

2ND
WORLD
CHINESE
ECONOMIC
FORUM

Building Business Linkages in a Globalised World

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**This is a report of the proceedings of the 2nd World
Chinese Economic Forum held at the Palace of the
Golden Horses, Mines Resort, Selangor, Malaysia
2nd - 3rd November 2010**

**The 2nd World Chinese Economic Forum was jointly
organised by
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EXECUTIVE SUMMARY

The World Chinese Economic Forum was held on the 2nd and 3rd November 2010 at the Palace of Golden Horses, Mines Resort, in the State of Selangor, Malaysia. The theme of this year's forum is "Building Business Linkages in a Globalised World". Various sessions were held with this theme in mind, focusing on certain aspects of the partnership between China and ASEAN countries. This forum acknowledged this long standing relationship, citing historical links as well as recent achievements by both partners. The newly executed China-ASEAN Free Trade Area (CAFTA) was given special attention and there was a lot of talk about the impact of this agreement on the Southeast Asian Region as well as challenges that they are facing.

The Prime Minister's keynote address focused on the historical and cultural ties between China and Malaysia, the bilateral relations between the two nations, and the growing importance of China. It is no secret that China is Malaysia's largest trading partner and that China has a very important place in the global economic marketplace. China has been instrumental to Malaysia's growth and vice versa.

The special address by H.E Chai Xi, the Ambassador of the People's Republic of China addressed China's economic growth and its achievements, China's place in the world and challenges that China is facing despite a rapid growth. While China's GDP is now second largest in the world, its GDP per capita still lags behind about 100 countries. More than 300 million Chinese people have been lifted out of poverty but there remains more than 150 million who live in poverty. Nevertheless, China's presence in the global world cannot to be ignored. It has made great progress since opening up 32 years ago, and it acknowledges the era of globalisation, China is stepping up the efforts in strengthening ties with other countries.

The first session was called "Charting a New Silk Road: Connecting China, ASEAN and the Middle East," where panels discussed the economic and business links between China and these areas. H.E Yu Ping talked about regional relationships focusing on China-ASEAN relationship and discussed the possibility of East Asia Regional Cooperation, and a future FTA in East Asia. Mr Rajiv Biswas from Global Insight gave his thoughts on the role of this new Silk Road in the global economy. The new Silk Road is the heart of global economic growth, and this growing energy demands financial services and infrastructure development to improve connectivity among ASEAN nations. The third speaker, Dr. Guo Wanda from the China Development Institute talked about the future for the new Silk Road. The High

Speed Rail, regional development plans, as well as exchange rate system reform, are key drivers that will link together these nations in changing global economy. Mr Jebasingam Issace John talked about the possibility of an emerging halal industry in the market.

The second session focused on China's role in shaping a new Asia Century from economic, political and global perspectives. China has had average growth at 10% over the last 30 years, and there has been comprehensive development in China and Asia. There is also suggestion that Asia and China invent new principles on coexistence in the economic sphere. China is now a global stakeholder. China is an influential contributor in management of regional and global issues, especially in facing the collective problems of the world such as currency and account balances, the scarcity of resources, sustainable growth, and generational issues. The consensus of this session is that it is time that Asia resumes its place in the world.

The issues around CAFTA (China-ASEAN Free Trade Area) were discussed in the next session, aptly named "Deepening China-ASEAN cooperation: CAFTA – beyond the hype, doing Real Businesses". Here, we heard various perspectives from the panellists who come from both the political and business world. Both implications and challenges of CAFTA were discussed with the looming question of whether CAFTA only serve to benefit China but not Southeast Asia. What came out of the session was that there are both winners and losers in this new FTA but the benefits outweigh the negative effects. There is growth of investment and trade between China and ASEAN countries which have replaced the US as prime export region. The Chinese government has reiterated its commitment in building and maintaining bilateral relations with the ASEAN region.

The last session of the first day discussed the link between East and West, developing entrepreneurship and strengthening family businesses. This session talks about the relevance of changing business systems in a globalized world as well as key concerns for China's drive to become a highly developed nation. There is a need for corporate governance, global competition and building capabilities. There is also one factor for prosperity that China and Asian countries need to focus on: building on the social capital.

The second day of WCEF saw a comprehensive presentation by Tan Sri Koh Tsu Koon on government strategic efforts to achieve vision 2020. He talked in detail about Government Transformation Programme and Economic Transformation Programme in efforts to change Malaysia into a high income country.

The first session of the second day is "Green Economy, Clean Technology, and Sustainable Development – the Wave of the future". This was an interesting discussion focusing on government role, the economic perspective of green economy as well as the efforts needed to engage the public. The government is working on six sectors - the energy sector, building sector, water sector, nuclear energy, solar power, and bio-mass. In the economic perspective, there is a need for capital to flow into the right place, interconnection between regions, integrated solutions and the changing of mindset from thinking about waste to thinking about resources. Ms Isabella Koh brought to the session examples from Singapore on engaging the public on environmental issues.

The second session followed the financial and economic trends of China's growing overseas investments. There was a question whether or not we should welcome or control China's foreign investments. Governments need to be cautious with the rapid appreciation of currency because it doesn't translate well in terms of domestic economy. China, a communist country, has a particular economic structure that used to impose rigid regulations on Chinese businesses wanting to invest abroad. Things are changing now. We see Chinese foreign investments becoming more aggressive. Mr. Nicholas Kwan talked about the macroeconomic perspective and the prospects of China's forex reserves. There is an also international implication from China's overseas investment.

The third session is called, "The Power of Innovation and Communications- Driving Connectivity and transformation". Mr Anthony Wong, President of the Australia Computer Society focused on ICT and broadband, calling it the virtual Silk Road. Technology enables a level playing field in competition. The three megatrends in the ICT world is the printing press, electricity and internet. The idea "Broadband inclusive for all" is the basis for digital invention and innovation. Mr David Tang, CEO of Streamline Solutions talked about connecting with Australian R&D efforts, citing that there is a sizable Chinese Diaspora in Australia. He also emphasized on innovation especially, on the software and computer industry giving examples of Google, Apple and Intel. Mr. Eric Wong, the Director of IBM Malaysia talked about

IBM transformation and how innovation can be a critical instrument for the Chinese Diaspora.

The last two sessions were parallel sessions and they were: "The Emerging and Young Leaders – The Unparalleled Experience" and "Real Estate and Property Investments – Global trends and challenges." Both were well attended.

Geoffrey Chow

Editor and Chief Rapporteur

Khairiah Mokhtaruddin

Senior Rapporteur

December 2010

DAY 1 – 2 NOVEMBER 2010

OPENING ADDRESSES

Opening Keynote Address by The Honorable Dato' Sri Mohd Najib Tun Razak Prime Minister of Malaysia

The Prime Minister set the event up in a welcoming and proud tone, imparting the important standing of the World Chinese Economic Forum, and equally, of the country hosting it. He began by re-establishing the deep relationship between Malaysia and China, citing historical and cultural ties that have existed for millennia, dating back to the Ming and Qing dynasties of China. Both have mutually benefited from this long existing relationship; China exercising the strategic ports of the formerly known Malaya, while the latter on the bountiful resources of the Middle Kingdom. Equally important, diplomatic engagement between the two countries has never been less than amicable, mentioning diplomatic tolerance in each other's viewpoints and management of its nation. With the Chinese Diaspora constituting the largest minority in the nation, citing the cultural blend that Malaysia shares with China; he also went on to highlight how they constitute a large share of Malaysia's economic backbone, with large number of small & medium enterprises (SMEs) and huge conglomerates.

The Prime Minister also touched on China's leadership role, both intra- and inter-regionally. Recently announced as the 2nd biggest economy in the world, and rising fast, nations look to China as a leader and responsible stakeholder of regional and world affairs. This is especially due to Asia's emergence as the world's economic gravity post-2008, China's standing on such issues will have a leading effect on the prosperity both regionally & globally.

The key factor to China's rapid rise - opening up of its economic borders. This should be a lesson for developing nations around the world should they want to move up the economic ladder, as well as gentle reminder to China itself not to abandon such policies but to reasonably pursue them further. Yet, despite being the world's economic heavyweight, there are also room for improvements in China's economic management. For example, now, with large amounts of capital and liquidity at its disposal, it should also encourage technological advances and innovation of its own.

Finally, the Prime Minister commented on the bilateral relations between Malaysia and China—the role of Malaysia in aiding China's further rise, and vice versa. He called for cooperation in key economic areas of each country's economy, suggesting more strategic cooperation of industries and deeper integration. With the vigorous Tenth Malaysia Plan

alongside the nation's Economic Transformation Program, there are huge opportunities for investment flows from China across the 12 identified National Key Economic Areas (NKEAs).

Speech by the Ambassador to Malaysia of the People's Republic of China, His Excellency Chai Xi

Over the years, China as a country has made some remarkable achievements in its economic growth. China has been able to surpass Japan as the new 2nd largest economy in the world and is catching up rapidly to the United States of America. The living standard among Chinese citizens have also greatly improved over the years with a growing and more powerful middle-class, businesses mushrooming hence more jobs being created. As a result to this, over 300 million Chinese have been lifted out of poverty, a feat that the country as a whole can be proud of. China is also now enjoying a more open-society and transparent government, largely contributed by globalization.

In the global world, China has always stressed upon mutual benefits to gain economic development between countries. It has greatly acknowledged the era of globalization and has stepped up its efforts in strengthening ties with foreign nations. China is a member of the United Nations Security Council, a former leader of the Non-Aligned Movement, and the East Asia Summit and the Asia Pacific Economic Cooperation (APEC). From there the country works towards empowering world economics and also maintaining and promoting world peace. China has also boosted its global image by successfully hosting the 2008 Olympics, held in its capital, Beijing.

China is undoubtedly the world's success story. From an obscure beginning, the country has emerged to become a "power nation". However, like any other country, China is facing several challenges of its own. Its GDP "per capita" ranks behind 100 other countries, indicating a gaping hole in its society's wealth distribution. Aside from that, 150 million of its population still lives in poverty and there is a gap between its urban and rural development. These issues have become obstacles to the country's aspiration in becoming an economic superpower and if not monitored closely, could undertake a severe effect with possible unrest among its civilians.

