

FUTURE MELBOURNE COMMITTEE REPORT

Agenda Item 6.3

POST TRAVEL REPORT BY COUNCILLOR KEN ONG: MALAYSIA, NOVEMBER, 2011

14 February 2012

Presenter: Councillor Ken Ong

Purpose and background

1. To report to the Future Melbourne Committee on the travel undertaken by Councillor Ken Ong to Kuala Lumpur, Malaysia to speak at the 3rd World Chinese Economic Forum (WCEF) between 2 and 4 November 2011. Councillor Ong's participation in the WCEF was approved by Council on 30 August 2011.

Key issues

2. After attending as guest speaker in 2009, Councillor Ong was invited as a Panel Speaker for the 2011 Forum on the topic 'The Changing Role of the Global and Regional Chinese Diaspora – Investment Dollars to Human Talent and Nation-Building.'
3. The WCEF was organised by the Asian Strategy and Leadership Institute and attended by 500 delegates from 33 countries. Attendees included senior officials and entrepreneurs from China, Malaysia, Australia, Singapore, New Zealand and other countries in the region.
4. The WCEF focused on the emergence of the global Chinese economic power, not only from China but also from the Chinese diaspora worldwide. Discussion focussed on China's increasing importance to Asia and the global economy, as well as the integral role that it continues to play in driving regional and global economic recovery.
5. City of Melbourne participation in 2011 was important as Melbourne will be hosting the WCEF in November 2012. Councillor Ong's participation in the Forum provided an opportunity to further establish relationships with international senior government and business leaders who will be in Melbourne this year. The Forum looked at ideas and projections and provided the ideal landscape for collective discussion on issues facing entrepreneurs and investors.
6. As host city of the 2012 Forum, it is anticipated that Melbourne's reputation and presence as an internationally competitive investment destination will benefit through improved linkages with China and the Asia Pacific region.
7. A copy of Councillor Ong's presentation 'The Changing Role of the Global and Regional Chinese Diaspora – Investment Dollars to Human Talent and Nation-Building' and the official WCEF program are attached for further reference (Attachments 2 and 3).

Recommendation

8. That the Future Melbourne Committee note the report and incorporated summary of benefits and outcomes associated with Councillor Ken Ong's participation in the 3rd World Chinese Economic Forum held in Kuala Lumpur, Malaysia between 2-4 November 2011.

Attachments:

1. Supporting Attachment
2. Presentation by Cr Ong 'The Changing Role of the Global and Regional Chinese Diaspora – Investment Dollars to Human Talent and Nation-Building.'
3. World Chinese Economic Forum Program

SUPPORTING ATTACHMENT

Finance

1. The cost of Councillor Ong's participation was \$146.41 which covered incidental costs. Airfare and accommodation costs incurred by Councillor Ong were met by the organisers of the forum, Asian Strategy and Leadership Institute.

Conflict of interest

2. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

Relation to Council policy

3. The Manager Governance Services has confirmed that the travel proposal accords with the requirements of the travel guidelines outlined in the Councillor Expenses and Resources Guidelines.
4. Participation in the World Chinese Economic Forum supported Goal 3 *Create Economic Prosperity* of the Council Plan 2009-2013 which aims to promote Melbourne as a destination for business.

Third World Chinese Economic Forum 2011 –

Acknowledgements

- Distinguished guests;
 - Leaders;
 - Guest speakers;
 - Ladies and gentlemen.
-
- Good morning and thank you for the opportunity to speak with you today.
It is an honour to be here representing the City of Melbourne at this, the
Third World Chinese Economic Forum.
 - Today I want to profile the changing role and progress of the Chinese
Diaspora in Australia, with particular emphasis on its impact within
Melbourne's multicultural community.
 - I will examine their contributions to city, state and country, not just in
economic terms, but also in the knowledge economy and cultural
enhancement of the world's most multicultural region.
 - There are still countless opportunities for the Diaspora in Melbourne and I
intend to highlight the mutually beneficial outcomes of positive civic
engagement.

