世界华人经济峰会
WORLD CHINESE ECONOMIC SUMMIT

2020 World Chinese Economic Summit

Connecting Business, Promoting Shared Prosperity and Sustainability

26th NOVEMBER 2020 | THURSDAY ❖ KUALA LUMPUR, MALAYSIA

CO-ORGANISER & PRINCIPAL EVENT MANAGER

KSI STRATEGIC INSTITUTE FOR ASIA PACIFIC

CO-ORGANISERS

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SILK ROAD INTERNATIONAL FOUNDATION

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WORLD CHINESE ECONOMIC SUMMIT

VISION

The World Chinese Economic Summit (WCES) aims to be transformed from being a successful international business and Economic Forum into a geopolitical and geostrategic forum providing an avenue for a trusted Track 2 dialogue process and exchange of views and Strategic insights.

VALUES

The WCES upholds the value of 'zhong yong' or moderation. This ancient Chinese value will be our key guiding philosophy.

The WCES also upholds the value of tolerance, trust and mutual respect.

MISSION & OBJECTIVES

The basic mission of the WCES is to connect the global Chinese Diaspora. (It is noted that at the WCES held in Chongqing then Vice President Of PRC in his keynote address to the WCES revealed that 60% of all FDIs into China came from the global Chinese Diaspora which is a powerful economic force with their combined wealth).

The WCES also aims to promote closer cooperation between China, ASEAN and countries of Asia Pacific. It enhances relations between China and Europe.

The WCES will also provide a platform for global strategic thinkers, business leaders and future leaders to exchange views and ideas.

The WCES also remains committed to the UN Sustainability Development Goals and aim to promote closer links between business, NGOs and other stakeholders to achieve the sustainable development goals for a more inclusive and sustainable world.

The WCES aspires to promote learning from East and West and better understanding of the Belt and Road Initiative.

PROGRAMME

08:30 am – 09:00 am	Arrival & Registration of Participants
09:00 am – 10:00 am	**OPENING KEYNOTE SESSION**

- **Welcome Remarks** by Organizing Chairman, **Tan Sri Michael Yeoh**
- **Introductory Speech** by Founder & Patron, **Tan Sri Lee Kim Yew**
- **Speech** by President of China Development Institute (CDI), **Dr. Fan Gang**
- **Speech** by Ambassador of People's Republic of China to Malaysia, **H.E. Bai Tian**
- **Speech** by Minister of Transport of Malaysia, **YB Datuk Seri Ir. Dr. Wee Ka Siong**
- **Special Address** by Vice Chairman of National Committee of the Chinese People's Political Consultative Conference, **H.E. Leung Chun-ying** *(To be confirmed)*
- **Opening Address** by the Prime Minister of Malaysia, **YAB Tan Sri Muhyiddin Bin Mohd Yassin** *(To be confirmed)*
- **Presentation of mementoes and group photograph**

10:00 am – 10:30 am	Morning Refreshments
10:30 am – 11:45 am	**SESSION ONE: CHINA AND GLOBALIZATION IN AN AGE OF DISRUPTION**

The global economy is in shock following the COVID-19 pandemic. Global demand and supply chains have been disrupted. The sharp drop in oil prices have also impacted a market horribly. The impact of trade and technology wars have not yet been fully factored in.

How can China lead the world in an age of disruption? Will the Chinese economy regain its robust growth trajectory? What is the outlook for the global economy? What are the major challenges and strategic issues? How will the US Presidential elections impact on global growth? What should we look out for in 2021? Where do we go from here?