SESSION 1:

CHARTING A NEW SILK ROAD: CONNECTING CHINA, ASEAN AND THE MIDDLE EAST

The Old Silk Road with a history of some 2,000 years has long linked China to the Arab world. Through joint efforts, a New Silk Road featuring close trade and economic cooperation is now being built. The rise of China and India creates immense opportunities for countries and companies neighbouring these two giants like Southeast Asia and the Middle East. The possibility of enhancing economic ties and business relationships linking China, Southeast Asia, India and the Middle East will create a New Silk Road, featuring close trade and economic cooperation through joint efforts. What are the major challenges or obstacles? What are the prospects of the New Silk Road? Where will the new investment opportunities be? This session examines the rise of the New Silk Road economies through economic analysis and how to promote trade and investment, while deepen mutual understanding between business circles of these countries.

His Excellency Yu Ping, Vice Chairman, China Council for Promotion of International Trade

H.E Yu Ping spoke on China's regional relationships - defined the China-ASEAN relationship as a growing relationship and there are still challenges to be faced by this partnership. Some of the challenges faced by the China-ASEAN partnership are the insufficient awareness of the China-ASEAN Free Trade Agreement, non-tariff barriers, trade and investment protectionism, first competition rather than cooperation as well as challenges that small and medium size enterprises (SMEs) have to face in the light of the free trade agreement.

He also emphasized that the benefits of the regional relationship should be publicized so that China's regional partners would be comfortable with the free trade agreement. The benefits of the FTA are the opportunity for growth of bilateral trade, and for combating against global financial crisis as well as other opportunities.

He was also quick to add that the China-ASEAN FTA is a prelude to East-Asia regional cooperation and that he sees a future FTA in the East Asia region.

Dr. Guo Wanda, Vice Chairman, China Development Institute

Dr. Guo Wanda spoke on the future perspective of the New Silk Road from the view of China's 12th Five Year Plan. China's Five Year plan will accelerate the transformation of China's economic development pattern with emphasis on people's livelihoods and sustainable development.

He focused on the three aspects that will have immense impact on the new Silk Road in China's Five Year Plan. These three aspects are the high speed rail, regional development, plan and the exchange rate system reform.

The China's new high speed rail plan will transform the transportation network not only among domestic cities but also the new Silk Road regions. China already has the world's longest high-speed rail network with about 7000km by 2010. The entire HSR network will reach 13,000km by 2012 and 25,000km by 2010. China is also in negotiations with 17 countries to build a high speed rail network to India and Europe. One network would run from London to Beijing and then Singapore. This means that from London to Beijing, will take only two days.

China's regional development plan will make cities along the new Silk Road more profitable. Xinjiang, a western Minority region with low GDP, is a good example. There is a new policy in Xinjiang that puts more investment in the infrastructure. Other policy supports include resources tax and enterprises income tax. There are also several special economic zones (SEZ) in Xinjiang. Kashgar, a freight station in western Xinjiang has been chosen as the home of a planned SEZ. Kashgar connects the middle and south roads of the Silk Road, it connects China with six neighbouring countries including Tajikistan, Afghanistan, Pakistan, Kyrgyzstan, Uzbekistan and India. Another SEZ will be set up in Yili, in north western Xinjiang near the border of Kazakhstan. This SEZ will provide tax incentives and greater financial freedoms for businesses investing in the area.

China's reform on the exchange rate system is important. The next five year plan will encourage more investments from China's enterprises to Asian countries. China's currency RMB appreciation has been a hot topic in the international market. However, rapid appreciation of the currency won't help domestic economic growth or the global economic stability.

Mr Rajiv Biswas, Senior Director and Asia-Pacific Chief Economist

Mr Rajiv Biswas spoke on the new Silk Road which is the new heart of global economic growth in lieu of weakening western powerhouses. China is rising to be the key transformational factor, but the best is yet to come. China is yet to become the biggest economy in the world. China's regional partnerships have seen growth in the last five years where China-ASEAN saw a growth of 15%, China and India had multiplied twenty fold since the last decade and the China-Middle East market has doubled in the last five years.

ASEAN, previously the global economy's backwater is now a rising star. For example, Indonesia is to become a trillion dollar economy in the next five years whereas Vietnam is

growing to be a powerful middle income nation. These growing developments have resulted in a growing energy demand which will be beneficial for energy producing countries such as the Middle East and Malaysia. Financial services are also being developed as economic activity and investment flows increase. Infrastructural improvements improve connectivity through sea, roads, highways, air to accommodate trade flows. There is definitely a bigger role for ASEAN multinationals in the global arena.

The New Silk Road has several implications for Malaysia and might be a solution to Malaysia's problem of being stuck in a middle income trap. Malaysia is ideally positioned to benefit from the New Silk Road. Petronas has a role in providing energy supplies for the region. Malaysia can also become net exporters of services in health, education, IT and Islamic financial services.

Dato' Jebasingam Issace John, Chief Executive Officer, East Coast Economic Region Development Council

Dato' Jebasingam Issace John said the "New Silk Road" is the new economic corridor that is touted to be an imminent hub to the world economy. This is achieved through the means of integration between China, India and South East Asia. The "New Silk Road" promises to offer new trade and investment opportunities in the region. Malaysia is strategically positioned in the "New Silk Road" as it has already established strong and healthy relations with China, India and South East Asia. Apart from that, Malaysia has also some of the best ports and airports to cater to the incoming and outgoing trades.

One of the industries that Malaysia should focus on to market to the "New Silk Road" is the halal industry. This industry is deemed as highly promising as it is well accepted even to people that are non-Muslims, the product is clean and well managed.

Apart from that, the East-Coast Economic Region (ECER) development is also thought to benefit from the "New Silk Road". The East-Coast Regional Development is a Malaysian development project that covers the states of Kelantan, Terengganu, Pahang and the north of Mersing. Numerous projects are being planned to uplift the east-coast states of Malaysia. The Kuantan port, the biggest port in east Malaysia will benefit greatly from the "New Silk Road" as the port will now handle more trades.

Furthermore, industries such as agriculture, manufacturing, iron and steel, oil and gas and plantation will also benefit greatly.

Question and Answer Session

Q: How do you see the appreciation of the RMB affect Chinese economy? How does China approach efforts to stabilize economy?

A: RMB policies should balance 3 aspects: international markets, monetary policy, economic and social development. In China, we gradually reform the fundamentals of the currency.

Q: How does the development of the New Silk Road will benefit the SMEs along this road?

A: The rapid economic growth from China, ASEAN, India and the Middle East will bring benefits to local SMEs. Such a rapid economic growth in these regions will create more opportunities. There will be more transformation of SMEs into larger enterprises. We already see this in China and India, we see emergence of multinationals in China and India.

SMEs are important for economic development. One important factor is connectivity: easier transportation, advance of communication systems. The new Silk Road will help bring SMEs together; it will be a way of exchanges. In modern times, it will be exchanges of capital, ideas, resources and products. Government agencies and SMEs should work together.

Q: What does the panel see the role of Australia in moving forward along with the new Silk Road?

A: I think for Australia, this is a tremendous opportunity for resources, oil and gas etc. With China and India as emerging economies, they need more resources and Australia can definitely benefit from this. Australia has grown rapidly the last few years, and wasn't affected by the economic crisis.

SESSION 2:

SHAPING A NEW ASIA CENTURY-CHINA'S ROLE

China's rise on the global stage is indeed one of the most significant geopolitical agenda of the last two decades. Witnessing the breakneck expansion of China's economy, it is also predicted that the 21st Century will be the Asian Century. This is more so after the Global Economic Crisis as the countries of East Asia have rebounded strongly. What will be China's pivotal role in shaping the new Asian Century? How will China take on the new regional leadership role? Recognizing the fact that China is rising as a super economic power, this session will examine how China relates to a globalised world and its impact on global prosperity, peace and stability as a global powerhouse.

Ambassador Zou Mingrong, Executive Vice Chairman, China National Committee for Pacific Economic Cooperation

Ambassador Zou Mingrong spoke on China's large economy, the comprehensive development in China and ASEAN as well as regional economic development. China's economy has seen growth for the last 30 years. China's GDP is now at US\$5.8 trillion. China's economic growth over the last 30 years averages annual growth of 9.9%. The proportion of China's economy in the world economy has grown from 2% thirty years ago to 8.5% in 2010. It is expected to reach 15% by 2020 amounting to US\$15 trillion. China's import and export trade has also expanded from US\$21 billion in 1978 to US\$2.56 trillion in 2008.

There have also been comprehensive developments in China's relations with Asian countries. First of all there is mechanism established for cooperation between China and Asian countries with the major mechanisms such as 10+1, 10+3 and ministerial meetings, the East-Asia summit, and others. There are also free trade agreements with ASEAN and Pakistan as well as long-term development programme with Korea, Vietnam, India, Mongolia and Pakistan.

Bilateral trade has grown rapidly where the overall volume of China's trading relations with Asian countries rose from 7.4 billion USD in 1978 to 1.2 trillion USD in 2009. Moreover, the two-way investment between China and Asian countries has also grown with a steady growth since 2000. China's investment overseas showed an increase of six times in the five years between 2002 and 2007. China has also developed engineering contracts with some Asian countries.

China's regional cooperation with Asian countries has also reached a new stage. China-Asia relations have three important factors: conducive to Asia's peace and stability, common prosperity as well as a tool to combat global crisis.

The cooperation can be reflected in the following ways:

1. China-ASEAN cooperation
2. China and East Asia regional cooperation.
3. China's closer relations with South Asia and West Asia

He concluded that to positively promote Asia's development, prosperity and peace is a policy pursued by the Chinese government for the past years. The goal for China's Asian policy is peace, security, cooperation, and prosperity.

China reaffirms its principles which are :

- To work to create a regional political environment in which mutual respect, equality, and peaceful coexistence prevail
- To work to create a regional development environment for common development and prosperity
- To work to create a sustained regional security environment in which all countries cooperate closely in mutual trust.
- To work to create a colourful human environment in which we all learn from each other in strengthened exchanges.

Ambassador Christopher J LaFleur, Former US Ambassador, Vice Chairman, JP Morgan, Japan

Ambassador Christopher J LaFleur spoke on China's role in the world. China is now a global stakeholder where it is an influential contributor in the management of regional and global issues. China's engagement with the world is critical in dealing issues relevant worldwide

- currency and account balances
- scarcity of resources e.g. petroleum supplies, clean water
- sustainable growth
- generational issues e.g. declining birth rates contributing to aging population
- balancing intergenerational inequities
- architecture with which countries of region and wider region

Some resolutions on China's part include progress made to increase China's stakeholder ship in the international community. G-7 countries have been adjusted to include China and the G-20 has realigned to include greater say of emerging markets in IMF. The East-Asia summit can now include participation from the US and Russia.