Multicultural Melbourne: a unique story

- As most would be aware, Melbourne is a global, dynamic city of the 21st century, with particularly close ties to the Asia Pacific region.
- We are an events city, a knowledge city – only New York and London attract more international students – and in August, we were named the World's Most Liveable City by the Economist Intelligence Unit.
- However, it is the people that make a city and Melbourne has a distinct multicultural character – something of which we are most proud.
- Melbourne is the home to more than 200 nationalities, speaking more than 230 languages and dialects, and practising 120 different religious faiths, where nearly half were born overseas.
- A little about Melbourne's Chinese Diaspora. Melbourne is home to a thriving Chinese community, comprising about 5 per cent of all residents in the Central City. In Victoria, there are over 260,000 chinese-born residents or have chinese heritage.
- This figure has been growing fast following the influx of international students, global partnerships and business opportunities.
- Victoria attracts more of Australia's permanent additions and business migrants from China than any other state in the country. It is little wonder that China is now Victoria's major trading partner.

A history of Melbourne's Chinese community

- The history of Chinese migrants in Melbourne dates back to the discovery of gold in the mid-to-late 19th century. In 1857, Victoria's Chinese population reached more than 25,000 or six per cent of the total population, many based in Melbourne's Chinatown
- Since those early days, Melbourne's Chinatown has developed into a centre of history, culture, business and restaurants
- In the 1970's led by David Wang – the first Chinese-Australian elected to the Melbourne City Council – the area was redeveloped with new archways and officially recognised as a tourist and cultural heritage precinct in the mid 1970's.
- The archways, which remain today, symbolise the entrance to Chinatown and is an inspiring legacy for generations of Chinese migrants.

Present day

- Melbourne has worked to enrich its ties with China in recent years both on an economic and cultural front.
- We were the first Australian city to formalise a relationship with a Chinese city when we established a sister city bond with Tianjin in 1980.
- Melbourne has undergone an incredible transformation since the redevelopment of Chinatown in the mid 1970s, underpinned in part by the contributions of the second and third generation of Chinese Diaspora.

Two-way trade with China

- Melbourne's revitalisation has coincided with a strong economic boost in Australia's trade relations with Asia Pacific, driven in part through robust partnerships with China.
- A new age has dawned in China. It is a modern world leader with a strong global economy – one that has risen dramatically since leader Deng Xiaoping's historic "open door policy" in December 1978.
- China is Australia's major two-way trading partner in a range of goods including minerals and coal, and more recently, in the services industry.
- Australia's total exports to China were valued at AUD\$64.6 billion last year.
- Australia's total merchandise imports with China reached AUD\$41.1 billion last year, eight were from Asia Pacific.
- At state level China remains Victoria's largest trading partner, with two-way trade at AUD\$13.5 billion in 2008-09.
- Melbourne's ties with China, particularly through our sister city partnership with Tianjin, have wrought similar economic benefits. During a business mission to Melbourne in 2010 led by Tianjin Mayor Huang Xing Guo last year, Melbourne and Tianjin companies signed cooperative agreements worth \$830 million.
- And just last month the Lord Mayor led a delegation of 30 businesses to China, strengthening economic, civic and cultural ties with key business and government leaders in Tianjin, Beijing and Guangzhou.

Business partnerships in Melbourne

- In 2010, Melbourne was rated number one by consultants KPMG for cost competitiveness in the Asia Pacific region. Investors reap the benefits of a pro-business government, world-class research and educational infrastructure and a multilingual and a highly educated workforce.
- As a result, Chinese investors are seizing this opportunity to establish themselves in Melbourne and have become a feature of greater Victoria's business landscape.
- Companies such as ZTE, Huawei Technologies, Hisense, CITIC, ChemChina, the Bank of China and Qenos to name just a few.
- There have also been numerous partnerships with Melbourne's biotechnology and biomedical research industry.