Panelists:

- **Dr. Ma Weihua**
  Former President & CEO, China Merchants Bank
- **Dr. Wang Hui Yao**
  Chairman, Centre for China & Globalization & Counsellor to the State Council, People's Republic of China
- **Sir Danny Alexander**
  Vice President & Corporate Secretary, Asian Infrastructure Investment Bank (AIIB)
- **Dr. Yan Lijin**
  President, Silk Road International Foundation /Chairman, China Silk Road Group Ltd
- **Dr. Xiang Bing**
  Founding Dean, Cheung Kong Graduate School of Business, People's Republic of China
- **Tan Sri Lim Gait Tong**
  Chairman, China-ASEAN Business Association (CABA) & Farlim Group, Malaysia
- **Mr. Ian C. Buchanan**
  Chairman, Australian Pacific Economic Cooperation Committee (AusPECC)
- **Prof. Keyu Jin**
  Associate Professor of Economics, London School of Economics /World Economic Forum Young Global Leader
- **Dr. Edward Tse**
  Chairman & CEO, Gao Feng Advisory Company, People's Republic of China

11:45 am – 12:45 pm	**SESSION TWO:**	**ENHANCING CONNECTIVITY AND BUSINESS COOPERATION IN THE BELT AND ROAD**

The Belt and Road Initiative have enhanced business and transport connectivity in the Belt and Road countries. Many countries in South East Asia and South Asia have benefited from the BRI connectivity. What are the major challenges facing the BRI? How relevant and important is the BRI to promoting sustainable growth and inclusive development? What's new in the BRI? Where are the new business and investment opportunities? How to enhance people connectivity?

Panelists:

- **Datuk Chong Sin Woon**
  Chairman, Port Klang Authority (PKA) / Secretary-General, Malaysian Chinese Association (MCA)
- **Dr. Guo Wanda**
  Executive Vice President, China Development (CDI), People's Republic of China
- **Ms. Alexandra Boakes Tracy**
  President, Hoi Ping Ventures, Hong Kong
- **Prof. Dr. Kriengsak Chareonwongsak**, President, Institute of Future Studies for Development / former Member of Parliament and Adviser to Prime Minister of Thailand
- **Datuk Seri Dr. Chai Kee Kan**
  Founder & Group Executive Chairman, KK Group of Companies /Vice President, Malaysia Retail Chain Association (MRCA)
- **Dr. Oh Ei Sun**
  Senior Fellow, Singapore Institute of International Studies

Moderator:

- **Dr. Yan Lijin**
  President, Silk Road International Foundation /Chairman, China Silk Road Group Ltd

12:45 pm – 02:30 pm	**LUNCH & PRESENTATION OF AWARDS**

- **Presentation of Patron's Benevolent Award and Excellent Entrepreneur Lifetime Achievement Award**

- **Guest-of-Honour: HRH Sultan Sharafuddin Idris Shah Alhaj Ibni Almarhum Sultan Salahuddin Abdul Aziz Shah Alhaj**, Sultan and Yang Di-Pertuan of Negeri Selangor Darul Ehsan, Malaysia *(To be confirmed)*

02:30 pm – 03:30 pm	**SESSION THREE:**	**THE DIGITAL SILK ROAD IN AN AGE OF DISRUPTION: OPPORTUNITIES, TRENDS AND RISKS**

The rapidly growing Digital Economy will transform government, business and society with the rapid advancement and deployment of Artificial Intelligence, robotics, the Internet of Things and 5G. What are the new technology trends? What are the new opportunities in e-commerce? How to manage risks in the digital economy? How to enhance digital connectivity?

Panelists:

- **Mr. Goh Peng Ooi**
  Founder & Group Executive Chairman, Silverlake Group, Malaysia
- **Mr. Pindar Wong**
  Chairman, VeifFi (Hong Kong) Limited
- **Mr. Jason Ma**
  Founder, CEO & Chief Mentor, ThreeEQ /Acclaimed Author, Young Leaders 3.0 /Member, The B20/G20 (Future of Work & Education Taskforce)

Panelists:

- **Mr. Chin Chee Seong**
  National President, Malaysia Cross Border Ecommerce Association (MCBEA) /National Vice President, SME Association of Malaysia
- **Mr. David Morris**
  Vice President, UN ESCAP Sustainable Business Network Network (ESBN)

Moderator:

- **Mr. Georg Chmiel**
  Executive Chair, Juwai IQI Group

03:30 pm – 04:30 pm **PARALLEL SESSION**

SESSION FOUR: STARTUPS, YOUTH ENTREPRENEURSHIP AND SOCIAL ENTERPRISES: ENGAGING WITH THE GLOBAL CHINESE DIASPORA

This age of disruption has spurred the growth of startups and young entrepreneurs as well as social enterprises who are equally committed to achieving bottom line results as well as inclusive development. A global network of young entrepreneurs and startups among the global Chinese diaspora can be beneficial in providing business networking, cross-border deals and new business opportunities.

