the topic titled 'Multilateralism The Way Forward In Tackling Global Crisis'.

11th WORLD CHINESE ECONOMIC FORUM



“Realising the Vision of Shared Development for a Better World” 11th & 12th December 2019 | Midtown Shangri-La, Hangzhou, China

Since its establishment in 2009, the World Chinese Economic Forum has continuously grown. Initially, it was a platform for discussing China's potential as a global economic powerhouse, the major issues facing overseas Chinese, and the impact of global geopolitics.

Over the years, the World Chinese Economic Forum has solidified its position as a supporter of ASEAN-China relations and a hub within the overseas Chinese network. After a decade of building a cooperative platform for China and overseas Chinese, the World Chinese Economic Forum is about to embark on a new chapter.

The 11th World Chinese Economic Forum, in its first year of bold initiatives, focuses on discussing the prospects of the Chinese era of peace and prosperity in an ever-changing world. As the world turns towards protectionism and threatens global economic decline, China has introduced a new concept of shared prosperity and development, unlike anything heard before in the global economic lexicon.

Through initiatives like the Belt and Road Initiative (BRI) and institutions like the Asian Infrastructure Investment Bank (AIIB), our connectivity and the shared destiny of all humankind are being determined.

The 11th World Chinese Economic Forum attracted the participation of nearly a thousand representatives from government departments, business sectors, and academic institutions from 28 countries and regions.

11th WORLD CHINESE ECONOMIC FORUM



Opening Keynote Address by CY Leung, the former Chief Executive of Hong Kong.



Tony Kwok Man Wai served as a panelist and discussed the topic of ensuring business integrity amidst BRI expansion.



From left to right: The award recipient, Tan Sri Datuk Seri Panglima (Dr.) Goh Tian Chuan, former Deputy Minister of Health of Malaysia, Lee Boon Chye, and WCEF Chairman cum Founder & Chairman of the ISI, Mr. C.Y. Cheah, posed together for a photograph.



Participants from all around the world had the opportunity to visit Alibaba Group and discover the inner workings of the company.

2018 WORLD CHINESE ECONOMIC FORUM



“Towards A Common Future: Enhancing New Opportunities In A Changing World” 9th & 10th November 2018 | Palace of the Golden Horses Kuala Lumpur, Malaysia

2018 marks the 44th anniversary of the establishment of diplomatic relations between China and Malaysia. Malaysia was the first ASEAN country to establish diplomatic relations with China, starting a new phase of cooperation between the two countries. Over the past 44 years, China-Malaysia relations have continued to grow and strengthen. China and Malaysia have become strategic partners with high-level mutual trust.

This year also marks the return of the World Chinese Economic Forum (WCEF) to Malaysia to celebrate the 44th Anniversary of Malaysia China diplomatic relations. WCEF is also a super connector and bridge for strengthening and building connectivity and business linkages between Southeast Asia, Europe and China.

2018 WORLD CHINESE ECONOMIC FORUM



From left to right: CY Leung, the former Chief Executive of Hong Kong; Mr. C.Y. Cheah, WCEF Chairman and Founder, as well as Chairman of the ISI; Dato' Seri Anwar Bin Ibrahim, President of the People's Justice Party; and Lim Guan Eng, former Minister of Finance, are on stage for a group photo.



Tan Sri Michael Yeoh, H.E. Shaukat Aziz, and Dato' Teo Tong Kooi served as panelists at the 2018 World Economic Forum, which had the theme 'Towards a Common Future: Enhancing New Opportunities in the Changing World.'



To present Tun Mahathir with a gift of appreciation.



The participants at the 2018 World Chinese Economic Forum thoroughly enjoyed their time bonding with one another, fostering meaningful connections and relationships during the event.



PROGRAMME

THE PROGRAMME

Qingtian County Sports Centre, Main Hall 2nd Floor

12th November 2023

DAY 1

09:50 - 10:50

FORUM PARTICIPANTS REGISTRATION

11:00 - 12:00

OPENING CEREMONY

This session opens with keynote addresses from Chinese Government representative and the official organiser.

WELCOMING ADDRESS

Mr. C.Y. Cheah

Chairman of International Strategy Institute (ISI)

KEYNOTE ADDRESS

Mr. Xu Jinli

Head of the Bilateral Cooperation Department of the China Chamber of International Commerce (CCOIC)

Mr. Ge Xuebin

Vice Chairman of the Zhejiang Provincial Committee of the China Council for the Promotion of the International Trade (CCPIT)

Mr. Pan Wei

Deputy Secretary of the Qingtian County Committee and County Chief

12:00 - 13:00

COMMUNITY POWER LUNCH

13:30 - 14:30

REGIONAL COMPREHENSIVE ECONOMIC PARTNERSHIP (TRADE AND INVESTMENT IN RCEP) - EXPLORING NEW OPPORTUNITIES IN DIGITAL TRANSFORMATION



The Regional Comprehensive Economic Partnership (RCEP) has become an essential platform for shaping future trade and investment as the global economy enters the digital era. This forum aims to discuss how digital transformation brings new opportunities and challenges to RCEP countries.