Knowledge sharing

- We are utilising these business unions, and the connections that already exist through the Chinese Diaspora, to share knowledge between Melbourne and China's cities.

Human talent: The Chinese Diaspora's endearing gift

- Much of Melbourne's growth over the past 40 years can be attributed in part to the huge influx of migration experienced during the 19th and 20th centuries, particularly from the Chinese Diaspora.

- But the Diaspora's contributions to Melbourne can be measured in more than pure economic terms.
- They brought a huge breadth of talent to Australian shores, contributing to Melbourne's knowledge economy and cultural enhancement.
- They have helped shaped all facets of Melbourne life, including politics, business and finance, the Arts, medicine, science and sport.
- Some are quite well known, while others remain less heralded.

ADDITIONAL NOTES

A pioneer and businessman: Lowe Kong Meng

- Take, for example, Lowe Kong Meng – one of Melbourne's great pioneering Chinese Australians who arrived in 1853.
- He establishing a trading business in what is now known as Chinatown, as well as another shipping business.
- But he was also a leader among Melbourne's Chinese migrants, leading the community response to anti-Chinese legislation of the time.
- He was renowned for his business acumen, and along with friend Louis Ah Muoy, joined the foundation committee of the Commercial Bank of Australia, now known as the Westpac Bank – one of Australia's leading financial institutions.

Gift of life: Dr Victor Chang AC

- Another Pioneer is Dr Victor Chang. Dr Chang's work as a cardiac surgeon and pioneer of modern heart transplantation has had a lasting impact on the lives of all Australians.
- Born in Shanghai to Australian-born Chinese parents, he grew up in Hong Kong before moving to Australia.
- Dr Victor Chang helped to establish the National Cardiac Transplant Unit, the country's leading centre for heart and lung transplants. His team also developed mechanical tissues, heart valves and contributed to the design of the artificial heart.

Dr Chang was voted Australian of the Century at the People's Choice Awards and has the Victor Chang Lowy Packer Building named in his honour at St Vincent's.

World at his feet: Li Cunxin

- Li Cunxin is renowned Chinese-Australian ballet dancer who made a name for himself internationally as one of China's finest performers during the 1970s.
- A student of the Beijing Dance Academy.
- He moved to Melbourne in 1995, joining the Australian Ballet as its principal artist before retiring in 1998 at the age of 37.
- His autobiography *Mao's Last Dancer* has received international acclaim. He was named the 2009 Australian Father of the Year.

Leading the way: John So

- Many Chinese-Australians have had an impact in political life, including businessman, John So.

- So was the 102nd Lord Mayor of Melbourne, serving from 2001-2007 and the first Lord Mayor in Melbourne's history to be directly elected by the people.
- Born in Hong Kong, he moved to Melbourne at the age of 17.
- He started in business in 1973 with interests across Australia, Hong Kong and China.
- He enjoyed a prosperous first term as Lord Mayor, which included Melbourne being voted the World's Most Liveable City.
- He was the face of the highly-successful "That's Melbourne" tourism campaign and received tremendous acclaim from the city during the 2006 Commonwealth Games in Melbourne.
- In 2006 he was named World Mayor of the Year.
- Following in these footsteps, the City of Melbourne now has two current councillors with a Chinese ancestry – myself and Cr Kevin Louey.
- Other prominent Chinese Australians involved at Federal Government level include Federal Minister for Finance and Deregulation, Senator Penny Wong and retired Senator Tsebin Tchen.

The road ahead: The future for the Chinese Diaspora in Melbourne

- This group of people and more have undoubtedly had a profound effect on this country, particularly in Melbourne.
- They have touched all aspects of Australian life – business, politics, arts and culture, science and medicine.