Panelists:

- **Mr. C. C. Puan**
  Group Managing Director & CEO, Green Packet Berhad, Malaysia
- **Mr. Tan Sein-Way**
  Chairman & Group CEO, Green World City, Sydney
- **Mr. Stanley Loh**
  Prime Champion – World Capacity Builders Inc., Canada
- **Dato' Henry Goh**
  Co-Founder & Chief Operating Officer, Macro Kiosk Bhd, Malaysia
- **Ms. Deborah Melissa Bottreau**
  Managing & Creative Director, Sienna DMB Sdn Bhd /Secretary General, AYEC (ASEAN Young Entrepreneurs Council)
- **Mr. Edmond Yeo, JP**
  Chair, China Information & Advice Centre (CIAC) / former Councillor, London Borough of Ealing

Moderator:

- **Dr. Chheang Vannarith**
  President, Asian Vision Institute,

SESSION FIVE: PROPERTY DEVELOPMENT, SMART CITIES AND TOURISM DEVELOPMENT: WHAT NEXT?

The economies of China and Southeast Asia have been largely driven by construction and property development. Real estate investment have fuelled growth in these countries and have contributed to the wealth effect. However, the Covid-19 crisis have impacted on the overall economy and slowed down property development and investment. Will the property market hold up? What are the risks in property investment in this age of disruption? Will there be a property crash? How long will the property overhang last? What is the outlook for the property sector and where will growth come from? What are the prospects for hotels, tourism and resort development?

Panelists:

- **Sr. Michael Geh Thuan Peng**
  Immediate Past President, FIABCI Malaysian International Real Estate Federation
- **Datuk David Chua**
  Managing Director, DC & A Group Sdn Bhd
- **Mr. Tay Kok-Chin**
  Chairman & Co-Founder, Smart Cities Network /ASEAN Leader, Smart Cities Council, Singapore
- **Mr. Fred Wang**
  Chairman, Salon Films Group, Hong Kong

Moderator:

- **Mr. Simon Lee**
  Managing Director, STM Developments, Australia

SESSION SIX: WOMEN IN BUSINESS AND LEADERSHIP: ENHANCING THE ROLE OF WOMEN AND FAMILY BUSINESS AMONG THE GLOBAL CHINESE DIASPORA

This session will promote business networking and creating opportunities for women entrepreneurs and family businesses. What are the key success factors for family businesses? How to nurture and mentor young women in business?

Panelists:

- **Dato' Dr. Jessie Tang**
  Group CEO, East West One Group Sdn Bhd, Malaysia
- **Ms. Surina Shukri**
  CEO, Malaysia Digital Economy Corporation (MDEC)
- **Bishop Prof. Dr. Dennis Ng**
  Chairman, Institute of International Harmony and Sustainable Development, Hong Kong
- **Ms. Fione Tan**
  Co-Founder & CEO, 28Mall.com, Malaysia

Moderator:

- **Ms. Helena Phua**
  Executive Vice President - Asia Pacific, The New York Times

04:30 pm – 05:30 pm	**CLOSING PLENARY SESSION : THE GREATER BAY AREA AND ASEAN – MAXIMISING OPPORTUNITIES AND COLLABORATION**

The Greater Bay Area of Guangdong, Hong Kong and Macao connects 9 cities on the China Mainland with Hong Kong and Macao. The GBA is the world's largest bay area with abundant opportunities for business particularly in technology, finance, tourism. Greater connectivity between the GBA and ASEAN will increase business opportunities for entrepreneurs from the GBA and ASEAN. How can ASEAN entrepreneurs make use of the GBA as a springboard into China and how can China entrepreneurs succeed in ASEAN?