RCEP covers 15 Asia-Pacific countries with a more than 2.5 billion population and total trade accounting for more than 30% of the world. It is one of the largest free trade areas in the world. In this forum, we will focus on the impact of digitalization on trade and investment in RCEP and explore how to use digital technology and innovation strategies to promote continued growth and cooperation.

THE PROGRAMME

14:30 - 15:30

BELT AND ROAD INITIATIVE (BRI) - SHAPING GLOBAL CONNECTIVITY AND ECONOMIC PROSPERITY



The Belt and Road Initiative (BRI) is a far-reaching global initiative promoting global connectivity and economic prosperity. It has changed the face of international trade and infrastructure development and has become an essential global cooperation platform.

BRI has built numerous infrastructure projects, connecting Asia, Europe, Africa and other regions, forming new trade and cultural exchange paths. This initiative has attracted investment worldwide, boosted trade flows and provided new development opportunities for developing countries. Let's discuss BRI's importance and the opportunities and challenges brought about by promoting international cooperation and strengthening global connectivity.

15:30 - 16:30

WORLD OF QINGTIAN: HARNESSING OVERSEAS CHINESE RESOURCES TO ELEVATE THE 'SWEET POTATO ECONOMY'



Qingtian, located in Zhejiang Province, China, is known for its rich history, cultural heritage, and vibrant economy.

Qingtian has emerged as an important commercial and cultural centre. The forum will focus on how the Qingtian region can attract domestic and foreign investment, promote innovation, enhance corporate competitiveness, and play an active role on the global stage.

18:30 - 20:30

NETWORKING DINNER

13th November 2023

DAY 2

09:00 - 12:00

BUSINESS MATCHMAKING / FIELD TRIP

12:00 - 13:00

LUNCH BREAK

DISCLAIMER / NOTES:

- ISI reserves the right to alter the content and timing of the programme in the best interest of the forum and is not responsible for cancellations due to unforeseen circumstances.
- ISI accepts no responsibility for statements made orally or in written materials distributed by any role players at the forum.
- In addition, the organiser is not responsible for any copying, re-publication, or redistributions of such statements.
- ** Speakers and VVIP are invited and subject to confirmation.

Programme as of 03rd November, 2023



HOST

HOST

ISI INTERNATIONAL
STRATEGY
INSTITUTE

CONNECTING GOVERNMENTS AND
BUSINESSES IN ASIA AND THE WORLD

International Strategy Institute (ISI)

The International Strategy Institute (ISI) is a not-for-profit organisation that helps connect governments and businesses across Asia. We stand for universal ethical business values such as equality, transparency, fair trade, and sustainable development.

Our dialogues, programmes, research and networking platforms are designed to drive economic growth in the region. We aim to:

- 1 Build platforms for regional dialogue and networking opportunities that allow businesses, industry captains and governments to come together to drive economic growth of the region;
- 2 Provide timely research to keep our members and governments informed and updated on global trade and political issues that may have an impact on their operations;
- 3 Match businesses to the right investors and ensure that the companies are paired with the right strategic investment partner.
- 4 Provide strategic platforms that connect governments, businesses, and Civil Society Organisations (CSOs) around the region to conduct CSR programmes for community outreach and to give back to the community.



SUPPORTING ORGANISATIONS

SUPPORTING ORGANISATIONS



CCOIC
中国国际商会
 China Chamber of International Commerce
秘书局

Secretary General of China Chamber of International Commerce (CCOIC)

The China Chamber of International Commerce (CCOIC) established in 1988 by the State Council, is the national chamber of commerce for China representing enterprises and business organizations and engaged in international business activities in China. It is the national chamber of commerce that represents China's participation in the International Chamber of Commerce (ICC), and also assumes the name the "International Chamber of Commerce China National Committee (ICC China)" when conducting business related to the International Chamber of Commerce. The business unit of CCOIC is the China Council for the Promotion of International Trade (CCPIT).

The China Chamber of International Commerce (CCOIC) is structured based on a membership system. Its main responsibilities are to promote Sino-foreign economic and trade exchanges and cooperation. On behalf of the Chinese business community, it reflects the interests of international organizations and Chinese foreign government departments, participates in the formulation and promotion of international economic and trade rules, and actively advocates social responsibility in the corporate world.

