

MALAYSIA CHINA ENTREPRENEURS

马中企业家

2018 SPRING VOL.0
年 春季 第0期 创刊号

BILINGUAL 双语 RM12.00 WM • RM14.00 EM



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Chinese Love of the Perlis Regent 玻州摄政王的中國情

The Crown Prince and Crown Princess of Perlis have become good friends with the family of Dato' Keith Li, the President of Persatuan Usahawan China di Malaysia (PUCM) for more than 16 years. Their friendship started with a simple exchange of festival messages and even since they had travelled to places together. This reflects that a true friendship can be established regardless of nationality, religion or social class, and later becomes a great example of friendship between China and Malaysia.

玻璃市州摄政王夫妇与马来西亚企业家联合会（PUCM）总会长拿督李中平一家十六年来从佳节互贺到把臂同游，一直交情甚笃。这反映了真诚友谊的建立是可以不分国籍、宗教或者社会阶层，并且能成为马中友好的典范和佳话。



YBhg. Dato' Keith Li
Founding President
Persatuan Usahawan China di Malaysia
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55100 KUALA LUMPUR



Dear Dato',

On this auspicious occasion of PUCM's 2nd founding Anniversary & inaugural publication of its official Magazine – *Malaysia-China Entrepreneurs*, I wish to extend my heartiest congratulations to the President and all members of the Association.

PUCM is a young organisation but has made considerable achievements in promoting stronger relations between Malaysia and China. PUCM made a successful and meaningful visit to Perlis in November 2017. The visit provided the PUCM delegation the opportunity to interact with government officials, students, and the local community, thus I believe it provided the members with a better understanding of Malaysia's developmental aspirations and exposure to the local society in the north.

I am confident that PUCM will grow from strength to strength and has much more to contribute to the Malaysia-China Friendship.

Thank You!

Best regards,

(SYED FAIZUDDIN PUTRA
IBNI TUANKU SYED SIRAJUDDIN JAMALULLAIL,
D.K., S.P.M.P., P.A.T.)
Raja Muda of Perlis

Date : 14th of February 2018

DYTM RAJA MUDA PERLIS
Istana Arau, 02600 Arau, Perlis, Malaysia.



Dato' Sri Liow Tiong Lai 拿督斯里廖中莱

MCA President & Minister of Transport, Malaysia
马华总会长 兼 马来西亚交通部长

Recalling last year when I attended celebrations for the anniversary of the China Entrepreneurs Association of Malaysia (PUCM), I wrote one Chinese couplet with Tuanku Raja Muda Perlis and PUCM President Dato' Keith Li. All of us have expressed our sincere congratulations and expectations for friendly Malaysia-China cooperation via the Belt and Road initiative.

For more than a year, PUCM has been actively participating in various social events in the country, and has been highly recognised by all sectors of the community. To further promote Malaysia-China friendships, the Belt and Road initiative has strengthened the cooperation of Malaysia and China in economy, trade and investment sectors. Both countries have also made remarkable efforts to strengthen the understanding of Malaysians towards Chinese enterprises, which have also yielded fruitful outcomes.

Today, Malaysia-China ties have achieved historical heights. The outcome of China's rapid economic progress has benefited neighbouring countries via the Belt and Road initiative. As a good neighbour and partner to China, Malaysia will certainly participate actively in the Belt and Road collaboration, to create a win-win situation for people of both countries.

I hope PUCM can continue these constructive styles and traditions, and as such, work continuously towards promoting friendly relations between China and Malaysia.

I sincerely wish that the China Entrepreneurs Association of Malaysia (PUCM) will continue to flourish and that the *Malaysia-China Entrepreneur Magazine* will progress further, with better and stronger Malaysia-China relations too!

记得去年我参加 PUCM 周年庆时，我与玻璃市州摄政王、PUCM 总会会长拿督李中平一起书写一副对联：“一带一路倡议好、入乡随俗最重要”- PUCM 接地气！我们都对马中两国的友好和“一带一路”倡议的合作，表达了热诚的祝贺与期望。

一年多来，PUCM作为在大马极具活力和接地气的中国商会，一直活跃在马来西亚社团的舞台，受到社会各界的肯定与认同。为促进马中民间友好，在一带一路倡议下有效促进马中经贸投资合作，也为加强马来西亚人民对中国企业的了解付出了很多努力并取得了可喜的成果。

今天马中两国的关系已达到历史的新高，而中国经济发展的成果，可通过“一带一路”倡议惠及周边国家。作为中国的好邻居、好伙伴，马来西亚肯定积极参与一带一路的合作，为两国人民创造双赢的局面。

我希望 PUCM 能持续这具有建设性的作风和传统，为推动马中两国友好继续努力。

衷心祝愿马来西亚中国企业家联合会会务蒸蒸日上，《马中企业家》杂志越办越好，马中两国关系越来越好！

致《马中企业家》杂志创刊号献词

欣闻《马中企业家》杂志出版在即，我谨代表中国驻马来西亚大使馆表示衷心祝贺。

中国和马来西亚是隔海相望的友好邻邦，两国之间的传统友谊源远流长、历史弥新。当前中马全面战略伙伴关系已步入健康、稳定、强劲的发展轨道，正处于历史最好时期。2017年，中马双边贸易额高达960.3亿美元，中国连续9年成为马来西亚第一大贸易伙伴，马来西亚则是中国全球第七大贸易伙伴国和进口来源国。中马钦州产业园开发建设已进入加速推进的新阶段，马中关丹产业园联合钢铁集团投入运营在即，中马“两国双园”合租模式已成为国际经贸合作的新典范。

随着中马经贸合作的不断深入，越来越多中国企业来马投资兴业，为本地经济发展注入了新的活力。一大批中国企业积极实现本土化，努力为本地培养各领域技术人才，认真履行社会责任，积极参与慈善活动，踊跃为马来西亚受灾民众捐款捐物。

马中企业家联合会作为在马来西亚创办仅两年的社团组织，是一个很具活力、颇接地气的商会组织，与马政府部门和主流媒体建立了良好的合作关系，积极帮助中国企业在马更好地经营发展，宣介中马合作，为促进中马友好合作发挥了积极作用。

希望马中企业家联合会充分发挥自身优势，继续为促进中马友好合作、实现互利共赢做出积极贡献。衷心祝愿《马中企业家》杂志越办越好，成为中马企业间加强沟通、资讯共享的重要平台！

中国驻马来西亚特命全权大使
白天
二〇一八年三月二日



Bai Tian 白天

Ambassador Extraordinary and Plenipotentiary of the People's Republic of China to Malaysia
中国驻马来西亚特命全权大使





Datuk Abdul Majid Ahmad Khan 拿督马吉德

President of Malaysia-China Friendship Association,
Former Ambassador of Malaysia to
the People's Republic of China
马中友好协会会长，前马来西亚驻华大使

On behalf of all members of the Malaysia-China Friendship Association, I would like to extend my congratulations on Persatuan Usahawan China Malaysia (PUCM)'s inaugural publication of a new magazine which is entitled *Malaysia-China Entrepreneurs*.

As a young organisation, PUCM has been proactively organising various activities and programmes from time to time so to cultivate a strong comradeship among its members as well as to reach out to Malaysian public at large. It is just to acknowledge that PUCM has made a significant contribution in fostering Malaysia-China friendship and partnership.

Following the Belt and Road Initiative, publication of this inaugural issue of PUCM is indeed timely and relevant to all its readers. Such publication will not just pictorially record activities of the association but also provides an excellent platform for businessmen, traders and industrialists from China and Malaysia to share information and learn from each other, which is the core spirit of PUCM.

It is my great honour to extend my heartiest congratulation to PUCM on this publication as well as on its recent anniversary of its founding. I wish all its members a greater success in the coming years ahead.

我谨代表马中友好协会对马来西亚中国企业家联合会即将出版的《马中企业家》杂志表示热烈的祝贺！

马中企业家联合会（PUCM）虽然成立不久，但是在马来西亚社会展示了他们超强的活力和凝聚力。他们主办了很多形式多样的活动，在促进马中友好与合作中扮演了积极的角色。

一带一路倡议下，马中企业交流与合作频密，这本杂志可扮演重要角色。它不仅只是报道一些商业活动，而且能为马中两国工商业者提供优质平台共享信息，互相学习，我想这也是马中企业家联合会创会的核心宗旨。

我在此恭喜《马中企业家》杂志出版及PUCM成立二周年，同时祝贺PUCM及全体会员取得更大的成就。



Alice Lee Sok Wah 李素桦律师

Legal Advisor of PUCM
PUCM法律顾问

Under the "One Belt One Road Initiative", more and more entrepreneurs from China have started to invest overseas. Due to the good relations between Malaysia and China, there is no doubt that Malaysia will become even more of a strategic point for investment for China Entrepreneurs.

It has always been our aim for the China Entrepreneurs to be able to assimilate smoothly into Malaysia. I am glad to see that the China Entrepreneurs Association in Malaysia (PUCM) has done quite well in this aspect. Under the leadership of President of PUCM, Dato' Keith Li, PUCM has achieved numerous milestones by successfully preparing a platform to promote communications between Malaysia and China amongst their members. As well as spread the word about the beauty of China and its entrepreneurs.

As it is the celebration for the 2nd anniversary of the founding of PUCM, which coincides with the establishment of the Malaysia-China Entrepreneurs magazine, I hereby state my well wishes for the continuing development and growth of the PUCM and the Malaysia-China Entrepreneurs magazine, in order to write a new page of good relations between Malaysia and China.

随着中国近年来的经济开放，加上一带一路的倡议，已经有越来越多中国商家出国经商，他们足迹可说遍布全世界，尽管如此，由于地理位置靠近中国，又有不少华裔已经在此落地生根，马来西亚于是成为了中国商家喜爱投资的热门地点。

眼见前来我国投资的中国商家越来越多，拥有一个沟通平台就成为了大家的一个梦想，所幸具有远见的拿督李中平不惧困难，通过他的号召及排除万难下，马来西亚中国企业家联合会终于在两年前成立了，在他的领导下，该会也崛起成为了我国其中一个重要的商会。

当然，一个组织的成功与否，除了领导人需具备卓越的领导才华与苦干精神之外，会员的投入也非常重要，这两项重要因素，我都在这个组织看到了，身为这个组织的法律顾问，我为你们取得的成就感到骄傲。

在此，我热烈祝贺马中企业家联合会成立二周年晚宴成功举办，我也祝贺马中企业家联合会在总会会长拿督李中平的领导下，会务蒸蒸日上！

Welcome Message from PUCM President 马来西亚中国企业家联合会总会长献词



Dato' Keith Li Zhongping 拿督李中平

The Founding President of Persatuan Usahawan
China Di Malaysia (PUCM)
马来西亚中国企业家联合会创会会长

20 years living in Malaysia, and 13 years of experience managing China associations in Malaysia, told me that China Entrepreneurs and China companies need to better promote the best version of themselves and to obtain more positive recognition from the local society in Malaysia.

