
Progress Report on Beijing-Malaysia Village Exchange Project and Appeal to the Government of Ningxia Hui Autonomous Region, China

**By Academician Dato Ir (Dr.) Lee Yee Cheong, Malaysia
AETDEW President. 19 December 2024**

1.0 Introduction

I have been advocating that the 17 UN SDGs are too comprehensive and all-encompassing for most developing countries with limited resources and human capital to achieve by 2030. Developing countries should concentrate their limited resources on achieving SDG No. 1 "Zero Poverty". Poverty breeds all the social ills in any nation, region, and the world. If the populations of the developing countries are not able to lift themselves out of poverty, their societies and nations have little hope of achieving the other 16 SDGs by 2030.

The outstanding example of poverty eradication has been China. In 2021, China announced the spectacular achievement of lifting 800 million of its population out of poverty. This is without parallel in human history! What is even more amazing is that the 800 million people have joined China's society of moderate prosperity. China has thus been able to take care of all the basic needs of its population, as well as access to universal education, basic medical services, and gainful employment in the remotest rural regions. In the process, China and its people have improved their environment by turning desert into forest and farmland, cleaning up their rivers and lakes, and conserving their wetlands, thus protecting their flora and fauna. Village enterprises in China have also become parts of China's supply chain as well as the global supply chain. China's poverty eradication success has been anchored by the building of physical and virtual infrastructure throughout the length and breadth of China. There is an old Chinese saying often quoted by President Xi Jinping: "To get rich, build road first."

The G20 Summit Meeting in Rio, Brazil November 2024 established the Global Alliance Against Hunger and Poverty. This emphasizes the utter lack of progress in global poverty eradication just 6 years before the SDG deadline of 2030. This vindicates China's priority in poverty eradication and its spectacular success in uplifting 800 million of its people out of poverty by 2021. In my opinion, the Global Alliance Against Hunger and Poverty would need the committed support of China to get off the ground!

The World Bank Report [Four Decades of Poverty Reduction in China: Drivers, Insights for the World, and the Way Ahead](#) dated 2022 also vindicates China's success in poverty eradication. The Report urges the developing world to learn from China.

Fortunately for the developing world, China has been sharing its development successes through its visionary Belt and Road Initiative (BRI). The spectacular success of BRI in the past decade in Belt and Road countries has laid the foundation of the Global Development Initiative.

All developing countries should learn from China on how to comprehensively eradicate poverty by first focusing their efforts on social and economic uplift in rural regions. Villages in developing countries have been losing their youth to urban regions due to a lack of employment opportunities in their home villages, leaving only the old and disabled behind. This has become the vicious circle of rural-urban migration, devastating the rural economy further. I believe one of the best ways is for the villages in Belt and Road countries to learn directly from villages in China on the ground. I therefore proposed in 2023 the China-ASEAN village twinning project with a pilot project of village exchange between Beijing and Malaysia.

2.0 Beijing-Malaysia Village Exchange Project

Information about the Beijing-Malaysia Village Exchange Project and its progress to date is given in the following Annexes:

- 1) Proposal for China-ASEAN Collaboration: Twinning of Villages between China and ASEAN
- 2) Report on Beijing-Malaysia Village Exchange Project 14 December 2024
- 3) Report: MSPC-MATRADE Daxing, Beijing Professional Service Providers Consortium Trade Mission from 14 to 18 October 2024 .

The remarkable progress in the past 18 months has been due to the following reasons:

- i) It is anchored by UTAR in Malaysia and BTBU in Beijing. Both universities have proven track records in helping villages in their social and economic development.
- ii) It has therefore been easy to persuade the villagers associated with UTAR and BTBU to participate in the Beijing-Malaysia village exchange project.
- iii) From an initial concept of exchange visits between villagers from Malaysia and Beijing, the project has been transformed into possible mutual investment in village and district enterprises in Beijing and Malaysia.
- iv) The potential joint venture opportunities in village and district enterprises have attracted the support of Malaysia External Trade Development Corporation (MATRADE) which is the National Trade Promotion Agency of Malaysia, and the Malaysia Service Providers Confederation (MSPC). On the Beijing side, it has become an official project of Daxing District.

With the support of MATRADE, MSPC, UTAR, BTBU, Daxing District, the Beijing-Malaysia Village Exchange Project has been successfully launched with several MOUs having been signed between entities and enterprises in Beijing and Malaysia. I like to recommend prioritizing the exchange of visits between UTAR and BTBU students from villages to explore joint research, development, incubation and commercialisation of micro and small enterprises in their villages. There is no better way to develop enduring people-to-people relationships than successful joint commercial and trade enterprises that started from partnerships in university days. As Malaysia

is the ASEAN Chairman in 2025, I hope the Beijing-Malaysia Village Exchange Project can be extended to another ASEAN country in 2025.

3.0 Appeal to the Government of Ningxia Hui Autonomous Region, China

3.1 Introduction

As a student of the history of both the Land Silk Road and the Maritime Silk Road, I cannot but be struck by the deep-rooted interactions and linkages between China and the Islamic countries along both Silk Roads throughout history. On the Land Silk Road, there have been countries in Central Asia; Afghanistan, Azerbaijan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan, Iran, Pakistan, and Turkey. Going further west, there have been the Islamic countries in the Middle East, namely Saudi Arabia, Kuwait, the United Arab Emirates, Qatar, Bahrain, Oman, Iraq, Syria, Jordan, and Lebanon. On the Maritime Silk Road, there have been the Islamic nations of Indonesia, Malaysia, Brunei, and the Islamic regions of southern Thailand and southern Philippines in South-East Asia. Further west, there are Bangladesh, Pakistan, Iran, Oman, Saudi Arabia, Yemen, Djibouti, Egypt, and Sudan. Additionally, there are Islamic nations in North Africa associated with the travels of the famous Muslim traveler to China, Ibn Battuta of Morocco, namely Algeria, Libya and Egypt, as well as the Maldives in the Indian Ocean. Most of these Islam countries have not been making much headway in poverty eradication and would need to learn from China. Due to religious affinity and its success in poverty eradication, the obvious partner at the Chinese end is the Ningxia Hui Autonomous Region in northwest China.

3.2 Ningxia's Poverty Eradication and Development

I visited Ningxia in 2012 and learned for the first time about the Western Xia Kingdom (11th-13th AD) and its impressive culture and civilization. I also learned about Ningxia's historical relations with Central Asia and the Land Silk Road. I was fascinated by the fact that a Western Liao chief from Ningxia migrated west with his tribe to Central Asia and set up the Western Liao kingdom in present-day Uzbekistan with Smarkand as its capital. I was very impressed by the economic progress of Yinchuan, the capital city of Ningxia, with its modern urban planning and development, as well as its adherence to Muslim custom and tradition. I visited the modern convention and exhibition center. I also learned about its biennial Forum and Trade Exhibition with Arab countries and regular commercial air flights to Dubai.

On further research, I have come to understand that linked by shared culture and beliefs, Ningxia, home to many of China's Hui Muslim ethnic minority, has been eager to increase its links with Arab nations and encourage Middle Eastern businessmen to come to the region to take advantage of the opportunities on offer. The Ningxia government hopes the region will be a bridge between China and Arab countries. The story is often told that in 2016, Heshun New Village in Ningxia hosted a group of foreigners from Arab countries. The locals didn't feel they were strangers at all, as many Hui believe that they are descended from Arab merchants who came to China from the 7th century onwards. Aside from Heshun, the whole Ningxia region has its extended exchanges with the Arab countries. Thanks to their shared culture, Ningxia has become a window for the Belt and Road Initiative for China and Arab countries to seek cooperation and development.

Ningxia Region in the arid and desert northwest China has long grappled with the encroaching threat of desertification. However, over the past few decades, this arid region has undergone a remarkable transformation, turning from a land of shifting sands into a flourishing oasis. The region's success in combating desertification has drawn international attention, with Ningxia sharing its experiences at the 16th Conference of the Parties (COP16) to the United Nations (UN) Convention to Combat Desertification in 2024. Ningxia's journey in combating desertification began in the 1950s with the invention of the "checkerboard" method, a technique that involves using branches to create a grid pattern on shifting sands to stabilize them. This simple yet effective method has been widely adopted across China and beyond. Over the years, Ningxia has continued to innovate, developing a range of new techniques to combat desertification. These include machine-aided checkerboard patterns, which are more efficient and durable than traditional methods. Additionally, precision planting tools allow for the planting of trees in deep layers of sand in just 10 seconds, increasing survival rates by 25 percentage points. Finally, artificial biological soil crusts, made from cultured algae, help stabilize the soil and promote plant growth. The World Bank's Global Director for Environment, Valerie Hickey, praised Ningxia's model as a roadmap for eliminating poverty and reaching prosperity by creating livable environments, improving the land and restoring landscapes. The UN Food and Agriculture Organization has also recognized Ningxia's contributions, highlighting its "Green Great Wall" as a model for other countries facing similar challenges, particularly in Africa. Ningxia's success story offers a blueprint for other regions struggling with desertification. By combining traditional knowledge with cutting-edge technology, Ningxia has demonstrated that it is possible to reclaim desert land and create sustainable ecosystems.

Ningxia depends on the Yellow River, which runs through the center of Ningxia, in its large-channel irrigation schemes. One outstanding example is the modern irrigation scheme in Tongxin County, which employs the latest communications and digital technologies in the efficient management and operation of the irrigation scheme for the benefit of the farming community.

3.3 President Xi Jinping and Ningxia

Ningxia's poverty eradication and development success would not be possible without the active support and personal commitment of President Xi Jinping, who is without a doubt the architect of China's poverty eradication success. He is known to have visited poverty-stricken regions many times each year to bring solutions to the challenges and obstacles hindering poverty reduction. He spent every Chinese New Year in a Chinese village!

When President Xi Jinping inspected Yuanlong resettlement village in Minning town, Yongning county of Yinchuan in July 2016, he told the villagers how happy he was to see them step out of poverty and live in the neat and clean new village. Yuanlong used to be a village known for its dire natural conditions – no birds in the sky, no grass on the ground, sand and stones everywhere when the wind blows, but now the barren village has been turned into a small renowned town with unique characteristics. On July 15, 1997, the Minning new village broke ground – a day that changed the life of the whole village. Xi Jinping, the then Deputy Party Secretary of Fujian Province, sent a congratulatory letter to the village on behalf of the leading group of Fujian designated to support Ningxia, wishing the anti-poverty cooperation between Ningxia and Fujian

success. In the past two decades, President Xi has visited Ningxia five times. The first time was in 1997 when he was still working in Fujian and was in charge of the designated assistance to Ningxia. Subsequently, he visited Ningxia four more times in 2008, 2016, 2020 and 2024, all focusing on poverty alleviation and economic uplift. Today, the Minning new village has been elevated to be Minning town, and the resettled village where there was “no birds in the sky, no grass on the ground, and sand and stones everywhere when the wind blows” has been turned into a famous town with unique characteristics. Now it has become a famous border eco-village, where rows upon rows of tall windbreaks now extend far into the Gobi desert like an ecological barrier, and the dunes have been converted into orchards.

The unique climate at the Helan Mountain area in the Ningxia Hui autonomous region makes the Yinchuan Plain a “golden area” widely recognized in the wine industry. In the past five years, Ningxia has further strengthened the foundation of agricultural production. The grain area of Ningxia stands at more than 660,000 hectares, with a total output at 3.7 million tons. The production of meat, eggs, and milk has reached 350,000 tons, 120,000 tons, and 2.8 million tons respectively. Ningxia will accelerate the construction of a model area for the comprehensive revitalization of the countryside, continuously strengthen the foundation of agricultural development, implement rural construction actions, and strive to vigorously develop agriculture and seek for high-quality development in Ningxia. The Ningxia Hui autonomous region will continue to attract projects with advanced technology and low energy consumption in order to promote high-quality development and innovation.

The instructions of President Xi Jinping are the road map and guidelines for Ningxia and have given strong impetus to the region’s opening-up and development. Ningxia has been one of the country’s leading regions in terms of growth for seven consecutive quarters, with its gross domestic product (GDP) growing 6.6% year-on-year (y-o-y) in 2023. Meanwhile, the region’s energy consumption decreased 9.6% y-o-y. The growth of high-end manufacturing in Ningxia also accelerated last year, with the added value of the high-tech manufacturing industry increasing 44.5%. As the only national-level hub for computing power networks, Ningxia ranks first in the country on the “environmental index” of computing power resources. This year, Ningxia is expected to fully promote its development as the country’s “computing power capital”, with the added value of its digital economy accounting for over 36% of its GDP. With an average annual temperature of 8.8 Celsius and an average wind speed of 3.5 to 3.6 metres per second, Ningxia has long been recognised as the capital of computing power in Northwest China, as its conditions are considered ideal for building naturally wind-cooled data centres. Ningxia has also accelerated the construction of a green energy system. The region, which has the nation’s largest reserves of silica, has actively promoted the development of its new materials industry in recent years. Regional investment in research and development grew by 12.7% last year, and Ningxia is committed to implementing more industrial innovation and converting more of its research and development achievements into new products and industries. Ningxia will continue to prioritise environmental protection and integrate the protection and management of natural resources, including mountains, rivers, forests, lakes, grasslands and deserts.

President Xi Jinping has stressed efforts to secure a decisive victory in building a moderately prosperous society in all respects and eradicating poverty. President Xi made the remarks during an inspection tour in Ningxia in June 2020. He said efforts are needed to continue building a

beautiful new Ningxia with economic prosperity, ethnic unity, a beautiful environment, and well-off residents. Visiting a section of the Yellow River, President Xi learned about the river's ecological conservation. He said the Yellow River is China's "mother river" and called on Ningxia to take good care of it. Visiting the Jinhuyuan residential community, where people of several ethnic groups live together, Xi said no single ethnic minority group should be left behind in the country's building of a moderately prosperous society in all respects. It represents the fine tradition of the Chinese nation and the great strength of the socialist system with Chinese characteristics to enable people of all ethnic groups to walk hand in hand into a moderately prosperous society in all respects, Xi added. He stressed upholding a people-centered philosophy of development and putting the interests of farmers first in developing modern agriculture and cultural tourism. He called on Ningxia to seize the opportunities in the cooperation on Belt and Road Initiative, foster an open economic environment, and promote higher-quality growth through greater openness.