What China can do is to harmonize standards and incorporate best practices in managing geo-political economic marketplace. For example, APEC offers a stage to lower barriers. China also has a role as a trading nation where exchange of resources and ideas are important.

China's domestic growth and foreign investment moving forward will have a tremendous impact on the economy. For example, IPOs in Hong Kong far surpasses other bourses in the world economy.

Ambassador LaFleur concluded that the new century will not be an Asian Century but rather a century in which Asia resumes its place as part of the leading nations in advancing the global economy.

Mr Nicholas Kwan, Head of Research, East Global Research; Chief Economist, Standard Chartered Bank, Hong Kong

Mr Nicholas Kwan warned that it might be wise to be cautious of Asia's economic rise. It the 90's, Asia looked to be growing until the 1997 crisis hit and everything seemed to be a mess. However, this doesn't mean that Asia will not be prominent; in 20 years' time G10 will be topped by China with GDP that will double the GDP of the US. Following it will be India, and possibly also Indonesia. 40% of the world's GDP will be from Asia. It will be different from what it is now; maybe a G3 where Japan, the US and China dominate.

This so-called Asian Century will not just be confined to Asia but countries like Brazil, Turkey, and Mexico will also play huge roles. It is worth noting that China's growth is from resources supplied by other nations, and their growth is also critical to China's too.

China is big with huge market capacity relative to the world economy but also small in terms of GDP per capita which is less than the GDP per capita of the US. China has a long way to go to accumulate wealth and assets. Even with huge speed rails, and track lines, they are still lagging behind developed countries like the US.

The first step of China's economic growth was economic liberalization. The next step that China needs to do is to move up the value added chain. It can no longer be a producer of low cost products but it needs to be a buyer of high value products of other nations.

Andrey Ivanov, Senior Research Fellow, Center for East Asian and SCO Studies, Russia

Mr Andrey Ivanov spoke about China and the future of Asia and how China is a competition to the West. China and its regional partners have invented new principles in coexisting in an economic sphere.

China's role in the formation of a new Asia is extremely important for Russia. China is one of the largest trade partners of Russia. He raised the question of whether or not we should be afraid of China and hoped for the formation of a Russian-China partnership.

Question and Answer Session

Question: What is the main motivation for China investing abroad? What is the political reason behind this? Government encourages money out but also encourages money to stay in.

Answer: When people invest abroad is to expand their market shares; also to acquire technology and R&D. There are also natural resources. The core principal is quite similar.

State of development is no different. First you have sufficient savings, then you need to do the investment because you are running short of capital or resources or technology that you have to get from outside. From monetary point of view, liquidity needs to get out through FDI. It is a very good development for any economy that wants to integrate in a global economy.

SESSION 3:

DEEPENING CHINA-ASEAN COOPERATION: CAFTA- BEYOND THE HYPE, DOING REAL BUSINESS

In January 2010, China and ASEAN completed the formation of CAFTA (China-ASEAN Free Trade Area) to establish the world's largest free trade area (FTA) by population and third largest FTA by combined GDP. This establishment is being seen as a great leap forward to expanding pluralistic trade in the region. Around 7,000 items traded between China and ASEAN are now zero-rated, after entirely phasing in the 5-year tariff reduction schedule for goods on the normal track. Bilateral trade between China and ASEAN has increased by double digit growth while China's appetite for growth continues to absorb imports from ASEAN. China's investments into the ASEAN countries have also increased. Asia, as an integrated production base for the global supply chain will be strengthened and CAFTA should help manufacturers target the ASEAN market, in particular many middle-class ASEAN consumers who are sufficiently affluent to demand for products of better quality. What will shape the China-ASEAN trade and investment flows? What are the key issues? What are the opportunities?

The Honorable Senator Dato' Donald Lim, Deputy Finance Minister

The Honorable Senator Dato' Donald Lim talked about the implementation of CAFTA; CAFTA has a population of close to 2 billion ~ the main motivation of CAFTA for ASEAN was that companies from ASEAN can now enter Chinese markets, especially markets for services.

In 2009, ASEAN had a combined investment into China valued at about US\$1billion. Dato' Lim encouraged ASEAN to import intermediate goods from China for further processing so that value can be added to those good in ASEAN countries.

He also spoke about the QFII status (QFII is China's program that was launched in 2002 to allow licensed foreign investors to buy and sell Yuan-denominated "A" shares in China's mainland stock exchanges and in securities), and that as of now 11 countries are under the QFII scheme; while in Malaysia, only Bank Negara has the QFII status. Malaysia is now requesting for more institutions to be considered. The Deputy Finance Minister also mentioned that 4 Chinese companies are now listed in the Kuala Lumpur Stock Exchange.

Ms Zhao Jianglin, Chief, Regional Economic Studies, Institute of Asia Pacific Studies, Chinese Academy of Social Sciences

Ms Zhao Jianglin said the growing appeal of Southeast Asia is beyond monetary measures. That is, the region's attraction not only in higher returns in equities of local bourses, higher levels of liquidity or the appreciation of its members' currency, but also lie in

the a strong fundamental aspect of the economy: a growing and more economically powerful middle class. The per capita income growth of the region's population constitutes a higher demand for consumer goods, which, needless to say, is good for businesses. This has not gone unrealized by the Chinese, who have channelled huge investments in places like Vietnam, a growing economy due to a recent emergence of a middle class with economic means.

With huge populations near by only just entering the middle income group, namely in Thailand and Indonesia, the Southeast Asian region presents huge economic opportunities and growth prospects of its own, as well as for China. In acknowledgment, the Chinese government has reiterated its commitment in building and maintaining bilateral relations with the ASEAN region. The growth of investment and trade between China and ASEAN, which have now replaced the US as its prime export region, only looks more promising.

Professor Liang Jinrong, Deputy Director-General, Office of the Planning, Construction & Administration Commission of Guangxi, Beibu Gulf Economic Zone, China

(speech was given in Mandarin; translation not available in English).

Mr. Edward Clayton, Principal & Country Head, Malaysia, Booz & Company (Malaysia) Sdn Bhd

Mr Edward Clayton spoke about the issues of the China-ASEAN Free Trade Agreement and the effects as well as what it offers to Malaysia. He brought up the question of whether or not CAFTA is good for Southeast Asia or if the region will be swamped with Chinese imports and who will be the winners and the losers?

The winners of the FTA are the transportation and logistics industries because connectivity must work seamlessly before integration can happen. Consumers will get better value and better choices because people will be forced into specialization. Economics of scale by manufacturers as producers get tapped into the bigger market as opposed to their small internal markets. Agile manufacturers are also winners in this situation.

The losers of the FTA on the other hand, are the protected industries enjoying monopoly right now as well as those who don't have much value. Japan and Korea also probably will have difficulties penetrating these markets.

However, there should not be fearful of competition because it will turn into a value-based competition. There is definitely a place for Malaysia in CAFTA. There are 8 SRIs put forward by NEAC to encourage growth in Malaysian economy:

1. Re-engaging the private sector: CAFTA gives room for private sector to move into the markets
2. Developing quality workforce
3. Creating a competitive domestic economy
4. Strengthening the public sector: CAFTA will bring competition to eventually bring about quality outputs from private sector, producers and even politicians.
5. Transparent market friendly affirmative actions.
6. Building a knowledge-based innovation economy.
7. Sustainability of economic growth.

Question and Answer Session

Q: Which are the sectors that Malaysia should effectively phase out?

A: A general philosophy that Malaysia has had is that we will compete by being cheaper than others. Doing that in a FTA is completely doomed. Do we want to have this kind of industries using the resources of the country? For example, agriculture ~ what we should aim for is to produce more with less input with technological advances.

SESSION 4:

BRIDGING EAST AND WEST, DEVELOPING ENTREPRENEURSHIP AND STRENGTHENING FAMILY BUSINESSES

A stimulating session addressing how Chinese family businesses adopt the Western management practices, and examining the relevance of the Chinese Art of War vis-à-vis Western Management practices. Whilst taking a closer look at whether traditional models continue to make sense in the new economic environment, families must also meet their number one priority: preserving their wealth. What is the future of family business? How do family businesses adopt both the Chinese Art of War and the Western Management practices to grow and prosper? What are the challenges facing family businesses? How can entrepreneurship be nurtured among young talents? This panel will offer up important lessons learnt and inspiring visions for the future and give you an insight into how The Art of War helps to translate strategic wisdom into some powerful lessons to enhance your business and personal success.

Dean Xiang Bing, Dean of Cheung Kong Graduate School of Business, Beijing

Dean Xiang Bing talked about the key concerns for China's drive to become a highly developed nation. Firstly, there is an over promotion of the entrepreneurial spirit. For example, Japan's attention to detail or Germany's highly skilled labour show that not everybody needs to be a great entrepreneur.

China still needs to work on innovations, as the Chinese have tended to imitate the West in the past. China needs to move away from price competition to value competition. China is good at wealth creation but not the development of institutions for long-term sustainability.

Another concern is the lack of multinational companies because the Chinese like to keep it in the family or what they call preservation of wealth. The Gini index is still very low in China, and this is a great concern as well. Another issue is sustainability - something Chinese companies have taken for granted in their pursuit to remain competitive in pricing.

Lastly, there is a lack of basic values in school children, all of whom lack initiative in civil duties. These are among the key concerns that China has to address to truly become a developed nation.

Mr Peter Thong, Senior Advisor, China Britain Business Council, Beijing

Peter Thong talked about the more spiritual side of family businesses citing that strategy is not enough to make a successful business. There is a philosophical value for money and what money can bring for these Chinese family businesses. There will be different operating

systems but the most important thing about building a successful business is to have the right state of mind.

Prof George Yip, Dean, Rotterdam School of Management, Netherlands

Professor George Yip spoke about how globalization is making a shift in business systems everywhere. It is no longer a practice of local versus foreign but rather, global versus local. There are some changes that needed to be implemented in traditional business systems to make sure that the business is ready for the globalised world.