Over the past 2 years, PUCM has done a lot of hard work and achieves positive results in communicating with the Malaysian community and in promoting good values of the China Entrepreneurs and China companies. Nevertheless, I am of the opinion that it is still far from enough. The following are some efforts undertaken by PUCM to carry out its mission:

We joined hands with Mango Media of Hunan TV, to launch the very first Chinese New Year blockbuster among China communities in Malaysia, which has perfectly demonstrated a win-win situation for Chinese companies to invest and to live harmoniously with all ethnic groups in Malaysia. The New Year blockbuster has been warmly responded by both Malaysian and Chinese communities.

We joined hands with China National Tourism Administration (CNTA) to launch "Beautiful China" series events and worked closely with more than 10 key associations in promoting beautiful images of China as well as the China companies and its products, which all received good response from the local society.

We work side by side with Xinhua net to assist the Chinese companies to cultivate positive energy in Malaysian society.

PUCM has become the first China Chinese-based association to walk into the Malay community by visiting the northern state of Malaysia – Perlis, from the Malay ruler's palace to the local state government, from local business community to the university campus, from poor people to the orphanage house, seamlessly promoting and presenting the good will and image of the China Entrepreneurs and China companies.

In order to better promote and present the China Entrepreneurs and China companies, today we launch Malaysia's first English-Chinese bilingual magazine focusing on China Entrepreneurs and China companies, entitled *Malaysia-China Entrepreneurs* and hopes that its introduction can better achieve our goal to spread the positive energy in Malaysia.

The friendly cooperation between Malaysia and China is still a long way to go. PUCM hopes to receive better supports from both China and Malaysia governments. as well as people from all walks of life for a higher, faster, and stronger Malaysia-China relationships.

20年在大马的生活和13年第一线从事中国社团的经验告诉我：中国企业需要在大马更多宣传和展示自己优良的一面、需要更接地气。

过去二年多，PUCM在向大马社会宣传和传达中国人、中国企业正能量等方面做了很多努力并取得了一定效果，但我觉得还是远远不够。以下是PUCM为履行其使命而进行的一些努力：

我们携手湖南卫视芒果传媒推出了中国人在马第一部贺岁片“新喜象”，充分展示了中国企业投资大马与各民族和谐共处取得共赢的局面，在马来西亚社会取得了热烈的反响。

我们携手中国国家旅游局联合本地10多家社团共同推介“美丽中国”摄影、绘画等系列活动，得到当地社会的热烈响应，美丽中国已经成为一个具有影响力的品牌活动。

我们签约新华网共同为一带一路倡议下走出去的中国企业在引领建设社会正能量的道路上不忘初心、继续前行、共同努力，成为了传播文化正能量的“民间使者”。

我们作为第一个中国社团主动走入马来社群，到访北马玻璃市州全接触宣传中国企业，从马来统治者皇宫到当地州政府，从当地商团到大学社区，从贫困人士到孤儿院，无缝隙地宣传和展示中国人和中国企业投资大马、热心公益的优良形象。

为了更好地宣传和展示中国人、中国企业，今天我们推出大马第一本全面介绍中国企业中国人的中英文杂志——“马中企业家”，希望它的问世可以更好地达成我们在大马为传播中国人、中国企业正能量的愿望。

马中友好合作任重道远，PUCM希望能得到中马两国官方更多的良好支持，也希望更多的中国人、中国企业、热心马中友好的人士加入我们一起，携手前行，为两国人民世代友好、合作共赢继续努力！

Spotlight on China Business NGO 聚焦马来西亚中国企业家联合会

The Star Sunday, 7 Jan 2018

DATUK Keith Li Zhongping, president of China Entrepreneurs Association in Malaysia (PUCM), may probably be the only Chinese national who has played golf with Prime Minister Datuk Seri Najib Tun Razak.

The picture of him golfing with the Malaysian leader is proudly hung at the entrance to his office in Ampang, Kuala Lumpur. And so is the photograph of Li receiving a datukship from the Pahang Sultan in September 2015.

A glimpse into the activities of PUCM and the background of Li explains why he is now an influential figure in Malaysia and China.

“We give advice to government groups in Malaysia before they visit China. Some of the world’s top 500 Chinese companies are our members,” says Li in an interview with Sunday Star.

The organisation is the most active and high profile among the associations set up by China-linked companies to look after the interest of their members in Malaysia. There are now more than 1,000 companies, in various fields, from China. Since 2005, Li has been promoting China-Malaysia relations by introducing Chinese investments into this Asean country and featuring Malaysia as a tourist destination.

“I came here 20 years ago to set up a joint venture travel company, between me and the Chinese government companies. Since 2005, I have been promoting Malaysia to



Chinese investors and tourists,” says Li, who is now a permanent resident here after marrying Malaysian Nicole Quah.

The GTC group of Companies, 70% owned by Li and 30% by the Chinese government companies, is said to be among the top few “quality” travel companies that is focused on bringing in tourists from the Middle Kingdom into Malaysia.

GTC is also the local travel agent for provincial state-owned tourism promotion centres in China. Among these are Nanjing, Ningsia, Shandong and Guanzhou. The 47-year-old business leader says he wants the association to interact more with the Malay community from now on.

“In the past 40 years, Malaysia-China bilateral relations have improved a lot. However, we have not done much on cultural exchanges and communication with the Malay community, who forms the majority of the local multi-racial population.

Our association has started to place focus on this.”

Last month, while accompanying a Chinese solar energy player to visit Perlis, PUCM gave talks on Malaysia-China bilateral ties, trade and investment opportunities to 1,000 mainly Malay university students there.

“Most major Chinese companies are state-owned and they do not need to care about public relations or do community service in China. But over here, we will have to help to promote Chinese companies to the Malaysian society. We will encourage our members to do more social work and get media coverage.”

Li believes there will be more Chinese investments coming to Malaysia but the new players will not be construction and infrastructure firms as the property market here is “quite matured”. The next wave of investments from China is

expected to be from technology, plantation, green technology and fishery sectors.

In fact, the Chinese have already invested in the plantation sector in Sabah and Sarawak without publicity about it. And potential players are looking at locations in Kelantan and Terengganu. Another area that Chinese firms are keen on is the halal manufacturing sector in Malaysia, which is known for its halal certification globally.

“In two to three years, many Chinese firms will be making halal products here and export to other Asean nations and the Middle East. This is a win-win situation for Malaysia and China,” says Li, who is bilingual in Chinese and English.

Looking into the future, Li says PUCM will organise more events that could attract participation from all races. They have been organising painting and photography competitions, which are open to all. “Our main goal now is to get our members to have more exchanges and communication with the local people, particularly the Malay society and the government bodies.”

On his personal business, Li wants to bring in more Chinese tourists into Malaysia.

“Twenty years ago when I set foot here, there were fewer than 200,000 Chinese tourists visiting this country but last year the figure swelled to three million. This year, we could see 3.5 million to four million coming.” He foresees 1.2 million to 1.3 million Malaysians visiting China this year, compared to last year’s 1.1 million.

“Malaysia continues to be a favourite destination for Chinese tourists. The increase in direct flights to second- and third-line cities and higher flight frequency will bring more Chinese tourists here, and vice versa. Now, more Malays and Indians are visiting China.”



China Entrepreneurs Association in Malaysia (PUCM) founded in 2015, is a China Entrepreneurs Association under the Malaysia Society Act with license Number of PPM-004-14-29122015. PUCM is a proactive and most recognized key China Association in Malaysia.

Its founding purpose is to promote mutual contacts and exchanges between Chinese enterprises, increase mutual exchanges and communications between China and Malaysia corporate business sectors, expand economic and trade cooperation with Malaysia and safeguard legitimate rights and interests of China entrepreneurs; and to strengthen the Malaysian government sector dialogues and exchanges, to give guidance and coordination of Chinese entrepreneurs to legitimate business, fair competition, coordinate and solve major business problems, and to provide the necessary advices and services to members of the association and other organizations and individuals who have interests in investing in Malaysia or China.

There is a great close relationship between PUCM and both China and Malaysia governments, Community organizations & Main Stream Medias. PUCM wishes to work together with people & organization from all walks of life for a higher, faster and stronger Malaysia-China Relationship.

马来西亚中国企业家联合会PUCM成立于2015年12月，是在马来西亚政府社团法令下合法成立的中国企业家联合会，社团准证号码：PPM-004-14-29122015。马来文名称为 PERSATUAN USAHAWAN CHINA DI MALAYSIA，英文名称为 CHINA ENTREPRENEURS ASSOCIATION IN MALAYSIA。

马来西亚中国企业家联合会是由长期在马的中国企业家创办的、是极具活力、最接地气的中国商会。成立目的旨在促进在马的中国企业家的共同发展，并维护中国企业家在马的合法利益，促进马中企业的友好合作，加强和马来西亚政府部门的对话和交流，指导和协调中国企业合法经营、公平竞争，协调解决重大经营问题。联合会长期活跃于中马两国民间外交和经济外交的舞台，并获得当地社会的广泛认同与肯定。

联合会和中马两国政府、社团组织及各大媒体保持良好关系和密切合作，为联合会成员及其他有意来马或赴华开展业务的机构和人士提供必要的咨询和服务。

联合会希望与有识之士携手为促进马中友好，马中双边合作，为马中关系实现更高，更快，更强发展共同努力。



PUCM Committee Council 马来西亚中国企业家联合会中央理事成员

Honorary Advisor	Dato' Abdul Majid Ahmad Khan Dr. Oh Ei Sun Lee Sok Wah	名誉顾问	拿督马吉德 胡逸山博士 李素桦律师
Legal Advisor	Dato' Keith Li	法律顾问	拿督李中平
President	Charles Yang	会长	杨志军
Vice President	Adam Tan Sally Qian Yang Haibin Yang Honglin Star Yan Yu Peng Zhou Yong Lynn Dai	副会长	谭天良 钱兰 杨海斌 杨洪林 严欣 于朋 周勇
General Secretary	Mina Yu	秘书长	于美娜
Deputy Secretary	Zhuang Zhihai	常务秘书长	庄志海
Treasurer	Shelly Shen	财政	沈晓雪
Committee Member	Datin' Tung Tung Liu Jenny Liu JACK WANG Kevin Hou Vincent Zhong Weixiang Cheng Ling Lynn Yan Peter Yao Karen Qu	中央理事	拿汀刘美彤 刘千源 王忠刚 侯雁 钟伟祥 程玲 严凌 姚锦峰 曲媛



BERNAMA.com logo and website navigation menu including 'Tentang BERNAMA', 'Laman Mikro', and 'Berita Terkini'.