Panelists:

- **Mr. Ravindra Ngo**
  Founder & CEO, Invest in Cambodia /Founding Chairman, The Cambodian Society, Hong Kong
- **Dr. Patrick Lau**
  Deputy Executive Director, Hong Kong Trade Development Council (HKTDC)
- **Mr. Arin Jira**
  Chairman, ASEAN Business Advisory Council, Thailand
- **Mr. Stephen Phillips**
  Director-General, Invest Hong Kong

05:30 pm – 06:00 pm	**CLOSING SESSION**

- **Summary of Proceedings** by Organizing Chairman, **Tan Sri Michael Yeoh**
- **Closing Address** by Deputy President of Malaysian Chinese Association (MCA) and Deputy Minister of Education II, **YB Senator Dato' Dr. Mah Hang Soon**.

06:00PM	Afternoon Refreshments /End of Programme

Notes:

- The Organizers reserve the right to alter the content and timing of the Programme in the best interest of the Summit and are not responsible for cancellation due to unforeseen circumstances.
- The Organizers accept no responsibility for statements made orally or in written material distributed by any speakers at the Summit. In addition, the Organizers are not responsible for any copying, republication, or redistribution of such statements.
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- WCES Working Programme as of 29 September 2020.

ABOUT WCES

The World Chinese Economic Summit (WCES) is an annual international forum. It's purpose is to improve business linkages and connectivity between China and the World.

WCES providing a platform for high level discussions on global and regional events in relation to China's rise as a world leading economy.

www.wcbes.org

Tan Sri Lee Kim Yew, Tun Dr. Mahathir Mohamad, Former Prime Minister of Malaysia, Tan Sri Michael Yeoh and President Xi Jinping.

INTRODUCTION

The World Chinese Economic Summit was founded 11 years ago in 2009. It began as a business focused event promoting business cooperation, trade and investments and connecting the global Chinese diaspora. Since then the Summit has grown into a leading international forum that has attracted government leaders and heads of prominent think tanks and Strategic thinkers.

The WCES has been held in Kuala Lumpur, Melbourne, Chongqing, London, Hong Kong, Malacca and Macau.

Regional Roundtables have also been held in Beijing and Bonn.

Photo Gallery

Prime Minister of Malaysia, Tan Sri Muhyiddin Yassin with the Founder and Patron, Tan Sri Lee Kim Yew and Organizing Chairman, Tan Sri Michael Yeoh making a courtesy call on Then Vice President of China, H.E. Li Yuanchao.

The Founder and Patron, Tan Sri Lee Kim Yew and the National Committee of the Chinese People's Political Consultative Conference Vice Chairman, H. E. C.Y. Leung

Photo Gallery

The Then Vice President of China, H.E. Li Yuanchao welcoming Prime Minister Tan Sri Muhyiddin Yassin and Deputy Prime Minister of Cambodia, Hor Namhong (right behind)

The Prime Minister Tan Sri Muhyiddin Yassin, Former President of Indonesia, Susilo Bambang Yudhoyono and WCES Chairman, Tan Sri Michael Yeoh.

Tan Sri Michael Yeoh being introduced to President Xi Jinping by Tun Dr Mahathir Mohamad

Former Vice Premier of China, H.E. Zeng Peiyan with Tan Sri Michael Yeoh.

Tan Sri Lee Kim Yew and Tan Sri Michael Yeoh with Indonesia's Vice President, H.E. Jusuf Kalla who received the Benevolent Award from WCES.

Tan Sri Lee Kim Yew, Tan Sri Michael Yeoh greeting the Malaysia Former Prime Minister, Dr Mahathir Mohamad

Photo Gallery

Tan Sri Michael Yeoh with Former Prime Minister of Pakistan, Shaukat Aziz.

Former President Susilo Bambang Yudhoyono, Adviser to WCES

Organising Chairman Tan Sri Michael Yeoh with Mdm. Carrie Lam, Chief Executive of Hong Kong Special Administrative Region and Mdm Linda Dessau, Governor of Victoria at the Summit in Hong Kong.