The first one is on corporate governance where there is a change from protecting not just the owners but also the shareholders. There needs to be a change in the role of the chief executive who has to be the orchestrator of key decisions. The chief executive can do this by setting out key objectives and strategies that link the business's main goals. Businesses now have to deal with global competition as well ~ thus while initially they are local protectors, they are now moving to be global "dodgers" or competitors of specialized functions up the value added chain.

These businesses should also be the source of competitive advantage. For example, low cost engineering labour by Hi-Sense has managed to penetrate the African market. Moving on to the managerial aspect, managers should be appointed professionally rather than appointing family members. Next, these managers should be trained either on the job or training in professional schools.

Businesses should have build learning capabilities; they should learn from joint ventures or acquisition of companies for technology, skills, expertise and even brand names.

Edmond Yeo, JP, Chair, Board of Trustees, Chinese Information and Advice Centre, United Kingdom

Edmond Yeo mentioned some of the world's most prosperous nations 2010 – examples were Norway, Denmark, Finland, Australia, New Zealand, Sweden, Canada, Switzerland and The Netherlands. He went on to say that various factors contributed to this prosperity over a long period of time: Economic Growth, Market Confidence, Entrepreneurship and Opportunity, Health & Safety, Personal Freedom, and Social Capital.

Mr Yeo then mentioned the general elements that make up social capital and the importance of developing social capital as a companion to economic prosperity. The elements that are important for social well-being and harmony he mentioned were:

- Volunteering
- Helping strangers

- Donations to charitable organization
- Attitudes to environmental issues, carbon footprints, green policies, etc.

Mr Yeo went on to explain the concept of Social Enterprise. The characteristics of social enterprise he maintained are the following:

- Objective - a business trading for social and environmental purposes
- Distinctive - their social and/or environmental purpose is absolutely central to what they do
- Profits - reinvested to sustain and further their mission for positive change

Some examples of actual and successful social enterprises Mr Yeo gave are: The Big Issue, Jamie Oliver's Restaurant Fifteen, The One Foundation, Cafedirect, Divine Chocolate, Green-Works and Elvis & Kresse.

Mr Yeo expanded on two of those social enterprises:

- The Big Issue - produces a magazine distributed by street vendors & offer homeless and vulnerably housed people the opportunity to earn a legitimate income
- Jamie Oliver's restaurant Fifteen – pioneering chef apprenticeship programme that inspires disadvantaged young people – homeless, unemployed, overcoming drug or alcohol problems to believe that they can create for themselves great careers in the restaurant industry

Essentially, these outstanding examples of social enterprises have characteristics stated below:

- Use entrepreneurial skills of private sector to achieve a social or environmental mission
- Collective management
- Stakeholders (paid staff and volunteers) participate fully
- Accountability and transparency
- Social benefits include economic regeneration, creation of jobs, etc.

- Delivering a service that public services have “outsourced”
- Combination of funding - grants, sponsorship and trading
- Breakeven price - income matches expenditure as any surplus or profit made is re-invested

Future developments of social enterprises can be summarised as below:

- Public Sector Procurement - growing trend within the public sector to look to the social enterprise sector to deliver services
- Community or voluntary organisations transforming into social enterprises
- Franchise Partner
- Ben & Jerry’s Scoop Shop in Scotland run by a local voluntary organisation aims to enable homeless and disadvantaged, Ben & Jerry waives its standard franchise fee

DAY 2 – 3 NOVEMBER 2010

Special Address by The Honorable Tan Sri Dr Koh Tsu Koon, Minister in the Prime Minister's Department, Malaysia

Tan Sri Dr Koh Tsu Koon spoke about the strategic thrusts for vision 2020 which the government transformation program and economic transformation program aim to do.

He said that the government has identified people's needs through surveys and the four things that the people have acknowledged are:

- Sustaining unity
- Rising crime rates
- Worsening corruption
- The decline of education

Thus the government understands the need for an economic transformation. The NEM aims to achieve a high income economy with social inclusiveness and sustainability. The 10 Malaysian Plan aims to achieve 6% growth and a GNI per capita of 15000. Some of the economic enablers that the government have come up with are eight SRIs among which are: to re-energize the private sector, to develop quality workforce, to strengthen the public sector and transparent affirmative action.

The 12 new key economic areas (NKEA) include financial services, agriculture, wholesale and retail, tourism, oil and gas, education, health services, greater KL and communication. These are led by one minister, and status of each project is ranked; 92% of these projects are led by the private sector of which 32% are Government linked companies (GLCs).

The government also had eight labs (equivalent of one year of meetings) to collectively:

- Identify 131 entry point projects and 60 business opportunities
- Grow GNI by minimum 6%
- Ensure mainly privately funding
- Create more high income jobs

These labs ensure a transformation journey at high speed.

Dr Koh also noted that from the World competitiveness yearbook ranking that Malaysia is at no. 10 in 2010, number four in business efficiency, number nine in government efficiency, number 25 infrastructures and number twenty three in World Bank Ease of Doing Business ranking.

He emphasized on unity and diversity saying that we should acknowledge diversity and reach out to Muslim countries, China, India, ASEAN and the West. He also brought up that good governance will contribute to a conducive business environment.

He then moved on to the issue of bilateral trade with China, where there is great potential for robust growth through leveraging on multicultural assets, promoting conducive business environment as well as working on specific NKEAs like Palm oil and financial services.

SESSION 1:

GREEN ECONOMY, CLEAN TECHNOLOGY AND SUSTAINABLE DEVELOPMENT-THE WAVE OF THE FUTURE

Leaders worldwide are seeking new formulas for expansion of the world's economy, which addresses the costs of growth such as environmental damage and a widening income gap. We want to switch to a more sustainable mode of development where we consume and pollute less. It is therefore vital to make conserving energy, decreasing energy consumption and protecting the environment the main fulcrum for changing the pattern of economic growth. Climate Change and Global Warming are becoming major challenges globally and this has made Green Technology and Clean Energy more relevant and important. Greening the economy is the Wave of the Future and China today is a major leader in Green Technology. What are the prospects in Green Technology? How to structure collaborative ventures in the Green economy? China's future and the future of this whole planet depend on whether China can leapfrog over the mistakes made in Western economies. This session examines how commitments towards ecologically sustainable development offer business opportunities and mutual benefits to the rest of the world.

The Honorable Dato' Seri Peter Chin, Minister of Energy, Water and Green Technology, Malaysia

United Nations Economic Programme (UNEP) says that green economy is an improved human well-being and social equity while reducing environmental risks and ecological scarcities. A green economy is an economy or economic development model based on sustainable development and knowledge of ecological economics.

Malaysia is one of many countries that aspire to have green economy. It is touted as a new driver for growth as it shows immense potential, generation and wealth potential.

Dato' Seri Peter Chin said there are 4 pillars that drive a green economy:

- 1) Energy
- 2) Environment
- 3) Economy
- 4) Society

To ensure the success, the green technology and climate change council must streamline and coordinate efforts to drive green tech based economics. The main forecasts are on

energy efficiency and development of new and renewable energy sources. The government must also support by offering tax incentives.

Green technology in Economic Transformation Programme:

- Energy is one of the main national key economic areas (NKEA). One of the main components is electricity. From 2015 to 2020, Malaysia is planning to build plants to achieve an additional 6 gigawatts target. Malaysia is also to embark on nuclear energy. However, the government plans to get an encouraging public approval first in order to proceed with nuclear energy.
- To ensure Malaysia has enough generation capabilities, renewable energy is to be the next thrust. The government plans to have 5% of planned energy resources by 2015.
- Malaysia also plans to endeavour as global hub for solar energy. Malaysia aspires to increase its market share in solar energy to 17% of the world capacity by 2020. Even when solar is considered as expensive still, prices have dropped and expected to drop further to RM6.70 per watt by 2020.
- Apart from solar, Malaysia is also to focus on biomass as fuel source. The industry is on the increase especially in the palm oil industry. Another 5 bio oil plants to be built in the next 5 year.
- Essentially, the government is determined to grow further on this sustainable path.

Ms Isabella Loh, Chairman, Singapore Environment Council, Singapore

Ms Isabella Loh talked about engaging the public with green issues and that it is pragmatic for NGOs to work closely with the government. She said that governments should provide accolades to businesses in Singapore and ASEAN countries to encourage green technological solutions among businesses.

Government green efforts need to represent what the people want. There is so much information on green technology online and offline. Fear is not enough to change behaviours. Governments and NGOs need to understand how to make people, private and public sectors understand green technology.

She also brought up three things that governments and NGOs still need to work on:

- Energy plants
- Green buildings
- Transportation sector

She raised the question on how to go about engaging the people because public engagement is really hard to obtain.

Dr Thomas Tang, Director, Corporate Sustainability, AECOM Asia, Hong Kong

Dr Thomas Tang gave an economic perspective on green technology. He provided six rules of green economy which are:

1. Capital flowing to the right places: China-ASEAN have to work together
2. Intercommunication to deliver green solutions: China has 100 gigawatts of wind generation capacity but it is mainly in remote places like Gobi deserts.
3. Integration of solutions rather than standalone technologies.
4. Changing mindset from thinking "waste" to thinking "resource".
5. Finding the next "oil": today's oil is going to deplete in the next 45 years; is nuclear sustainable?
6. Cities are the catalysts for change.

Question and Answer Session

Question: Can you tell us the Singapore way of Green Economy?

Ms Isabella Loh said Asians love awards. Malaysia has mandated sustainable reporting. Business should get awards for their green effort. Where do the people come in? Labelling is key. There is a global network labelling right now for products but not one for buildings, food courts, hotels etc. So we are starting to label offices and hotels. We are auditing people's behaviours, and it drives consumer's awareness. We are still a long way off.

Mr Thomas Tang answered - in China there are other mechanisms to engage people in green technology. Two things that have happened in the world that captured the world's attention: 1) Climate change, 2) Public health. Within Asia, it is the most polluted part of the world. Concerns focus more on public health.

Question: Hong Kong is more laissez faire than the pragmatic Malaysian government. How does Hong Kong work to engage the people?

Mr Thomas Tang answered that Hong Kong is always comparing itself to Singapore. There is a different style of governance but in terms of engaging civil society, it is not a priority. If you look at the working class, that is not their priority. To be able to inculcate this kind of thinking is a bit of a stretch. We don't charge for waste, we don't recycle water because we get cheap rates from China. Having said that, we are committed to reducing carbon. We need more effective policies, less populist politics.

Question: Isn't the first concern education?

A: Education is key. Kids are educated on recycling. Education is already in place.