PUCM Sumbang Tiam, Bantal Dan Kipas Angin Kepada Rumah Teduh Kangar. Tarikh kemaskini: 01/11/2017

為619中國冰雪之旅繪畫賽造勢 百公尺宣紙老少齊揮毫. 这场活动是为6月19日举办的第二届“我眼中的美丽中国”2017年冰雪之旅中国旅游风光现场绘画比赛造势。

“我眼中的美丽中国”·2017冰雪之旅 Beautiful China In My Eyes · 2017 Ice-Snow Tourism. China Attraction Live Painting Contest.

42 tengah. Kemasukan pelancong China ke Malaysia sehingga akhir tahun pertama meningkat sebanyak \$12,943 arang.

46 Sentuhan 46 pelukis. Lukisan mural jadi simbolik hubungan erat Malaysia dan China.

56 setempat. Bilangan kelas seni lukis yang disertai Nor Anzan.

20 TUAH KARYA SULUNG. Pesara menangi pakej pelancongan ke China bernilai RM5,000.

8 DALAM NEGERI. Antara faktor BN berjaya pertahan kerusi Tanjung Datu. Kepemimpinan Abang Johari diyakini rakyat.

14 | PUCM 2nd Anniversary Issue

中遊客料破200萬. 李中平：首季增長35% 今年看俏. 馬中企業家聯合會慶祝成立1周年.

馬中企業家聯合會慶祝成立1周年. 吉隆坡21日訊，馬來西亞中國企業家聯合會(PUCM)為配合成立一周年暨新年、日前于吉隆坡華商會慶祝晚宴.

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東方日報 2017年 6月14日 新聞資訊. 「大度、包容、接地气」PUCM獲各界肯定.

馬來西亞-中國企業家聯合會成立周年 慶典在吉隆坡舉行. 2017年02月20日 09:51:48 來源: 新華網.

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A Great Central State-Owned Enterprise, Building Dreams for the Future 大型央企，筑梦未来

China Construction Yangtze River (Malaysia) Sdn Bhd, with its registration no. 1075831-X, is incorporated in Malaysia and its shares wholly owned by China Construction Third Engineering Bureau, in accordance with Malaysia Company Act 1965.

With the authorized capital of 1 million and the paid-up capital of 900 thousand Ringgit, the Company covers the work scopes of civil & industrial project engineering and construction, M&E, equipment installation, interior design and decoration, steel structure fabrication and installation, municipal administration road, bridge and tunnels, firefighting equipment installation, earth and stone work etc.

China Construction Yangtze River (Malaysia) Sdn Bhd, as a main contractor, has entered into Malaysia for more than 4 years, and subsequently undertaken the construction projects for R&F Princess Cove Phase 1 (GFA:6.6 Million sft), Macrolink Resort (GFA: 1.8 Million sft), Forest City Plot 26 Phase 1 & Phase 3 (GFA: 2.6 Million sft) in Johor, Xinyi Glass Factory Phase 1, Impression Melaka (GFA: 600,000 SFT), Harbour City (GFA:4.2 Million SFT) in Melaka, and Agile Mont Kiara (GFA: 2.8 Million SFT), MET 1 (GFA: 2.7 Million SFT) in Kuala Lumpur and Urban Suites (GFA:1.3 Million SFT) in Penang.



More than 10 on-going projects, with an total GFA of 20 Million SFT have contributed a gross contract value of RM 5 Billion.

Within 5 years' time, the Company has brought in 200 management from China and more than 100 staff from Malaysia. In 2016, it was awarded the "CSR-EXCELLENCE IN SAFETY CONSTRUCTION".

As one of the most rapid developing companies from China, China Construction Yangtze River (Malaysia) Sdn Bhd has the work done value of 1.2 Billion Malaysia Ringgit in 2017. Nevertheless, the Company will inherit the corporate spirit "Striving to be the first" and looking forward to further prosperity in Malaysia as well as Asia Pacific area.



中建三局马来西亚公司，注册号1075831-X，是一家按照马来西亚1965年公司法成立的全资外资公司，其股权100%由中建三局集团有限公司持有，注册资金100万令吉，缴足资本90万令吉；可承担各类工业与民用建设项目的建筑施工、水电暖通、设备安装、装修装饰、金属结构与网架工程的制作与安装、市政道路与桥涵施工、消防设施施工、土石方挖运等。

进驻马来西亚市场4年多以来，中建三局马来西亚公司作为总承包先后承接了位于马来西亚柔佛州的富力公主湾一期项目（65万平方米），新华联南洋度假村（17万平方米），碧桂园森林城市26地块一、三标段（25万平方米），马六甲信义玻璃厂一期，印象马六甲（6万平方米），惠胜集团豪景湾（41万平方米）、吉隆坡雅居乐满家乐项目（27万平方米）、吉隆坡大都会 MET 1 项目（26万平方米）、以及檳城 URBAN SUITES 项目（12万平方米），共计10多个项目，总建筑面积超过200万平方米，合同金额约50亿令吉。

在5年时间内，目前该公司在马员工共计约300名，其中200人来自中国，100人来自属地招聘。并且，在2016年，该公司被颁发“建筑安全杰出贡献奖”。

作为马来西亚今年来发展最快的中国企业，该公司2017年全年完成产值超过10亿马币，并将在新的一年内，继续发扬“争先”精神，持续深耕马来西亚和亚太区域市场。

Connecting The World 世界触手可及

China Telecom (Malaysia) SDN BHD, a subsidiary of China Telecom Global Limited, was established in 2012 with the opening of its first branch in Kuala Lumpur.

Our Malaysia office has the following aims: to enhance cooperation and explore business opportunities with Malaysian and ASEAN telecommunications operators, and establish Malaysia as a regional telecommunications hub; and to provide communication and integrated information services to enterprises in Malaysia and other companies seeking to venture into the Chinese market and the rest of the world.

China Telecom comprehensive telecommunication services can be broadly classified into data services and information and communications technology (ICT Services). China Telecom data services are riding on our rich invested submarine cable assets across the world to provide global internet access(GIA), virtual private networks (VPNs), international ethernet private lines (IEPLs), international data centres (IDCs), Cloud, SD-WAN and others. We have presence in 27 countries and 69 PoPs worldwide and top notch service centres to support our customer needs.

China Telecom ICT services are based on our extensive experiences in operating the world massive telecommunication network and smart cities projects in China. Our ICT solutions cover basic managed CPE solution for enterprise customers and managed network solution for carriers. As a former incumbent service provider in China with huge and extensive fibre network, we have implemented smart city projects for 207 cities covering areas like smart transportation, safe city, smart education, smart healthcare and smart environment to enhance the quality of lifestyle of general populace.



中国电信(马来西亚)有限公司是中国电信国际公司旗下的全资子公司，成立于2012年。



中国电信（马来西亚）公司一贯秉持如下的企业宗旨：

助力马来西亚区域电信枢纽的建设，加强马来西亚与东盟国家电信运营商之间的互惠合作，形成共赢。服务马来西亚本地企业，以及其它寻求进军中国和全球市场的企业，提供全方位的综合信息服务，共促发展。

中国电信作为全球最大的电信服务提供者之一，紧随时代步伐，一直着眼于全球运营能力的发展。截止目前，已在全球27个国家和地区设立了分支机构，建设海外PoP节点69个，拥有国际传输出口带宽及跨洲容量超过9T，在33条海缆上拥有资源，其中参建海缆10余条，与超过10个接壤的周边国家和地区有陆缆直联，服务网点与网路能力的全球布局已基本形成。可提供全球互联网接入（GIA）、虚拟专用网（VPN）、国际以太网专线（IEPL）、国际数据中心（IDC）、云服务（Cloud）、SD-WAN等数据业务。

同时，依托覆盖全球的网络服务体系，整合国内外专业的SI系统集成商，以及自主开发的通信信息产品，中国电信也成功转型为智慧创新产品的集成服务商。目前，我们的企业解决方案已涵盖CPE采购、租赁、安装、代维等一站式解决方案，同时，为运营商提供专业的网络代维运营服务。在“智慧城市”领域，中国电信已在中国207个城市主导实施了“智慧城市”项目，并致力于将在中国的丰富经验尽快推广复制到“一带一路”沿线国家。我们可提供的“智慧城市”解决方案，包括：智慧交通、平安城市、智慧教育、智慧医疗、智能社区、智能家居等。

Network Builder for the World Class Communications Infrastructure 世界级通信基础设施的网络建设者

China Communication Services Co., Ltd. is a company listed on the Main Board of the Hong Kong Stock Exchange. Major shareholders are China Telecom, China Mobile and China Unicom. Currently, China Communications Services Co., Ltd. is the only overseas listed company that provides integrated information support and media operation services in China.

The company has a global presence in more than 50 countries; 120,000 employees in force and has garnered 15 billion US dollars in 2017. It ranks No. 79 in the top 500 enterprises in China.

As a provider of comprehensive solutions in broadband countries, smart cities and regional information centers, CCS has a rich network construction capabilities, experiences, and has provided customers with integrated services covering all aspects of communication network construction, including survey, design, procurement, construction, installation, commissioning, project management, network optimization and other turnkey services throughout the process, but also in providing project financing services.

Some projects worthy to be highlighted are, namely, a massive of construction of fiber project with a total length of 9,60,000 km long cable, 170 million internet ports, and the construction of 3G / 4G wireless network coverage which has penetrated 95% of the market in China.



In smart city development, CCS has contributed in fields such as the internet of things (IoT), cloud computing, Big Data, has formed a smart city that takes planning and consulting as the lead, platform research and development as the core, integrated application and innovation display in one overall service system. This breakthrough innovation is a complete success for China and globally in more than twenty cities.

As an important force in global communication infrastructure, CTG responded to the call of national interconnection and have built along the "Belt and Road Initiative" by incorporating a business presence in Malaysia in the year 2012. The company actively participated in the construction of Malaysia's communication infrastructure and promoted smart cities, smart buildings, Cloud computing, big data and other solutions. This has improved Malaysian economic and employment opportunities. Success cases such as Sepang Xiamen University's intelligent project, Kuantan Joint Industrial Alliance Steel Intelligent Project, Country Garden Forest City Intelligent Exhibition Hall project, Johor Bahru Wisdom City Hall project. In addition, CCS Malaysia also has provided LTE network construction and network optimization professional services for five years for local mobile operators like Digi and Umobile, this is to show the company's ability to build communication infrastructure undertakings in Malaysia.