- As the spread of globalisation continues, migration away from larger countries such as China will continue, accentuated the distribution of human talent.
- This presents positive opportunities for China. The world is starting to see how truly great China is and its potential to be even greater.
- I have highlighted those members of the Chinese-Australian community for a reason. Not only have they made significant contributions in their respective fields, but they have shown an inclination to be involved at community level.
- This is the challenge for contemporary Chinese migrants in Australia.
- Predecessors such as Lowe Kong Meng blazed the path in the mid 19th Century for future generations to follow.
- Many of the Chinese community in Melbourne have played an integral role in shaping our economy through business and investment.
- But the challenge for them and future generations is to play more of a civic role and political role.
- There needs to be more engagement in the mainstream community – not just within the Chinese community in Melbourne and across Australia.
- This desire to be involved at all levels will undoubtedly lead to greater opportunities for integration, growth and a sense of identity.
- This is about belonging and contributing and enhancing the reputation of the Chinese Diaspora
- In the 21st Century, we are building strong relationships with China through trade and investment, but also through cultural bonds shared with the Diaspora and their descendents.

A bright future awaits for Melbourne and, indeed, our nation – one built from the ground level through the toil of Australian and Chinese hands.

Third World Chinese Economic Forum 2011

"The changing role of the global and regional Chinese Diaspora:
Investment dollars to human talent
and nation building."

Cr Ken Ong, City of Melbourne
Kuala Lumpur, Malaysia 2011



Outline

- Changing role: Melbourne and Australia.
- Contributions to city, state, country.
- The opportunities ahead.



Multicultural Melbourne



Australia's Chinese population

- Number of residents with Chinese ancestry, either alone or with another ancestry (2006):

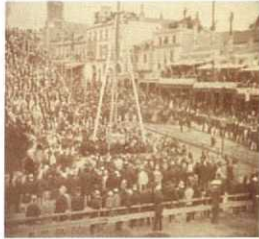
Australia – 670,000 people
Melbourne – 180,000 people
City of Melbourne – 14,000 people

- The number of Chinese born Australians increased nearly six-fold in two decades from 1988, to be over 310,000 in 2008.
- Melbourne's Chinese diaspora hold positions in business, education, medicine, arts, development and sport.

(Australian Census)



From Gold Rush to the present day



Melbourne, circa 1867.



Melbourne today.



Chinatown, Melbourne:
Our oldest multicultural precinct.

Two-way trade with China

- Major trading partner of Australia, Victoria and Melbourne.
- Australia-exports to China: AUD\$64.6 billion
- Australia imports from China: AUD\$41.1 billion
- Victoria's growth – from AUD\$2.5 billion to AUD\$13.5 billion.
- Cooperative agreements worth AUD\$830 million between Melbourne and Tianjin.



Knowledge sharing

- Tianjin: Government leaders, higher education, medical research and bio-science.
- Business Partnership City network includes Kuala Lumpur, Hong Kong, Singapore, Jakarta, Bangkok.
- Sharing of business development partnership and opportunities.



Human Talent and Nation Building: Chinese Australians

- Political: Federal Government – Senator Penny Wong
State Government – Hong Lim MP
Local Government – Former Lord Mayor John So
- Medicine: Heads of Department in Melbourne's best hospitals.
- Education: Professors in leading Universities.
- Arts and Culture: Boards of the NGV, MSO and Opera Australia.
- Business: Companies from China, Taiwan ROC, Malaysia, Indonesia and Singapore.



The road ahead: The future of Chinese diaspora

- Chinese community have shaped our economy through business and investment.
- Challenge: more of civic and political role.
- Engagement with the broader Australian community - integration, growth, recognition.
- 21st century Chinese diaspora in Australia – unlimited opportunities.



Thank you

Cr Ken Ong
City of Melbourne
ken.ong@melbourne.vic.gov.au





Linking East and West In a Globalised World

3rd & 4th Nov 2011
Palace of the Golden Horses, Malaysia

Official Opening Keynote Address
The Hon. Dato' Sri Mohd Najib Bin Tun Haji Abdul Razak
Prime Minister of Malaysia



Asian Strategy & Leadership Institute
Dedicated To Creating A Better Society



3rd World Chinese Economic Forum
Palace of the Golden Horses,
Malaysia
Forum Programme

DAY 1 : 3rd November 2011

08:00am

Arrival and Registration of Participants.