Question: I am aware that there is big money to be made in recycle waste. I want to know how Malaysia can turn food waste into business opportunity.

The Honorable Peter Chin answered that there are instances where a particular waste site not being maintained properly. If we can turn waste into a business opportunity and technologies are there, but we need commitment. We need businesses with a high ROI to be able to do this.

SESSION 2:

THE WALL OF MONEY- CHINA'S GROWING OVERSEAS INVESTMENTS

Today, China is a key player in financial and investment markets globally. The impact of these flows is significant whether they be in US Treasury auctions, M&A or SWF driven investments. Is this "Wall of Money" for overseas investment sustainable and to what extent is this important in the West and the rest of the world? Is there an even greater role for China? How might this be achieved in a meaningful and balanced manner?

Mr Teoh Kok Lin, Chief Investment Officer, Singular Asset Management, Malaysia

Mr Teoh Kok Lin said that the turning point in Asia's economic management began after the financial crisis that hit the region in 1997. The huge capital outflows that went along with the market crash, and the subsequent stringent conditions of the IMF economic recovery packages made the Asian leaders cautious about movements of currency. As a result, vigorous currency reserve accumulation was adopted in the aim for economic stability necessary for growth.

A decade has since passed, and with American treasury bills no longer deemed as safe an investment it once was once, the huge pile of dollar reserves (China leads the world with the highest) with levels exceeding those necessary for currency stability, we see these moneys invested in unprecedented levels around the world. Not only are they being invested in the financial markets, but also in accumulating huge resources in order to accommodate their domestic consumption and production.

Even though China is a communist country with tight economic controls, it has been de-regulating to make it easier for Chinese companies to invest abroad. With unprecedented levels of money to shake markets, he raises the dilemma: will countries embrace China's economic might and accept higher levels of Chinese share in their economies, or view this as an overbearing presence of China's economic might?

Mr Nicholas Kwan, Head of Research, East Global Research; Chief Economist, Standard Chartered Bank, Hong Kong

Mr Nicholas Kwan also touched on China's aggressive global investment measures stemming from its high levels of foreign exchange reserves. As of the current moment, China has only adopted a passive diversification of its foreign reserves. That is, only 'additional' reserves are channelled into outward investment and asset purchasing. Even so, China still holds massive amounts of dollar reserves that lead the world by a large margin. What are the prospects of China's foreign exchange reserves? Much of this depends on the

way China and the rest of the world pushes the Renminbi internationally, he says. If it eventually becomes a major currency that the international financial community holds in their reserve portfolio, China will not need to hold as much foreign exchange as a safeguard for its currency and in the aim of its own economic stability. Much talk and hostility of China's attempt in manipulating its currency, whether legitimate or not, will disappear and instead shift focus into how everyone can mutually benefit from China's, and indeed Asia's, new economic muscle in paving the way for global prosperity.

Special Address by The Honorable Lim Guan Eng, Chief Minister of Penang

Penang is one of the smallest states in Malaysia but it bears a great importance to the country.

The state of Penang focuses on:

- 1) Skilled human talent
- 2) Effective supply
- 3) Competent
- 4) Strong
- 5) Good governance
- 6) Creativity innovation & science
- 7) Liveable city

Most people nowadays live in cities; therefore Penang aspires to be one of the great cities to cater to the needs of today's society; specialisation, economies of scale, highly skilled.

The state of Penang also aspires to be an intelligent city to attract talent and these include that of:

- 1) Individual intelligence
- 2) Collective intelligence – harness individual intelligence
- 3) Digital intelligence
- 4) Institutional intelligence
- 5) Integrity intelligence.
- 6) Penang as Silicon Valley of Malaysia; emphasis on technology; Penang to be first Wi-Fi state.

Competency, Accountability and Transparency (CAT) are these essences of good governance and Penang stresses highly on these important criteria. The state of Penang recorded the biggest surplus among states in Malaysia and was praised for its corruption handling. Clean government inspires the people and it is the job of the government to punish the bad and reward the good. Penang adopts the "open tender" policy as one of the tools to avoid corruption.

The state of Penang also focuses on developing human talent in Penang as one of its core areas and failure to do so means that the state cannot ever escape the middle income trap. Penang is to showcase its R&D hub, and will build a technology park modelled after the one in San Jose to encourage and nurture innovations.

Special Luncheon Keynote Address by The Honorable Dato' Sri Dr. Ng Yen Yen, Minister of Tourism, Malaysia

Malaysia plans to build linkages through Tourism. The old Silk Road was about the sales of goods but the new Silk Road should be based on tourism. That is because there are 880 million travellers this year and that has generated \$852billion this year itself. The industry expects an increase to 1.2billion travellers which will generate \$1.66trillion in 10 years. That shows the humungous scale of the Tourism industry.

G20 has also organized a T20 (Tourism powerhouse), to show tourism's importance in the 21st century economy. Malaysia was also invited to participate and that speaks well of the country. In the top 10 best tourism country, Malaysia is placed at number 9, and the only other Asian country was China.

Chinese outbound travellers were recorded at 47.5 million last year and China expects to hit the 100 million mark by year 2020. This shows the importance to focus tourism efforts in China. By 2020 China will become the 1st destination in the world, a lot of investments coming in including that of the Malaysian investments.

Tourism is now a component of FDI, and last year recorded the highest income in tourism. Air accessibility has been identified as an important factor to attract more tourists to both Malaysia and China.

Malaysia is focusing on modality, nature and events among other things to attract tourists. PM Najib has announced tourism liberalization to make Malaysia a top destination.

Malaysia is also to focus on its “Malaysia my 2nd home slogan”. The government expects that this will bode well with the travellers as Malaysia offers highly attractive qualities such as having no major natural disaster, affordable cost of living, good infrastructure, good weather and the people are friendly.

Malaysia also focuses on the idea of making the country a top business destination with good facilities, world class convention centres and political stability.

In the New Economic Model Malaysia aspires to become top tourism player with having:

- Duty free shopping
- Premium shopping outlets
- Eco tourism
- Strait Riviera
- Entertainment centre (5 premieres)

Apart from that, Malaysia is also to embark on green tourism to preserve the environment. The Brand – “Malaysia Truly Asia” received worldwide recognition.

Question and Answer Session

Question: The West has always been seen with countries with money. The US brought money to Asia, but now they are having difficulties in their home ground. With Asia boom in terms of wealth creation, how do Asians see this reversal?

Answer: I guess in the context of Singapore, domestic markets are tiny so it needs to expand geographically. Interesting point about wealthy countries - they are beginning to buy assets abroad. Aside from Asia, there is also Norwegian fund. These countries are buying assets abroad and collecting rent offshore. I am strongly in favour of these overseas investments. If you ride buses in London, the Singaporean operators have successfully expanded to Scotland and Australia. Diversified source of income geographically.

There haven't been many single blocs that have exerted such large scale investments. So there are feelings of threats because it is not the same as buying a small minority stake. The scale of China is well beyond what many governments are used to. Case in point is Europe, certain countries are open to substantial foreign investments. I think one needs to look at the country in question and be cognizant of the position of industries in the respective countries. China needs to be respectful of countries they invest in. Natural resources is one

of them, there is presence of China in Africa one of the areas that need to be looked at. Norway is pioneer in sovereign wealth funds, you don't hear Norway buying parts of Africa.

Foreign investments are always sensitive. If you look at cross border investments, people think that they are not right but it turns out to be beneficial. E.g. Japanese foreign investments in the US. Japan funded the US economy by buying high and selling cheap. My reading is that as long as investments make economic sense, minimizing political considerations, they should be OK. For small economies there might be; larger economies that might manipulate them. We have to look at foreign investments in a positive way.

Question: What is the main motivation for China investing abroad? What is the political reason behind this? Government encourages money out but also encourages money to stay in

Answer : When people invest abroad is to expand their market shares. Also to acquire technology and R&D. There are also natural resources. The core principal is quite similar.

State of development is no different. First you have sufficient savings, then you need to do the investment because you are running short of capital or resources or technology that you have to get from outside. From monetary point of view, liquidity needs to get out through FDI. It is a very good development for any economy that wants to integrate in a global economy.

SESSION 3:

THE POWER OF INNOVATION AND COMMUNICATIONS - DRIVING CONNECTIVITY AND TRANSFORMATION

Innovation is crucial to transform nations, societies and corporations to become competitive 21st century powerhouses. Information and Communications Technology stay in the forefront of this 21st century revolution and will remain as the anchor of communication. ICT and Innovation will propel connectivity and drive change. What are the new technologies and trends that make the world flatter and more connected? How can China, the Chinese Diaspora and the region benefit from closer connectivity? How can we best utilise ICT and continue to innovate in order to promote the Global Chinese Diaspora Business Network?

Mr Anthony Wong, President of the Australia Computer Society

Mr Anthony Wong opened with the idea of ICT and broadband capacities as the Virtual Silk Road for economies and societies of the new century. He talked about the three megatrends affecting the new global diaspora:

- Tools of ICT devices
- The mobile telephony communication tools
- Arrival of smart systems

These megatrends are changing business structures and orientations around the world, from ever expanding usage and increasing mobility of ICT devices for numerous purposes to the provision of information databases of immense sizes in order to arrive at better business decisions. Meanwhile, broadband penetration and connectivity will accelerate the convergence of these megatrends, which will create an infrastructure of increased efficiency and decreased time travel. Thereby, creating a super bridge to the new world—the new nervous system of a new civilization.

Mr David Tang, Chief Executive Officer & Founder of Streamline Solutions, Melbourne, Australia

Mr David Tang intimated that Australia is a country that has one of the largest Chinese diaspora. The population of Australia is 22.5 million and the number of Chinese (in ethnicity) is 700000 and 10% of them were Chinese Malaysian.

China has invested a total of \$25 billion in Australia and the kind of money shows how much emphasis China is giving to Australia. Australia itself spent \$8billion per year in research & development on its technology and services.

Due to the much emphasis that Australia is giving to its research & development, there are huge opportunities for Malaysia and China to collaborate with Australia in research & development and creating a win-win situation.

David worked in Intel prior to establishing his own company. His experience in Intel has taught him to “connect the dots”. Technology-based people must focus on trends as one cannot just sit in the room without knowing what the market is actually like. It is expensive to be innovative, therefore one can never get complacent.

Apple has spent 2.5% of their sales for research & development and that shows the huge importance of research & development.