第五届华侨进口商品博览会暨青田进口葡萄酒交易会执行委员会
5th Overseas Imported Commodities EXPO
 & Qingtian Imported Wine Trade Fair EXECUTIVE COMMITTEE

5th Overseas Imported Commodities EXPO & Qingtian Imported Wine Trade Fair EXECUTIVE COMMITTEE

Since 2018, Qingtian has successfully hosted the fourth edition of the Overseas Imported Commodities EXPO & Qingtian Imported Wine Trade Fair and the second edition of the Coffee Trade Fair. Over four years, these exhibitions have cumulatively attracted more than 2,300 foreign exhibitors from over 70 countries, more than 4,000 overseas companies, and 20,000 buyers. A total of 2,319 brands and 638 overseas wineries have signed up to join the Import Commodity City, with an intended total transaction value reaching 10 billion yuan. The Overseas Imported Commodities EXPO & Qingtian Imported Wine Trade Fair has become a grand meeting for Chinese alcohol merchants and wine enthusiasts and has also become one of the top ten platforms in Zhejiang to take advantage of the spillover effect of the Shanghai Import Expo, being selected as one of the top ten exhibitions with the most development potential in the country.

The 5th Overseas Imported Commodities EXPO & Qingtian Imported Wine Trade Fair and the 3rd Coffee Trade Fair will be held from November 12 to 15 in the Qingtian Import Commodity City, with the theme "Embrace the World, Exhibit the Excellent" and the slogan "QingTian Enjoys Its Rich Natural Scenery". The 5th Overseas Imported Commodities EXPO & Qingtian Imported Wine Trade Fair will set up six major exhibition areas including the main exhibition area and the market display area, with 1,700 exhibition booths, covering an exhibition area of 90,000 square meters. The exhibited products include wine and spirits, consumer goods from Central and Eastern European countries, coffee products and equipment, international fashion and luxury goods, beauty and daily chemical products, household and living supplies, apparel, and other imported goods.

SUPPORTING ORGANISATIONS



温州大學 | 華僑學院
WENZHOU UNIVERSITY | OVERSEAS CHINESE COLLEGE

Wenzhou University Overseas Chinese College

As a secondary college dedicated to the research, talent development, and social services related to overseas Chinese affairs, it serves as a significant showcase for the university's distinctive focus on the Chinese diaspora. Leveraging the existing academic program at Wenzhou University, the college capitalizes on the advantages of the overseas Chinese community, aligns itself with a well-defined development strategy, and is committed to conducting research related to overseas Chinese affairs.

It offers programs for the training of master's and doctoral students specializing in overseas Chinese affairs, as well as for Chinese students from overseas. Furthermore, it provides non-degree education in areas such as training for Chinese businesses, Chinese language education, overseas Chinese affairs cadre training, Chinese media training, and training for leaders of overseas Chinese associations. Through these educational initiatives, the college serves the overseas Chinese community, fosters a sense of solidarity, aggregates the wisdom of overseas Chinese, and harnesses the strength of overseas Chinese. All of these efforts contribute to supporting the national "Belt and Road" initiative and the advancement of a shared human destiny.

Beijing Zhongmao Guoxin Cultural Exchange Co., Ltd.

Established in October of 2005, Beijing Zhongmao Guoxin Cultural Exchanges Co., Ltd. is a joint stock company integrating comprehensive information consulting, market analysis and research, advertising, exhibition, and conference planning and organizing, and has long been committed to the dissemination and operation of cultural products such as conferences, exhibitions, and advertisements.

The company has great ability on market research, data collection, advertisement design and creativity. For a long time, it has provided high-quality market services for clients with overseas market expansion capabilities, such as large multinational corporations, state-owned enterprises, and private enterprises. With the accumulation for nearly two decades, the company has owned about ten thousand clients with cooperation, including nearly one thousand core clients. With a high reputation in the same industry, our company is looking forward to sincere cooperation with your company to achieve common development in the field of international economic and trade cooperation and cultural exchange.



SUPPORTING ORGANISATIONS



Persatuan Muafakat One Belt One Road Malaysia (PMOBOR)

One Belt One Road Association - PMOBOR is a non-profit organization composed of a group of Malaysian entrepreneurs with investments in China. Through their extensive presence and business network, PMOBOR actively promotes Malaysia as a prime investment destination in South-east Asia for Chinese entrepreneurs.

The essence of this organization's platform lies in the promotion of regional and cross-continental connectivity between Malaysia, China, Southeast Asia, and Eurasia. This platform facilitates industry leaders in Malaysia and China, providing them with network support for business opportunities under the One Belt One Road (OBOR) strategies and initiatives.