09:30am - 10:45am

Official Opening Ceremony

- Welcoming Speech by Chairman, WCEF Organising Committee and CEO of ASLI, **Dato' Michael Yeoh**
- Opening Keynote Address by the Prime Minister YAB **Dato Sri Mohd Najib Tun Razak**
- Dialogue Session with the Prime Minister of Malaysia
- Conferment of Lifetime Achievement Award and Presentation of Mementoes by Founder and Patron of WCEF, **Tan Sri Lee Kim Yew**

10:50am

Morning Refreshments & Informal Networking Session

11:15am

"Economic Debate: China and the World - China's Transformation? What's Next for China? Is Asia Decoupling From The USA-led By China's Rise?"

How will the rise of China impact on the global economy and the region? Is the Beijing consensus better than the Washington consensus? Is a Government- economy better than a completely laissez-faire economy? What are the key challenges facing the countries of Southeast Asia following the rapid rise of China? Will China's transformation create new opportunities? Is China's growth sustainable?

Speakers:

- **Mr. Long Yongtu**
Former Vice Minister of Commerce, China / Chief Negotiator for WTO / Director-General, G20 Research Centre, Beijing
- **Prof. Joergen Oerstroem Moeller**
Senior Fellow, Diplomatic Academy / Adjunct Professor, Singapore Management University & Copenhagen Business School
- **Mr. Michael Johnson**
Chairman of Australian China Forum / Former Member of Parliament and Chief Whip of Australian Parliament / Advisory Board member, Caiani Global Agricultural Fund
- **Mr. Pierre Calame**
Chairman, Charles Leopold Mayer Foundation, France / Chairman, Europe-China Forum
- **Mr. Steve Howard**
Secretary General, Global Foundation, Australia
- **Mr. Wu Liangcheng**
Vice President, China Development Institute

Moderator:

- **Mr. Ronnie Chan**
Chairman, Hang Lung Group, Hong Kong and Asia Society Hong Kong Center

01:00pm

Lunch & Special Luncheon Address

"Malaysia: The Investment Hub for the Region" by:-

- **The Hon. Dato' Sri Mustapa Mohamed**
Minister of International Trade & Industry, Malaysia

Moderator:

- **Tan Sri Lee Kim Yew**
Patron, 3rd World Chinese Economic Forum (WCEF)

02:15pm

"China Rises, ASEAN & East Asia Benefits: How China's Growth is Impacting the Region"

The coming into effect of the China-ASEAN FTA has boosted bilateral trade between China and ASEAN. China is exporting more not only from Southeast Asia but also other resource-rich countries. What does this mean for the region? How can China benefit Southeast Asia? How can companies in Southeast Asia meet the China challenge and enhance their competitiveness?

Speakers:

- **Ambassador Zou Mingrong**
Executive Vice Chairman, China National Committee for Pacific Economic Cooperation
- **Tan Sri Dr. Fong Chan Onn**
Chairman, Star Publications Berhad / Former Minister of Human Resources, Malaysia
- **Prof. Han Feng**
Deputy Director-General, Institute of Asia Pacific, China Academy of Social Sciences (CASS)
- **Mr. Jusuf Wanandi**
Vice Chair, Board of Trustees, Centre for Strategic & International Studies Foundation, Jakarta / Chairman, Jakarta Post
- **Mr. Mushahid Hussain**
Chairman, Pakistan-China Institute
- **Mr. David Catty**
Executive Director, New Zealand China Trade Association

Moderator:

- **Dato' Abdul Majid Khan**
President, Malaysia-China Friendship Association / Former Malaysian Ambassador to China

03:45pm

"Building Financial Hubs – Rethinking the World of Money"

China's enormous foreign reserves has led to a huge outflow of Chinese foreign investments. Is this "wall of money" sustainable? and to what extent is it important for the West and for the rest of Asia? Is there an even greater role for China in overseas investments? Is Chinese overseas investments sustainable? The impact of Chinese investment flows in US Treasuries, M&A or SWF driver investment is significant. How will these impact on financial hubs?