Mr Eric Wong, Marketing Director, IBM Malaysia

Mr Eric Wong talked about how innovation can add value to businesses and add to its competitiveness. He focused on the IBM transformation; where on the brim of collapse, IBM sold its PC, network and printing business. He also looked at how innovation can be applied in a huge multinational company. Innovation can be executed from bottom up ideas.

He continued to talk about trends in innovation which are:

1. Open collaboration innovation
2. Focus on the individual
3. Focus on intellectual capital
4. Grow non-product innovation
5. Integration of existing technology

Innovation has to focus in production, service, business process and models, management and culture as well as policy and society.

SESSION 4A:

THE EMERGING AND YOUNG LEADERS - THE UNPARALLELED EXPERIENCE

With a wide range of nationalities participating in the forum, sharing one similarity of being a Chinese, or wanting to understand the Chinese Diaspora; this session sets a platform for an open-minded exchange of diverse perspectives on contemporary global challenges convening the future of the world leadership. The panellists are each other's best resources in uncovering similarities and differences between the young people from different backgrounds coming from diverse geographical locations. We believe in strengthening relationships and cooperation between cultures and creating a network between the future leaders of the world. This session is designed to encourage interaction in a cross-cultural setting, discussing the hopes, aspirations, concerns of the younger generation. How can Young Leaders provide new impetus for cooperation? What can be the driving forces for the future?

The Honorable Chua Tee Yong, Deputy Minister of Agriculture, Malaysia

The Honorable Chua Tee Yong said the Malaysian Chinese population, even though constituting 26% of Malaysia, is not homogeneous; there is the Mandarin-group, the English-speaking group and those with some combination of both. These groups have different mindsets, viewpoints and upbringing. The fact that the MCA (Malaysian Chinese Association) takes care of all of these groups, the constituency needs to be issue-based as opposed to a strictly racial based platform.

The Honorable Tony Pua, Member of Parliament, Malaysia

YB Tony Pua challenged the implied underpinning idea of the WCEF, that there is solidarity of the Chinese around the world. He raises the issue of the Chinese being a racial identity or a national identity. From a survey taken in Malaysia, the Chinese population overwhelmingly stated that their nationality trumps their racial identity. And this is also true globally.

Dr Oh Ei Sun, Political Secretary to Prime Minister of Malaysia

Dr. Oh Ei Sun talked about the need for youth to be comfortable in working/managing in a multicultural setting, especially in this globalized world. Deeper knowledge, empathy of a particular culture are qualities that the youth desperately need.

SESSION 4B:

REAL ESTATE AND PROPERTY INVESTMENTS-GLOBAL TRENDS AND CHALLENGE

Existing housing prices are already out of the reach for most people in key cities in many parts of the world, especially in Tokyo, Beijing and Shanghai. Surprisingly, despite most people complaining about soaring property prices, most real estate projects in these key cities are selling well; so who are the buyers? The overall real estate market in many countries is dynamic and grows fast in terms of capital flow and development speed in spite of its problems; and this sector has become a powerful engine behind the rapid economic development and the prosperity of many countries, to a large extent is driven by rise in property prices. The property markets in Southeast Asia are also booming. The future is now. What are the major trends today in property development and investment? What are the hotspots for Real Estate Investment and Property Development in China and the region? What are the key challenges and opportunities for growth?

Dato' Mohamed Iqbal Rawther, Executive Director, Farlim Group (M) Berhad, Malaysia

Dato' Mohamed Iqbal Rawther mentioned that Farlim is a property developer and it focuses in affordable housing. Farlim got involved in China in the early 1990s as the country was encouraging foreign investors to invest on its country.

Farlim's objective was to be involved in a very large town by acquiring 60% of the asset owning company in the big city. China, then, was moving to an open economy, and that gave opportunities to companies like Farlim.

Demographically speaking, there are 4 different tiers of properties in China.

Tier 1 – Very big cities like Beijing and Shanghai

Tier 2 – Big developing cities and regions in China

Tier 3 & 4 – Recently developing cities in China. Government policies come into play in the third and fourth tier as the Chinese government is trying to stop the migration to the city.

Farlim is currently focusing on a project to develop Shandong as the area promises to become one of the great emerging cities of China.

Dr Liu Thai-Ker, Chairman, Centre for Liveable Cities, City of Singapore and Director, RSP Architects Planners & Engineers (Pte) Ltd; Former CEO, Housing & Development Board (HDB) Singapore

Dr Liu Thai Ker talked about the link between real estate and urbanization. He talked about the big markets of Asia, where Asia takes up 2/3 of the world population. Therefore, there is a huge potential for markets in Asia.

He also talked about some of the challenges that these Asian countries face in dealing with rapid urbanization. The challenges are:

- Flawed priority where development is deemed more important than having a good plan and where iconic status are deemed more important than functionality.
- Imperfect system, for example there is no accountability by district, and no property tax.
- Vulnerable master plan where there is a short planning period, only a handful of good policymakers and a weak legal system.

However, there are learning opportunities to be taken from these challenges. He went on to describe a good system which is a system with:

- Clear vision and strategies
- Good plans to lead development
- Coordinated development
- Right use, right place and right amount of resources
- Higher functionality and greener environment
- Attracting investment destinations

He ended his talk with the wish that the Chinese and other Asian cities will give parallel efforts in protection and development and that China and Asia will share with the world a rich culture, beautiful landscape, modern civilization and a strong economy.

Dato' Bill Ch'ng, President/ Chief Executive Officer, Malaysia-Pacific Corporation Berhad, Malaysia

The basic rule is that foreigners will only invest if the local rich are not investing, **Dato' Bill Ch'ng** said. A country must first attract local, then neighbours, then only foreigners to invest. This is a measure of confidence.

Return of Investment (ROI) is the most important factor to attract investors. Investors all around the world essentially chose Asia and China because there was no other place to go. Therefore, we shouldn't be complacent.

At certain times, stimulant is important. However, if there is no unmanaged and misuse of stimulant into non-strategic purpose, prices will be non-sustainable. Asset bubble/inflation is something that must be contained as rapid rise in price is not a good sign, because a home is essential.

Malaysia needs to find alternative solutions to substitute stimulus package. Therefore, the New Economic Model is the right substitute for the stimulus package.

We cannot ignore the world and we cannot just sit and say that this is Asian century. We must continue to encourage on trade as it will have multiplier effects like creating jobs. Trade does not know race, religion, boundaries and so and it can also be extended to 1 region. Affordability is key, not subsidy, as subsidy is not sustainable.

Datuk David Yeat, Co-Chairman of 2nd WCEF and Chairman of GD Development & CEO of Easy Pha-max

Datuk David Yeat talked about green property development. He said that there have been ten years of housing development in Asia and it is too early to say if this will be a bubble like the American housing market.

Green development focuses on ways to limit pollution, the use of solar energy and adapting to new policies. As environment issues become more and more important, consumers have different kinds of requirements when it comes to housing.

Closing Keynote Address: China and ASEAN Working Together for Mutual Prosperity by Tun Lim Keng Yaik, Vice President World Wushu Federation, former Minister of Water, Telecommunication and Energy, Malaysia

*** [text to be inserted]

LIST OF SPEAKERS & MODERATORS

LIST OF SPEAKERS

(in the order of proceedings of the Forum)

- **The Honorable Dato' Sri Mohd Najib Tun Razak**, Prime Minister of Malaysia
- **Dato' Dr Michael Yeoh**, 2nd World Chinese Economic Forum Organising Committee Chairman and CEO & Director of Asian Strategy & Leadership Institute
- **His Excellency Chai Xi**, Ambassador of the People's Republic of China to Malaysia
- **Mr Cui Hengde**; Secretary General, China Association of Mayors
- **His Excellency Yu Ping**, Vice Chairman, China Council for Promotion of International Trade
- **Dr. Guo Wanda**, Vice Chairman, China Development Institute
- **Mr Rajiv Biswas**, Senior Director and Asia-Pacific Chief Economist
- **Dato' Jebasingham Issace John**, Chief Executive Officer, East Coast Economic Region Development Council
- **Ambassador Zou Mingrong**, Executive Vice Chairman, China National Committee for Pacific Economic Cooperation
- **Ambassador Christopher J LaFleur**, Former US Ambassador, Vice Chairman, JP Morgan, Japan
- **Mr Nicholas Kwan**, Head of Research, East Global Research; Chief Economist, Standard Chartered Bank, Hong Kong
- **Andrey Ivanov**, Senior Research Fellow, Center for East Asian and SCO Studies, Russia
- **The Honorable Senator Dato' Donald Lim**, Deputy Finance Minister of Malaysia
- **Ms Zhao Jianglin**, Chief, Regional Economic Studies, Institute of Asia Pacific Studies, Chinese Academy of Social Sciences, People's Republic of China
- **Professor Liang Jinrong**, Deputy Director-General, Office of the Planning, Construction & Administration Commission of Guangxi, Beibu Gulf Economic Zone, People's Republic of China
- **Mr. Edward Clayton**, Principal & Country Head, Malaysia, Booz & Company (Malaysia) Sdn Bhd
- **Dean Xiang Bing**, Dean of Cheung Kong Graduate School of Business, Beijing, People's Republic of China