President Xi Jinping stressed the importance of ecological conservation and high-quality development of the Yellow River basin as he urged Ningxia to deepen reforms in key areas in accordance with local conditions. He also encouraged Ningxia, a pivotal region along the ancient Silk Road, to actively participate in Belt and Road cooperation and construction of the New International Land-Sea Trade Corridor in the western region, deepen economic and trade cooperation with Arab nations, and help promote inland opening-up. President Xi made the remarks during a two-day fact-finding trip to Ningxia in June 2024. Xi said the region must implement the strictest system regarding water resource management and take critical steps to address desertification in areas near the meandering bends of the Yellow River. He also called for coordinated efforts to preserve and restore the ecosystems of forests, grasslands, wetlands, and deserts to make Ningxia known as "Jiangnan in the north." Highlighting Ningxia's unique geographical conditions and resources, President Xi encouraged the region to pursue a differentiated path of industrial development with specialized features in order to build a competitive, modernized industrial system reflecting the region's advantages. He also urged the region to speed up efforts to promote the integration of culture and tourism and actively promote tourism with local characteristics. President Xi said continuous efforts are needed to develop Ningxia's modern coal industry, as well as the new materials and clean energy industries, while cultivating specialty industries like wine and goji berries. As a major power supplier to eastern China, Ningxia is at the forefront of China's transition towards clean and efficient utilization of coal, based on its abundant solar and wind resources.

3.4 Ningxia's International Relations

Due to historical linkages through the Land Silk Road, Ningxia has been the hub of China-Arab World trade relations via the biennial China-Arab States Expo. The sixth China-Arab States Expo was held in Yinchuan, Ningxia in September 2023. The four-day event drew the participation of guests from more than 50 countries such as Saudi Arabia and Mauritania. The Expo featured trade fairs and forums on trade and investment, modern agriculture, cross-border trade, cultural tourism, health, water resources utilization, and meteorological cooperation. The exhibition area at the expo is nearly 40,000 square meters, and more than 1,000 domestic and foreign enterprises have participated in the exhibition. First held in 2013, the China-Arab States Expo has become an important platform for China and Arab states to promote pragmatic cooperation and advance high-quality Belt and Road cooperation. Sponsored by the Ministry of

Commerce, China Council for the Promotion of International Trade, and Ningxia regional government, the expo, over the past ten years, has attracted over 400,000 participants and 6,000 enterprises from 112 countries and regions, who have signed more than 1,200 cooperation projects in areas such as modern agriculture, high technologies, and biomedicine.

During the sixth China-Arab States Expo in Ningxia in September 2023, Ningxia also held its third International Friendship-Cities Forum in Yinchuan. Dr. Bai Yuzhen, director general of the foreign affairs office of Ningxia, said that the forum was held to upgrade "international friendship circle" to an "international cooperation circle," thus further unleashing the economic benefits of international exchanges among friendship cities. So far, Ningxia has established 60 pairs of global friendship cities with 42 foreign countries. Meanwhile, the region has also expanded its international economic and trade exchange circle over the years, which now covers 180 countries and regions, with 156 Ningxia-invested enterprises set up in 35 countries and regions, according to Dr. Bai.

The fourth China International Wine Culture and Tourism Expo was held in Yinchuan, Ningxia in August 2024. Over 440 distinguished guests from both domestic and international wine circles gathered to partake in a global celebration of wine, culture, and economic development. The event features a grand opening ceremony, the Helan Mountains East Foothill International Wine Fair, the Helan Mountains Wine Carnival, an International Wine Competition, a National Winemaker Skills Competition, and an International Wine Photography Contest.

The China-ASEAN Economic and Trade Matchmaking Conference was held in Yinchuan, Ningxia in August 2024. At the conference, the China Council for the Promotion of International Trade Ningxia Hui Autonomous Region Committee released three lists and one guide in collaboration with Yinchuan Customs. These included the Ningxia Export RCEP Zero-Tariff Advantageous Product List, Ningxia Import RCEP Zero-Tariff Advantageous Product List, Ningxia Advantageous Industry Goods Trade Tariff Reduction List, and the Guide for Ningxia Enterprises on Utilizing RCEP Goods Trade Tariffs and Rules of Origin. During the conference, 27 cooperation projects were agreed upon. The projects encompass emerging fields such as e-commerce, cultural tourism, and cross-border e-commerce, in addition to the trade of traditional goods and services worth 2.35 billion yuan. ASEAN surpassed the EU to become Ningxia's largest trading partner in 2024, with agricultural products (mainly cool-weather vegetables), new materials, and mechanical and electrical products being the main Ningxia products exported to ASEAN. Agricultural product exports amounted to 90 million yuan, surging by 220.6 percent year-on-year, monocrystalline silicon wafer exports amounted to 200 million yuan, accounting for 28.9 percent of the total exports, and exports of mechanical and electrical products amounted to 100 million yuan, a year-on-year increase of 172 percent. ASEAN is an important trading partner of Ningxia under the RCEP agreement. In the first two months, Ningxia's import and export trade with ASEAN accounted for 54 percent of the autonomous region's total trade volume with RCEP member countries. The value of intermediate products traded between Ningxia and ASEAN amounted to 500 million yuan, representing a remarkable 116.6 percent year-on-year increase, accounting for 70 percent of the total import and export trade volume. Ningxia's foreign trade enterprises are poised to capitalize on the opportunities presented by China-ASEAN economic and trade development, make good use of both domestic and

international markets, and further enhance the resilience and security of the industrial and supply chains.

3.5 Meeting with Ningxia Delegation at Malaysia-China Friendship Association Kuala Lumpur

The Ningxia government delegation to Malaysia met with the Malaysia-China Friendship Association on 12 December 2024. The delegation was led by the Director General, Ningxia Foreign Affairs Department, Dr (Madam) Bai Yuzhen. Dr Bai is also the President of Ningxia People Association for Friendship with Foreign Countries. I was very excited and encouraged by the warmth of the Delegation towards Malaysia and ASEAN, repeatedly emphasizing that 2024 is the 50th anniversary of the establishment of diplomatic relations between Malaysia and China, and is also the China-ASEAN Friendship Year. Dr Bai expressed her hope that in 2025, there will be more people-to-people programs between Ningxia and Malaysia; and Ningxia and ASEAN with Malaysia being the ASEAN chairman.

I mentioned the Beijing-Malaysia village exchange project for villages and villagers in Malaysia to learn at first hand the successful poverty eradication experience and social, economic, and environmental development of villages and villagers in Beijing. I expressed my hope that Ningxia will consider positively to be the Hub in China for villages and villagers from Islamic countries and regions along both the Land Silk Road and the Maritime Silk Road to learn from the outstanding success in poverty eradication, social, economic, and environmental development of Ningxia. Dr Bai expressed great interest. I promised to provide the background and justification for my proposal, hence the writing of this report.

4.0 Ningxia as the Hub of Village Exchange Project with Muslim Countries

The success to date of the Beijing-Malaysia village exchange project is due to two important factors:

- i) the support of government agency like Matrade in Malaysia and Daxing District in Beijing.
- ii) the implementation universities like BTBU in Beijing and UTAR in Malaysia with the support of NGOs like MSPC and AETDEW.

If Ningxia Government is the Hub of the Village Exchange Project with Muslim countries along both the Land Silk Road and the Maritime Silk Road, the success of the Project is assured as Ningxia has established close relations with all Islamic countries and will have little difficulty in getting their support.

I am very impressed by the Student Volunteer Service of Ningxia University. Ningxia University had more than 10,000 registered volunteers by the end of 2021, accounting for 76% of the total number of students in the university. In 2021, Ningxia University students participated in volunteer service more than 48,000 times, and the total service time reached 656,000 hours.

Ningxia University can join with UTAR to help implement the Ningxia Village Exchange Project with Muslim countries along the Land Silk Road and the Maritime Silk Road.

I would like to suggest in 2025, i) a Malaysian village exchange delegation led by UTAR and MSPC to visit Ningxia to share their experience of the Beijing-Malaysia Village Exchange Project with counterparts in Ningxia and to discuss the implementation of the Ningxia Village Exchange Project with Muslim countries. The Malaysian delegation will bear all the airfares and local expenses in Ningxia. and ii) Ningxia Government organises a Forum on the Ningxia Village Exchange Project, perhaps entitled Ningxia Friendship-Villages Forum with delegates from Muslim countries in ASEAN and Arab countries along the lines of the Ningxia International Friendship-Cities Forum to discuss ongoing projects in the years ahead.

Finally, President Xi Jinping has successfully eradicated poverty in Chinese villages and rural regions. He has the ambition for China to be the champion of global peace and prosperity through the Global Development Initiative, the Global Security Initiative and Global Civilization Initiative. In my view, the important precondition is the global poverty eradication. The Ningxia Village Exchange Project with Muslim countries will be an important initiative towards President Xi's vision of the common destiny for humankind.

A handwritten signature in black ink, appearing to read 'L. Y. Chen'.

19 December 2024, Kuala Lumpur

北京-马来西亚乡村交流项目进展报告及对中国宁夏回族自治区政府的呼吁

马来西亚拿督李怡章院士

AETDEW 主席。2024 年 12 月 19 日

1.0 简介

我一直主张，联合国 17 项可持续发展目标过于全面和包罗万象，大多数资源和人力资本有限的发展中国家无法在 2030 年前实现这些目标。发展中国家应集中有限的资源实现可持续发展第一目标“零贫困”。贫困是任何国家、地区乃至全世界所有社会弊病的根源。如果发展中国家的人民不能摆脱贫困，那么他们的社会和国家在 2030 年前实现其他 16 个可持续发展目标的希望就很小。

中国是消除贫困的杰出典范。2021 年，中国宣布了 8 亿人口脱贫的惊人成就。这是人类历史上前所未有的！更令人惊叹的是，这 8 亿人已经加入了中国的小康社会。中国因此能够照顾到其人口的所有基本需求，以及获得普及教育、基本医疗服务和偏远农村地区就业的机会。在此过程中，中国及其人民把沙漠变成森林和农田、清理河流和湖泊、保护湿地等措施改善了环境，从而保护了动植物。中国的乡镇企业也已成为中国供应链和全球供应链的一部分。中国消除贫困的成功得益于全国各地建设的实体和虚拟基础设施。习近平主席经常引用中国有句古话：“要想致富，先修路”。

2024 年 11 月，在巴西里约举行的二十国集团峰会成立了全球反饥饿与贫困联盟。这凸显了在距离可持续发展目标 2030 年最后期限仅剩 6 年的时间里，全球消除贫困仍毫无进展。这证明了中国在消除贫困方面的优先地位，以及到 2021 年使 8 亿人摆脱贫困的巨大成功。在我看来，全球反饥饿与贫困联盟需要中国的坚定支持才能起步！

世界银行 2022 年发布的报告《中国减贫四十年：驱动因素、世界启示和未来之路》也证明了中国在消除贫困方面取得的成功。报告敦促发展中国家向中国学习。

对发展中国家来说幸运的是，中国一直通过其富有远见的“一带一路”倡议分享其发展成功。过去十年，“一带一路”倡议在“一带一路”国家取得了巨大成功，为全球发展倡议奠定了基础。

所有发展中国家都应向中国学习如何全面消除贫困，中国首先将力量集中在农村地区的社会和经济提升上。发展中国家的村庄由于家乡缺乏就业机会，年轻人不断流失到城市地区，只留下老人和残疾人。这已经成为农村向城市迁移的恶性循环，进一步破坏了农村经济。我认为最好的方法之一是让“一带一路”国家的村庄直接向中国村庄实地学习。因此，我在 2023 年提出了中国-东盟结对村项目，并在北京和马来西亚之间开展乡村交流试点项目。

2.0 北京-马来西亚乡村交流项目

有关北京—马来西亚乡村交流项目及其进展情况的附件如下：

1)中国-东盟合作提案：中国与东盟村庄结对

2)北京-马来西亚乡村交流计划报告 2024 年 12 月 14 日

3)报告：MSPC-MATRADE 北京大兴专业服务提供商联盟贸易代表团 2024 年 10 月 14 日至 18 日。

过去 18 个月取得的显著进展归因于以下原因：

i)它由马来西亚的拉曼大学 UTAR 和北京的工商大学 BTBU 主持。两所大学在帮助村庄社会经济发展方面都有良好的成就。

ii)因此，很容易说服与 UTAR 和 BTBU 相关的村民参加北京-马来西亚乡村交流项目。

iii)从马来西亚和北京村民之间的互访的最初概念开始，该计划已转变为对北京和马来西亚村庄和地区企业的相互投资。

iv)乡村和地区企业的潜在合资机会已获得马来西亚对外贸易发展局（MATRADE，即马来西亚国家贸易促进机构）和马来西亚服务提供商联合会（MSPC）的支持。在北京方面，它已成为大兴区的一项官方项目。

在马来西亚对外贸易发展局、MSPC、拉曼大学、北京工商大学和大兴区的支持下，北京-马来西亚乡村交流项目已成功启动，北京和马来西亚的实体和企业已签署了多份谅解备忘录。我建议优先考虑拉曼大学和北京工商大学来自乡村的学生之间的互访，以探索在他们村庄联合研究、开发、孵化和商业化微型和小型企业。没有比从大学时代的伙伴关系联合商业和贸易企业的成功更好的方式来发展持久的民间关系了。马来西亚是 2025 年东盟主席国，我希望北京-马来西亚乡村交流项目可以在 2025 年扩展到另一个东盟国家。