In the beginning of 2018, CCS Malaysia took a step further in its business by recruiting a diverse group of local professionals in the Malaysian market to be part of the company. The executive chairman of Malaysia Mr. Vincent Zhong made a remark that multi-cultural associates will boost the company's overall performance with a smoother domestic market penetration, backed by innovative technical capabilities and solutions to boost the development of Malaysia's intelligent and digital society.

中国通信服务股份有限公司（中通信）是香港联交所主板上市公司，主要股东为中国电信、中国移动和中国联通，是目前中国唯一一家提供信息和媒体运营一体化服务支撑的境外上市企业。

目前，公司业务覆盖全国及海外50多个国家，拥有12万名员工，2017年营业额将达到150亿美金，在中国500强企业中排名第79位。中通信作为宽带国家、智慧城市、区域信息中心全方位一体化解决方案提供者，拥有丰富的网络建设能力和经验，为客户提供覆盖通信网络建设各个环节的一体化服务，包括勘察设计、设备采购、施工建设、设备安装、设备调测、项目管理、网络优化等全过程交钥匙服务，同时亦可为客户提供项目融资服务。中通信累计建设长达9,60,000皮长公里的光缆、建立了1亿7千万个互联网端口、并建设3G/4G无线网络，覆盖95%的中国市场。

中通信在智慧城市建设领域，紧抓物联网、云计算及大数据等技术领域有着创新研究，进而形成以规划咨询为引领、平台研发为核心、集成应用和创新展示于一体的智慧城市建设整体化服务体系，创新成果助力中国及海外20余个智慧城市建设。



Vincent Zhong 钟伟祥

作为全球通信基础建设的重要力量，中通信响应“一带一路”沿线国家互联互通建设的号召，于2012年成立中国通信马来西亚公司，积极参与马来西亚通信基础设施建设，推广智慧城市，智能建筑，云计算，大数据等解决方案，协助马来西亚创新经济和就业增长点。成功案例如雪邦厦门大学的智能化项目、关丹工业园联合钢铁智能化项目、碧桂园森林城市智慧展厅项目，新山智慧城市展厅项目等。另外，中通信马来西亚也为本地移动运营商如Digi 和 U Mobile持续五年提供LTE网络建设及网络优化的专业服务，显现出中通信在马来西亚通信基础设施建设方面的能力

2018年初，中通信马来西亚公司因业务扩展，在马来西亚本地招聘多名多元背景的专业人才加入公司，中通信马来西亚执行董事长为钟伟祥先生表示加入多元文化背景的员工将有助于公司更好的融入本地市场，背靠创新的技术能力及解决方案，助力马来西亚智能化，数字化社会的发展，从而中通信马来公司业绩也将大幅提升。



Promoting Healthcare Culture Improving Human's Well-Being 弘扬保健文化 · 创造幸福生活



Established in 1975, Hai-O has since become an established household name offering a wide range of complementary medicines (TCM), medicated tonic as well as wellness, beauty and healthcare products and clinical services. Providing superior quality healthcare products at reasonable prices is always our business philosophy.

Hai-O was the first traditional healthcare company listed on Bursa Malaysia Securities Berhad since 1996. From a humble beginning with a small start-up capital, Hai-O has over the years been resilient to ride through the many business challenges to emerge stronger now with an equity base of more than RM280 million with market capitalisation of more than RM1.2 billion. Its success had been honoured by various prestigious awards including the Forbes Awards (2007-2010).

For over four decades, Hai-O had honed its expertise in building extensive and efficient distribution network and thereby has successfully gained market leadership in Malaysia.

THE PRINCIPAL BUSINESS OF THE GROUP INVOLVES:

Wholesale - The Wholesale Division is one of the main pillars of Hai-O Group. Over a period of 40 years, we have secured and accumulated exclusive agency rights for importing and distributing in Malaysia more than two hundred branded products from China. The products include a wide range of quality Traditional Chinese Medicines, teas, wines and consumer products.

Retail - Hai-O has a strong retail presence across the country with over 60 Hai-O Chain Stores in major cities and towns. As part of quality products and services, these stores are staffed by professional herb masters to provide advice on herbs and TCMs to customers. In addition, some of these stores are also providing integrated medical services by making available in-house consultations by qualified TCM physicians.

Multi-Level Marketing - Established in 1992, Sahajidah Hai-O Marketing is one of the leading local multi-level direct selling companies in Malaysia. In addition to an established corporate brand name, the success of Sahajidah Hai-O Marketing can be traced to its proven fair and reliable system offered to distributors. The company strongly believes in and is committed to providing a comprehensive support and reward program.

Pharmaceutical Manufacturing - In 1994, SG Global Biotech Sdn. Bhd. is the 1st traditional medicinal plant to comply with Good Manufacturing Practices (GMP) standard in Malaysia. It provides pharmaceutical contract manufacturing services in herbal natural medicine, food supplements, and health food for clients from Malaysia and overseas.

Chinese Medicinal Clinics - Peking Tongrentang (M) Sdn Bhd, a joint venture company between the world-renowned Beijing Tongrentang and Hai-O has started its business in Kuala Lumpur since 2002 and achieved remarkable performance in offering TCM consultation services and high quality herbal medicines to the public.

海鸥集团自1975年创立以来，历经时间淬炼及市场考验，如今已成为一个家喻户晓的品牌；它是马来西亚经营中国药材、药酒、茶、美容品和保健产品最具规模的集团。为客户提供“正货正价”的保健品，是我们向来所秉持的经营理念。

海鸥是于1996年成功在马来西亚股票交易所上市，成为国内第一家挂牌上市的中华传统保健品集团企业。目前，海鸥拥有超过2亿8000万令吉的资产，公司市值12亿令吉。海鸥成功获得无数的荣誉奖，包括福布斯奖（从2007年至2010年）。

在过去的四十多年来，海鸥企业透过营造一个广泛的销售网络及强劲的市场策略，建立了现有的市场领导和专业地位。而在最近的几年来，它也在本身的品牌下推出了多元化的优质保健产品。

海鸥的核心业务包含：

批发——批发业务是海鸥集团核心业务的一大支柱。海鸥创立30年来，取得超过200多个中国知名品牌在马来西亚的进口经销及代理权，经营的产品包括各种传统中成药及药材、茶叶及中国饮料酒、药酒和补酒。

零售——海鸥在全国城镇开设了60家以上的连锁店，为零售业务建立坚实的基础。海鸥连锁店的商品包括中国传统药品、茶叶、酒类、礼品礼篮和其他保健品，同时备有专业的药材师傅为顾客提供药材方面的咨询。此外，其中一些连锁店聘有合格的中医医师驻诊，提供大众综合性的医疗服务。

多层次传销——海鸥直销有限公司隶属海鸥集团旗下，创立于1992年，秉持着提供优质的产品 (Quality Product) 和优良的商机 (Business Opportunity)，以求丰富人们生活的使命，建立起卓越的信誉和知名度。今天，海鸥直销已经是马来西亚境内直销业的翘楚。

制药厂——海鸥制药 (马) 有限公司于1994年设立，是马来西亚第一家符合良好制造规范标准 (GMP) 的传统药品生产企业。海鸥制药的核心业务是为本地及海外客户提供天然草药及保健食品生产服务。

现代化中医诊所——北京同仁堂 (马) 有限公司乃由海鸥集团和中国历史悠久的最大药厂北京同仁堂于2002年联合投资开设。通过这个合资机构，海鸥集团吸纳了具有347年历史的北京同仁堂所累积的经验和知识，并向马来西亚的消费者提供最佳的传统诊疗服务和药物。北京同仁堂 (马) 有限公司总行设于吉隆坡太阳大厦，并在檳城及八打灵再也开设了另两家分店。这3个门面都提供“综合门诊服务”，由聘自中国的中医医师驻诊，开方配药。

秉持着诚信，专业，创新和绿色科技的经营理念，公司立志成为东南亚行业中的佼佼者，为顾客和消费者提供更好品质的产品。



The Belt and Road Strategic

Opportunities to promote the diversification development

一带一路战略 机遇带动企业多元化发展

Dato' Yan Mengjie take the "The Belt and Road" opportunity to drive the business of precious metals mining industry and diversification of ecological technology development.

SUPREME BROADWAY SDN BHD has signed the mining cooperation agreements with the company of His Royal Highness the Sultan of Pahang to develop total land area of 13800 acres (in 18 parcels of lands) in Maran district. The initial exploration confirms the area contain minerals deposits such as gold, silver, copper, zinc, molybdenum, lead, antimony, bismuth, tungsten, arsenic, etc. SUPREME BROADWAY together with the strategic partners and investors from China and Malaysia, is providing technology and equipment to explore and mine the areas. Besides, the company is also planning in this region to gradually develop resources recycling, renewable energy, organic farming, organic eco-parks, golf resorts, gold panning theme park, and any other potential tourism projects.

The project was initiated by Dato' Yan Mengjie who currently is the Chief Advisor to Supreme Broadway Sdn.Bhd. Dato' Yan Mengjie is a native of Fuzhou, Fujian Province, China. He has long been engaged in the steel industry and has been cooperating with China Iron and Steel Research Institute to develop stainless steel composite materials. He has won many invention patents and gold medals of new materials in China, the United States and Malaysia and one of "100 Chinese Inventors" awards. Yan came to Malaysia in the early 1990s, is one of the earliest Chinese entrepreneurs from Mainland China. Yan has much contributed to the Sino-Malaysia business relationship development as he



is also the first one who successfully brought in large Chinese enterprises to make huge direct investments in Kuantan. In 1992, he chose to set up Jikang Dimensi Steel Sdn.Bhd. in Gebeng Industrial zone in Kuantan and a number of supporting metallurgical enterprises such as mining, stainless steel composite blanks, smelting of sheet metal and stainless steel composite pipes. The investment projects initiated by Yan get a lots of attention and supports from Chinese Embassy. In order to recognize the contribution of Yan Mengjie, he was conferred the honorary title of "Dato" by His Royal Highness the Sultan of Pahang in 2004, therefore Yan Mengjie became the first Chinese businessman who obtain the Royal title in Malaysia.

Dato 'Yan Mengjie is now focusing on the development of a diversified mining industry. Supreme Broadway Sdn. Bhd. signed a contract with His Royal Highness the Sultan of Pahang in 2011 to jointly develop 1,000 acres of mineral resources in Pahang through the long-established friendly relations between Dato' Yan Meng and the Pahang royal family. In 2015, the company also signed a contract with His Royal Highness the Sultan of Pahang to jointly develop 13,800 acres of mineral resources. In response to the call of the "The Belt and Road" of the Chinese government, Dato' Yan Mengjie is cooperating with a number of Chinese enterprises, investors, technical experts and equipment manufacturers in the investigation and development of this resource. In order to fulfil its obligation of social responsibility, the Company formulated the development direction of environmental protection, new energy and ecotourism. At the same time of mineral development, it also repaired the soil, rebuild the forest park, develop and use renewable energy, develop the original ecological park and promote the local tourism development of. Dato 'Yan Mengjie will, as always, take advantage of the excellent opportunities it has developed along the Belt and Road and will always be the example of a friendly envoy and cooperation between China and Malaysia.