Speakers:

- **Mr. Nicholas Kwan**
Head of Research / Chief Economist, Standard Chartered Bank, Hong Kong
- **Mr. Andy Lim**
Chairman, Tembusu Partners, Singapore

- **Mr. Zheng Jingbo**

President, China Enterprise Association in Malaysia / CEO, Bank of China

- **Mr. Andre Loesekrug-Pietri**

Chairman & Managing Partner, A Capital Group / World Economic Forum's Young Global Leader (YGL)

- **Mr. Lok Eng Hong**

Head of Dealing, Equities/ Head of China Desk, Maybank Investment Bank Berhad

Moderator:

- **Mr. Low Tuck Seng**

Chairman, Global Wealth Solutions, Switzerland

05:15pm

Special Address :

"Innovation, Growth and Leadership with Integrity"

The Hon Lim Guan Eng, Chief Minister of Penang

Moderator:

- **Datuk David Yeat**

Managing Director, Easy Pha-Max International, Malaysia

05:45pm

Afternoon Refreshments & Informal Networking Session

08:00pm

Gala Dinner, Sunway Hotel Convention Centre

- Welcoming Speech by President of MCA and Adviser to WCEF, **Dato' Seri Dr. Chua Soi Lek**

- Dinner Keynote Address – **"Building Bridges Between China, ASEAN and the Middle East: Creating a New Growth Triangle"** by Deputy Prime Minister of Malaysia, **The Hon. Tan Sri Muhyiddin Yassin**

DAY 2 : 4th November 2011

09:00am

Special Keynote Address – **"Building a New Strategic Tripartite Partnership – USA, China and ASEAN: Towards a New Era of Peace, Stability and Prosperity"**

Speaker:

- **Alexander C. Feldman (Invited)**

President, US-ASEAN Business Council / Former US Assistant Secretary of State

09:30am

"Changing Role of the Diaspora – Investment Dollars to Human Talent and Nation-Building"

Chinese communities can be found in almost all countries of the globe. The large numbers of Chinese in Southeast Asia have contributed significantly to the economic growth of many countries in ASEAN. The overseas Chinese are also well integrated into their respective countries and have been key players in business and economic development. With their investment dollars and talent pool, how can the Chinese Diaspora contribute to economic prosperity? Inter-ethnic harmony? and closer

international understanding? What will be the changing roles of the Chinese Diaspora in the 21st Century globalised world?

Speakers:

- **Cr Ken Ong**

City Councillor, Melbourne, Australia

- **Ms. Pansy Wong**

Former Minister and Member of Parliament, New Zealand

- **Mr. Francis Ngai**

Founder and CEO, Social Ventures Hong Kong

- **Ms. Anne Lee**

Investment Director, Bowen Enterprises

- **Mr. Edmond Yeo**

Chair, Board of Trustees for Chinese Information and Advice Centre, London

- **Mr. Pipit Aneaknithi**

Executive Vice President, KasikornBank, Thailand

- **Ms. Gladys Liu**

Special Adviser to the Premier of Victoria

Moderator:

- **Mr. William Lye**

Barrister, Supreme Court of Victoria / Past Chairman, Chinese Professional and Business Association of Victoria, Victoria, Australia

11:00am

Morning Refreshments & Informal Networking Session

11:15am

Entrepreneurs Exchange :

"Global Chinese Entrepreneurship – Growing the Bamboo Network Globally"

Chinese entrepreneurs have succeeded in building large family-owned businesses which are being transformed into large modern corporations. The Chinese bamboo network has served to strengthen business ties among Chinese businesses in South-east Asia. How relevant is this bamboo network? What are the secrets of successful Chinese entrepreneurship? How can non-Chinese entrepreneurs learn from and benefit from partnerships with Chinese entrepreneurs?