3.0 呼吁中国宁夏回族自治区政府

3.1 引言

作为研究陆上丝绸之路和海上丝绸之路历史的学者，我不禁为中国与这两条丝绸之路上的伊斯兰国家在历史上根深蒂固的互动和联系所震撼。陆上丝绸之路上有中亚国家，即阿富汗、阿塞拜疆、哈萨克斯坦、吉尔吉斯斯坦、塔吉克斯坦、土库曼斯坦、乌兹别克斯坦、伊朗、巴基斯坦和土耳其。再往西，有中东的伊斯兰国家，即沙特阿拉伯、科威特、阿联酋、卡塔尔、巴林、阿曼、伊拉克、叙利亚、约旦和黎巴嫩。海上丝绸之路上，有东南亚的印尼、马来西亚、文莱和泰国南部、菲律宾南部等伊斯兰国家和地区。再往西，有孟加拉国、巴基斯坦、伊朗、阿曼、沙特阿拉伯、也门、乔布特、埃及、苏丹等伊斯兰国家，还有与著名的摩洛哥穆斯林旅行家伊本·白图泰的中国之行有关的北非的伊斯兰国家，即

阿尔及利亚、利比亚、埃及，以及印度洋上的马尔代夫。这些伊斯兰国家大多在消除贫困方面没有取得多大进展，需要向中国学习。由于宗教上的相似性和在消除贫困方面的成功，中国显然的合作伙伴是西北地区的宁夏回族自治区。

3.2 宁夏的消除贫困与发展

2012 年，我访问了宁夏，第一次了解了西夏王国（公元 11-13 世纪）及其令人印象深刻的文化和文明。我还了解了宁夏与中亚和陆上丝绸之路的历史关系。我对宁夏的一位西辽首领带着他的部落向西迁移到中亚并在今天的乌兹别克斯坦建立了西辽王国，以斯马尔罕为首都这一事实着迷。宁夏首府银川的经济发展、现代化的城市规划和城市以及发展以及对穆斯林习俗和传统的坚持给我留下了深刻的印象。我参观了现代化的会展中心。我还了解了它与阿拉伯国家每两年举办一次的论坛和贸易展览会以及飞往迪拜的定期商业航班。

经过进一步的研究，我了解到，宁夏是中国回族聚居地，由于有着共同的文化和信仰，宁夏一直渴望加强与阿拉伯国家的联系，并鼓励中东商人到该地区来利用那里提供的机遇。宁夏政府希望该地区成为中国与阿拉伯国家之间的桥梁。2016 年，宁夏和顺新村接待了一批来自阿拉伯国家的外国人，当地人并不觉得他们是陌生人，因为许多回民认为他们是公元 7 世纪以来来到中国的阿拉伯商人的后裔。除了和顺，整个宁夏地区都与阿拉伯国家有着广泛的交流。由于文化的共同性，宁夏已成为中国与阿拉伯国家寻求合作与发展的“一带一路”倡议的窗口。

宁夏位于中国西北干旱沙漠地区，长期以来一直与沙漠化的威胁作斗争。然而，在过去的几十年里，这片干旱地区发生了翻天覆地的变化，从一片流沙之地变成了一片繁茂的绿洲。该地区在防治荒漠化方面取得的成功引起了国际社会的关注，宁夏在 2024 年联合国防治荒漠化公约第十六次缔约方大会 (COP16) 上分享了其经验。宁夏的防治荒漠化之旅始于 20 世纪 50 年代发明的“棋盘格”法，这是一种使用树枝在流沙上形成网格图案以稳定沙土的技术。这种简单而有效的方法已在中国及其他国家广泛采用。多年来，宁夏不断创新，开发了一系列防治荒漠化的新技术。其中包括机器辅助棋盘格图案，它比传统方法更高效、更耐用。此外，精准种植工具可以在短短 10 秒内在深层沙土中种植树木，成活率提高 25 个百分点。最后，人工生物土壤结皮（由培养的藻类制成）有助于稳定土壤并促进植物生长。世界银行全球环境局局长瓦莱丽·希基称赞宁夏模式是通过创造宜居环境、改善土地和恢复景观来消除贫困和实现繁荣的路线图。联合国粮农组织也承认了宁夏的贡献，强调其“绿色长城”是其他面临类似挑战的国家（特别是非洲）的典范。宁夏的成功故事为其他与荒漠化作斗争的地区提供了蓝图。通过将传统知识与尖端技术相结合，宁夏证明了可以开垦沙漠土地并建立可持续的生态系统。

宁夏的大型渠道灌溉项目依赖于流经宁夏的黄河。一个突出的例子是同心县的现代灌溉项目，该项目采用最新的通信和数字技术高效管理和运营灌溉项目，造福农业社区。

3.3 习近平主席与宁夏

如果没有习近平主席的积极支持和亲自投入，宁夏的脱贫和发展就不可能实现。毫无疑问，习近平主席是中国脱贫的成功缔造者。众所周知，他每年都会多次前往贫困地区，为减贫面临的挑战和障碍提供解决方案。他每年的春节都在中国的一个村庄里度过！

2016年7月，习近平主席在银川市永宁县闽宁镇元龙移民村视察时，告诉村民们，看到他们摆脱贫困，住在整洁干净的新村里，他感到很高兴。元龙村曾经是一个自然条件恶劣的村子，天上没有飞鸟，地上没有草，风吹过，满地都是沙石。如今，这个贫瘠的村子已经变成了一个独具特色的名镇。1997年7月15日，闽宁新村破土动工，这一天改变了全村人的生活。时任福建省委副书记的习近平代表福建省对口支援宁夏领导小组向新村发来贺信，祝愿宁闽扶贫合作取得圆满成功。近20年来，习近平主席五次到宁夏考察，第一次是1997年，当时他还在福建工作，分管对口支援宁夏工作。随后，2008年、2016年、2020年、2024年，他又四次到宁夏考察，重点是脱贫和经济振兴。如今，闽宁新村已升格为闽宁镇，当年“天上无飞鸟、地上无草、风吹沙石”的移民村，已发展成为独具特色的名镇。如今这里已成为著名的边境生态村，一排排高大的防风林像生态屏障一样延伸到戈壁滩，沙丘变成了果园。

宁夏贺兰山区独特的气候条件，使银川平原成为葡萄酒产业公认的“黄金地带”。五年来，宁夏农业生产基础进一步夯实，全区粮食面积超过100万亩，总产量370万吨，其中肉、蛋、奶产量分别达到35万吨、12万吨、280万吨。宁夏将加快推进乡村全面振兴示范区建设，不断夯实农业发展基础，实施乡村建设行动，努力实现宁夏农业强国和高质量发展。宁夏回族自治区将继续吸引技术先进、能耗低的项目，推动高质量发展和创新。

习近平主席的指示是宁夏的路线图和指南，为宁夏的开放发展注入了强大动力。宁夏已连续七个季度成为全国增长领先的地区之一，2023年其国内生产总值（GDP）同比增长6.6%。与此同时，该地区的能源消耗同比下降9.6%。去年，宁夏高端制造业的增长也快了，高科技制造业增加值增长了44.5%。作为唯一的国家级计算能力网络枢纽，宁夏在计算能力资源“环境指数”上位居全国第一。今年，宁夏将全力推进全国“算力之都”建设，数字经济增加值占GDP比重超过36%。宁夏年平均气温8.8摄氏度，平均风速3.5至3.6米/秒，是西北地区公认的算力之都，适合建设自然风冷数据中心。宁夏还加快建设绿色能源体系。宁夏是全国硅资源储量最大的地区，近年来积极推动新材料产业发展。去年，宁夏全区研发投入增长12.7%，致力于加大产业创新力度，将更多研发成果转化为新产品和新产业。宁夏将继续把环境保护放在第一位，统筹山水林湖草原沙漠等自然资源保护治理。

习近平主席强调，要坚决打赢全面建成小康社会、决战脱贫攻坚战。2020年6月，习近平主席在宁夏考察时发表了上述讲话。他表示，要继续努力建设经济繁荣、民族团结、环境优美、人民富裕的美丽新宁夏。习近平主席亲临黄河一处河段，了解黄河生态保护情况。他说，黄河是中国的“母亲河”，要求宁夏好好爱护它。习近平来到多民族聚居的金花园小区，他说，全面建成小康社会，一个少数民族都不能少。各族人民携手迈入全面小康社会，是

中华民族的优良传统，也是中国特色社会主义制度的伟大优势。他强调，要坚持以人民为中心的发展思想，把农民利益放在第一位，发展现代农业和文化旅游。他要求宁夏抓住“一带一路”建设合作机遇，营造开放型经济环境，以开放推动更高质量发展。

习近平主席强调，要抓好黄河流域生态保护和高质量发展，要求宁夏因地制宜深化重点领域改革，积极参与“一带一路”合作和西部陆海新通道建设，深化同阿拉伯国家经贸合作，助力内陆开放。这是习近平主席 2024 年 6 月在宁夏考察时发表上述讲话时说的。习近平主席指出，宁夏要实行最严格水资源管理制度，坚决打好黄河曲流区荒漠化防治攻坚战。他还呼吁统筹保护和修复森林、草原、湿地、沙漠等生态系统，把宁夏打造成“北方江南”。习近平主席强调，宁夏具有独特的地理条件和资源优势，鼓励宁夏走特色鲜明、差异化的产业发展道路，构建具有区域优势、具有竞争力的现代化产业体系。他还敦促宁夏加快推进文化旅游融合，积极发展特色旅游。习近平主席表示，要继续发展宁夏现代煤炭产业、新材料产业和清洁能源产业，培育葡萄酒、枸杞等特色产业。宁夏是中国东部地区的主要电力供应地，拥有丰富的太阳能和风能资源，是中国清洁高效利用煤炭转型的先行者。

3.4 宁夏对外关系

由于与陆上丝绸之路的历史联系，宁夏通过每两年举办一次的中国-阿拉伯国家博览会成为中阿贸易关系的枢纽。2023 年 9 月，第六届中国-阿拉伯国家博览会在宁夏银川举办。为期四天的博览会吸引了来自沙特阿拉伯、毛里塔尼亚等 50 多个国家的嘉宾参加。博览会以贸易投资、现代农业、跨境贸易、文化旅游、健康、水资源利用、气象合作等为主题，举办了贸易投资、现代农业、跨境贸易、文化旅游、健康、水资源利用、气象合作等贸易展览会和论坛。博览会展览面积近 4 万平方米，1000 多家国内外企业参展。自 2013 年首次举办以来，已成为中阿双方务实合作、高质量共建“一带一路”的重要平台。博览会由商务部、中国贸促会、宁夏回族自治区政府主办，举办十年来，共吸引来自 112 个国家和地区的 40 多万名参会代表和 6000 多家企业参展，签约合作项目 1200 多个，涉及现代农业、高科技、生物医药等领域。

2023 年 9 月，宁夏第三届国际友好城市论坛在银川举行。宁夏外事办主任白玉珍表示，举办论坛就是要把“国际友好圈”升级为“国际合作圈”，进一步释放友好城市国际交往的经济效益。白博士说，目前，宁夏已与 42 个国家建立了 60 对国际友好城市关系。与此同时，宁夏的国际经贸交流圈也不断扩大，目前已覆盖 180 个国家和地区，156 家宁夏投资企业在 35 个国家和地区设立。

第四届中国国际葡萄酒文化旅游博览会于 2024 年 8 月在宁夏银川举办。来自国内外葡萄酒界的 440 多位嘉宾齐聚一堂，共襄葡萄酒、文化和经济发展的全球盛会。本次活动包括盛大的开幕式、贺兰山东麓国际葡萄酒博览会、贺兰山东麓葡萄酒嘉年华、国际葡萄酒大赛、全国酿酒师技能大赛和国际葡萄酒摄影大赛。

2024年8月，中国—东盟经贸对接会于宁夏银川举行。会上，中国贸促会宁夏回族自治区委员会联合银川海关发布了《宁夏出口 RCEP 零关税优势产品清单》、《宁夏进口 RCEP 零关税优势产品清单》、《宁夏优势产业商品贸易降税清单》、《宁夏企业利用 RCEP 货物贸易关税及原产地规则指南》等三份清单和一份指南。对接会上，双方共达成 27 个合作项目，涉及电子商务、文化旅游、跨境电商等新兴领域，以及传统商品和服务贸易，总金额达 23.5 亿元。2024 年东盟超越欧盟成为宁夏第一大贸易伙伴，农产品（主要为寒凉蔬菜）、新材料、机电产品是宁夏对东盟出口的主要产品。农产品出口 0.9 亿元，同比增长 220.6%，单晶硅片出口 2 亿元，占出口总额的 28.9%，机电产品出口 1 亿元，同比增长 172%。东盟是宁夏在 RCEP 协议下的重要贸易伙伴，宁夏对东盟进出口贸易占全区对 RCEP 成员国贸易总额的 54%。宁夏与东盟中间产品贸易额达 5 亿元，同比增长 116.6%，占进出口总额的 70%。宁夏外贸企业要抓住中国—东盟经贸发展机遇，用好国内国际两个市场，进一步提升产业链、供应链的韧性和安全性。

3.5 在吉隆坡马中友好协会会见宁夏代表团

2024 年 12 月 12 日，宁夏政府代表团在马来西亚与马中友好协会会面。代表团由宁夏外事厅厅长白玉珍博士率领。白博士也是宁夏人民对外友好协会会长。代表团对马来西亚和东盟的热情让我很激动，很受鼓舞。白博士反复强调 2024 年是马中建交 50 周年，也是中国-东盟友好年。白博士表示希望 2025 年，宁夏和马来西亚之间，以及马来西亚担任东盟主席国的情况下，宁夏和东盟之间能有更多人文交流项目。

我提到北京-马来西亚乡村交流项目，让马来西亚的村庄和村民能够直接学习北京村庄和村民成功的消除贫困经验以及社会、经济和环境发展。我表示希望宁夏积极考虑成为中国和陆上丝绸之路和海上丝绸之路沿线伊斯兰国家和地区的村庄和村民交流的枢纽，让他们学习宁夏在消除贫困、社会、经济和环境发展方面的杰出成就。白博士对此表示了极大的兴趣。我承诺提供我的建议的背景和理由，因此写了这份报告。