Tan Sri Michael Yeoh with Dr. Jonathan Choi, Honorary Chairman of Hong Kong Chinese General Chamber & Commerce

WCES VALUE PROPOSITIONS:

❖Business Networking ❖Thought Leadership ❖Knowledge Exchange ❖Insights and Analysis ❖Confidence building

❖Updates on trends ❖Open dialogue ❖Relevant topics ❖High quality speakers

HONORARY CO-CHAIRS

PATRON

Tan Sri Lee Kim Yew
Executive Chairman
Country Heights Holdings Berhad

ORGANISING CHAIRMAN

Tan Sri Michael Yeoh
President
KSI Strategic Institute for Asia Pacific

HONORARY CO-CHAIRMEN

Dr. Fan Gang
President
China Development Institute (CDI)

Datuk Chong Sin Woon
Chairman, Port Klang Authority (PKA)
Secretary-General, Malaysian Chinese Association (MCA)

Tan Sri Lim Gait Tong
Chairman
China-ASEAN Business Association (CABA) and
Farlim Group

Ambassador Su Ge
Chairman, China National Committee for Pacific Economic Cooperation
Former President, Chinese Institute for International Studies (CIIS)

Dr. Wang Huiyao
Chairman
Centre for China and Globalization
Counsellor to the State Council, People's Republic of China

Dr. Yan Lijin
President
Silk Road International Foundation
People's Republic of China

PROGRAMMES:

- The WCES annually holds a 2-day summit with plenary sessions and breakout parallel sessions.
- The WCES also holds Roundtables in different cities in between the annual summit.
- The WCES intends to hold policy dialogues and strategy sessions in collaboration with other think tanks.
- The WCES will also be reactivating its young entrepreneur forum and have these focus on Future Leaders.

What will you get from the **2020 World Chinese Economic Summit**

- Latest analysis and information on the Chinese Economy
- Updates on the opportunities from the Belt and Road Initiative
- Evaluation on the impact of a US-China Trade War
- Advise on how to benefit from the Digital economy and the Digital Silk Road
- Connectivity with global Entrepreneurs
- Ideas on startups and entrepreneurship
- Knowledge on growing ASEAN and Chinese markets
- Networking with the global Chinese Diaspora

PAST DISTINGUISHED SPEAKERS

HE Li Yuanchao	Then Vice President of People's Republic of China
HE Zeng Peiyan	Former Vice Premier of People's Republic of China and Chair of China Centre for International Economic Exchange (CCIEE)
The Hon Tan Sri Muhyiddin Yassin	Prime Minister of Malaysia
The Hon Tun Dr Mahathir Mohamad	Former Prime Minister of Malaysia
HE Susilo Bambang Yudhoyono	Former President of Indonesia
HRH Prince Andrew	Duke of York, UK
Hon Carrie Lam	Chief Executive of Hong Kong Special Administrative Region
Hon Leung Chun-ying	Vice Chairman National Committee of China People's Political Consultative Conference
HE General Musharraf	Former President of Pakistan
HE Hor Namhong	Deputy Prime Minister of Cambodia
HE Dr. Surakiart Sathirathai	Former Deputy Prime Minister of Thailand
HE Linda Dessau	Governor State of Victoria, Australia
Amb Zhou Wenzhong	Former Secretary General of Boao Forum for Asia and Former Vice Minister Foreign Affairs of the People's Republic of China
Hon Sajid Javid	Former Chancellor of the Exchequer, UK
Dr Mari Pangestu	Former Trade Minister of Indonesia
Mrs. Lim Hwee Hua	Former 2nd Minister of Finance and Transport, Singapore
Dato' Seri Anwar Ibrahim	President of People's Justice Party and Former Deputy Prime Minister of Malaysia
Lord Mervyn Davies	Former Minister of State for Trade, Investment and Small Business, UK and Former Chairman of Standard Chartered PLC
Lord Jonathan Marland	Former Minister of Energy and Climate Change and Chairman Commonwealth Enterprise and Investment Council
Amb. Su Ge	Chairman, China National Committee for Pacific Economic Cooperation Council and former President, China Institute of International Studies
Dr Yan Lijin	President of Silk Road International Foundation and Co-Chairman of China Pakistan Economic Corridor Council
Dr Wang Huiyao	Counsellor to the State Council China and President of Centre for China and Globalization
Dr Ronnie Chan	Chairman of Asia Society Hong Kong and Hang Lung Group
Dr Vincent Lo	Chairman of Shui Onn Group and former Chairman of Hong Kong Trade Development Council
Dr Jin Park	Executive President, Asia Future Institute and former Adviser to President of South Korea
Amb Shotaro Oshima	President of Institute for International Economic Studies (IIES), Japan
Prof Naoki Tanaka	President of Center for International Public Policy Studies (CIPPS)
Mr Chiang Pin-kung	Former Chairman of the Taiwan Straits Exchange Foundation
Dr Clyde Prestowitz	Founder and President of the Economic Strategy Institute, USA