Asia Success Media Group

Asia Success Media Group as one of Malaysia's leading integrated media. It's business including the "Asia Success Inc." branding magazine publishing and promotion of entrepreneur branding activities, organize signature seminar "Branding Creates Wealth Networking Seminar" and organize "Iconic Star Awards" ceremony, and also undertake large-scale awards ceremony, include "Asia Success Award", "World Success Book of Records Recognition", "International Most Impactful Awards" and "Asia Legendary Leader Awards", "Asia Success Inc." branding magazine is one of the branding magazines that gathered the excellent brands of Asia-Pacific region, and thus to create a momentum, resulting in benefits for individual enterprises to build a world-first brand magazine.

Though an objective analysis and comment, to build a business information platform of information sharing, "Branding Creates Wealth Networking Seminar" invites entrepreneurs with extensive and practical experiences to share their views and secrets to success, as well as to pass on the secrets to master the skill of branding, hence evoking greater wealth creation. The "Iconic Star Awards" pay the greatest tributes to all leaders in various fields - the significant figures and leaders of political, economic, cultural and educational sectors. The awards commend the outstanding performers to whom efforts and contributions bring positive impetus and influence to the industry and society, while promoting the harmonious development of society.

亚洲企业
ASIA SUCCESS MEDIA GROUP
亚洲企业品牌媒体集团

SUPPORTING ORGANISATIONS



The Federation of Chinese Associations Malaysia (Huazhong)

The Federation of Chinese Associations Malaysia (Huazhong) was founded in 1991 as a non-profit national organization representing the major Chinese associations in all the 13 states in Malaysia. Huazong members consist of Chinese Assembly Halls from 13 states of Malaysia.

The Chinese Assembly Hall of each state is the leading Chinese organization in the state. Almost all the major Chinese associations in every state are members of the Chinese Assembly Hall in the state. In other words, almost all the major Chinese associations are indirect members of Huazong in Malaysia, focusing on the cultural, educational, economic, social and livelihood of the Chinese community.



Sabah-China Chamber of Commerce

The new Malaysian government is currently committed to implementing the agenda to restore the equality of "Malaya, Sabah, and Sarawak" as equal partners. In line with this trend, and to align with the policies and intentions of the state government, representatives from various sectors within the state have come together to establish the Sabah-China Chamber of Commerce.

This initiative aims to better represent and safeguard the bilateral interests of Sabah and China and to independently promote the interaction, cooperation, and exchange of various trade and investment resources.

SUPPORTING ORGANISATIONS



Thai-Chinese Culture and Economic Association

The Thai-Chinese Culture and Economy Association is dedicated to promoting cultural and economic cooperation between Thailand and the People's Republic of China.

The roots of this association trace back to the long history of friendship between Thailand and China, with formal diplomatic relations established in 1975 during a period of regional tension.

The founders of the association held meetings with Chinese leaders, opening a new chapter in cooperation between the two countries. Starting with military collaboration, the association gradually expanded its scope to encompass cultural and economic domains. Over different periods, prominent leaders have overseen the association's work, fostering the flourishing of Thai-Chinese cooperation.

The Thai-Chinese Culture and Economy Association represents a deep historical connection between Thailand and China, contributing to the promotion of friendly relations between the two nations and regional peace and prosperity.



Young Entrepreneur Association of Cambodia

The Young Entrepreneurs Association of Cambodia (YEAC) was launched in September 2009 by a team of passionate Cambodian young entrepreneurs from various sectors of business in Cambodia.

The Young Entrepreneurs Association of Cambodia (YEAC) was established as a volunteer-driven non-profit organizations whose mandate is to empower young entrepreneurs of Cambodia to enhance youth entrepreneurship and success of youth-owned businesses by creating a platform for networking, sharing, learning, and synergizing business opportunities, thereby contributing to productive employments and economic development that build the next generation economy for Cambodia.

Our passion for this existence is driven by a common belief that advancement of one country's next generation economy largely depends on the readiness of the next generation's young professionals as entrepreneurs and business leaders for which they actively participate.

For this reason, the Young Entrepreneurs Association (YEAC) was created which is located in Parkway Square, Mao Tse Tung Boulevard, Phnom Penh, Cambodia.



SPONSORS

SPONSORS



Mercury Commerce

Mercury Commerce Sdn. Bhd., established in March 2022, is a dynamic trading company dedicated to empowering local manufacturers to expand their reach and connect with consumers globally. With an extensive logistics and supply chain network built on trust and reliability, we are here to support and facilitate the international growth of your business.

Our mission is to unlock the full potential of your products by introducing them to new markets worldwide. Through our in-depth knowledge and experience in international trade, we strive to maximize your cross-country exposure and open doors to exciting business opportunities. By leveraging our expertise, we ensure that your products are showcased to a diverse customer base, allowing you to tap into untapped markets and increase brand recognition globally.

At Mercury Commerce, we are committed to building a sustainable supply chain that benefits all stakeholders involved. We work closely with manufacturers, offering guidance and support to enhance their production capabilities, product quality, and compliance with international standards. Additionally, we establish strong relationships with reputable buyers, guaranteeing that your products reach the right target audience and achieve optimal sales performance. Successful cross-border trade should be mutually beneficial for all parties involved.