4.0 宁夏作为与穆斯林国家乡村交流项目的枢纽

北京-马来西亚乡村交流项目迄今为止的成功归功于两个重要因素：

- i) 马来西亚对外贸易发展局和北京大兴区政府机构的支持。
- ii) 北京的 BTBU 和马来西亚的 UTAR 实施大学以及 MSPC 和 AETDEW 非政府组织的支持。

如果宁夏是陆上丝绸之路和海上丝绸之路沿线穆斯林国家乡村交流项目的枢纽，那么该项目的成功是有保证的，因为宁夏与所有伊斯兰国家都建立了密切的关系，获得他们的支持不会有太大困难。

我对宁夏大学的学生志愿服务印象深刻。截至 2021 年底，宁夏大学拥有 10,000 多名注册志愿者，占全校学生总数的 76%。2021 年，宁夏大学学生参加志愿服务超过 48,000 次，

总服务时间达到 656,000 小时。宁夏大学可以与拉曼大学一起帮助实施宁夏与陆上丝绸之路和海上丝绸之路沿线穆斯林国家的乡村交流项目。

我想在 2025 年提出以下建议： i) 由拉曼大学和 MSPC 率领的马来西亚乡村交流代表团访问宁夏，与宁夏同行分享北京-马来西亚乡村交流项目的经验，并讨论实施宁夏与穆斯林国家乡村交流项目。马来西亚代表团将承担的所有机票和当地费用。 ii) 宁夏政府组织宁夏乡村交流项目论坛，或许名为宁夏友好乡村论坛，类似于宁夏国际友好城市论坛，邀请东盟穆斯林国家和阿拉伯国家的代表参加，讨论未来几年正在进行的项目。

最后，习近平主席成功地消除了中国村庄和农村地区的贫困。他希望中国通过全球发展倡议、全球安全倡议和全球文明倡议成为全球和平与繁荣的捍卫者。在我看来，重要的先决条件是全球消除贫困。宁夏与穆斯林国家的乡村交流项目将是实现习近平主席人类命运共同体愿景的重要举措。



2024 年 12 月 19 日，吉隆坡

AETDEW

ANNEX No 1

AETDEW

THE ACADEMY OF ENGINEERING AND
TECHNOLOGY OF THE DEVELOPING WORLD

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A Proposal for ASEAN-China Collaboration: Twinning of Villages between ASEAN and China

By Academician Dato Ir. (Dr) Lee Yee Cheong, AETDEW President

1.0 Introduction

As a member of the delegation of the Malaysia-China Friendship Association to Beijing 14-20 May 2023, I visited the ASEAN-China Center (the Center) and was very impressed by the activities of the Center. There is no doubt that the Center has contributed to the close social and economic relations between China and ASEAN such that ASEAN has become the largest trading partner of China in the highest growing region of the world. During the visit to Beijing, I also tried to revive and expand collaborative programs of AETDEW with our Chinese partners on south-south cooperation in human resources development of South countries through the Belt and Road Initiative BRI. In meeting with the Beijing Technology and Business University (BTBU), I suggested the project of twinning villages in Beijing and Malaysia in the context of deliberation on United Nations Sustainable Development Goals (SDGs).

2.0 Poverty Eradication in China

In my opinion, the 17 SDGs are too comprehensive and all-embracing for most developing countries with limited resources and human capital to achieve by 2030. Developing countries should concentrate their limited resources on achieving SDG No. 1 “No Poverty”. Poverty breeds all the social ills in any nation, region and the world. If the populations of the developing countries are not able to lift themselves out of poverty, their societies and nations have little hope of achieving the other 16 SDGs by 2030.

The outstanding example of poverty eradication has been China. In 2021, China announced the spectacular achievement of lifting 800 million of her population out of poverty. This is without parallel in human history! What is even more amazing is that the 800 million people have joined China’s society of moderate prosperity (小康社会). China has thus been able to take care of all the basic needs of her population like clothing, food, housing and transport (衣食住行) as well as access to education, basic medical services, and gainful employment even in the remotest rural regions. In the process, China and her people have been improving their environment in turning desert into forest and farmland, cleaning up her rivers and lakes, and conserving her wetland, thus protecting its flora and fauna as required by the other SDGs. As China’s rural population have become more prosperous, they have been focusing on improving their quality of living as per Chinese saying (琴棋书画) or “Music, Chess, Book, Painting”. Village enterprises in China have also become parts of China’s supply chain as well as the global supply chain.

China's poverty eradication success has been anchored by the building of physical and virtual infrastructure throughout the length and breadth of China. There is an old Chinese saying often quoted by President Xi Jinping: "To get rich, build road first" (要想富先修路).

The G20 Summit Meeting in Rio November 2024 established the Global Alliance Against Hunger and Poverty. This emphasizes the utter lack of progress in global poverty eradication just 6 years before the SDG deadline of 2030. This vindicates China's priority in poverty eradication and its spectacular success in uplifting 800 million of its people out of poverty by 2021.

The World Bank Report [Four Decades of Poverty Reduction in China: Drivers, Insights for the World, and the Way Ahead](#) dated 2022 also vindicates China's success in poverty eradication and urges the developing world to learn from China.

China has been sharing her development successes through her visionary Belt and Road Initiative (BRI). The spectacular success of BRI in the past decade in Belt and Road countries has laid the foundation of the Global Development Initiative.

3.0 Twinning of Villages between China and Malaysia

All developing countries should learn from China on how to comprehensively eradicate poverty in rural regions. Villages in developing countries have been losing their youth to urban regions due to lack of employment in their home villages, leaving only the old and disabled behind. This has become the vicious circle of rural-urban migration, devastating the rural social and economy further. I believe one of the best ways is for the villages in Belt and Road countries to learn directly from villages in China. To test my concept, I proposed to have a pilot project i.e. the twinning of villages in Beijing and in Malaysia.

BTBU has been assisting villages in Beijing in social and economic uplift. They have nominated the Pinggu Village. As can be seen in Annex No. 1, it is one of the successful villages that have become a member of the Chinese community of moderate prosperity. I visited Pinggu Village and was impressed by the reality that it is becoming the "Agriculture Silicon Valley" of China.

In Malaysia, the University Tunku Abdul Rahman (UTAR) has put in place a New Village Community Project as one of the university's social responsibility projects. New Villages are the products of the conflict between the Malayan Communist Party (MCP) and the British colonial government after the 2nd World War. British security forces saw the ethnic Chinese population of Malaya as a source of help for the MCP. Many Chinese were uprooted from their homes and sent to barbed wire settlements with 24-hour security surveillance under the Malayan Emergency (1948-1960). They were subjected to a host of security controls; from daily curfews, body searches, punishment, to rehabilitation in order to prevent them from having any contact with the MCP. These settlements were called the Chinese New Villages. There were 625 new villages. Today, these new villages remain home to about 2 million people. Most of these villages have suffered from neglect by Malaysian community. Their economic development is lower than the rest of Malaysian community and their population is aging because many young people have left for the cities due to the lack of job opportunities in the villages. However, these villages are charming with beautiful scenery and rich culture. They have rich resources such as farm produce, fresh vegetables, poultry, seafood that can uplift their economy.

The UTAR New Village Community Project started in 2009 with the support of the Associated Chinese Chamber of Commerce and Industry Malaysia (ACCCIM). ACCCIM and Silverlake, a global technology investment firm, jointly set up the website www.newvillage.com.my as a platform for the new villages to reach out to the world and vice versa.

There are 4 main activities for UTAR students under the Project, (1) new village tour ; (2) new village survey; (3) new village community service (we care we act); and (4) new village collaborative projects. The aim of new village survey is for UTAR students to interact with local community, collect information, prepare report and upload information onto website www.newvillage.com.my In the process, students improve their communication skills, and have better understanding of Malaysia's culture and the life of community through interacting with the community. The survey covers the following aspects: history, population & housing, economics activities, education, social, culture & religious practice, tourism values, entrepreneurship opportunities and village problems & recommendations for their solution. In new village community service, UTAR students help in the following activities: village school projects, health camps/science and math camps, village environmental care , farming improvement, village SME innovation including branding and e-commerce of products, and enhancement of cultural activities. UTAR has also collaborated with universities in Malaysia, Singapore, Taiwan, Korea and Japan in community projects in New Villages in Malaysia. The UTAR New Village Community Project has been extended to cover Malay villages. In 2022, the UTAR New Village Community Project website www.newvillage.com.my underwent a major upgrade with the help of Silverlake. The renamed iVillage Progressive Web enables smart phone owners to access the website and conduct e-commerce with village enterprises. Certain products from village enterprises have been accepted by Alibaba for sale to the world. I have been associated with the UTAR New Village Community Project since its beginning in 2009 and have been making an annual financial donation for UTAR students in their new village survey activities. I was thus able to get UTAR to agree to coordinate the twinning of villages between Beijing and Malaysia with BTBU. UTAR has nominated the Paloh Village in Johor and Tanjung Tualang Village in Perak for twinning with two Beijing Villages. Information about the UTAR New Village Project is given in Annex No.2.

4.0 ASEAN-China Twinning of Villages Proposal

With 600 odd Villages in Malaysia associated with UTAR New Village Community Project, the twinning of Chinese and Malaysian villages can be rapidly extended beyond the pilot twinning of two Beijing villages and two Malaysian villages.

China's poverty eradication success arises from targeted poverty eradication with all poor households in China surveyed and documented in a national computed database numbering some tens of million entries. These poor households are assisted in poverty eradication by addressing to their specific problems and needs. Solutions have engaged all communities nationwide with government agencies, enterprises, academia and welfare organisations from richer provinces, cities and towns in providing the needed assistance. The progress in their paths out of poverty is recorded in relevant entries in the national database in order to assure that they do not regress into poverty.

The UTAR New Village Community Project is a NGO project that deserves the support of the whole Malaysian community. It is hoped that through the twinning of the Chinese and Malaysian villages, Malaysian community will learn at first hand from China how to help the villages in Malaysia

It is my hope that the twinning of villages can be extended to all ASEAN nations. AETDEW with our many Fellows from ASEAN nations pledge ourselves to help assure the success of the village twinning project to help villages in ASEAN out of poverty. Information about AETDEW is given in Annex No. 3.



Academician Dato Ir (Dr) Lee Yee Cheong, Malaysia
AETDEW President

22 June 2023 Revised 14 December 2024 Kuala Lumpur

AETDEW

东盟-中国合作提案：东盟与中国结对村庄

1.0 简介

作为马来西亚-中国友好协会代表团成员，我于 2023 年 5 月 14 日至 20 日访问北京，参观了东盟-中国中心 (简称“中心”)，中心的活动给我留下了深刻印象。毫无疑问，该中心为中国与东盟之间的密切社会和经济关系做出了贡献，使东盟成为中国在世界增长最快的地区的最大贸易伙伴。在访问北京期间，我还试图通过“一带一路”倡议 BRI 与我们的中国合作伙伴一起恢复和扩大 AETDEW 在南南合作方面的合作项目，以促进南方国家人力资源开发。在与北京工商大学 (BTBU) 会面时，我建议在联合国可持续发展目标 (SDG) 审议的背景下，在北京和马来西亚建立结对村庄的项目。

2.0 中国消除贫困

我认为，17 项可持续发展目标过于全面和包罗万象，大多数资源和人力资本有限的发展中国家无法在 2030 年前实现。发展中国家应集中有限的资源实现可持续发展目标 1：“消除贫困”。贫困是任何国家、地区和世界一切社会弊病的根源。如果发展中国家的人民不能摆脱贫困，他们的社会和国家就很难在 2030 年前实现其他 16 项可持续发展目标。

中国是消除贫困的杰出典范。2021 年，中国宣布了 8 亿人口脱贫的惊人成就。这是人类历史上前所未有的！更令人惊叹的是，这 8 亿人已经进入了中国的小康社会。因此，中国能够照顾到其人民的所有基本需求，如“衣食住行”，以及接受教育、基本医疗服务和获得就业机会，即使是在偏远的农村地区。在此过程中，中国和其人民一直在改善环境，把沙漠变成森林和农田，清理河流湖泊，保护湿地，从而保护其动植物，这是其他可持续发展目标的要求。随着中国农村人口变得更加繁荣，他们一直致力于提高生活质量，正如中国谚语“琴棋书画”所言。中国的乡镇企业也成为中国供应链乃至全球供应链的一部分。

中国消除贫困的成功，得益于全国各地物理和虚拟基础设施的建设。习近平主席经常引用的一句中国古语是：“要想富先修路”。

2024 年 11 月在里约举行的二十国集团峰会成立了全球消除饥饿与贫困联盟。这凸显了在距离可持续发展目标 2030 年最后期限仅 6 年之际，全球消除贫困方面毫无进展。这证明了中国在消除贫困方面的优先地位及其在 2021 年前使 8 亿人脱贫方面取得的巨大成功。

世界银行 2022 年发布的报告《中国减贫四十年：驱动因素、世界见解和未来之路》也证明了中国在消除贫困方面取得的成功，并敦促发展中国家向中国学习。

中国一直通过其富有远见的“一带一路”倡议 (BRI) 分享其发展成功。过去十年，“一带一路”在“一带一路”国家取得的巨大成功为全球发展倡议奠定了基础。

3.0 中国与马来西亚结对村

所有发展中国家都应向中国学习如何全面消除农村贫困。由于家乡缺乏就业机会，发展中国家的村庄不断流失年轻人，只留下老人和残疾人。这已成为农村向城市迁移的恶性循环，进一步破坏了农村社会和经济。我认为最好的方法之一是让一带一路国家的村庄直接向中国村庄学习。为了测试我的概念。我提议开展一个试点项目，即北京和马来西亚的村庄结对。