In Partnerships With

CO-ORGANISERS

CHINA DEVELOPMENT INSTITUTE (CDI), a think tank based in Shenzhen, Guangdong Province, was founded in 1989 with the approval of the State Council to promote China's reform and opening-up, and to expand international academic exchange and cooperation. In 2015, CDI was approved as one of the 25 China Top Think Tanks Construction Pilot Units.

The mission set by its founders is to conduct high-quality and independent research to provide innovative insight and practical recommendations for business and public policy leaders. Since it was established, CDI has been committing to the exploration of a new route for Chinese research and consultation organizations through reform and institutional innovation that fits China's actual conditions. CDI has grown to become one of the leading think tanks in China for its problem-solving research and consulting service.

CDI gathers together 140 full-time staff and with a network of affiliated scholars and experts. Mr. Xiang Huaicheng, Former Minister, Ministry of Finance, is the Chairman and Prof. Fan Gang, a noted economist in China, is the president.

PBEC's unique and exclusive platform provides the region's business leaders with prestigious insights, access, and influence, as well as face-to- face networking for global business.

According to Pacific Economic Cooperation Council (PECC) Charter, each PECC member economy has its own Member Committee, through which it participates in the PECC process. **CHINA NATIONAL COMMITTEE FOR PACIFIC ECONOMIC COOPERATION (CNCPEC)** is a national organization established in 1986 in accordance with the PECC Charter. CNCPEC comprises multipartite representatives from government, business, media, parliament and intellectual circles, all participating in their private capacities. The objective of CNCPEC is to seek and promote economic development and cooperation within the Pacific region, and its major tasks are: engaging in overall research on Pacific economic development and cooperation; coordinating with various units and sectors to facilitate their participation in the activities of PECC; promoting multilateral and bilateral exchanges with PECC and its member economies.

The organization of CNCPEC includes the Plenary Meeting, the Standing Committee and the Secretariat. Amb. Su Ge is Chair of CNCPEC and he is also the Co-Chair of PECC.

In the past few years, CNCPEC has held several international symposiums on economic cooperation in Asia Pacific and put forward many policy suggestions based on in-depth research. CNCPEC has successfully hosted the 11th and 22nd PECC General Meeting respectively in 1995 and 2014 and the latter provided intellectual support for the 2014 APEC meetings hosted by China. In 2018, CNCPEC organized an international symposium on APEC Post 2020 Vision and Asia Pacific Economic Integration the outcome of which has been submitted to APEC meetings.

SILK ROAD INTERNATIONAL FOUNDATION (SRIF) is a non-profit special fund based in Beijing. The aim of the Silk Road International Foundation is to serve the Belt and Road Initiative, promote public interests among the Belt and Road related countries, and strengthen social work international cooperation. Silk Road International Foundation collaborate closely with domestic and overseas enterprises, non-profit organizations and think tanks to increasing the welfare of the people of the Belt and Road related countries by encouraging those entities to support and participate in the Belt and Road construction.

CO-ORGANISERS

CENTRE FOR CHINA & GLOBALIZATION (CCG) is one of China's leading independent global think tanks, brings together a pool of highly regarded academic scholars, prominent business leaders, top-level government officials and public policy experts from both domestic and abroad. The prioritized research areas of CCG include Chinese globalization strategy, Chinese global talents and globalization of Chinese enterprises. As one of the largest independent think tanks in China, CCG has over 100 full-time researchers and working staff and is headquartered in Beijing.