拿督严孟杰发挥“一带一路”机遇，带动企业贵金属矿业和生态科技多元化发展。

Supreme Broadway Sdn Bhd 同彭亨州苏丹殿下控股的企业签署了开发位于马兰地区共计13800英亩面积（分18块区域）的矿产合作协议，初探确认该区域分布有金、银、铜、锌、钼、铅、锑、铋、钨、铀等矿物质。

Supreme Broadway Sdn Bhd 除引进中马两国战略伙伴，提供技术和设备等共同开发贵金属资源外，还计划在该区域逐步开发资源再生应用、新能源发电、有机种植、生态旅游、高尔夫度假村、淘金探险公园等旅游综合项目。



Dato' Yan Mengjie 拿督严孟杰



该项目是由拿督严孟杰发起，并担任 Supreme Broadway Sdn Bhd 首席顾问。拿督严孟杰是中国福建省福州人，长期从事钢铁业，同中国钢铁研究总院合作研发不锈钢复合材料，获多项中国、美国、马来西亚新材料发明专利和金奖、“中国百名发明家之一”荣誉称号。严孟杰90年代初来到马来西亚，是最早到马来西亚发展的中国企业家之一，最早成功引入中国大型企业到马来西亚投资，1992年选择在关丹格宾工业区创办了济钢（马）钢板有限公司和多家配套集矿业、不锈复合坯制造、板料再生冶炼、不锈复合制管等冶金企业。

严孟杰发起的投资项目受到历届中国驻马来西亚大使馆的关注，历任大使均支持中国企业在关丹的发展。为表彰其贡献，彭亨苏丹于2004年颁发拿督勋衔，严孟杰成为第一个获得马来西亚皇室勋衔的中国私人企业家。

现在拿督严孟杰专注矿业多元化开发，通过拿督严孟杰同彭亨州皇室长期建立的友好关系，Supreme Broadway Sdn Bhd 于2011年同彭亨州苏丹殿下签约，在彭亨州合作开发1000英亩的矿产资源。2015年公司又获得同彭亨州苏丹殿下下的公司签约，合作开发13800英亩的矿产资源。

为响应中国政府“一带一路”的号召，拿督严孟杰正联合中国多家企业、投资家、技术专家、设备厂家等对该资源进行合作勘察和开发。为尽社会责任义务，公司拟定了开发环保、新能源、生态旅游的发展方向，在开发矿产同时，也同期修补土壤、林园再造、开发使用再生能源、发展原生态公园，促进了当地旅游业的发展。拿督严孟杰将一如既往，乘一带一路大好发展机遇，始终做中马两国友好使者和合作典范。

Moving Forward with The Times 自强不息，与时俱进

Adam Tan Tian Liang, from Luoding (Guangdong Province) graduated from Xi'an Petroleum University with Bachelor of Science Degree in year 2000.

After Adam graduated from University, he opened a small travel agency in Guangzhou. In 2005, he brought some Chinese businessmen to Malaysia, He found that China products are expensive in Malaysia, considerable 5 times profits, finding the business opportunities, he sold the company shares, brought a bag of pearls worth 20K RMB, then he came to Kuala Lumpur.

From the morning and night market stalls to start. He got up 6am everyday, ate bread, took the goods, walked to the morning market, found a place to put cloth on the ground, selling pearls. Afternoon went home to rest. He went to night market about 7pm until 11pm. There are often sun and rain. The beginning was very hard, but he overcome the difficulties one by one, the business is getting better and better.

High profit margins, cheap rental, took care of his shops by himself, and soon earned his first pot of gold. To avoid the sun and rain, so he moved to the mall, the product was also upgrading, from pearl to jewelry, handbags, Chinese fashion, and finally mainly engaged in Malay ladies fashion, His business also shifted from physical outlets to online store. Currently, 5 wholesale stores and 5 retail stores are retained because the business is being transformed into ecommerce. Ecommerce departments have been retained. Starting from RM10K, more than 10 years, many stores and warehouses are now purchased and the company's assets exceed 10 million ringgit.



Adam Tan Tian Liang 谭天良

More than 10 years of hard work, the company achieved good results, he and his team won a lot of business awards: Malaysian 2017 International GIB Award; 2015 and 2016 SME Golden Eagle 100 Excellence Awards; 2015 Entrepreneurs Tomorrow's Star Award; 2014 Asian Entrepreneurs Online Shopping New Brand Award.

His hard-working, proactive, never give up spirits, summed up to have today's achievements.

Now his Malay ladies PH fashion is a well-known brand in Malaysia. After the garment business was stable, he set up some new companies to introduce new technologies and business models from China, for example, automation coffee machine and anti-leak tyre, and sharable chargers.

He believes that all Malaysians have the opportunity to benefit from the initiative of "One Belt and One Road" in this era of the best relations between the two countries. Many of China's capital and enterprises will come to Malaysia with many new projects and business models, especially the new Internet technologies and the shared economy concepts. SMEs in Malaysia can cooperate with the Chinese companies to get win-win situation, and now we have more opportunities than ever before!

谭天良是广东罗定人，2000年毕业于西安石油大学自动化系。

他在2005年拿着一箱珍珠，2万人民币，离乡背井，飞到马来西亚吉隆坡，从夜市摆地摊开始，白手起家，经过10多年发展，现在已是马来西亚马来女装最大的批发商之一，同时在新的“一带一路”倡议下，陆续引进更多中国的好产品和商业模式，不断开发新的商机，为马中贸易贡献一份力量！

他大学毕业后跟朋友在广州开了一家小旅行社，2005年带中国商人来马考察时，发现中国小商品在马来西亚很受欢迎，价格也很高，利润可观有5倍多，看到商机，毅然把公司股份卖掉，就提了一箱珍珠来到马来西亚吉隆坡创业。

从早市和夜市摆地摊做起。每天很早6、7点起床，吃点面包，拿上货物，走路去早市场，找个地方就把布铺在地上，放上珍珠销售。到中午收档，找个路边鸡饭店吃个鸡饭；下午回家休息一下。晚上7点左右去夜市场，摆到11点多才收档回家。常常也有日晒雨淋的情况。创业初期非常辛苦，但是都被他一一克服了，生意也越做越顺利。

商品利润高，租金便宜，自己看店，很快就赚到他人生的第一桶金。赚到钱后，不想风吹雨打的，就进去商场，边赚边开，产品也不断升级，从珍珠到首饰，到手袋，华人女装，最后主要从事马来女装，经营模式也从地摊到开店，到网购，最高峰时曾开到20多间零售店。目前因为生意正在转型到电商，保留了5间批发店和5间零售店，还有电商部门；10多年前从1万马币开始，现在购买了多间店面和仓库，公司资产也超过千万马币。



超过10年的默默耕耘努力，公司取得不错的成绩，他和公司团队获得了不少的商业奖项：

马来西亚2017年国际企爵奖；2015及2016年中小企业百强卓越金鹰奖；2015年企业家明日之星奖；2014年亚洲企业家网购新品牌奖；2014年马来西亚最有影响力企业新秀奖；这些奖项都是社会对他们的认可和鼓励。

谭天良有中国人勤奋，积极进取，永不放弃的特性。他总结能有今天的成就，那时因为当年他了解中国市场和产品，把好的中国产品引进马来西亚，本地化后发扬光大。

现在他的马来女装PH fashion 是马来西亚知名的品牌。在服装生意稳定后，他成立多家公司，引进中国的新技术

及商业模式，比如，从事无人咖啡机的马来西亚易饮集团有限公司，从事防扎轮胎的马来投资者控股有限公司，从事共享智能充电插板的深圳易都科技有限公司，从事房地产投资的马来西亚KWC房地产有限公司等等。

他认为，在这个马中关系最好的时代，在“一带一路”的倡议下，马来西亚各行各业都有机会受惠。中国很多资本和企业带着很多新的项目和商业模式进来大马，特别是互联网新技术和共享经济等。马来西亚的中小企业可以和中方合作共赢，现在的机会比以前更多了！

Pioneer in Student Housing 象牙塔宿舍的守护者

From accountant to entrepreneur, Sally Qian's travels have brought her far from her home in Guangxi, China.

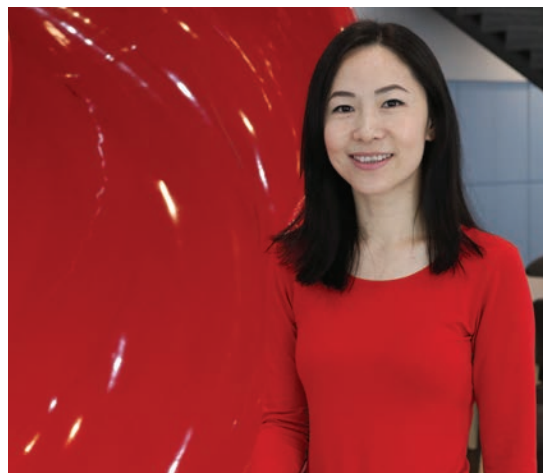
Sally spent eight years in Australia and there she met her Malaysian husband. She has been in Malaysia for more than seven years now. She likes Malaysia as it is multicultural. As an adventurous foodie, she loves durians and enjoys the great variety of food that is available in Malaysia.

She and her two friends were all professional accountants, working in Australia. One day, they decided to become entrepreneurs and to create opportunities for themselves and for others. With their experience as foreign students in Australia and New Zealand and their positive outlook of the Malaysian higher education industry, they used all their savings and opened their first student hostel in Malaysia. They started humbly with 100 beds and today their team is managing a 6000-bed portfolio.

LIFE AS A STUDENT

During the years studying in China and overseas, Sally has found that living environment plays an important role during her transition period from a young student to a fully independent adult. During those years, Sally was lucky to be surrounded by supportive and open minded friends and was taken good care of by the Management teams of the on-campus hostels. She had the opportunity to meet with people from different cultural backgrounds and age groups. There Sally developed good understanding of different cultures as well as developed her values and views of the world.

She admitted that she never thought that she would one day become an entrepreneur. Just like what Steve Jobs once said, you can't connect the dots looking forward; you can only connect them looking backwards. Being greatly benefited from her personal experience at the hostels, she was destined to create an ideal living environment for others.