Our dedication to delivering exceptional end-to-end service throughout the entire cross-border trade journey sets us apart. From efficient order processing and rigorous quality control to secure packaging and timely delivery, we prioritize customer satisfaction and strive to exceed expectations at every step. Our team of professionals is always ready to provide personalized assistance, ensuring a seamless experience for manufacturers and buyers alike.

SPONSORS



DDSB

DDSB

We have over 20 years of hands-on experience in merchandise and retail and wholesale industry. We always aimed at being a Consultative of Brand IP Management for Malaysia Major Theme Park. Our Team live and breathe graphic design, which is the main area of our focus. In addition, team members have many experience and in love with most of the Major Theme Park in Malaysia. We are passionate about client's success and go the extra mile to ensure ultimate satisfaction.

We are Malaysia Leisure Swim wear brand "Summer Splash" founded in 2008 by Winnie Lim, specialising in pattern design inspired by Asian Culture and lifestyle brand of swim wear that specialises in pattern design.

Inspired by "Active For Life" concepts and these concept are translated to different mediums such as apparel, clothing and holidays range of products.

Everything is illustrated by Active Concept and all the designs and colours encapsulate the diversity of South East-Asia.

SPONSORS





SPEAKER'S PROFILE

MODERATOR'S PROFILE



Lissa Yang 杨莉莎

8TV & NTV7 Malaysia TV Network
and Mistress of Ceremonies
8TV和NTV7马来西亚电视台和主持人

Lissa Y, is an accomplished Television News Anchor with a decade-long experience in reporting, producing, and writing for both local and international audiences.

She has a reputation as a trusted source of information, delivering live interviews and relaying pertinent breaking news information to viewers with articulate presentation and deep knowledge of the industry.

In addition to her news anchor role, Lissa Y has demonstrated her versatility by serving as a seasoned Mandarin-speaking TV host for the acclaimed Mandarin educational television network, DidikTV KPM, run by the Ministry of Education's Educational Technology and Resources Division.

She was also a co-host for the popular Mandarin educational game show, Top Student, during its first two seasons. Notably, she is also a talented voice artist.

Lissa Y's professional journey has allowed her to collaborate with esteemed clients and projects, including renowned names such as Daikin, Nestle, SK Magic, OPPO, Tun Razak Exchange (TRX), MAHU Pictures (known for their work on the Lee Chong Wei movie), and the Four Seasons Hotel.

Lissa Y's ability to engage diverse audiences and her experience working on high-profile projects showcase her value in the world of broadcasting and media.

We are thrilled to announce that Lissa Y will grace the 12th World Chinese Economic Forum as our esteemed Mistress of Ceremony and will also lend her expertise as the moderator for two of our key topics.

Her familiarity with current affairs and international dynamics makes her the ideal candidate to guide the discourse at this prestigious gathering, as we explore complex economic and cultural narratives.

PANELLIST'S PROFILE



Dato' Lee See Nee
拿督李世义

Vice President of IT Flextronics
Technology (Penang) Sdn. Bhd.
Flextronics 副总监

Dato' (SN) See Nee Lee is a Vice-President at Flextronics Technology, a NASDAQ-listed company with USD 25 billion in revenue and a global workforce of 200,000. A graduate of the University of Sydney,

Dato' Lee possesses a dual major in Computer Science and Pure Mathematics, and an Electrical Engineering degree with Honors.

His academic pursuit was further enriched by executive leadership programs at Stanford University's Graduate School of Business, focusing on innovation and global change.

Over his extensive career, Dato' Lee has shaped the strategic direction of multinational corporations including AT&T, ICL Limited, Solectron Technology, and Flex Ltd.

His international experience spans Singapore, Australia, and the United States, particularly Silicon Valley, where he garnered expertise in IT and engineering. In leadership roles, he has overseen engineering, pre-sales, customer service, and IT departments, cultivating a strong acumen in business operations, change management, and profit and loss responsibility.

In recognition of his expertise, Dato' Lee frequently conducts seminars on Smart Manufacturing and Industry 4.0, and contributes as a speaker at various forums.

His efforts have not gone unnoticed, earning him numerous accolades including the CIO Award, Global Lean Competition Award, and several national quality and export excellence awards in Malaysia.

This blend of leadership, technical know-how, and industry recognition underscores his esteemed position in the business and technology sectors.

PANELLIST'S PROFILE



Ahmed Larouz
艾哈迈德·拉鲁兹

CEO of Bridgizz & ClimateLaunchPad,
National Lead Impact Entrepreneur
Bridgizz首席执行官 &
ClimateLaunchPad摩洛哥国际代表

Ahmed is an entrepreneur, author, lecturer and visionary social innovator. As the driving force behind ClimateLaunchPad Morocco, the world's largest cleantech and green business ideas competition spanning 64 countries, he's at the forefront of shaping the future.