Speakers:

- **Dato' Sri Dr. Tahir**

Chairman, Mayapada Group / Chairman, Indonesia Chinese Entrepreneurs Community, Indonesia

- **Mr. Tan Koon Swan**

Chairman, Tungling Group / Former President, Malaysian Chinese Association

- **Mr. Richard Eu**

Chief Executive Officer, Eu Yang San International, Singapore

- **Dato' Bill Ch'ng**

Chairman, Malaysia Pacific Corporation

- **Vice Chairman**

China Council for the Promotion of International Trade (CCPIT)

Moderator:

- **Ms. Tan Lei Cheng**

Executive Chairman, GOLDIS Berhad

LINKING EAST & WEST IN A GLOBALISED WORLD

12:45pm

Lunch

02:15pm

Leadership Forum:

"Transformational Change & Leadership: Transforming Nations, Communities & Companies"

Transformational leadership is crucial to transform countries, communities and companies. What are the key attributes of transformational leadership? What are the major lessons to be learnt from transformational leaders?

Speakers:-

- **Dato' Seri Dr. Chua Soi Lek**

President, Malaysian Chinese Association and Member, National Economic Council, Malaysia

- **Tan Sri Dr Munir Majid**

Chairman, Bank Muamalat Malaysia Berhad / Senior Fellow, London Business School

- **The Hon. Senator Tan Sri Dr. Koh Tsu Koon**

Minister, Prime Minister's Department, Malaysia

- **Dr. John So**

Former Lord Mayor of Melbourne / Member, World Mayor Council on Climate Change

- **Representative, China Mayor's Association**

03:00pm

"CEO Forum : Leading and Managing Growing Companies"

The CEO Forum will assemble successful CEO's who have led and managed high-growth and highly profitable companies. What are the key success factors of these CEO's? How to manage and lead growing companies successfully? What is the power of vision? How to plan, implement and monitor effectively? How to overcome adversities and what are pitfalls to avoid?

Speakers:

- **Ms. Claire Chiang**

Co-founder & Senior Vice President, Banyan Tree, Singapore / Former Member of Parliament, Singapore

- **Dato' Lee Yeow Chor**

Executive Director, IOI Group, Malaysia / Chairman, Malaysia Palm Oil Council

- **Mr. Timothy Leung**

Director of Global Sales, Alibaba Group

- **Dato Vijay Eswaran**

Executive Chairman, QI Group of Companies

- **Mr. Anthony Amunategui Abad**

Managing Director, TA Trade Advisory Group, Philippines

- **Dr Peter Thong**

Advisor of China International Council for the Promotion of Multi-National Corporations, China International Council for the Promotion of Multi-National Corporations

Moderator:

- **Dato' Dr. Michael Yeoh**

CEO, ASLI / Chairman, Organising Committee, World Chinese Economic Forum

04:30pm

"Investment Roundtable : New Economic Sectors – What are the New Hot-Spots and Sectors?"

What are the new hot-spots for investments? What are the key sectors that will be viable, profitable and high-growth in the next 5-10 years? Where are the new investment opportunities? What's Hot? What's Not?

Speakers:

- **Mr. Simon Galpin**

Director-General, Invest Hong Kong, Hong Kong SAR

- **Tan Sri Lee Kim Yew**

Founder, The Mines Resort City, Malaysia

- **Dato' Wei Chuan Beng**

Chief Executive Officer, Redtone Group & President, PIKOM Malaysia

- **Mr. Rajiv Biswas**

Senior Director & Chief Economist, Asia Pacific, IHS Group, Singapore

- **Madam Yao Wen Ping**

Vice President, China Chamber of Commerce for Import & Export of Machinery & Electronic Products