- **Mr Peter Thong**, Senior Advisor, China Britain Business Council, Beijing, People's Republic of China
- **Professor George Yip**, Dean, Rotterdam School of Management, Netherlands
- **Edmond Yeo**, JP, Chair, Board of Trustees, Chinese Information and Advice Centre, United Kingdom
- **YB Dato' Seri Dr. Chua Soi Lek**, President, Malaysian Chinese Association
- **The Honorable Tan Sri Dr Koh Tsu Koon**, Minister in the Prime Minister's Department, Malaysia
- **The Honorable Dato' Seri Peter Chin**, Minister of Energy, Water and Green Technology, Malaysia
- **Ms Isabella Loh**, Chairman, Singapore Environment Council, Singapore
- **Dr Thomas Tang**, Director, Corporate Sustainability, AECOM Asia, Hong Kong
- **Mr James Watson**, Head of Asian Central Bank Coverage, Credit Agricole
- **Mr Teoh Kok Lin**, Chief Investment Officer, Singular Asset Management, Malaysia
- **Mr Nicholas Kwan**, Head of Research, East Global Research; Chief Economist, Standard Chartered Bank, Hong Kong
- **Mr Kong Siu Tim**, Non-Executive Director, Sino Oil and Gas Holdings Limited, Hong Kong
- **The Honorable Lim Guan Eng**, Chief Minister of Penang, Malaysia
- **The Honorable Dato' Sri Dr Ng Yen Yen**, Minister of Tourism, Malaysia
- **Tan Sri Lee Kim Yew**, Patron, 2nd WCEF and Founder of The Mines, Malaysia
- **Mr Anthony Wong**, President of the Australia Computer Society, Australia
- **Mr David Tang**, Chief Executive Officer & Founder of Streamline Solutions, Melbourne, Australia
- **Mr Eric Wong**, Marketing Director, IBM Malaysia
- **The Honorable Chua Tee Yong**, Deputy Minister of Agriculture, Malaysia
- **The Honorable Tony Pua**, Member of Parliament, Malaysia
- **Dr Oh Ei Sun**, Political Secretary to Prime Minister of Malaysia
- **Dato' Mohamed Iqbal Rawther**, Executive Director, Farlim Group (M) Berhad, Malaysia
- **Dr Liu Thai-Ker**, Chairman, Centre for Liveable Cities, City of Singapore and Director, RSP Architects Planners & Engineers (Pte) Ltd; Former CEO, Housing & Development Board (HDB) Singapore

- **Dato' Bill Ch'ng**, President/ Chief Executive Officer, Malaysia-Pacific Corporation Berhad, Malaysia
- **Datuk David Yeat**, Co-Chairman of 2nd WCEF and Chairman of GD Development & CEO of Easy Pha-max, Malaysia
- **Tun Lim Keng Yaik**, Vice President World Wushu Federation, former Minister of Water, Telecommunication and Energy, Malaysia

LIST OF MODERATORS & SESSION CHAIRPERSONS

(in the order of proceedings of the Forum)

- **Dato' Majid Khan;** Former Malaysian Ambassador to China; President, Malaysia-China Friendship Association, Malaysia
- **Dato' Dr Michael Yeoh;** Malaysia Representative to the ASEAN High Level Task Force; CEO/ Director, Asian Strategy & Leadership Institute (ASLI); 2nd WCEF Organising Committee Chairman
- **Datuk David Chua;** Joint Secretary General, Malaysia-China Business Council (MCBC); Secretary General, Associated Chinese Chamber of Commerce and Industry(ACCCIM), Malaysia
- **Mr John Ansaldi;** Director, Asia Pacific Partners, Australia
- **Mr Low Tuck Seng;** Chairman, Global Wealth Solutions AG, Switzerland, Former Head Origination, Daiwa Securities, Asia ex Japan
- **Mr Wei Chuan Beng;** Chairman, PIKOM and Group Managing Director, Redtone International Berhad, Founding Member, DE Multimedia Sdn Bhd (DETV) and New Media Business, Malaysia
- **Mr William Lye;** Past President Chinese Professionals and Businessmen Association, Victoria, Australia
- **Dato' Michael Yam;** President of Real Estate and Housing Developers' Association Malaysia (REHDA)

FORUM PROGRAM

Day 1 : Tuesday, 2 November 2010

08:30 Registration and early morning refreshments

09:00 Arrival of Guests / VIPs

09:15 Arrival of Prime Minister of Malaysia **Y.A.B. Dato' Sri Mohd Najib Tun Razak**

09:35 Welcoming Remarks by 2nd WCEF Organising Committee Chairman and CEO & Director of ASLI **Dato' Dr Michael Yeoh**

09:40 Speech by **H.E. Yu Ping**, Vice Chairman, China Council for Promotion of International Trade

09:50 Opening Keynote Address by the Prime Minister of Malaysia,

Y.A.B. Dato' Sri Mohd Najib Tun Razak

10:15 Official Launching of the 2nd World Chinese Economic Forum by the Prime Minister of Malaysia,

Y.A.B. Dato' Sri Mohd Najib Tun Razak

10:25 Presentation of Mementoes to the Prime Minister and Leaders of China delegation by Patron, 2nd WCEF and Founder of The Mines **Tan Sri Lee Kim Yew**, Co-Chairman of 2nd WCEF and Chairman of GD Development & CEO of Easy Pha-max, **Datuk David Yeat**

10:30 End of Official Opening Ceremony

Morning Refreshments/ Business Interaction

11:00 - 11:15 Special Address, **H.E. Chai Xi**, Ambassador of the People's Republic of China

11:15 - 11:30 **China Cities Updates**

Mr Cui Hengde, Secretary General, China Association of Mayors

11:30 - 12:45 SESSION 1

CHARTING A NEW SILK ROAD: CONNECTING CHINA, ASEAN AND THE MIDDLE EAST

The Old Silk Road with a history of some 2,000 years has long linked China to the Arab world. Through joint efforts, a New Silk Road featuring close trade and economic cooperation is now being built. The rise of China and India creates immense opportunities for countries and companies neighbouring these two giants like Southeast Asia and the

Middle East. The possibility of enhancing economic ties and business relationships linking China, Southeast Asia, India and the Middle East will create a New Silk Road, featuring close trade and economic cooperation through joint efforts. What are the major challenges or obstacles? What are the prospects of the New Silk Road? Where will the new investment opportunities be? This session examines the rise of the New Silk Road economies through economic analysis and how to promote trade and investment, while deepen mutual understanding between business circles of these countries.

Speakers:

H.E. Yu Ping, Vice Chairman, China Council for Promotion of International Trade

Dr Guo Wanda, Vice Chairman, China Development Institute

Mr Rajiv Biswas, Senior Director and Asia-Pacific Chief Economist, IHS Global Insight

Dato' Jebasingam Issace John, Chief Executive Officer, East Coast Economic Region Development Council, Malaysia

Moderator:

Dato' Majid Khan, Former Malaysian Ambassador to China; President, Malaysia-China Friendship Association, Malaysia

2:45 – 14:00 Lunch & Special Luncheon Keynote Address by **Datuk Jalilah Baba**, Director General, Malaysia Industrial Development Authority

Session Chair: **Dato' Dr Michael Yeoh**, CEO and Director, ASLI

Lunch Host: Malaysia Industrial Development Authority (MIDA)

14:00 – 15:30 SESSION 2

SHAPING A NEW ASIA CENTURY - CHINA'S ROLE

China's rise on the global stage is indeed one of the most significant geopolitical agenda of the last two decades. Witnessing the breakneck expansion of China's economy, it is also predicted that the 21st Century will be the Asian Century. This is more so after the Global Economic Crisis as the countries of East Asia have rebounded strongly. What will be China's pivotal role in shaping the new Asian Century? How will China take on the new regional leadership role? Recognizing the fact that China is rising as a super economic power, this session will examine how China relates to a globalised world and its impact on global prosperity, peace and stability as a global powerhouse.

Speakers:

Ambassador Zou Mingrong, Executive Vice Chairman, China National Committee for Pacific Economic Cooperation

Ambassador Christopher J LaFleur, Former US Ambassador; Vice Chairman, JP Morgan, Japan

Mr Nicholas Kwan, Head of Research, East Global Research; Chief Economist, Standard Chartered Bank, Hong Kong

Mr Andrey Ivanov, Senior Research Fellow, Center for East Asian and SCO Studies, Russia

Moderator:

Dato' Dr Michael Yeoh, Malaysia Representative to the ASEAN High Level Task Force; CEO/ Director, Asian Strategy & Leadership Institute (ASLI); 2nd WCEF Organising Committee Chairman

15:30 – 17:00 SESSION 3

DEEPENING CHINA-ASEAN COOPERATION: CAFTA - BEYOND THE HYPE, DOING REAL BUSINESS

In January 2010, China and ASEAN completed the formation of CAFTA to establish the world's largest free trade area (FTA) by population and third largest FTA by combined GDP. This establishment is being seen as a great leap forward to expanding pluralistic trade in the region. Around 7,000 items traded between China and ASEAN are now zero-rated, after entirely phasing in the 5-year tariff reduction schedule for goods on the normal track. Bilateral trade between China and ASEAN has increased by double digit growth while China's appetite for growth continues to absorb imports from ASEAN. China's investments into the ASEAN countries have also increased. Asia, as an integrated production base for the global supply chain will be strengthened and CAFTA should help manufacturers target the ASEAN market, in particular many middle-class ASEAN consumers who are sufficiently affluent to demand for products of better grades. What will shape the China-ASEAN trade and investment flows? What are the key issues? What are the opportunities?

Speakers:

The Honorable Senator Dato' Donald Lim, Deputy Finance Minister, Malaysia

Ms Zhao Jianglin, Chief, Regional Economic Studies, Institute of Asia Pacific Studies, Chinese Academy of Social Sciences, China

Prof Liang Jinrong, Deputy Director-General, Office of the Planning, Construction & Administration Commission of Guangxi Beibu Gulf Economic Zone, China

Mr. Edward Clayton, Principal & Country Head, Malaysia, Booz & Company (Malaysia) Sdn Bhd

Moderator:

Datuk David Chua, Joint Secretary General, Malaysia-China Business Council (MCBC); Secretary General, Associated Chinese Chamber of Commerce and Industry(ACCCIM), Malaysia

17:00 – 18:30 SESSION 4

BRIDGING EAST AND WEST, DEVELOPING ENTREPRENEURSHIP AND STRENGTHENING FAMILY BUSINESSES

A stimulating session addressing how Chinese family businesses adopt the Western management practices, and examining the relevance of the Chinese Art of War vis-à-vis Western Management practices. Whilst taking a closer look at whether traditional models continue to make sense in the new economic environment, families must also meet their number one priority: preserving their wealth. What is the future of family business? How do family businesses adopt both the Chinese Art of War and the Western Management practices to grow and prosper? What are the challenges facing family businesses? How can entrepreneurship be nurtured among young talents? This panel will offer up important lessons learnt and inspiring visions for the future and give you an insight into how The Art of War helps to translate strategic wisdom into some powerful lessons to enhance your business and personal success.