Not only is he the mastermind behind the 180-Amsterdammers project, celebrating Amsterdam's rich cultural diversity, but also the author of the book "180amsterdammers." With over two decades of experience, Ahmed excels in business development, international marketing, and strategic global communication.

Furthermore, Ahmed is the founder and CEO of Bridgizz, a dynamic consultancy, business development, and marketing firm with a presence in both Amsterdam and Casablanca focusing on the Mena region and Africa.

He is guiding investors towards Morocco and Africa and promoting investment relations between Morocco and the rest of the world.

His expertise extends to teaching Business Studies, Innovation Management, and Entrepreneurship. Ahmed is renowned for co-founding transformative diaspora networks like TANS, Diwan Awards Holland, and INCLEADERS.

Additionally, he's the trailblazer behind the first-ever Ramadan Festival in the Western world, garnering widespread international acclaim.

PANELLIST'S PROFILE



Andy Zhou 周令坤

Deloitte China Consulting Enterprise Technology & Performance Offering Portfolio Leader
德勤管理咨询中国企业技术与绩效事业群总裁

Andy Zhou is Deloitte China Consulting Enterprise Technology & Performance Offering Portfolio Leader, and Deloitte China Automotive Industry Consulting Leader, responsible for the digital transformation services and overall operations of Deloitte China's automotive industry practice. Andy studies the developing trends of China's automotive industry over the years, with deep insights on topics such as new globalisation, new retail, intelligent networks, organisation transformation and business innovation for China's auto players. He is inspired to assist enterprises throughout the automotive value chain to tackle the challenges in the new "four modernizations" and navigate through the prevailing trends including digitalization, premiumization, and new globalisation.

Andy has more than 20 years of professional experience in every aspect of the automotive ecosystem, specialising in technology transformation and value creation. He leads Deloitte China's thought leaders across various business units to drive strategy, operations, and technology enablement, providing one-stop professional services for enterprise customers in multiple fields. Andy is dedicated to driving the continuous success of Deloitte's Automotive Practice in China.

PANELLIST'S PROFILE



Prof. Omar Narrea
奥马尔·纳雷亚博士

Research Affiliate at the Center for
 China and Asia-Pacific Studies (CECHAP)
 中国和亚太研究中心
 (CECHAP)研究助理

Professor Omar Narrea is a distinguished Peruvian economist with a strong background in infrastructure development and international economic relations. His educational journey includes postgraduate studies in infrastructure at the University College London, where he gained valuable insights into the intricacies of infrastructure planning.

Currently, he is a research affiliate at the Center for China and Asia-Pacific Studies (CECHAP) at the Universidad del Pacifico. Since 2020,

Prof. Omar has been granted the opportunity to explore the potential of the Chancay port as a catalyst for regional development within the context of the Belt and Road Initiative.

Prof. Omar's career is marked by several notable achievements. In 2019, he secured victory in a national research contest organized by the Economic and Social Research Consortium (CIES), focusing on the territorial potential of the hinterland of Chancay Port.

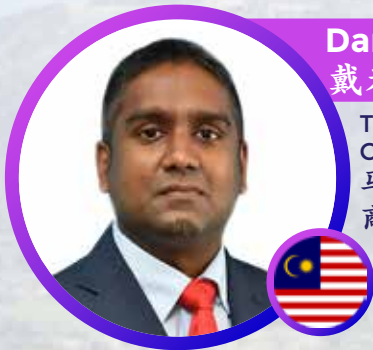
His international exposure includes attending the Seminar on China's Development Experiences and Cases at the Center for International Knowledge on Development (CIKD) in Beijing in July 2018.

The same year, he was invited to the VII High-Level China - Latin America Academic Forum in Manaus, Brazil, where he contributed to discussions on critical issues.

Prof. Omar's professional experience spans key positions, such as serving as the Coordinator of the Evaluation Unit at the Ministry of Economy and working as a Research Intern at the Overseas Development Institute in London.

His dedication to education is evident through his role as a lecturer, where he imparts knowledge to both undergraduate and postgraduate students, covering topics related to global value chains, natural resources, infrastructure policy, and special economic zones.

PANELLIST'S PROFILE



Damian Santosh Samson

戴米安-桑托什-萨姆森

Trade Commissioner of MATRADE
China-Malaysia Region
马来西亚驻上海总领事馆商务处
商务领事

Damian Santosh Samson has dedicated over 16 years to serving MATRADE, the National Trade Promotion Agency of Malaysia, fostering the nation's trade relations globally.