Sally Qian 钱兰

JOURNEY AS AN ENTREPRENEUR

Sally believes that all past experience has helped her in a way or another. She is very optimistic about the future. She is able to follow her passion, have great experience and learn new things, and furthermore she is able to help others along the way. Living a life like this is indeed wonderful.

Due to her experience as a student as well as her work in The Purple House, Sally has developed a strong passion for nurturing a vibrant student community and people development. Working with The Purple House team has given her the exact opportunity to what she loves.

The Purple House hostels do not just provide a room for the students. It is much more than that. Their students are in a vibrant, friendly and supportive community, a big family. In this ideal living environment, students make new friends, build lasting friendships and have a lot of wonderful experience together.

Sally is also instrumental in developing a team culture that puts people first. The Purple House team members are quite different in terms of educational background, race, religion and belief, and personalities. They believe in openness, a sense of purpose as well as mutual respect and trust. The Purple House team embodies these principles and work well as a team.

钱兰，她来自中国广西，在海外已经有16年的时间。从中国出发到纽澳生活，年纪轻轻再来到大马创业，从专业会计师到做企业，人生的旅程把她引到了离家乡中国广西很远的地方。

她在澳大利亚学习和工作了8年，就是在那里遇到了现在的先生，一个马来西亚华人。至今她已经在马来西亚生活工作了7年了。她很喜欢大马的多元文化。她很喜爱榴莲和当地种类繁多的美食。

与澳大利亚认识的两位大马友人分别是Daniel Lee 和 Sri Velan，在马来西亚经营The Purple House公司。“三个臭皮匠”曾在澳洲当会计师，某一天三个朋友有个念头想一起创业转行，试图为自己也给其他人创造机会。三人在创业前，考量个方面因素和每人的强项，最终选择在马来西亚用了他们全部积蓄开了第一间学生宿舍。从刚开始的100个床位发展到今天，他们的团队旗下管理的一共有6000个床位了。

学子经历

钱兰认为不管做什么事都得回到根本，相信自己要什么，不能忘记初衷。她回忆起在中国，新西兰和澳洲读书时，都住在校内学生宿舍，好的生活环境在很大程度上能帮一个人去适应大学生活学习的新环境。在宿舍里接触来自不

同文化背景的人，认识新朋友，这段经历对钱兰未来的人生价值观影响很大。

她万万没想过自己会成为一位女企业家。就像苹果创办人贾伯斯曾说过的：你无法预先把现在所发生的点点滴滴串联起来，只有在未来回顾今日时，你才会明白这些点点滴滴是如何串在一起。之前求学时得到很多人的帮助和照顾，她深深的体会到良好的住宿环境给她带来的益处，也许就是那时种播下的种子，她注定是要做象牙塔宿舍的守护者。

女企业家

钱兰认为以前每一个经历都在帮助她往前走，对于未来的路，她深信会是更精彩。

现在做的事情她自己热爱的，从中可以有很棒的经历学到很多东西，同时又能帮助到其他人，这样的人生应该是很精彩吧。

The Purple House 旗下的公寓不仅仅给在外的学子们一间房间一张床。年轻的他们属于一个活跃，互相支持照顾的友善社区团体，一个大家庭。在这里，他们认识新朋友，建立一辈子的友谊，一起书写美好记忆。

钱兰也致力于建立一个以人为本的企业文化。他们的团队来自不同种族信仰，不同教育和文化背景，性格和个性的也各不相同。相同的是大家都有一个共同的目标，以互相尊重和信任为基础，以开明的态度真诚的一起合作。



Story of a Successful Shenyang Girl in Malaysia 一个沈阳姑娘的创业故事



Yu Meina 于美娜

In the early year of 2012, a Shenyang girl left her hometown, from a freezing cold city to a tropical country named Malaysia. This girl is the founder of Wei Media Group Sdn Bhd – Yu Meina.

Speaking of her study experience in Malaysia, there were some stories. After graduated in 2008, she went to Singapore and worked in trade for three years. Thereafter when she was planning to pursue MBA, she learned that even though Malaysia is not a big country, yet it is one of the most prosperous countries in Asia. Malaysia provides international education environment and many private university diplomas are well recognized by China. After some thoughts, Malaysia has become her best choice for further study.

Meina felt quite fortunate that her experience of working in Singapore made her no stranger to Malaysia. After graduation, she got her first job via recommendation from a friend to join a well-known real estate agency company established by Dato' Sri Gavin Tee. She started the job with a position as manager for China market cum assistant to chairman. She represented Dato' Sri Gavin Tee to attend events and conferences organized by various Chinese chambers of commerce of which have helped to expand her networking and laid down a strong solid foundation for her subsequent start-up.

In year 2015, Meina together with two friends of hers who are also from China, they co-founded a social platform focusing on Chinese students, namely WEI Malaysia which now provides the latest news and practical daily life information to the Chinese students as well as to the local Chinese community as a whole. At present, WEI Malaysia not only bring together a group of media elites who have received high level of education from the east and the west, have bilingual skills and have been engaged in journalism for a certain period in mainland and Malaysia, but also attracts a group of young professionals with IT background. The convergence of these two different groups of talents allows WEI Malaysia to make full use of its competitive advantages and network characteristics to merge traditional media with new media, thus establishing a new popular Chinese content media which offers the largest amount of information at the fastest speed of communication.

In the same year, Yu Meina was appointed as the Secretary General of PUCM which promotes the development of Chinese entrepreneurs in Malaysia with the aim of enhancing mutual exchange of information and collaboration among the Chinese enterprises; expanding economic and trade cooperation with Malaysia, safeguarding the legitimate interests of Chinese enterprises; and strengthening dialogue and exchange with the Malaysian government departments. She urges the Chinese students to utilize this platform to find opportunities for internships, work and future development.

2012年初，一位沈阳姑娘离开了其家乡，从一座寒冷的城市飞往至热带国度的马来西亚。这个姑娘就是微大马集团（马来西亚）公司创办人于美娜。

说起她的马来西亚留学经历，还是有一些故事的。2008年本科毕业后，就到新加坡从事贸易工作3年。之后在计划进修MBA的时候，虽然了解到马来西亚不是一个大国，但它却是亚洲最繁荣的国家之一。马来西亚拥有国际化的教育环境以及众多私立大学的文凭都被中国认可，综合对比后马来西亚成为了她的最佳深造选择。

美娜感到相当庆幸的是，她在新加坡工作的经历，使得她对马来西亚毫无陌生感。毕业后，经一同学引荐，她获得第一份工作是本地非常著名的大马房地产教授拿督斯里郑水兴的集团。她的职位是中国市场部经理兼董事长助理，她代表老板拿督斯里郑水兴出席了許多华人商会的活动和会议，这让她累积了许多人脉资源，也为她之后的创业历程建立了稳固的基础。

2015年，美娜与同样来自中国的两位留马好友，共同创办了以中国留学生为主要群体的社交平台——微大马目前提供最好看的新闻和最实用的生活信息给中国留学生以及广大的华人同胞。目前微大马不仅聚合了一批接受过东西方高等教育，具有双语能力，长期在中国大陆和马来西亚从事新闻工作的媒体精英，而且聚合了一批网路产业的年轻专才。两批人才的汇流使得微大马能充分运用专业优势和网络特点，将传统媒体同网络新媒体相结合，从而建立了信息量最大、传播速度最快、内容颇受读者欢迎的新型大马中文新媒体。

同年她被荣任为“马来西亚中国企业家联合会”PUCM的秘书长，该协会是促进在马来西亚中国企业家的共同发展，其宗旨是推动中国企业之间相互联系和交流；扩大与马来西亚的经贸合作；维护中国企业的合法权益；以及加强与马来西亚政府部门的对话与交流。她呼吁中国留学生可借助这个平台，寻觅到企业实习、工作以及未来发展的机会。



Story of A Financial Consultant Shelly Shen 理财投资顾问沈晓雪

Wisdomcare Consultamcy was founded in 2016 (specializing in corporate finance and IPO consulting). Currently, Shelly Shen is a treasury of PUCM.

Shelly Shen graduated with Business Administration in Finance (UK) in 2002 and obtained ACCA status in 2004 as an International Certified Public Accountant. In 2004, she joined Berjaya Group Holdings Bhd Group Finance Group, a major Malaysian public listed group, before moving to Jehan Group Sdn Bhd as Group Chief Accountant. In 2010, she joined Hexagon Holdings Bhd, a Malaysian listed group, as Group Finance Manager before moving to CFO of Ideal Packaging Company (Shenzhen) from 2012 to 2014 in Beijing.

Wisdomcare Consultamcy was founded in 2016 (specializing in corporate finance and IPO consulting). Currently, Shelly Shen is a treasury of PUCM. She has a wide range of contacts. She is an aggressive social group and serves as the chief financial officer and director of a number of international companies including executive director of Megathrust Capital Bhd, executive director of Wisdomcare Consultancy Sdn Bhd and executive director of Pro Capital Pte Ltd.

Pro Capital Pte Ltd is a partner of experienced entrepreneurs, mainly to help enterprises to improve their business to a new level. It is mainly through the professional financial and investment field knowledge and contacts, in-depth understanding of each customer's business, industry and culture, as well as management objectives and philosophy.



Shelly Shen 沈晓雪

From an entrepreneur's point of view, Shelly Shen has a special insight and a keen vision, can be found in time problems, and find a more customer-friendly solutions. Her professional background of accountants makes it easy for her to choose from a set of corresponding practical financial solutions.

沈晓雪专为企业融资和上市咨询，2016年她创立了 Wisdomcare Consultamcy。

沈女士在2002年毕业于英国工商管理金融专业，并于2004取得国际注册执业会计师ACCA资格。她于2004年加入马来西亚大型上市集团Berjaya Group Holdings Bhd集团财务总部，之后转任Jehan Group Sdn Bhd 任集团总会计师。2010加入了马来西亚上市集团Hexagon Holdings Bhd 任职集团财务经理，之后2012年至2014年在北京Ideal Packaging 公司（深圳）担任首席财务官。

2016年创立了Wisdomcare Consultamcy（专为企业融资和上市咨询）。现任PUCM总财务长。她拥有着广泛的人

脉。她积极地进取社交圈子并同时担任多家国际公司财务总监及董事，其中包括Megathrust Capital Bhd的执行董事，Wisdomcare Consultancy Sdn Bhd的执行董事和Pro Capital Pte Ltd的执行董事。

Pro Capital Pte Ltd是经验丰富的企业家的合作伙伴，主要是协助企业提升业务提高到一个新的水平。主要通过专业的金融和投资领域知识及人脉，深入了解每个客户的业务，行业及文化，以及管理的目标和哲学。

从企业家的角度来看，沈女士有着特殊的洞察力及敏锐的视野，能够及时发觉问题，并且找到更加有利于客户的解决方案。她的会计师专业背景使她容易对每项企业抉择都有一套相对应的切实可行的财务方案。



YanDuoPin Bird's Nest Share Return Scheme 燕子归去 众人来品

YanDuoPin Bird's Nest Share Return Scheme claimed to be a low-risk and high returns investment.