Speakers:

Dean Xiang Bing, Dean Cheung Kong Graduate School of Business, Beijing, China

Mr Peter Thong, Senior Advisor, China Britain Business Council, Beijing, China

Prof George Yip, Dean, Rotterdam School of Management, Netherlands

Mr Edmond Yeo, JP; Chair, Board of Trustees, Chinese Information and Advice Centre, United Kingdom

Moderator:

Dato' Dr Michael Yeoh, CEO and Director of ASLI, Malaysia Representative to ASEAN High-Level Task Force, 2nd WCEF Organising Committee Chairman

18:30 – 19:00 Refreshments/ Business Interaction

19:30 – 21:30 2nd World Chinese Economic Forum Dinner *by invitation only*

Dinner Address by **YB. Dato' Seri Dr. Chua Soi Lek**, President, Malaysian Chinese Association

*** End of Day 1 ***

Day 2 : Wednesday , 3 November 2010

09:00 – 09:30 Special Address by **The Honorable Senator Tan Sri Dr Koh Tsu Koon**, Minister in the Prime Minister's Department, Malaysia

09:30 – 10:45 SESSION 1

GREEN ECONOMY, CLEAN TECHNOLOGY AND SUSTAINABLE DEVELOPMENT: THE WAVE OF THE FUTURE

Leaders worldwide are seeking new formulas for expansion of the world's economy, which addresses the costs of growth such as environmental damage and a widening income gap. We want to switch to a more sustainable mode of development where we consume and pollute less. It is therefore vital to make conserving energy, decreasing energy consumption and protecting the environment the main fulcrum for changing the pattern of economic growth. Climate Change and Global Warming are becoming major challenges globally and this has made Green Technology and Clean Energy more relevant and important. Greening the economy is the Wave of the Future and China today is a major leader in Green Technology. What are the prospects in Green Technology? How to structure collaborative ventures in the Green economy? China's future and the future of this whole planet depend on whether China can leapfrog over the mistakes made in Western economies. This session examines how commitments towards ecologically sustainable development offer business opportunities and mutual benefits to the rest of the world.

Special Address:

The Honorable Dato' Seri Peter Chin, Minister of Energy, Water and Green Technology, Malaysia

Speakers:

Ms Isabella Loh, Chairman, Singapore Environment Council, Singapore

Dr Thomas Tang, Director, Corporate Sustainability, AECOM Asia, Hong Kong

Moderator:

Mr John Ansaldi, Director, Asia Pacific Partners, Australia

10:45 – 11:15 Morning Refreshments/ Business Interaction

11:15 – 12:45 SESSION 2

THE WALL OF MONEY- CHINA'S GROWING OVERSEAS INVESTMENTS

Today, China is a key player in financial and investment markets globally. The impact of these flows is significant whether they be in US Treasury auctions, M&A or SWF driven investments. Is this "Wall of Money" for overseas investment sustainable and to what extent is this important in the West and the rest of the world? Is there an even greater role for China? How might this be achieved in a meaningful and balanced manner?

Speakers:

Mr James Watson: Head of Asian Central Bank Coverage, Credit Agricole

Mr Teoh Kok Lin: Chief Investment Officer, Singular Asset Management, Malaysia

Mr Nicholas Kwan: Head of Research, East Global Research; Chief Economist, Standard Chartered Bank, Hong Kong

Mr Kong Siu Tim: Non-Executive Director, Sino Oil and Gas Holdings Limited, Hong Kong

Moderator:

Mr Low Tuck Seng: Chairman, Global Wealth Solutions AG, Switzerland, Former Head Origination, Daiwa Securities, Asia ex Japan

12:45 – 13:10 Special Address by **The Honorable Lim Guan Eng**; Chief Minister of Penang, Malaysia

Session Chair: **Datuk David Yeat**, Co-Chairman of 2nd WCEF and Chairman of GD Development & CEO of Easy Pha-max

13:15 – 14:45 Lunch & Special Luncheon Keynote Address by **The Honorable Dato' Sri Dr Ng Yen Yen**, Minister of Tourism, Malaysia

Session Chair: **Tan Sri Lee Kim Yew**, Patron, 2nd World Chinese Economic Forum

Presentation of Mementoes to Sponsors by **The Honorable Dato' Sri Dr Ng Yen Yen**, Minister of Tourism, Malaysia

Lunch Host: Ministry of Tourism, Malaysia

14:45 – 16:00 SESSION 3

THE POWER OF INNOVATION & COMMUNICATIONS- DRIVING CONNECTIVITY AND TRANSFORMATION

Innovation is crucial to transform nations, societies and corporations to become competitive 21st century powerhouses. Information and Communications Technology stay in the forefront of this 21st century revolution and will remain as the anchor of communication. ICT and Innovation will propel connectivity and drive change. What are the new technologies and trends that make the world flatter and more connected? How can China, the Chinese Diaspora and the region benefit from closer connectivity? How can we best utilise ICT and continue to innovate in order to promote the Global Chinese Diaspora Business Network?

Speakers:

Mr Anthony Wong, President of the Australia Computer Society

Mr David Tang, Chief Executive Officer & Founder of Streamline Solutions, Melbourne, Australia

Mr Eric Wong, Marketing Director, IBM Malaysia

Moderator:

Mr Wei Chuan Beng, Chairman, PIKOM and Group Managing Director, Redtone International Berhad, Founding Member, DE Multimedia Sdn Bhd (DETV) and New Media Business, Malaysia

***** Parallel Sessions *****

16:15 – 17:30 (Congress 1, LG floor)

THE EMERGING AND YOUNG LEADERS -- THE UNPARALLELED EXPERIENCE

With a wide range of nationalities participating in the forum, sharing one similarity of being a Chinese, or wanting to understand the Chinese Diaspora; this session sets a platform for an open-minded exchange of diverse perspectives on contemporary global challenges convening the future of the world leadership.

The panellists are each other's best resources in uncovering similarities and differences between the young people from different backgrounds coming from diverse geographical locations. We believe in strengthening relationships and cooperation between cultures and creating a network between the future leaders of the world. This session is designed to encourage interaction in a cross-cultural setting, discussing the hopes, aspirations, concerns of the younger generation. How can Young Leaders provide new impetus for cooperation? What can be the driving forces for the future?

Speakers:

The Honorable Chua Tee Yong, Deputy Minister of Agriculture, Malaysia

The Honorable Dr Rachada Dhanadirek, Member of Parliament, Thailand

The Honorable Tony Pua, Member of Parliament, Malaysia

Dr Oh Ei Sun, Political Secretary to Prime Minister of Malaysia

Moderator:

Mr William Lye, Past President Chinese Professionals and Businessmen Association,
Victoria, Australia

16:15 – 17:30 (Session 4B)

REAL ESTATE AND PROPERTY INVESTMENTS—GLOBAL TRENDS AND CHALLENGES

Existing housing prices are already out of the reach for most people in key cities in many parts of the world, especially in Tokyo, Beijing and Shanghai. Surprisingly, despite most people complaining about soaring property prices, most real estate projects in these key cities are selling well; so who are the buyers? The overall real estate market in many countries is dynamic and grows fast in terms of capital flow and development speed in spite of its problems; and this sector has become a powerful engine behind the rapid economic development and the prosperity of many countries, to a large extent is driven by rise in property prices. The property markets in Southeast Asia are also booming. The future is now. What are the major trends today in property development and investment? What are the hotspots for Real Estate Investment and Property Development in China and the region? What are the key challenges and opportunities for growth?

Speakers:

Dato' Mohamed Iqbal Rawther, Executive Director, Farlim Group (M) Berhad, Malaysia

Dr Liu Thai-Ker, Chairman, Centre for Liveable Cities, City of Singapore and Director, RSP Architects Planners & Engineers (Pte) Ltd; Former CEO, Housing & Development Board (HDB) Singapore

Dato' Bill Ch'ng, President/ Chief Executive Officer, Malaysia-Pacific Corporation Berhad, Malaysia

Datuk David Yeat, Co-Chairman of 2nd WCEF and Chairman of GD Development & CEO of Easy Pha-max

Moderator:

Dato' Michael Yam, President of Real Estate and Housing Developers' Association Malaysia (REHDA)

17:30 – 18:00 Closing Ceremony

Introductory remarks by **Datuk David Yeat**, Co-Chairman of 2nd WCEF and Chairman of GD Development & CEO of Easy Pha-max

Closing Keynote Address: **China and ASEAN Working Together for Mutual Prosperity**
by

Tun Dr. Lim Keng Yaik, Vice President World Wushu Federation, former Minister of Water, Telecommunication and Energy, Malaysia

Vote of thanks by **Dato' Dr Michael Yeoh**, 2nd WCEF Organising Committee Chairman, CEO & Director of ASLI

Presentation of Mementoes by Patron, 2nd WCEF and Founder of The Mines,

Tan Sri Lee Kim Yew

18:00 – 18:30 Reception

ABOUT THE ORGANISERS

The Asian Strategy & Leadership Institute (ASLI)



The Asian Strategy & Leadership Institute (ASLI) is a Malaysia's leading independent private Think Tank which is committed to the development of Asian leadership and strategic thinking. ASLI's vision is to create a better society. ASLI's mission is to help organizations enhance competitiveness, leadership and strategic capabilities through its public programmes, conferences, publications, policy research, business councils and CEO peer groups.

ASLI provides trusted insights to governments, businesses and the diplomatic community. It also acts as a knowledge channel through interaction and dialogues with thought leaders.

ASLI's value propositions are its valuable insights, high-level interaction, thought-leadership and in-depth research studies.

Easy Pha-max Marketing Sdn Bhd



Easy Pha-max Marketing Sdn Bhd is the subsidiary of INS Bioscience, which is the marketing and distribution arm of Easy Pha-max brand of health supplement in the local and international markets. Easy Pha-max, among others, is leading in the biotechnology of herbal health supplement. Drawing from the success of its Wheatgrass products, Easy Pha-max has expanded its range of wheatgrass based health supplements to include functional foods, meal replacement drinks for slimming products, trimming products, personal care and skin care products as well as the Bio-Herbs health supplement to meet the accelerating demand for herbal health supplements around the globe.

Country Heights Holdings Berhad



Country Heights Holdings Berhad is founded by **Tan Sri Dato' Paduka Lee Kim Yew** and was officially incorporated on the 10th of May 1984 under a private limited company,

initially under the name of Kurniata Sdn Bhd. Kurniata Sdn Bhd changed its name to Mojilee Sdn Bhd on 5th November 1987. Subsequently on the 17th January 1991, the name was changed to **Country Heights Holdings Sdn Bhd**. On 29th June 1993, Country Heights Holdings Berhad was converted to a public limited company and adopted its present name. Country Heights Holdings Berhad was listed on the Main Board of the Bursa Malaysia Securities Berhad on 18 February 1994.