Currently holding the position of Trade Consul at the Malaysian Consulate General in Shanghai, he works tirelessly to bolster Malaysia's economic interests within the vibrant Chinese market.

His role involves not just promoting exports, but also connecting Malaysian businesses with Chinese partners, and providing strategic market insights.

Previously, Damian enriched his trade expertise as the Trade Consul in Milan, Italy, from 2014 to 2018. In this capacity, he was instrumental in crafting market access strategies for Malaysian companies in the European Union, one of the world's most lucrative markets.

With a rich background in overseeing special projects at MATRADE, Damian brings a wealth of experience to his current role.

His comprehensive understanding of international trade and his ability to navigate diverse commercial landscapes make him an invaluable figure in promoting Malaysia's trade ambitions on the world stage.

PANELLIST'S PROFILE



Sam Horn 森·霍恩

Board Director of Young Entrepreneurs Association Of Cambodia (YEAC)
柬埔寨青年企业家协会董事会成员

Mr. Sam Horn is a seasoned leader with robust expertise in business management and marketing. As Co-Founder & CEO of Jordan Petra Dental Clinic, he drives key decisions and oversees operations.

His commitment to fostering entrepreneurship shines through his role as a board director for the Young Entrepreneurs Association in Cambodia, where he promotes local business growth.

Previously, Mr. Horn led 7one Marketing & Advertising and co-founded Horn Group Limited, managing a major DHL subcontract. His strategic mindset was further honed as a Business Development Manager at NZ Post, contributing to product innovation and efficient logistics.

Holding an MBA and a Bachelor's in International Business from New Zealand, Mr. Horn leverages his global insight to enhance his contributions to Cambodia's business landscape, while also engaging with networks like the BNI Millionaire Chapter and the Cambodia Chamber of Commerce to champion networking and development.

PANELLIST'S PROFILE



Wang Shangfeng 王尚峰

Chairman of Beijing Juxian Talent Group
& Well-known Talent Strategy Practitioner
北京举贤人才集团董事长，
知名人才战略实践专家

Wang Shangfeng is the Chairman of Beijing Juxian Talent Group, a renowned expert in talent strategy and practices. He has previously held positions as an engineer and deputy director at the China Telecom Zigui Branch, and the Director of Human Resources at Beijing Dazhong Electronics. In 2007, he founded Juxian Network and has since served as the Chairman and CEO. In 2018, he authored an article in the People's Daily titled "Utilising 'Headhunting' to Attract Talented Individuals," discussing global talent competition.

Wang Shangfeng was entrusted by the Beijing Municipal Party Committee Organisation Department to write the industry standard for the headhunting sector, known as the "Bole Development Program," which has become an industry textbook.

He also served as the leader of the expert group for the "Global High-End Talent Map" project of the Beijing Municipal Party Committee Organization Department. For four consecutive terms, he led the selection of the "Top 100 Talents" project in Beijing's Xicheng District. Additionally, he served as the final judge for the first "Outstanding Talent Award" in Hubei Province.

Wang Shangfeng is a director of the Chinese Talent Research Association, the Chinese Society for Human Resource Development, Vice Chairman of the Beijing Human Resources Service Industry Association, Vice Chairman of the Talent Development Branch of the China Labor Economics Society, and Chairman of the Chinese Cultural Development Research Association (Macau) - Hu Yuan.

He is a regular guest on various TV programs, including Tianjin TV and Beijing TV, a special commentator for Beijing Radio, a special guest for the New Beijing Think Tank, and is continuously dedicated to promoting the influence of the talent industry.

MODERATOR'S PROFILE



Chen Fangfang 陈芳芳

Chancellor of Zhejiang Academy
of Commerce (ZAC)
浙江省商务研究院院长

Chen Fangfang is also a member of the Central Committee of the China Democratic National Construction Association (CCDNCA) Economic Committee and a member of the Zhejiang Provincial People's Political Consultative Conference (CPPCC) Applied Think Tank.

Chen Fangfang holds a master's degree in economics. She has held positions such as deputy director of the General Office of the Zhejiang Provincial Department of Commerce.

Chen Fangfang has been engaged in research and work related to open economy, open platforms, domestic trade, and modern supply chains. In recent years, she has mainly been responsible for the overall work of commerce, such as leading the formulation of the provincial commerce "14th Five-Year Plan" and the publicity of key commerce news.

Chen Fangfang has published several theoretical articles in journals such as "Policy Outlook" and "Zhejiang Daily". She has been recognized as an advanced individual in political participation and democratic consultation by the CCDNCA, a person of the year by the CCDNCA, and an outstanding individual in achieving the goal of common prosperity.