100% Pure Bird's nest Product are viable in the South-East Asia region. As such, the YanDuoPin Bird's Nest Share Return Scheme is a high return scheme introduced in Asia.

YanDuoPin Group acquired professionals and adopt a systematic approach to develop a 100% Pure Bird's Nest Product and edible bird's nest industries on a large scale by pooling the resources generated under the scheme.

YanDuoPin Group's core activities involve the planning, developing, marketing, construction and management of swiftlet ranches, in addition to collecting, processing, research & development, branding and providing wholesale and retail outlets of edible bird's nest and other related product. In view of the great speed of development of 100% pure bird's nest product industries, YanDuoPin Group aims to ensure that the growth of these industries is sustainable.

YanDuoPin Group is also the only distributor who possesses all the certificates, including sanitary certificate of original export certificate. YanDuoPin Group also has its own swiftlet houses, professional procurement teams and complete facilities. Therefore YanDuoPin Group is always sufficient with sources.

An ordinary Chinese woman studying in Malaysia, began purchasing bird's nest from Malaysia and selling it to China, and gradually expanding the business to create its own



Datin Tung Tung Liu 拿汀刘美彤

brand - Yanduopin and becoming the queen of Malaysian bird's nest community, her name is Tung Tung Liu.

Datin Liu came from Qingdao, Shandong Province, and lived in Malaysia for nearly a decade. In the first 4 years, She took Cambridge English courses and hotel management in Malaysia and later married to Dato Antheny Yap, the founder of Malaysia's Hongfu Group, to settle down in Malaysia for a long time.

一位中国平凡女人在马来西亚求学时期，开始代购燕窝，把货从马来西亚批到中国卖，逐渐把燕窝生意扩大经营，到2014年创立自家燕窝品牌-燕多品，成为大马燕窝界女王，她就是刘美彤。

刘美彤来自山东青岛，在大马生活将近十年。前4年，在大马修读剑桥英语课程和酒店管理课程，后来嫁给大马拿督叶居骧（马来西亚鸿福集团创办人），就长期定居大马。



燕多品集团放眼亚洲最大100%纯燕窝开发商。

马来西亚燕多品集团是一家拥有自己的燕屋，毛燕买卖，洗燕加工厂，品牌创造，品牌加盟，线上实体O2O。一条龙燕窝买卖的大规模公司。产品遍布马来西亚、中国、香港、越南等国家。

本集团在马来西亚的几个主要城市都拥有自设的燕屋和燕窝加工厂、纯以人工挑毛去除杂质”绝不添加有害人体的药剂、本集团也拥有高科技的技术、先进的生产过程、检测手段齐全、严格的质量管理监督我们一直诚心的要发展100%纯燕窝的研发、因此我们创立了自家的燕窝品牌、从培育摘采、清洗、生产、检验、包装与保存各步骤都经过专业处理、以确保我们燕窝的品质保持质量除了销售高品质的燕窝给消费者、还提供专业的服务概念给广大的消费者。



为了实现成为100%纯燕窝行业最大上游业者的梦想、本集团推出首个“吃燕窝、赚多多”的计划、不仅对集团长远业务有利、而且还可辅助纯燕窝行业加快未来10年、在这个繁荣的燕窝业务与食脐业市场的经济增长本集团的这个计划已达到所有严格审求、为投资者提供积极与高净收益回酬。

燕多品集团一直以“忠实、质量和互利”的品质与服务回归给我们的客户我们的燕窝价格也是合理及可负担的燕多品的最终理念是让每一个人在享受优质燕窝之余、也可以得到高净收益回酬、在建立良好的客户关系、也能达到双赢的局面。

简而言之、具备了从上至下完整的概念、燕多品集团在未来将协助马来西亚提升在100%纯燕窝行业领域的地位、让本集团在这在个领域创下更高峰的业绩。

Yao Jinfeng talks about The Way Of Eating And Keeping In Good Health 姚锦峰谈饮食养生之道

Healthy diet is the foundation of longevity.

In today's society where material life is no longer in need, people's pursuit of life has changed from pursuing a rich life to a pursuit of quality life, it is necessary to have a healthy diet and a healthy body and mind while enjoying a good quality of life.

The boss of Shunde Restaurant Born in Guangdong, China, Dr. Yao Jinfeng has moved to Malaysia for three years and founded the Shunde Restaurant. He hopes to bring Shunde food into Malaysia and share Shunde's food with everyone.

Shunde food has a long history, as the saying goes "eat in Guangdong, Chef out Fengcheng". Shunde famous chefs in China and even the world are quite famous, Shunde snacks from the people, rooted in thousands of households, the streets, is the crystallization of the wisdom of Shunde people for thousands of years, and Shunde dishes each other depending on the common development, it is the wonderful work of catering culture in Shunde.

During the three years in Malaysia, Yao Jinfeng was active in social contact, making friends and serving as a member of the China Entrepreneurs Association In Malaysia (PUCM). He often invited new and old friends to dine at Shunde Restaurant to enjoy good food and health way. He thinks that healthy diet is important, but it is better to sleep and make up than to sleep. Health; the first to raise the heart, the second to raise the body, the third to raise, the fourth to raise the road, the fifth to raise Germany, so that people can prolong life.



Yao Jinfeng 姚锦峰

In today's society, many people are in a tense, fast-paced living environment, in order to pursue fame and profit constantly overdraft their own body, which is contrary to health. The biggest mistake in life is to exchange health with others. Happiness is a wonderful medicine for longevity. Diligence is a good health care. Exercise is a healthy investment. Longevity is a healthy reward, money is difficult to buy health, health is greater than money, money is difficult to buy happiness, happiness must have health, the happiness of life is not in fame and wealth, but in health. The strength of the body is not in money, but in sports. Be nice to yourself and be happy; be kind to life and be healthy.

To live is to succeed, wealth is health, and happiness is to live healthy and happy. At the beginning of the new year, Yao Jinfeng is here to wish you all readers "Fu, Shou, An, Kang".

健康饮食是长寿的基础。

在物质生活已不虞匮乏的当今社会，人们对生活的追求，已从追求富裕生活转为追求优质生活，在享受优质的生活前提下，拥有健康的饮食和健康的身心是非常必要的。

顺德酒家老板姚锦峰博士出生在中国广东，移居在马来西亚已有三年时间并创办了顺德酒家。他希望把顺德美食引进大马并与大家一起分享。

顺德美食历史悠久，俗语有说“吃在广东，厨出凤城”。顺德的名厨在中国甚至世界上都颇有名气，顺德小吃来自民间，植根于千家万户，大街小巷，是千百年来顺德人智慧的结晶它与顺德菜互相依存共同发展，是顺德饮食文化的“奇葩”。

在大马的三年间，姚锦峰活跃于社交，广交朋友并担任马来西亚中国企业家联合会理事并常邀新老朋友来顺德酒家一起吃饭品尝美食畅谈养生之道。他认为健康的饮食固然重要，但吃补不如睡补，睡补不如心补。养生：第一要养心，第二要养身，第三要养性，第四要养道，第五要养德，这样人才能延年益寿。

当今社会许多人处在紧张，快节奏的生活环境中，为追求名和利不断透支自己的身体，这与养生是背道而驰的。人生最大的错误是用健康换取身外之物，欢乐是长寿的妙药，勤奋是健康的灵丹，运动是健康的投资，长寿是健康的回报，金钱难买健康，健康大于金钱，金钱难买幸福，幸福必有健康，生命的幸福不在于名利，而在健康。身体的强壮不在于金钱，而在运动。善待自己、幸福无比；善待生命，健康长寿。

活着就是成功，财富就是健康，幸福就是健康快乐的活下去。新年伊始，姚锦峰在此愿祝各位“福、寿、安、康”。



Work Hard to Fight The Cause 离乡背井 吃苦耐劳拼事业



The eBeauty Group's first company was established in 1996, and in its over 20 years history, from a husband and wife team, today its products are sold in over 20 countries worldwide.

Its founders, Dr. Zhang Guoshun, and Ms. Qu Huan, both of them are from Qingdao China.

During China's economic reform and opening up to go abroad, they chose Malaysia to pursue their foreign business dream and set up first factory in Seri Kembangan. They believe their decision is a good one as the cost of wages and setting up a plant is relatively low. Moreover, with a sizeable ethnic Chinese population, it is easier to integrate into this community. Geographically, Malaysia's strategic location to neighboring countries such as Indonesia and Vietnam is very convenient.

Backed by over 20 years of manufacturing expertise and passionate research, the e Beauty group is in the forefront of the skin care production and research in this region. The group offers a wide range of skin and beauty care products that effectively helps to maintain the skin's natural beauty and resolve skin and beauty problems such as whitening, anti-acne, anti-wrinkle, anti-aging, skin-repairing, weight-loss, breast and body firming, etc.

Since its inception, the group has focused on research and production. The company has highly specialized skills and technical knowledge in the fields of cosmetology and health, and has in-depth knowledge of market trends and innovations. In preparation for its aim to be the industry's most advanced R & D and quality control laboratory in Malaysia, it has purchased a variety of advanced R & D and quality management equipments and facilities.



Dr Zhang Guoshun and Ms Qu Huan
张国顺医生和曲媛贤伉俪

All eBeauty products adhere to internationally recognized standards such as GMP, HACCP and HALAL certifications in compliance with Malaysian Ministry of Health regulations.

The company provide customized services to meet our clients' market strategy; in other words a one-stop full service center from concept to a finished marketable product.

In recent years the Group has diversified through Q & Z Food & Supplement Industry Sdn Bhd, into the health care functional beverage products which aids in beautifying the skin and has slimming effects as well.