- **Dr. Juergen Steiger**

Deputy Country Director, Programme Director Sino-German Economic & Structural Reform Programme, German Development Cooperation

Moderator:

- **Mr. Joseph Tan**

Chief Economist, Credit Suisse, Singapore

05:45pm

3rd WCEF Closing Ceremony

- **Concluding Speech Tan Sri Dr. Fong Chan Onn**

Organising Committee, Co-Chairman, 3rd WCEF; Chairman, Star Publications Berhad / former Minister of Human Resources, Malaysia

- **Special Address HE Alex Chernov, Governor of Victoria, Australia**

- **Closing Address – "Enhancing China-ASEAN Partnership : The Way Forward"**

by **HE Chai Xi**, Ambassador Extraordinary and Plenipotentiary of the People's Republic of China in Malaysia

- **Presentation of Memento by Patron, 3rd World Chinese Economic Forum, Tan Sri Lee Kim Yew**

06:30pm

End of Forum / Closing Reception

3RD WORLD CHINESE ECONOMIC FORUM

Notes:

- The Organiser reserves the right to alter the content and timing of the programme in the best interest of the seminar and is not responsible for cancellations due to unforeseen circumstances

- The Organiser accepts no responsibility for statements made orally or in written material distributed by any speaker at the seminar. In addition, the Organiser is not responsible for any copying, republication or redistribution of such statements

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- Programme as at 12th September 2011



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Asian Strategy & Leadership Institute
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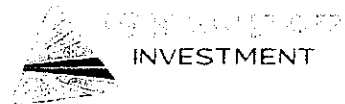


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Official Chinese Daily



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Media Partners



Supporting Organisations



Malaysia-China Business Council
Majlis Dagangan Malaysia-China
马中商务理事会



Indonesian Chinese Entrepreneur Community



China Association of Mayors



China Chamber of Commerce for
Import and Export of Machinery and Electronic Products



Official Hotel



Official Airline



Linking East & West In a Globalised World



BE^{at} the FOREMOST
event promoting closer relations between
CHINA & ASEAN
DISCOVER NEW
business opportunities

NET with prominent entrepreneurs,
WORK thought leaders &
government ministers from over **20** countries

REGISTRATION & ENQUIRIES

To register for the forum, please fill out the Registration Form.

Fax the form to: +603 20948461, +603 2093 3078

Email to : info@wceforum.org ; david.selvan@asli.com.my

Telephone. : +603 2093 5393

Visit us at : www.wceforum.org

By post : 1718 Jalan Ledang, Off Jalan Duta,
50480 Kuala Lumpur, Malaysia

On sponsorship benefits & privileges, please contact :

Mr. Max Say : maxsay@asli.com.my

REGISTRATION FEES

Normal Registration Fee USD 700

(Note: Fee includes lunch, refreshments & forum materials/documentation, access to Business Matchmaking Lounge)

Early Bird Registration Fee USD 600

(Note: Registration before 31 August 2011)

Government Officials / Group of 3 USD 620

(Note: For a group of 3 or more delegates from the same organisation)

**NOTE: Registration fee is HRDF SBL Applicable (subject to approval by HRDF)*

BUSINESS MATCHMAKING

Alongside with the forum, a Business Matchmaking Lounge will cater for participants to meet face-to-face with business and academic contacts from different countries with the purpose of generating relationships and businesses; promoting commercial, economic exchanges and collaborative alliances.

WHO SHOULD ATTEND?

Entrepreneurs and Investors ; Company Directors and Corporate Managers ; Business & Investment Finance Consultants ; Finance Directors & CFO's ; Government Investment Promotion Agencies ; Bankers & Financiers ; Investment Managers & Private Equity Managers ; Property Developers ; Architects, Engineers, Designers ; Academic Scholars & Researchers

FORUM VENUE

Palace of the Golden Horses

Jalan Kuda Emas, The Mines Resort City,

43300 Seri Kembangan, Selangor Darul Ehsan, Malaysia

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