BTBU 一直在帮助北京的村庄提高社会和经济水平。他们已提名平谷村作为试点项目。如附件 1 所示，我到平谷村考察，感受到这里正成为中国的“农业硅谷”。

新村社区项目是拉曼大学 (UTAR) 的社会责任项目之一。新村是第二次世界大战后马来亚共产党 (MCP) 与英国殖民政府冲突的产物。英国安全部队将马来亚的华裔人口视为 MCP 的帮助来源。在马来亚紧急状态 (1948-1960) 期间，许多华人被迫离开家园，被送往有 24 小时安全监视的铁丝网定居点。他们受到一系列安全控制；从每日宵禁、搜身、惩罚到改造，以防止他们与 MCP 有任何联系。这些定居点被称为中国新村。共有 625 个新村。今天，这些新村仍然是约 200 万人的家园。这些村庄中的大多数都遭到马来西亚社区的忽视。他们的经济发展水平低于马来西亚其他社区，而且人口老龄化现象严重，因为许多年轻人由于农村缺乏就业机会而离开家乡前往城市。然而，这些村庄风景秀丽、文化底蕴深厚，魅力十足。他们拥有丰富的资源，如农产品、新鲜蔬菜、家禽、海鲜，可以提升他们的经济。拉曼大学新村社区计划于 2009 年在马来西亚中华总商会 (ACCCIM) 的支持下启动。马来西亚中华总商会和全球科技投资公司 Silverlake 共同设立网站 www.newvillage.com.my，作为新村走向世界的平台。

在马来西亚，拉曼大学 (UTAR) 设立了新村社区项目。该计划为拉曼大学学生提供 4 项主要活动，(1) 新村参观；(2) 新村调查；(3) 新村社区服务（我们关心我们行动）；以及 (4) 新村合作项目。新村调查的目的是让 UTAR 学生与当地社区互动，收集信息，编写报告并将信息上传到网站 www.newvillage.com.my 在此过程中，学生通过与社区互动，提高沟通技巧，更好地了解马来西亚的文化和社区生活。调查涵盖以下方面：历史、人口和住房、经济活动、教育、社会、文化和宗教习俗、旅游价值、创业机会和村庄问题及其解决方案建议。在新村社区服务中，UTAR 学生帮助开展以下活动：乡村学校项目、健康营/科学和数学营、乡村环境保护、农业改良、乡村中小企业创新（包括品牌和产品电子商务）以及文化活动的加强。UTAR 还与马来西亚、新加坡、台湾、韩国和日本的大学合作，在马来西亚的新村开展社区项目。UTAR 新村社区项目已扩展到马来村庄。2022 年，UTAR 新村社区项目网站 www.newvillage.com.my 在 Silverlake 的帮助下进行了重大升级。更名后的 iVillage Progressive Web 使智能手机用户能够访问该网站并与村镇企业进行电子商务。阿里巴巴已接受村镇企业的某些产品向全球销售。自 2009 年 UTAR 新村社区项目开始以来，我一直参与其中，并每年为 UTAR 学生的新村调查活动提供资金。因此，我能够让 UTAR 同意与 BTBU 协调北京和马来西亚之间的村庄结对。UTAR 和 BTBU 签署了关于村庄结对的谅解备忘录。UTAR 已提名柔佛州的 Paloh 村和霹雳州的 Tanjung Tualang 村与两个北京村庄结对。有关 UTAR 新村项目的信息均可从附件 2 获得。

4.0 东盟-中国结对村庄建议

马来西亚有 600 多个村庄与拉曼大学新村社区项目有关，中国和马来西亚的结对村庄可以迅速扩展到两个北京村庄和两个马来西亚村庄的试点结对之外。

中国消除贫困的成功源于有针对性的消除贫困，中国所有贫困家庭都经过调查并记录在全国数千万个数据库里。通过解决这些贫困家庭的具体问题和需求，帮助它们消除贫困。解决方案让全国所有社区都参与进来，来自较富裕省份、城市和城镇的政府机构、企业、学术界和福利组织提供所需的援助。他们脱贫道路上的进展被记录在国家数据库的相关条目中，以确保他们不会重新陷入贫困。

拉曼大学新村社区项目是一个非政府组织项目，值得整个马来西亚社区的支持。希望通过中国和马来西亚村庄的结对，马来西亚社区能够从中国直接学习如何帮助马来西亚的村庄振兴。

我希望结对村庄能够扩展到所有东盟国家。AETDEW 和来自东盟国家的众多院士承诺帮助确保村庄结对项目取得成功，以帮助东盟村庄摆脱贫困。有关 AETDEW 的信息可在网站 www.aetdew.org 上找到。

马来西亚 AETDEW 主席 李怡章 院士

2023 年 6 月 22 日 (2024 年 12 月 14 日修订) 吉隆坡

ANNEX No. 1

北京平谷：东樊各庄村荣获 2022 年中国美丽休闲乡村称号

北京学习平台 [中国平谷农业中关村](#) 2022-12-09 18:04 Posted on 北京

近日，农业农村部公布了 2022 年中国美丽休闲乡村名单，北京市共 4 个村入选，平谷区峪口镇东樊各庄村上榜。截至目前，平谷区荣获中国美丽休闲乡村数量增加至 8 个。

东樊各庄村位于峪口镇西部，村域面积 7.9 平方公里，常住户数 846 户，居住人口 2460 人，昌金路从村北而过，村庄背靠燕山山脉，地势北高南低，村南是小龙河，村庄北倚低山，面临平原，呈东西延展矩形，北高南低，海拔 36-44 米。村域北侧山区有大片一般生态公益林，村域北依横龙山脉，东临凤凰山，小珠山落中而成，形成了龙凤戏珠的自然景观。东樊各庄村先后获得全国“一村一品”示范村、中国贡椿第一村、北京市社会大课堂资源单位、全国儿基会学农劳动教育实践基地及平谷区中医院文化旅游基地、北京市级美丽乡村示范村等荣誉称号。



东樊各庄村俯瞰图。

“香椿产业+大桃+文旅融合”生态显现

东樊各庄村贡椿作为“御用”贡品，很早便享誉京内京外，吸引了许多食客不辞远路来采购。如今，香椿种植已从传统庭院散种向规模化培育和设施农业反季节栽种发展，开拓“互联网+”销售模式，让“贡椿”插上了互联网的翅膀“飞”往周边 10 余个省市，满足更多市民口福的同时，开拓了农户增收新渠道。



北京东樊各庄贡椿果蔬产销专业合作社的香椿。

每年的四五月份，峪口镇弥漫着桃花的浪漫与芬芳，此时，东樊各庄村将桃花与贡椿完美结合，碰撞出集“风光”“音乐”“美食”为一体的“桃花+音乐+香椿”文化旅游节视听盛宴，用贡椿之香与桃花之美吸引了大量游客青睐，成为著名的京郊春季桃花游网红打卡胜地。

东樊各庄村抓住互联网发展机遇，利用顺丰、京东、淘宝等超级电商平台和抖音等直播平台，将农产品、旅游、文化与互联网进行深度融合，大力发展网络经济，形成了村内人人为主播、个个为店主的电商兴旺发展局面。

“民俗旅游+美食+特色文化”风情浓郁

利用东樊各庄村丰厚的文化底蕴和“万樊路”沿线优势旅游资源，将全长 5.6 公里的万樊路打造成“吃、住、游、购、娱”为一体的休闲观光旅游带。观光带中将明代建造、至今保存完好的“烈虎桥”，清朝允祉三王爷陵，横龙山，小龙河等人文、自然景观进行串联的同时，增加集科普、体验于一体的太空桑蚕文化园景点，增强游客参与感、体验感、归属感。

吃：开发别具一格的香椿宴、桑叶宴、峪口油饼、烧饼、烙盒子、大饺子、卤水豆腐、一锅鲜等地域特色浓厚系列美食，从“食”上留住游客。

住：将闲置农宅打造为特色民宿，增加北京什刹海体校户外培训基地、青少年活动营现有接待能力，提升住宿良好体验，从“宿”上留住游客。



青囊小院民宿。

游：观光带涵盖龙源森林公园、七彩龙源湿地公园、1500亩天然大氧吧、万樊路休闲产业带、萌宠乐园、古井、古寺、古宅、老香道、什刹海园林等集自然、人文、环境体验、互动为一体的各种游乐场所，从“游”上留住游客。

购：在各节日、各景点巧妙布置、展示地域特色农产品，如东樊各庄村贡椿、中药康养产品，平谷特色艺术品、特色美食产品等，让游客爱不释手，从“购”上留住游客。

娱：打造村民传统+自编自导自演的乡土文化节目，将独具京郊特色的戏曲、京东大鼓、二人转、小品、舞蹈、舞狮舞龙、腰鼓、扇子舞、快板等加入节日游庆，挖掘平谷各地特色乡土文化产品，如平谷家织布、平谷地方调、书画之乡等，从“娱”上留住游客。

“林下经济+体验+学农教育” 振兴乡村

近年来，东樊各庄村实行农户订单生产模式，创新林药、林蜂、“林花+林旅”和“林经+林旅+学农”的发展思路。在一产现有基础上融合发展多渠道壮大集体经济，让村民从土地流转收益、闲置劳动力用工收益、产业红利分配收益等多方面实现增收，极大提升了村民的生活幸福指数，以实际行动当起了乡村振兴的排头兵。



旱稻生物育种“博士”农场。

2021年，东樊各庄村从事旅游产业相关农户数为640户，占农户比重70%左右，乡村旅游和休闲农业为农户收入贡献率超过50%。2021年，人均纯收入达到22000元。以党组织为核心，构建“党总支+公司+合作社+农户”四位一体发展模式。

东樊各庄贡椿产销专业合作社带动农户积极发展订单农业的同时推动“股份分红+保底收益”模式，增加农户和村集体收入，让农民收益与产业效益直接挂钩，农民获得资产收益、入股分红、务工薪金和产业经营等多方面收益。

北京本草神谷康养产业有限公司结合东樊各庄村林下经济重点试点村项目，与东樊各庄村以“党建+企业+村民”三位一体模式，大力发展林下中草药种植，以宜药、宜花、宜景的发展思路，支持林旅，从而壮大集体经济和村民增收，带动一二三产融合发展。

北京野馨科技发展有限公司是一家从事蜂产品销售、蜜蜂文化科普体验为一体的蜂业公司。公司实行从原料到终端的全线运营模式，蜜源地开发、蜜蜂养殖、原料甄选、收购、蜂蜜销售，蜂蜜美食的研发，“欢乐蜂场”体验基地全权经营。

北京市青少年户外体育活动营地是国家体育总局及北京市体育局在2004年批准建立的全国10省市营地之一，于2010年被北京市民政局认证为“中国社会组织评估等级4A级”单位。营区可同时接纳1500名青少年进行活动。培训场地拥有大型综合训练设施，可开展拓展场地训练、露营军训等项目。野外训练场地可进行定向越野、登山、生存训练等专业培训。

村域内还有多家从事旅游相关产业的经营主体，包括萌宠乐园——新远都农场、北京荣涛豌豆产销专业合作社、北京华蝶谷蚕桑科技发展有限公司、中医药特色民宿小院、北京太空蚕科技发展公司休闲经营主体等。

来源：北京学习平台

English Translation

Beijing Pinggu: Dongfan Gezhuang Village won the title of China's Beautiful Leisure Village in 2022

Beijing Learning Platform China Pinggu Agriculture Zhongguancun 2022-12-09 18:04
Posted on Beijing.

Recently, the Ministry of Agriculture and Rural Affairs announced the list of China's beautiful leisure villages in 2022. A total of 4 villages in Beijing were selected, and Dongfan Gezhuang Village, Yukou Town, Pinggu District was on the list. Up to now, the number of Pinggu District awarded China's beautiful leisure villages has increased to 8.

Dongfan Gezhuang Village is located in the west of Yukou Town, with an area of 7.9 square kilometers, 846 permanent households and 2460 residents. Changjin Road passes through the village in the north. The village is backed by the Yanshan Mountains. The south is the Xiaolong River. The village leans against low mountains in the north and faces the plains. It is a rectangle extending from east to west, high in the north and low in the south, with an altitude of 36-44 meters. There is a large area of general ecological public welfare forest in the mountainous area on the north side of the village. The village is adjacent to the Henglong Mountains in the north and Fenghuang Mountain in the east. Gezhuang Village of Dongfan has successively won the National "One Village, One Product" Demonstration Village, the First Village of Gongchun in China, the Beijing Social Classroom Resource Unit, the National Children's Fund Learning Farm Labor Education Practice Base and the Pinggu District Traditional Chinese Medicine Hospital Cultural Tourism Base, Beijing City-level beautiful rural demonstration village and other honorary titles.

"Tribute Chun Industry + Big Peach + Culture and Tourism Integration" Ecological Appearance

As a royal tribute product, Dongfan's "Tribute Chun" has long been famous in Beijing and abroad, attracting many diners to go all the way to buy it. Today, Chinese toon planting has developed from traditional garden scattered planting to large-scale cultivation and off-season planting in facility agriculture. The "Internet +" sales model has been developed, allowing "Gongchun" to plug in the wings of the Internet and "fly" to more than 10 surrounding provinces City, while satisfying the well-being of more citizens, it has opened up new channels for farmers to increase their income.

Every year in April and May, Yukou Town is filled with the romance and fragrance of peach blossoms. At this time, Dongfan's villages perfectly combine peach blossoms and tribute chun products to create a "peach blossom+" that combines "scenery", "music" and "food". The audio-visual feast of the Music + Chun" Cultural Tourism Festival has attracted a large number of tourists with the fragrance of tribute toon and the beauty of peach blossoms, and has become a well-known spring peach blossom travel destination in the suburbs of Beijing.

Dongfan's villages have seized the opportunity of Internet development, using super e-commerce platforms such as SF Express, JD.com, Taobao, and live streaming platforms such as Douyin to deeply integrate agricultural products, tourism, culture, and the Internet, and vigorously develop the Internet economy. The booming development of e-commerce is a broadcaster and everyone is a store owner.

"Folk tourism + food + characteristic culture" is rich in style

Taking advantage of the rich cultural heritage of each village in Dongfan and the advantageous tourism resources along the "Wanfan Road", the 5.6-kilometer Wanfan Road will be built into a leisure and sightseeing belt integrating "food, housing, travel, shopping, and entertainment". In the sightseeing belt, the "Liehu Bridge" built in the Ming Dynasty and well preserved up to now, the Tomb of the Three Kings of Yunzhi in the Qing Dynasty, Henglong Mountain, Xiaolong River and other cultural and natural landscapes are connected in series, and at the same time, space silkworms integrating science popularization and experience are added. Cultural park attractions enhance tourists' sense of participation, experience and sense of belonging.