宜美集团 (E-Beauty Group) 是马来西亚主要的专业护肤产品生产制造供应商之一, 集团最早的公司成立于1996年, 迄今已20多年, 产品更畅销于海外20多个国家地区。

该集团创办人张国顺医生和曲媛贤伉俪来自于中国青岛。随着上世纪90年代中国经济改革开放, 他们搭上“走出去”的出国热潮, 夫妻俩移居马来西亚设厂, 在异乡打造创业梦。张国顺夫妇的创业历程可以“刻苦耐劳”来形容。在设厂初期, 他俩亲力亲为, 不分昼夜与假日的拼命工作, 以期尽快掌握好所有的生产流程; 当陆续接到订单后, 因人手不足, 他们也得加班工作到凌晨。曲媛甚至是怀孕时也一直在公司操劳, 当临产在即才匆忙收拾衣物去医院待产。

美容护肤专家 专业制造产品

为了打造专业的护肤品生产厂, 他们即使忙于生产工作, 也对研究工作从不松懈, 他们常利用周末时间, 在不受干扰的情况下, 在公司进行实验研究。公司研发生产的美容产品, 种类多达一千多种, 形成公司的宝贵资产。

宜美集团拥有20多年的研发、生产制造经验, 是马来西亚护肤产品生产制造业最前端的专业厂家。该公司专门研究制造各种各样具有疗效的皮肤护理产品, 帮助顾客维护皮肤的自然美, 并协助解决多种影响美容的皮肤问题, 如: 美白祛斑、控油除痘、抗皱防老、瘦身减肥、丰胸美体等。

为了更好地进行研究开发、创新和改进, 公司也注入巨资, 购置多款先进的研发和品质管理的仪器与设备, 成为行业中最先进的研究开发及品质管理实验室。公司所生产的全部产品皆符合各项政府规定的指标; 工厂的设施也符合国际标准的护肤品生产洁净标准, 拥有cGMP认证。

客制化服务 市场策略灵活

基于公司具备了先进与专业的研发和生产条件, 因而可以提供客制化一站式服务, 即按照顾客的要求, 提供产品研发、包装设计, 检验注册, 产品训练等一站式全方位服务, 让顾客能专注于市场, 充分发挥自身优势。

“我们的产品主要是专业性护肤品, 许多美容院是使用我们研发制造的护肤品, 他们需要的是完整性的系列产品, 更讲究产品的疗效。在这方面, 我们有很多老客户已经与我们合作了20多年。”

跨足保健品 企业多元化

除了专业的护肤品生产制造, 近年来该集团也迈向多元化生产经营, 旗下的Q&Z Food& Supplement Industry Sdn Bhd开始生产高品质的, 含有美肤、瘦身效果的功能性咖啡, 以及引入健康概念的无糖、无植脂末的三合一咖啡, 还有生产美容保健饮料。全部食品健康饮料均取得Halal、HACCP 和 GMP认证。

秉持着诚信, 专业, 创新和绿色科技的经营理念, 公司立志成为东南亚行业中的佼佼者, 为顾客和消费者提供更好品质的产品。



Jenny Liu, China Market V.P. of Greenfield Properties 马来西亚绿洲产业代理公司 中国区副总裁刘千源



Jenny Liu, from Beijing, has 16 years of marketing & consulting experience with multinational companies in China.

Jenny Liu worked for IBM (China), Mercedes-Benz (China) and Ernst & Young Advisory (China) as marketing manager for many years and equipped with deep understanding of marketing and customer management and gained prominent communication and coordination skills.

In 2012, Jenny stepped into real estate industry without any knowledge and industry experience. At the beginning was hard for her due to communication and culture difference but she never gave up learning, in the end she managed to pull through and now she leads a professional team and provide services for many global corporate companies and individual clients.

That leads her to win the “2016 Malaysia Star Media Outstanding Real Estate Agent Award”, “2017 Malaysia Iproperty Real Estate Top Agent Award” and many other awards. As for now, she is the only China national winning these awards. She was inspired by what Steve Job had said: “Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.”



Jenny Liu 刘千源

As a citizen from Beijing, Jenny is a great fans of a local king of fruit “Durian” and “Nasi Lemak”! She also loves about Malaysia’s unique climate environment, advanced education system, and medical facilities, as well as the future of the development plan. She has been fully integrated into the local life, which makes her an “ambassador” of Malaysia.

Talking about the development of enterprises, she has always upheld the principle of “customer-oriented”, cherish every owner, developer, and all the clients for better returns.



刘千源女士，来自北京，现任马来西亚绿洲产业代理公司中国区副总裁。一个曾在大型跨国企业工作长达16年的业界精英、事业正如日中天的她，2012年初却完成了华丽转身，毅然走入全新的领域，成为大马地产代理行业的翘楚。

2012年，刘女士在安永会计师事务所北京分公司工作了5年后，与马来西亚籍先生决定移居回吉隆坡。一开始由于语言和环境落差她非常不适应，但没过多久由于对房地产兴趣浓厚，偶然机会下进入房地产代理行业。她虽然是半路出家，完全缺少这一行业的经验，但是她还是不畏行全身心的投入进去。

她非常欣赏乔布斯说过的这句话：“工作将占据你生命中相当大的一部分，从事你认为具有非凡意义的工作，方能给你带来真正的满足感。而从事一份伟大工作的唯一方法，就是去热爱这份工作”。由于刘女士在中国时曾就职IBM、梅赛德斯-奔驰及安永会计师事务所，一直在大型跨国企业工作长达16年。并且任市场部经理多年，对市场营销及客户管理方面都有很深的理解，沟通协调能力亦非常之强。

从市场营销转身到地产代理，在别人看来好像是一个很大的跨度，但她认为这两者有很多相通的方面。她凭借在跨国公司多年的市场推广经验，另辟蹊径的短短几年内就闯出一片天空，赢得本地大批客户的信任及委托。她的干劲、关注和热情赢得了所有人的钦佩。由于其突出的业绩及表现，荣获“2016马来西亚星报房地产最佳经纪人奖”、“2017马来西亚Iproperty房地产行业最佳经纪人奖”等多个重要奖项。是马来西亚房地产代理行业迄今为止第一个、也是目前唯一一个来自中国的获奖得主！

刘千源认为成功的女企业家，除了需要拥有一股对事业的热诚，还需要建立一批不分彼此视为家人的伙伴团队。绿洲地产代理公司的团队成员有来自中国的也有来自大马本地的，2016年团队在她的带领下逐渐将业务扩展到中国市场，向中国投资者推荐优秀的大马房产。

来自中国北京的刘女士非常享受大马的多元化生活，极钟爱本地美食榴莲和椰浆饭！她已经完全融入了大马本地生活，早已被公认为是马中友谊的民间使者，向中国的朋友和客户宣传马来西亚得天独厚的气候环境、完善的教育、先进的医疗设备以及未来大马发展的宏伟计划。

刘女士谈及企业的发展理念时强调，她一直坚持“以客户为本”、珍视每一位业主、开发商及所有客户。从租户选择到物业管理，每时每刻，每个环节，都尽力带给客户极致体验，提供舒适的居住环境及丰厚的投资回报。

One Belt One Road & Durian Kakak Version 2.0 一带一路之榴莲大姐 2.0

One-Belt-One-Road Initiative opens up the China market to Malaysian local specialty products such as durian, birds nest and Tongkak Ali, and these products gradually achieved fame and popularity among the Chinese consumers, thus creating greater business opportunities.

Since 2011, an agreement signed between China and Malaysia, frozen durian begins its en route exportation to China.

According to the data from Malaysia Federal Agriculture Marketing Authority (FAMA)2011, the first batch of durian exported to China weighed around four tons.

In the following years, experienced in technology and channel, the total durian export to China reached 1,500 to 2,000 tons in fiscal year 2014-2015, if calculation at whole piece durian with shell.

When there is opportunity, there is capital. Capitalism started to penetrate the durian market from plantation to retailing of end products.

It is essential to give deeper thought to how the mini business owners even roadside stands of local specialty products to capture the opportunity and market demand, capitalize on One-Belt-One-Road Initiative, effective usage of online marketing, online payment gateway and logistic convenience to increase profit, at the same time reduces retail fixed cost.

"A cloud of dust raising, the flying horse came and the imperial concubine smiled happily, No one knew the Durian came."

Our dream comes true under Durian Kakak Version 2.0

Under One-Belt-One-Road Initiative, infrastructures and facilities in related countries are upgraded daily. In some way, it is happening to roadside durian stands too.

Old roadside durian stands cannot meet the gourmand requirement due to hygiene issues. Newer generation durian stores, on the other hand, are gaining popularity because of cleaner environment and proper setting up. Eco-durian-tour could be the next trend which allow you eating under durian trees in the near future.

In this round, Durian Kakak upgrades her mini-business model to Version 2.0.

Despite her improvement, however, there are still more "Durian Uncles"-----mini farmers and planters living in countryside, and what will happen to their business opportunities?

With more and more capitals are ventured into durian orchard, demand for young durian plants like Musang king durian, especially, will drastically increase. Hence cultivation and nursing of these young durian plants will evadible increase to meet such demand. Durian Uncle could take this opportunity by starting to graft young Musang King durian plant, and then supply young trees, and then sit down, enjoy durian.



一带一路倡议下，马来西亚的特产榴莲、燕窝、东革阿里等在中国居民消费中被引爆，需求越来越大，这其中孕育出大把大把的商机。

自2011年，马中两国签署冷冻榴莲出口中国以后，根据马来西亚联邦农业销售局（FAMA）2011年的数据显示，当年首批出口到中国的榴莲重达4吨。

此后经过几年的技术及渠道积累，2014~2015跨年产量按带壳榴莲折算，出口到中国的榴莲大约在1500~2000吨左右。

有风口就一定会追逐的资本，而且资本的嗅觉比风口的猪还要更敏锐，更超前。资本开始大量渗透到了榴莲产业链的各个环节，尤其是种植端和零售端。

如此激烈竞争下，作为主打中国游客定位的榴莲大姐，从街边的实体榴莲摊向网上销售转变，尤其具有先发优势；当然也应该包含了大姐从“重（相对）资产”的摊位，向公众号二维码“去资产化”主动转型的努力。

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小微经营者在原有的土产店、小卖部基础上如何能快速高效满足这一轮暴涨的需求，借力于一带一路搭建的“五通”网络，构建即时的网络支付，实现不增加（甚至是减少）店面和成本，但营业收入搭上快速增长的快车道，确实是一个值得深思的课题。也必然大有可为！“一骑红尘妃子笑，无人知是榴莲来”——在一带一路倡议进入深化阶段后已然变成了现实。

一带一路倡议下，各沿线国家大型基础设施在升级。路边榴莲摊设施也在日益提升。

昔日的路边摊已经不能满足食客们的要求；干净舒适、选择多样化的榴莲体验店更聚人气；未来也许会向“榴莲树下品榴莲”的生态旅游发展，那将会是更高版本的榴莲体验！

这一轮榴莲大姐成功升级2.0。

但还有更多居住在甘榜乡下的“榴莲大叔”——小榴莲园主，小榴莲摊主要怎样抓住这一轮机遇呢？

育苗！那些大资本园主，猫山王树苗需求巨大。榴莲大叔们可以大力嫁接、培育小苗，之后供应树苗，然后再.....

再然后..... 就是坐下来，吃榴莲。

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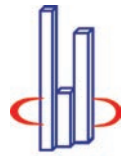
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