PANELLIST'S PROFILE



Banhe Li 包含丽

Chancellor of the Huaqiao College,
Wenzhou University
温州大学华侨学院院长

Banhe Li, Chancellor of the Huaqiao College at Wenzhou University, Professor, Head of the Zhejiang Overseas Chinese Network College, Director of the Overseas Chinese Affairs Office of the State Council's Huayu Education (Wenzhou University) Base, Director of the Wenzhou University European Huayu Education Institute, Member of the Chinese Overseas Chinese History Society, Member of the Standing Committee of the Zhejiang Provincial Federation of Returned Overseas Chinese, Member of the Standing Committee of the Zhejiang Provincial Overseas Chinese Think Tank Alliance, Member of the Wenzhou City "Social Science Empowerment to Promote Common Prosperity" Expert Group, & Member of the Wenzhou City Oubei District Development and Reform Advisory Committee.

Banhe Li has been engaged in the theoretical and practical research of Huayu education for a long time. She has explored the path of research on overseas Chinese and overseas Chinese communities by taking Huayu education as an entry point, and has tried to study Huayu education in various countries from the perspective of international migration.

Banhe Li has established 41 Huayu education research bases in overseas Chinese communities and European countries. She has published more than ten articles on overseas Chinese issues in international journals such as "Huaqiao Huaqiao History Research", "Huayu Teaching and Research", "Educational Review", and SCI, and 43 Think Tank achievements.

She has won three copyrights for overseas Chinese software. She has compiled books such as "Optimization and Reorganisation: Research on the Development of European Huayu Education under New Conditions", "Research on Huayu Education in Italy", and "Learning Chinese in Wenzhou".

PANELLIST'S PROFILE



Fu Xumin 傅旭敏

Chairman of the Netherlands
Chinese Culture Foundation
荷兰中国文化基金会会长

Fu Xumin, the chairman of the Netherlands Chinese Culture Foundation, the president of the European Chinese Business Association, and the chairman of the Deli Group of the Netherlands.

Fu Xumin has been committed to the integration of Chinese youth into mainstream Dutch society, participating actively in political affairs, promoting the development of Chinese businesses in the Netherlands and Europe, promoting Chinese culture, enhancing China-Netherlands cultural exchanges and cooperation, and China-Netherlands and China-Europe friendship.

He has organized Chinese businessmen to return to China for investigation, investment and entrepreneurship every year, and promoted the organic combination of Chinese funds and technology, and introduced funds, technology and talents for the construction of the motherland.

PANELLIST'S PROFILE



Pan Yigang 潘毅剛

Deputy Director of Party committee of the Zhejiang Provincial Development Planning Institute

浙江省发展规划研究院副院长

Pan Yigang, a researcher, is the deputy director and member of the Party committee of the Zhejiang Provincial Development Planning Institute.

He holds the following positions: member of the Zhejiang Provincial People's Government Consulting Committee, think tank expert of the Zhejiang Provincial Committee of the Chinese People's Political Consultative Conference, vice president of the Zhejiang Provincial Association of State-owned Assets, member of the Zhejiang Provincial Rural Revitalization Consulting Committee, and member of the Hangzhou Municipal Consulting Committee.

Pan Yigang has been engaged in research on macroeconomics and regional strategic planning for a long time. He participated in the drafting and research of the four five-year plans of Zhejiang Province from the "11th Five-Year Plan" to the "14th Five-Year Plan".

He has led the completion of dozens of provincial and ministerial projects, and his advisory and constructive results have been approved by vice provincial governors more than 100 times, with positive approvals more than 50 times. He has served local decision-making in more than 100 cases, and many of his results have been transformed into policy documents.

Pan Yigang has won two first prizes, five second and third prizes at the provincial and ministerial levels, and one second prize for outstanding achievements in philosophy and social sciences in Zhejiang Province. He has published nearly 10 academic monographs (or co-authored) and more than 150 papers and discussions.

PANELLIST'S PROFILE



Zhou Yong 周勇

China region of the Italian Qingtiannese
(President) Overseas Chinese Association
意大利青田籍 (会长) 侨团联盟中国区

Zhou Yong is the chairman of the China region of the Italian Qingtiannese (President) Overseas Chinese Association, the chairman of the Qingtian Qiaoxiang Import Commodity City Chamber of Commerce, and the chairman of Qingtian Ouqiao Trading Co., Ltd.

Zhou Yong has been engaged in international import and export trade for a long time. He has actively led the merchants in the import commodity city to go out and promote the healthy and orderly development of the Qingtian Qiaoxiang Import Commodity City.

Since the first Overseas Imported Commodities EXPO was held in Qingtian in 2018, he has actively helped promote the Overseas Imported Commodities EXPO's investment and exhibition work in every session of the Overseas Imported Commodities EXPO.

In the first Overseas Imported Commodities EXPO, he brought more than 130 Italian wineries, setting a record for the largest overseas group exhibition in Italy's history, which shocked the entire wine industry.

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