Eat: Develop a series of unique delicacies with strong regional characteristics, such as tribute chun banquet, mulberry leaf banquet, Yukou oil cake, sesame cake, baked box, big dumpling, brine tofu, Yiguoxian, etc., to retain tourists from "food".

Accommodation: Build idle farm houses into characteristic homestays, increase the existing reception capacity of the outdoor training base of Beijing Shichahai Sports School and the youth activity camp, improve the good experience of accommodation, and retain tourists from the "accommodation".

Tour: The sightseeing zone covers Longyuan Forest Park, Colorful Longyuan Wetland Park, 1,500 mu of natural oxygen bar, Wanfan Road leisure industry belt, cute pet paradise, ancient wells, ancient temples, ancient houses, old incense roads, Shichahai gardens, etc. Various playgrounds integrating environmental experience and interaction can retain tourists from the perspective of "swimming".

Shopping: Ingeniously arrange and display regional characteristic agricultural products in various festivals and scenic spots, such as tributes from various villages in Dongfan, health care products of traditional Chinese medicine, characteristic artworks in Pinggu, special gourmet products, etc., so that tourists can't put it down and stay from "shopping" tourists.

Entertainment: create village traditions + self-written, directed and performed local cultural programs, adding operas with unique Beijing suburban characteristics, Jingdong drums, Errenzhuang, sketches, dances, lion and dragon dances, waist drums, fan dances, allegro, etc. to festival tours, excavate the characteristic local cultural products in various parts of Pinggu, such as Pinggu home weaving, Pinggu local tune, hometown of calligraphy and painting, etc., to retain tourists from the perspective of "entertainment".

"Under-forest economy + experience + learning agriculture education" to revitalize the countryside

In recent years, each village in Dongfan has implemented the farmer order production model, and innovated the development ideas of forest medicine, forest bee, "forest flower + forest brigade" and "forest classics + forest brigade + learning farmers". Integrate and develop multi-channels to strengthen the collective economy on the basis of the existing primary industry, allowing villagers to increase their income from land transfer income, idle labor employment income, industrial dividend distribution income, etc., which greatly improves the life happiness index of villagers. Take practical actions. Became the vanguard of rural revitalization.

In 2021, there will be 640 rural households engaged in the tourism industry in each village of Dongfan, accounting for about 70% of the rural households. Rural tourism and leisure agriculture will contribute more than 50% of the income of the rural households. In 2021, the per capita net income will reach 22,000 yuan. With the party organization as the core, build a four-in-one development model of "party branch + company + cooperative + farmer".

The Gongchun (Tribute Chun) Production and Marketing Professional Cooperative in Dongfan's various villages drives farmers to actively develop contract agriculture and at the same time promotes the "share dividend + guaranteed income" model to increase the collective income of farmers and villages, so that farmers' income is directly linked to industrial benefits, and farmers can obtain asset income and share dividends, workers' salaries and industrial management and other benefits.

Beijing Bencao Shenggu Kangyang Industry Co., Ltd. combined with Dongfan Gezhuang Village's under-forest economic key pilot village project, and Dongfan's Gezhuang Village with the trinity model of "party building + enterprise + villagers" to vigorously develop the planting of Chinese herbal medicine under the forest, making it suitable for medicine and flowers, Yijing's development ideas, support the forest brigade, so as to strengthen the collective economy and increase the villagers' income, and drive the integrated development of the primary, secondary and tertiary industries.

Beijing Yexin Technology Development Co., Ltd. is a bee industry company engaged in the sales of bee products and the experience of bee culture popularization. The company implements a full-line operation model from raw materials to terminals, honey source development, bee breeding, raw material selection, acquisition, honey sales, research and development of honey food, and the full operation of the "Happy Bee Farm" experience base. The Beijing Youth Outdoor Sports Camp is one of the 10 provincial and municipal camps approved by the State Sports General Administration and the Beijing Municipal Sports Bureau in 2004. It was certified by the Beijing Municipal Civil Affairs Bureau as a "China Social Organization Assessment Level 4A" unit in 2010. The camp can accommodate 1,500 young people for activities at the same time. The training site has large-scale comprehensive training facilities, which can carry out field expansion training, camping military training and other projects. The field training site can carry out professional training such as orienteering, mountaineering, and survival training.

There are also a number of business entities engaged in tourism-related industries in the village area, including Cute Pet Paradise - Xinyuandu Farm, Beijing Rongtao Pea Production and Marketing Professional Cooperative, Beijing Huadiegu Sericulture Technology Development Co., Ltd., a small courtyard with traditional Chinese medicine characteristics, The leisure business entity of Beijing Space Silkworm Technology Development Company, etc.

ANNEX No. 2

New Village Project of UTAR www.newvillage.com.my



新村

Upcoming Event
活动预告

The Story of New Villages
新村的故事

UTAR New Villages Exhibition
拉曼大学 新村展览

11 - 12 APRIL 2023
(TUES - WED)

MULTIPURPOSE HALL
KB BLOCK
UTAR SG LONG CAMPUS

9.00AM - 5.00PM

Series of Activities
各类活动

讲座分享 Talk (Hybrid Mode) - (in Mandarin)

- 马来西亚地方创生专场：从地方DNA到地方品牌——马来西亚的社区再造与地方创生 (Place-making in Malaysia: From Local DNA to Local Branding - The Community Development & Place-making in Malaysia)
- 地方创生论坛：中国的乡村振兴、日本的地方创生与台湾的地方创生 (Forum: China Village Revitalization, Place-making in Japan & Place-making in Malaysia)
- 文冬扁食 - 扁食文化传承 (Savouring Tradition: Kop Siatan of Kicap Cup Tangan Bawang)
- 社群 Impact "Kampung" Impact

市集 Bazaar
(Arts and crafts, homemade items, fashion, stationery, food beverages, accessories, etc...)

展览 Exhibition

FREE ENTRY
免费入场

REGISTER NOW

UTAR P.L.D.



Dato' Ir. Lee Yee Cheong (second from right) donating RM10,000 to UTAR President Professor Ewe Hong Tat to support UTAR New Village Community Project

Information about Paloh Village can be downloaded from

https://newvillage.com.my/v?PageId=app_home&action=village&state=Johor&village=Paloh

Information about Tanjung Tualang Village can be downloaded from

https://www.newvillage.com.my/v?PageId=app_home&action=village&state=Perak&village=Tanjung%20Tualang

NEW VILLAGE COMMUNITY PROJECT

Presented by Universiti Tunku Abdul Rahman (UTAR)



NEW VILLAGE COMMUNITY PROJECT

- New Villages were mainly formed during Malayan emergency period (1948 – 1952)
- The purpose was to segregate the villagers from supplying resources to the Malayan Communist Party
- There are **625** New Villages in Malaysia.
(607 West Malaysia + 18 East Malaysia)

NEW VILLAGE COMMUNITY PROJECT

- Most of these villages are ageing because many young people have left for the cities due to the lack of job opportunities.
- However, these are charming villages with beautiful scenery. They have rich resources such as fresh vegetables and seafood that can attract tourists and help develop domestic tourism.

NEW VILLAGE COMMUNITY PROJECT

- The Science, Technology and Innovations committee of The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM) worked with Silverlake to design the website www.newvillage.com.my , to promote the uniqueness of these new villages.
- However, there is lack of information on these new villages on the website

UTAR NEW VILLAGE COMMUNITY PROJECT

- UTAR finds that this is a good project for students to contribute to the community and hence decides to take up the projects for students.
- Under this project, there are 4 main activities:
 - New Village Tour
 - New Village Survey
 - New Village Community Service
(We Care We Act)
 - New Village Collaborative Project

UTAR NEW VILLAGE TOUR

UTAR NEW VILLAGE TOUR

- We bring students (UTAR and other partner universities) to visit new villages to introduce them the following areas of new villages :
 - Culture
 - Tourism areas
 - Food
 - SME / products in the villages

UTAR NEW VILLAGE TOUR



STUDENTS FROM JOSAI UNIVERSITY,
JAPAN VISITED KAMPUNG KOH
NEW VILLAGE, PERAK IN
SEPTEMBER 2012



UTAR NEW VILLAGE TOUR

TANJUNG SEPAT ON 03 NOVEMBER 2013



GANO FARM AT TANJUNG SEPAT,
SELANGOR

PANTAI MORIB AT TANJUNG SEPAT,
SELANGOR



UTAR NEW VILLAGE TOUR



STUDENTS FROM MANUEL S. ENVERGA UNIVERSITY (MSEUF), PHILIPPINES VISITED HUN LENG HEONG HAG JOSS STICK FACTORY AT MATANG, PERAK IN MAY 2013



UTAR NEW VILLAGE TOUR

TEMERLOK, TRONG AND SUNGAI KERANG, PERAK ON 24 MAY 2014

RICE PROCESSING
FACTORY



CHARCOAL FACTORY

UTAR NEW VILLAGE SURVEY

UTAR NEW VILLAGE SURVEY

- To interact with local community, collect information, prepare report and upload onto website www.newvillage.com.my
- Students improve their communication skills, and have better understanding on Malaysia's culture and life of community through interacting with the local community

UTAR NEW VILLAGE SURVEY

- The activity is on voluntary basis
- The project can be carried out individually or in teams of 4-5 members

UTAR NEW VILLAGE SURVEY

Survey and study the following aspects

- History
- Population & Housing
- Economics Activities
- Education
- Social, Culture & Religious Practice
- Problem & Recommendation
- Tourism Values
- Entrepreneurship Opportunities

UTAR NEW VILLAGE SURVEY

(as at 20 April 2015)

COMPLETED PROJECTS: 410

Uploaded: 374

Reports under editing: 34

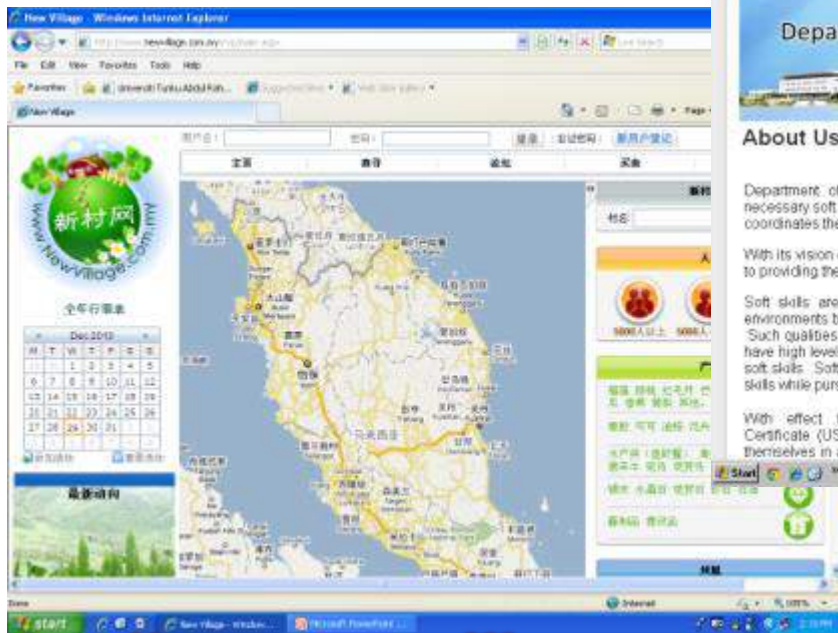
PROJECT IN PROGRESS: 43

UTAR NEW VILLAGE SURVEY

All completed reports are uploaded on

(i) UTAR New Village Community Project Webpage

(ii) www.newvillage.com.my



<http://www.utar.edu.my/dssc>

<http://www.newvillage.com.my>

User Name: Password: Login | Forget Password | Register

English | 中文

- HOME
- SEARCH
- FORUM
- BUY & SELL
- EXPERT CORNER



Event Calendar

< Oct 2014 >

M	T	W	T	F	S	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Add Event View Event



Village Search

Name: Search

Population

- above 5000
- 5000 - 1000
- below 1000

- Product**
- Durian StarFruit Rambutan
 - Mango DragonFruit Papaya
 - Banana
 - Rubber Cocoa Palm Flower
 - Seafood Birds Livestock Ostrich
 - Mine Crystal Ornamental Stone Sand
 - CaneProduct Ornament

- State**
- Johor, Kedah, Kelantan, Melaka, Negeri Sembilan, Pahang, Penang, Perak, Perlis, Selangor, Terengganu, Wilayah Persekutuan