CCG has established research institutes in Guangzhou, Qingdao, and Shenzhen and has representatives in Hong Kong, Paris, Washington DC, New York, Sydney, City of Vancouver etc. CCG stands out with respect to both its influence within China and international outreach, and was ranked 110th of the top think tanks worldwide, one of the world's top 50 independent think tanks and one of 100 top think tanks to watch for in the world by the 2015 Global Go To Think Tank Index, the University of Pennsylvania Think Tank and Civil Society Program (TTCSP). TTCSP also ranked CCG as the 7th think tank in China and No. 1 social think among the top Chinese think tanks.

Founded in 1967, the **PACIFIC BASIN ECONOMIC COUNCIL (PBEC)** is the oldest independent membership association to link business leaders across the economies of the Asia-Pacific, from LATAM to China and beyond, providing a meeting place for diverse industries, services and professions that have made the Pacific Basin the world's growth leader.
PBEC has unrivalled access to governments, the private sector and civil society. With a membership comprised of leading business owners from Asia-Pacific and beyond, PBEC serves as the independent voice of business in its work with regional organisations and with governments.
PBEC's unique and exclusive platform provides the region's business leaders with prestigious insights, access, and influence, as well as face-to- face networking for global business.

ZHENG HE RESEARCH ASSOCIATION

The China "Society Zhenghe" was submitted to the State Council by the Ministry of Transport of the People's Republic of China for the establishment in February 2009. Its purpose is to establish a broader international cooperation to further promote the spirit of Zheng He's navigation, promote world peace, promote the scientific development of the marine economy, and serve the construction of the 21st-Century Maritime Silk Road.

Since 1982 when the **CHINESE INFORMATION AND ADVICE CENTRE (CIAC)** was established, the Charity has helped the disadvantaged and marginalised in the UK Chinese Community with free legal advice, advocacy & support. The services include migrant integration, welfare and support to women and children victims of domestic violence, information development and partnership work. The Charity host a monthly surgery for the Home Office UK Visa & Immigration and work very closely with the West End & Chinatown Neighbourhood Policing Team. It is also a recognised Third Party Reporting Centre. It is supported by police volunteers of the Chinese & South East Asia Staff Association of the Metropolitan Police.

In recent years, the Charity have included a Social Enterprise remit and expanded into organising Conferences & Forums, Summits & Round-tables and Festive & Awards events. It also leads publicly on local, social and consultative issues that matter to the Community. It continues to engage in homelessness caseworks, HM Prisons support work, Community Engagement and Women Health & Well-being; and operates a 24-hour Helpline. The Charity provides a first class front-line "Compassionate & Caring" service from its premises located at the heart of London Chinatown to provide for easy access to its service users & strategic partnership work.

The Chinese Information and Advice Centre (CIAC) is a proud recipient of the prestigious "Queen's Award for Voluntary Service".

CO-ORGANISERS

The **SANYA PUBLIC DIPLOMACY INSTITUTE** as the first public diplomacy research institute by Chinese government registered is committed to build China South's most influential diplomacy and international relations think-tank, serving the "Belt and Road" initiative development and promoting friendly exchanges among China, South China Sea countries and other countries. Mr. Li Zhaoxing, China's former Minister of Ministry of Foreign Affairs serves as General Counsel. Mr. Chung Un-chan, former Prime Minister of South Korean, Mr. Grzegorz W. KOLODKO, former Vice Prime Minister of Poland together serve as honorary presidents. Shen Guofang, former Chinese ambassador to the United Nations as president. Furthermore, there are nearly 100 former Chinese ambassadors and other senior diplomats as researchers of Sanya Public Diplomacy Institute.