Highlight

Let's the world know your village

NewVillage Power Failure Form

Tanjung Sepat is on Web





Event Calendar

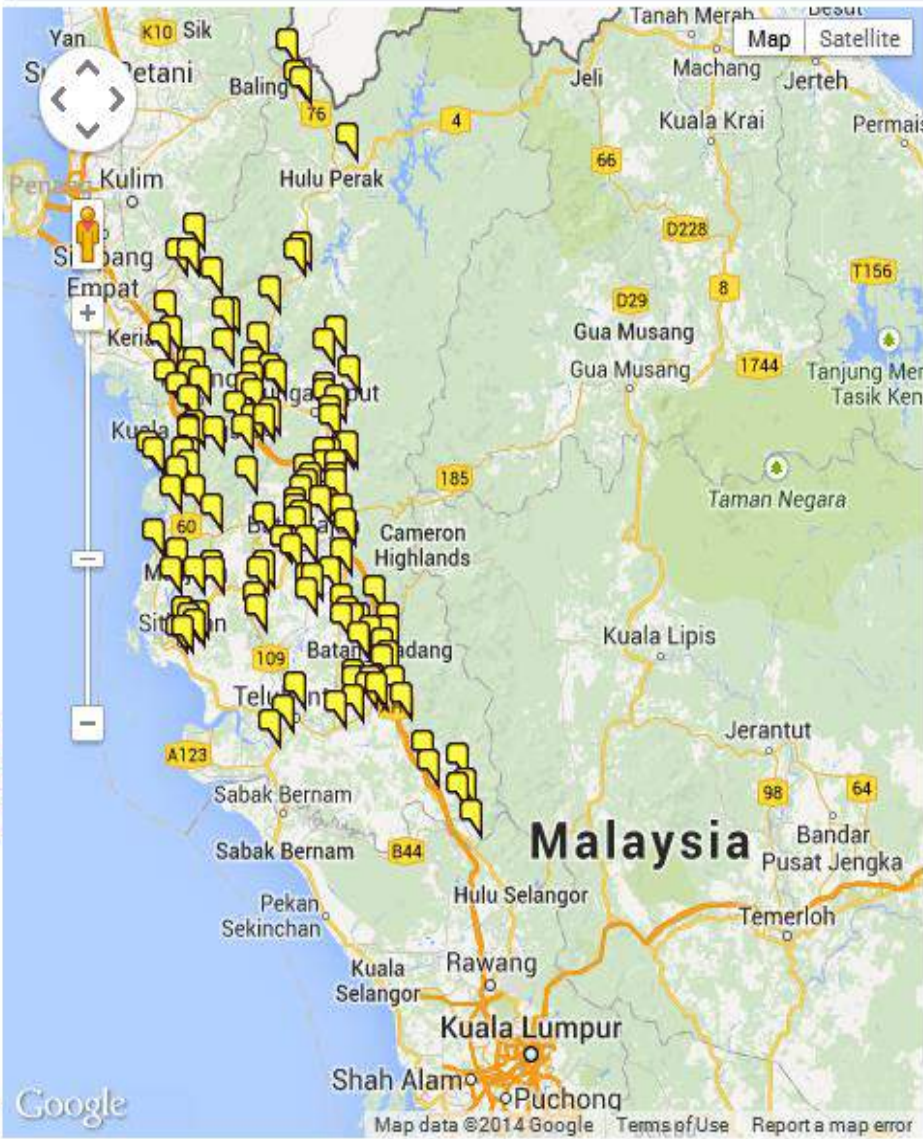
Oct 2014						
M	T	W	T	F	S	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Add Event | View Event

Let's the world know your village

NewVillage Power Failure Form

Frequent power failure in your New Village?
Please click [here](#).



- 1 Air Hitam 亚依淡
- 2 Air Kala 爱加拉
- 3 Air Kuning 业亦君令
- 4 Air Tawar 爱大华
- 5 Air Terjun 爱德尊
- 6 Ampang Baru 新安邦
- 7 Aulong 奥隆
- 8 Bagan Baharu 新芭
- 9 Bali 百利
- 10 Balik Bukit 巴立武吉
- 11 Banir Estate 万岭园
- 12 Banir 万岭
- 13 Batu 12 十二碑
- 14 Batu Dua 峇都鲁亚
- 15 Batu Kurau 峇都古劳
- 16 Behrang Station 美冷站
- 17 Behrang Ulu 美冷乌鲁
- 18 Bemban 文万
- 19 Bercham 巴占
- 20 Bidor Station 美罗火车头新村
- 21 Bidor 美罗
- 22 Bruas 木威
- 23 Bukit Merah 武吉美拉
- 24 Bukit Pagar 宝结百家新村
- 25 Buntung 文东
- 26 Chenderiang 贞得量
- 27 Changkat Jering 曾吉振凌

Switch to Simplify Map | Switch to East Malaysia

User Name: Password: [Login](#) | [Forget Password](#) | [Register](#)

English | 中文

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- [EXPERT CORRIER](#)



Event Calendar

Oct 2014						
M	T	W	T	F	S	S
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20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

[Add Event](#) | [View Event](#)

Let's the world know your village
NewVillage Power Failure Form
 Frequent power failure in your New Village?
 Please click [here](#).

Air Kuning 亚亦君令
 4.033453, 101.224251

Intro 简介	Product 特产	Culture 民俗
Food 美食	Transport 交通	Scenaries 景點
Homestay 民宿	Forum 论坛	Buy&Sale 买卖
Education 教育	Societies 社团	Events 活动

[View closer](#) | [View all](#)

- 1 Air Hitam 亚依淡
- 2 Air Kala 爱育加拉
- 3 Air Kuning 亚亦君令
- 4 **Air Tawar 爱大华**
- 5 Air Terjun 爱德尊
- 6 Ampang Baru 新安邦
- 7 Aulong 奥隆
- 8 Bagan Baharu 新芭
- 9 Bali 百利
- 10 Balik Bukit 巴立武吉
- 11 Banir Estate 万岭园
- 12 Banir 万岭
- 13 Batu 12 十二碑
- 14 Batu Dua 峇都鲁亚
- 15 Batu Kurau 峇都古劳
- 16 Behrang Station 美冷站
- 17 Behrang Ulu 美冷乌鲁
- 18 Bemban 文万
- 19 Bercham 巴占
- 20 Bidor Station 美罗火车头新村
- 21 Bidor 美罗
- 22 Bruas 木威
- 23 Bukit Merah 武吉美拉
- 24 Bukit Pagar 宝结百家新村
- 25 Buntung 文东
- 26 Chenderiang 贞得量
- 27 Chandkat Jerina 曾吉振凌

User Name: Password: [Login](#) | [Forgot Password](#) | [Register](#)

English | 中文

- [HOME](#)
- [SEARCH](#)
- [FORUM](#)
- [BUY & SELL](#)
- [EXPERT CORNER](#)



 **Air Kuning, Perak**  **872 person**

- [Intro](#) [Product](#) [Culture](#) [Food](#) [Transport](#) [Sceneries](#) [Homestay](#) [Forum](#) [Buy & Sell](#) [Education](#) [Societies](#) [Events](#)
- [简介](#) [特产](#) [民俗](#) [美食](#) [交通](#) [景点](#) [民宿](#) [论坛](#) [买卖](#) [教育](#) [社团](#) [活动](#)

Introduction:

Source: [Ministry of Housing and Local Government](#)

Event Calendar

Oct 2014						
M	T	W	T	F	S	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

[Add Event](#) [View Event](#)

Public Entry

[[Edit](#)]

Welcome to provide information

Sourced by:

[[Edit](#)]

Michelle Choo Lee Nyu, Lee Seh Yee, Chue Sook Leng

Edited By: guanwm 22/11/2012 08:53:29 PM

ABSTRACT

[[Edit](#)]

Air Kuning is a small town which is located in Kampar district, Perak, Malaysia. The original name of Air Kuning is Jalan Baru, but it was renamed after a river with yellow colour water which flows through the village. Air Kuning's economy flourished with the growth of the rubber plantations in the 20th century. In fact, during the Korean War when the price of rubber reached RM220 per ton, Air Kuning was thought of as "small hill of gold."

Let's the world know your village

NewVillage Power Failure Form

Frequent power failure in your New Village?

Please click [here](#).

UTAR NEW VILLAGE SURVEY

**Kg. Baru Bukit Batu, Johor
September 2013**



VISITED SHOES MAKING FACTORY



**SJKC (PRIMARY SCHOOL) BUKIT
BATU JOHOR**

UTAR NEW VILLAGE SURVEY

Beraus , Perak
April 2013



INTERVIEWED VILLAGER



TASTED LOCAL DELICACY

UTAR NEW VILLAGE SURVEY

Stesyen Kuang, Selangor
June 2014

INTERVIEWED VILLAGERS



UTAR NEW VILLAGE SURVEY

Tasek, Pengkalan Hulu, Perak
Jan 2014

TRY LOCAL CUISINE



VISIT CHINESE TEMPLE

**UTAR NEW VILLAGE
COMMUNITY SERVICE
(We Care We Act)**

UTAR NEW VILLAGE COMMUNITY SERVICE

➤ “ We Care We Act” Community Services

Year	No. of sessions
2009	1
2011	16
2012	33
2013	25
2014	73
2015	24
Total	172

➤ Focus on the following activities:

- School projects
- Health Camp / Science and Math Camps
- Environmental Care
- Farming/SMEs
- Cultural Activities

UTAR NEW VILLAGE COMMUNITY SERVICE

SCHOOL MURAL ART PROJECT

SJKC (PRIMARY SCHOOL)
PELAWAN, PERAK
(29 OCT 2011 AND 2 NOV 2014)



KAMPUNG CHUI CHAK
KINDERGARTEN, PERAK
(4 AUG 2012)



UTAR NEW VILLAGE COMMUNITY SERVICE FARMING PROJECT

SMK (HIGH SCHOOL) MALIM NAWAR, PERAK

(28 JUN 2014)



UTAR NEW VILLAGE COMMUNITY SERVICE

SCHOOL SAFETY PROJECT

SUNGKAI, PERAK
(28 JUL 2012)



SJKC MAMBANG DIAWAN, PERAK
(28 MAR 2012)

UTAR NEW VILLAGE COMMUNITY SERVICE

HOBBY CLASSES



SJKC HING HWA, TAMBUN,
PERAK
(1 NOV 2014)



SJKC SUNGAI DURIAN, PERAK
(CLASS 1: 18 JUN 2014
CLASS 2: 25 JUN 2014
CLASS 3: 23 JULY 2014
CLASS 4: 6 AUGUST 2014)

UTAR NEW VILLAGE COMMUNITY SERVICE

LEARNING TAIWANESE CULTURE

(under Taiwan Ministry of Culture Spotlight Project)



THE VILLAGERS AT PEKAN
GETAH, PERAK WERE LEARNING
TAIWANESE TRADITIONAL DANCE
(23 NOV 2013)

TEACHING STUDENTS OF SJKC
SIN MIN AMPANG BARU PLAYING
CHINESE YOYO
(16 NOV 2013)



UTAR NEW VILLAGE COMMUNITY SERVICE

MOTIVATIONAL PROGRAMME

SJKC (PRIMARY SCHOOL)
KAMPUNG TIMAH, PERAK
(21 JUN 2014)



UTAR NEW VILLAGE COMMUNITY SERVICE

TIME MANAGEMENT/STRESS MANAGEMENT WORKSHOP



SJKC KELANG LAMA,
KEDAH
(13 JUL 2014)



UTAR NEW VILLAGE COMMUNITY SERVICE

ENGLISH TUITION & BASIC IT SKILLS

SJKT (PRIMARY SCHOOL) METHODIST,
MALIM NAWAR PERAK

(28 JUN 2014)

SJKC (PRIMARY SCHOOL) PAPAN,
PUSING PERAK

(CLASS 1: 29 OCT 2014
CLASS 2: 5 NOV 2014
CLASS 3: 12 NOV 2014
CLASS 4: 19 NOV 2014)



UTAR NEW VILLAGE COMMUNITY SERVICE

MATH CAMP

AYER KUNING PERAK ↗
(21 JUN 2014)

↘ AYER HITAM PERAK
(4 APR 2015)



UTAR NEW VILLAGE COMMUNITY SERVICE

SCIENCE CAMP



1. SUNGAI KROH, PERAK
(9 NOV 2014)

2. SERDANG, KEDAH
(22-23 NOV 2014)

3. CHANGKAT KINDING,
PERAK
(7 FEB 2015)



UTAR NEW VILLAGE COMMUNITY SERVICE

SCIENCE CAMP



1. SUNGAI KROH, PERAK
(9 NOV 2014)

2. SERDANG, KEDAH
(22-23 NOV 2014)

3. CHANGKAT KINDING,
PERAK
(7 FEB 2015)



UTAR NEW VILLAGE COMMUNITY SERVICE

SCIENCE CAMP



1. SUNGAI KROH, PERAK
(9 NOV 2014)

2. SERDAND, KEDAH
(22-23 NOV 2014)

3. CHANGKAT KINDING,
PERAK
(7 FEB 2015)



UTAR NEW VILLAGE COMMUNITY SERVICE

HEALTH CAMP



DSSC COLLABORATED WITH DOCTORS OF DEPARTMENT OF CHINESE MEDICINE, FMHS (FACULTY OF MEDICINE AND HEALTH SCIENCES, UTAR) TO CONDUCT FREE HEALTH SCREENING FOR NEW VILLAGERS

LAHAT, PERAK
(5 AUG 2012)



SERDANG, KEDAH
(17 NOV 2013)

UTAR NEW VILLAGE COMMUNITY SERVICE



RECYCLE PROJECT AT
AIR KUNING PERAK
(9 JUN 2012)



TEACHING NEW VILLAGES MAKING
ENZYMES AT PEKAN GETAH, PERAK
(25 FEB 2012)

UTAR NEW VILLAGE COMMUNITY SERVICE

ASSISTING IN FRUIT FARM AND SME



JOSS STICK FACTORY AT
MATANG, PERAK
(31 MAR 2013)

FRUIT FARM AT
CHANGKAT KINDING,
(17 AUG 2013)
KUALA BIKAM PERAK
(21-22 MARCH 2015)



UTAR NEW VILLAGE COMMUNITY SERVICE

FAMILY DAY AND CULTURAL PERFORMANCE

FAMILY DAY (CULTURAL PERFORMANCE IN SUNGAI SIPUT SELANTAN,
PERAK
(20 JUL 2014)



AFRICAN DANCE LESSON IN
SERDANG, KEDAH
(16 AUG 2014)

UTAR NEW VILLAGE COMMUNITY SERVICE

ASIAN CULTURAL PERFORMANCE

IN COLDSTREAM PERAK, 23 NOV 2014



**ACTIVITIES CONDUCTED BY
VOLUNTEER FROM KWANSEI
GAKUIN UNIVERSITY OF JAPAN IN
NEW VILLAGES**

UTAR NEW VILLAGE COMMUNITY PROJECT

KGU , Japan Volunteer Student in New Village - 2014



TEACHING ENGLISH AND BASIC IT
SKILLS IN PAPAN NEW VILLAGE



NUS COLLABORATIVE PROJECT , FIELD INSPECTION IN GUCHIL, MATA AIR
KG TOKONG AND KG CHEPA , KELANTAN

UTAR NEW VILLAGE COMMUNITY PROJECT

KGU , Japan Volunteer Student in New Village- 2014



TEACHING JAPANESE FOOD MAKING
IN KAMPUNG GUCHIL, KELANTAN



COLLABORATED WITH NUS STUDENTS
TO CONDUCT SUREVEY IN KAMPUNG
GUCHIL AND BATU JONG



UTAR NEW VILLAGE COLLABORATIVE PROJECT

**COLLABORATED WITH STUDENTS AND STAFF OF UNIVERSITI
PENDIDIKAN SULTAN IDRIS (MALAYSIA) TO CONDUCT SURVEY
ON WASTE DISPOSAL HABITS IN KAMPUNG BALI, PERAK 2011/12**