With the continuous development of the economic globalization and the social informationization process, all over the world more and more closely depend on each other and even the interaction among people from all over the world increasingly frequent and in-depth. Therefore, the public diplomacy and cultural exchanges play an increasingly important role to enhance mutual understanding between different racial, cultural, religious and ethnic and improve and promote the international image of a country. Now, the world is entering the era of public diplomacy. On the one hand, public diplomacy has attracted international attention to become an important part of the national overall diplomacy as a necessary complement to the government diplomacy. On the other hand, governments also actively expand and participation of non-governmental diplomatic activities and continuously promote the understanding of other countries' people to his country.

Under the support of the state, in recent years Hainan Province proposed a concept of foreign exchanges of "three bases, one demonstration zone" in order to build Sanya as a base of "summit and leisure diplomacies".

Depending on the "most beautiful state occasion" of 2008, Sanya first showed its talent on the "leisure diplomacy". Over the years, Sanya's excellent quality resources and environment get the recognition of many diplomats who attended Boao Forum for Asia and a series of foreign affairs activities held in Sanya.

In order to implement the diplomatic spirit and"Belt And Road"initiative of China's major powers in the new era of Xi Jinping's new era, the people with a number of years engaged in the relevant professional leadership positions and rich practical experience relying on senior diplomatic resources chose beautiful Sanya，as the establishment of the Sanya Public Diplomacy Institute.

In the view of the increasing international status, the activities of public diplomacy have been fully revealed and will soon be strengthened in Hainan, especially the Sanya where is in a special status of the field of international politics. Therefore, it is necessary to establish public diplomacy research institution in order to adapt to the rapid development of the situation, training of qualified personnel, and welcoming the great challenge for the comprehensive and effective service of oncoming rapid public diplomacy.

The Sanya Public Diplomatic Institute will carry out the following activities:

1. The high level seminar on the theory of public diplomacy and the "Belt and Road" and the "Twenty-First Century Maritime Silk Road" will be held in the future;
2. As a platform for academic exchange at domestic and abroad to build a practical stage of public diplomacy;
3. Propagating and creating a public diplomacy atmosphere. Cultivating the public awareness of public diplomacy.

CO-ORGANISER & PRINCIPAL EVENT MANAGER

The New Malaysia has brought new hopes for the country and new challenges. This requires new strategic thinking, new plans and new ideas. The **KINGSLEY STRATEGIC INSTITUTE FOR ASIA PACIFIC (KSI)** aims to provide strategic advice, high level executive briefings, international conferences, policy Roundtables and national Summits.

In line with the revived Malaysia Inc concept to foster closer public- private sector cooperation KSI organizes top level exclusive briefings and policy dialogues and provide policy inputs to Government derived from policy analysis. KSI will be a bridge between Government and Business:

- KSI's value propositions are our commitment to excellence, professionalism and integrity.
- KSI helps companies and organizations prepare for the 4th Industrial Revolution and the Age of Disruption through meetings of minds sharing new ideas, insights and intelligence.
- KSI is also the Secretariat for the prestigious Economic Club of Kuala Lumpur, the Malaysia China Economic Cooperation Council (MCECC) and Dialogue Rakyat.

KSI's Services

- Policy Research and Studies
- Business Advisory and Investor Services
- High Level Conferences and Business Summits
- Forums and Roundtables
- CEO Peer Group Programmes

MEDIA PARTNER

CHINA DAILY cover 41 million readers and users worldwide through diversified platforms, including newspaper, website, mobile and social media. The newspaper has a circulation of 900,000, out of which 600,000 copies are sold overseas. The daily page view of China Daily's website is 52 million, which more than 6 million users worldwide have downloaded its apps. China Watch, published by China Daily and inserted with international newspapers including The Washington Post, The Wall Street Journal, Daily Telegraph, Le Figaro, The Globe and Mail, and The Nation, has a circulation of 4 million every month, reaching mainstream readers in America, Europe and Asia.

PAST SUPPORTING ORGANISATIONS:

- China Council for Promotion of International Trade (CCPIT)
- Asia Society Hong Kong
- Asialink - University of Melbourne
- Malaysia China Chamber of Commerce (MCCC).
- Oxford OBOR Centre, Wolfson College
- Hong Kong Chinese General Chamber of Commerce (HKGCC)
- Macau Investment and Trade Promotion Institute (IPIM)
- Asia House London

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