UTAR student (left)
paired with UPSI student
interviewing the villager

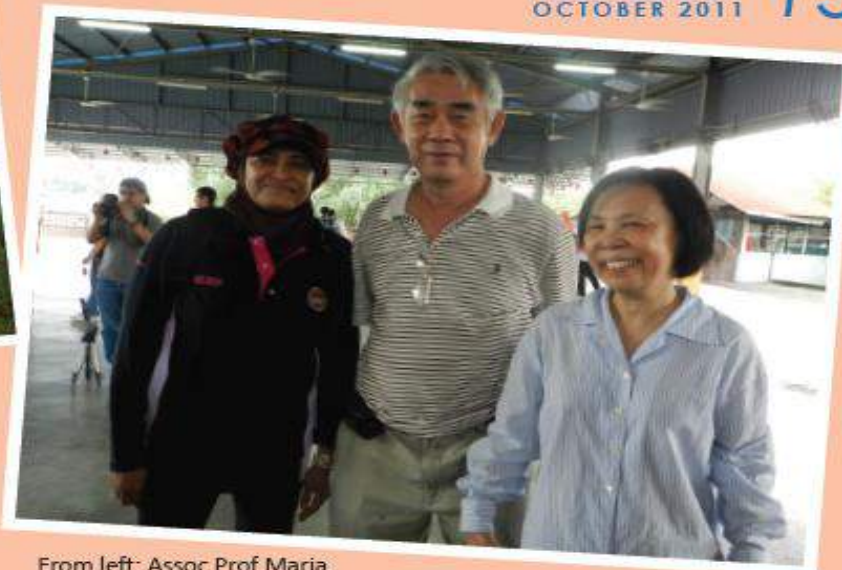
UTAR works with TAM to support community composting project

On 16 October 2011, 34 UTAR students led by UTAR Asst Prof Dr Tan Chew Khun from the Faculty of Engineering and Green Technology participated in a community service project in Kampong Baru Bali. They assisted in interviewing the villagers to elicit their opinions on the implementation of a community composting project. Other participating students were from Maxwell College, University Technology Petronas (UTP) and Universiti Pendidikan Sultan Idris (UPSI).

Technological Association of Malaysia (TAM) Perak Chairman Ooi Kah Biew and Assoc Prof Dr Maria Salih from UPSI were also present in Kampong Baru Bali guiding students on how to interview the villagers.

The Kampong Baru Bali composting project was proposed by TAM to establish a composting system as an efficient means of waste treatment for the new village. Universities in Perak that work with TAM in assisting the waste management project by conducting research and development work are UTAR, UTP and UPSI.

"There are private composting factories in East Malaysia but the composting project in Kampong Bali is the first experimental project in West Malaysia," said Dr Tan, adding that the project would be started soon after the government funding was received.



From left: Assoc Prof Maria
Salih, Ooi and Dr Tan

“
There are private composting factories in East Malaysia but the composting project in Kampong Bali is the first experimental project in West Malaysia.”

Dr Tan Chew Khun

Kampong Baru Bali is one of the new villages in Malaysia located outside the operation of local authorities without solid waste collection service. Currently, the village committee workers collect waste from every household with a simple two-wheel bucket by an agriculture tractor. The collected waste was dumped at a dump site at the fringe of the village. Since collected waste is dumped at a site, community composting is proposed to the village to reduce waste reaching the dump site and the operating and environmental cost of dump site management.

COLLABORATED WITH STUDENTS AND STAFF OF UNIVERSITI PENDIDIKAN SULTAN IDRIS TO CONDUCT SURVEY ON WASTE DISPOSAL IN KAMPUNG BALI, PERAK 2011/12



COLLABORATED WITH STUDENTS OF NATIONAL UNIVERSITY OF SINGAPORE (NUS) TO CONDUCT NEW VILLAGE SURVEY IN PERAK 2012



- In 2012, NUS students visited
Batu 2
UPRA 8
Kuala Rui
Karai
Kota Tampan

COLLABORATED WITH STUDENTS OF NATIONAL UNIVERSITY OF SINGAPORE TO CONDUCT NEW VILLAGE COMMUNITY SERVICE IN PERAK 2012



- Farming project at Kuala Bikam, Perak

COLLABORATED WITH STUDENTS OF NATIONAL UNIVERSITY OF SINGAPORE TO CONDUCT NEW VILLAGE SURVEY IN KURA, KEDAH 2013



- In 2013, NUS students visited Jeniang Pekan Naka Kura



COLLABORATED WITH STUDENTS OF NATIONAL UNIVERSITY OF SINGAPORE TO CONDUCT NEW VILLAGE SURVEY IN KG BARU JENIANG, KEDAH 2013



COLLABORATED WITH STUDENTS OF NATIONAL UNIVERSITY OF SINGAPORE TO CONDUCT NEW VILLAGE SURVEY 2013



Trip to Kuala Sepetang Perak



UTAR NEW VILLAGE COLLABORATIVE PROJECT

NUS Students who attended UTAR NVCP in 2013 were invited to host a MediaCorp Radio Show — 938LIVE “CAMPUS” on 17 January 2014 to discuss the topic on “How can we learn from the New Villagers in Peninsular Malaysia and revitalise the ‘Kampong Spirit’ within the communities of Singapore?”.

news.nus.edu.sg/highlights/7329-community-building-the-singapore-way



The screenshot shows the NUS News website. The main article is titled "Community building, the Singapore way" and is dated 10 February 2014. It features a photograph of a panel discussion with five participants seated around a table. The article is categorized under "Highlights".

NUS News

Home • Highlights • Community building, the Singapore way

Community building, the Singapore way

Published: 10 February 2014. Category: Highlights

Panelists with DJ Angela Lim at the CAMPUS 938LIVE radio forum (from left): Mr Jason Ng from NVCP, Assoc Prof Albert Neo, and NUS USP students Lee Zhe Wei and Jennifer Yip.

Most Popular

- Festive cel...
- CSI Singap...
- State of the...

Recommended

- Himalayan...
- Electric m...
- Congratula...

<http://news.nus.edu.sg/highlights/7329-community-building-the-singapore-way>



The screenshot shows the USP News website. The main article is titled "Discovering the Forgotten Communities in Malaysia and Singapore" and is dated 17 Jan 2014. It features a photograph of a group of people, including students and a community member, engaged in a cooking activity. The article is categorized under "Highlights".

University Scholars Programme

Home • About USP • Curriculum • Community & College • Opportunities • Alumni Network

Discovering the Forgotten Communities in Malaysia and Singapore

By Tan Wei Zhong (Pharmacy + USP, Year 3)
Tan Zhong is a member of the 2013 USP Angeleno Graduate Study Programme

Highlights

Discovering the Forgotten Communities in Malaysia and Singapore

View more highlights

photo1.jpg photo2.jpg photo3.jpg

<http://www.usp.nus.edu.sg/highlights/2014/usp-utar-forgotten-communities.html>

COLLABORATED WITH STUDENTS OF NATIONAL UNIVERSITY OF SINGAPORE TO CONDUCT NEW VILLAGE SURVEY IN GUCHIL, MATA AYER, KAMPUNG TOKONG, KAMPUNG CHEPA KELANTAN 2014



Community Service

Collaboration between UTAR and National Tsing Hua University, (NTHU) Taiwan on Cultural Studies and Conservation

马来西亚华人社区历史建设工作团

- Signed MoU on 26th of April 2012.
- Participation from NTHU International Volunteer Group and UTAR staff / students.
- Shared goal of studying the history of old towns through fieldwork and the participation in community service.
- Carried out in Gopeng town, Malaysia every year since 2012.



COLLABORATED WITH STUDENTS OF FENG CHIA UNIVERSITY (FCU) TAIWAN, TO CONDUCT NEW VILLAGE COMMUNITY SERVICE IN KG LENDU MELAKA & KG TITI, N.SEMBILAN 2014



COLLABORATED WITH STUDENTS OF FENG CHIA UNIVERSITY (FCU) TAIWAN, TO CONDUCT NEW VILLAGE COMMUNITY SERVICE IN KG LENDU MELAKA & KG TITI, N.SEMBILAN 2014



COLLABORATED WITH ECM LIBRA FOUNDATION IN BATU 11, CHERAS AND BALAKONG SELANGOR 2014



COLLABORATED WITH ECM LIBRA FOUNDATION IN CHENDRONG, BATU GAJAH PERAK 2014



UPCOMING NEW ACTIVITIES

UPCOMING NEW ACTIVITIES

- 1) Volunteering Programme from KGU (Kwansei Gakuin University) to carry out volunteering activities in new villages
 - i) April 2015 to Aug 2015 – 1 student
 - ii) Oct 2015 to Feb 2016 – 1 student
- 2) Cultural Performance in more New Villages
- 3) Science & Maths Camps in more New Villages

UPCOMING NEW ACTIVITIES

4) Entrepreneurship in New Villages



UPCOMING NEW ACTIVITIES

5) Soft skills workshop to be conducted for students of Universiti Sains Malaysia (USM)

Tentative dates: 29, 30 & 31 May 2015

-SME visit and community service activities in Kopisan, Lawan Kuda and Kg Lawa, Gopeng

6) Olympia College, Ipoh -2015

- Collaborate with staff and students of Olympia College to conduct Community Service activities in New Villages (requested by staff of Olympia College)

7) University System of Taiwan

Tentative date of visit: August 2015

- Visit Chinese New Village in Temerloh and Triang, Pahang.
- Visit 'Persatuan Tarian Singa Temerloh' and Involve in cultural Lion Dance, learn and perform with local teenagers.



THANK YOU

ANNEX No 2

Report on Beijing-Malaysia Village Exchange Program

14 December 2024

1.0 Visit of AETDEW President and Secretary General to Pinggu Village, Beijing

To get personal experience of the successful poverty eradication success of villages in China, AETDEW President Dato Lee Yee Cheong and AETDEW Secretary General Louis Tay visited Pinggu Village of Beijing Municipality. The visit was arranged by BTBU. Dr Yuna Di of BTBU accompanied Dato Lee and Louis Tay. Dato Lee and Louis Tay were very impressed by the development strategy of Pinggu Village to be the agriculture R&D center of China or the “Agriculture Silicon Valley” of China with a famous university like Wageningen University of the Netherland and the major poultry industrial giant CP Group of Thailand setting up R&D institutes in Pinggu Village.

Chinese agriculture universities and academies also set up their R&D Centres there. Besides attracting young and educated villagers back from the cities, the village council is run mainly by women. Pinggu Village is famous for its peach fruit. The young returnees from the cities to the village have convinced the villagers to set up a limited liability company, converting their plots of farmland into share holdings. As a result, the farm land for the peach fruit trees is large enough to be mechanized and for modern scientific agricultural methods to be applied to increase peach fruit production several times. Modern methods of packaging and branding have been applied. The Pinggu peach is now sold through the internet throughout China and abroad. Dato Lee and Louis Tay are convinced that villages in Malaysia can learn from Pinggu Village on how to uplift their social and economic conditions. Pinggu Village is very keen to receive villagers from Malaysia and to visit Malaysian villages in return. Recent rain storm prevented visit to Fangshan Village to look at the mosque and other Muslim aspects of village life, as the proposed Malaysian delegation will include villagers from two Chinese villages and one Malay village.



2.0 UTAT/BTBU MOU

Professor Dato Ewe Hong Tat President, Universiti Tuanku Abdul Rahman (UTAR) Malaysia and President, ASEAN Academy of Engineering and Technology AAET, attended the China-ASEAN Education Week in Guiyang 29 September-2 October 2023. He signed the UTAR MOU with Beijing Technology and Business University (BTBU) on the China ASEAN Village Exchange Program with the exchange between Beijing villages and Malaysian villages as the pilot project.



3.0 Malaysian Village Visit to Beijing 15-20 January 2024

A most successful groundbreaking one-week visit by Malaysian village leaders and university students led by UTAR to Beijing villages took place between 15 and 20 January 2024. AETDEW particularly thanks BTBU Vice President Professor Liu Minhua and Professor Di Yuna for arranging the visit. Professor Di Yuna is also the Deputy Chief of Yufa Township, Daxing District, Beijing, China. Three Beijing Villages hosted the visit. They were: 北京市房山区窦店镇人民政府 Doudian Township Beijing; 北京市平谷区峪口镇人民政府 Yukou Township, Pinggu District, Beijing; and 北京市大兴区榆垓镇人民政府 Yufa Township, Daxing District, Beijing

The Malaysian delegation consisted of the following:

(i) 黄顺铭 督亞冷新村村长

Mr. Wong Soon Mun, Tanjung Tualang New Village

(ii) 郑伟宏 柔佛居銮巴罗新村发展官

Mr. Te Wee Hong · Paloh New Village Kluang District Johor

(iii) 努尔·希沙姆·本·阿卜杜勒·阿齐兹梅萨胡鲁山村村长

Mr. Noor Hisham Bin Abdul Aziz, Kampung Gunung Mesah Hulu

(iv) 陈国方 拉曼大学建筑与可持续设计系系主任

Ts Dr Tan Kok Hong · Head of Department of Architecture and Sustainable Design of UTAR

(v) 江开润 拉曼大学软技能资源部讲师

Mr. Kong Hoi Yoon, Lecturer of Department of Soft Skills of UTAR

(vi) 马来西亚拉曼大学学生 6 人

6 UTAR Students

Besides visiting and investigating the agricultural, industrial, and ecotourism development in the three Beijing villages, the Malaysian delegation also visited the Head Office of the Chinese People's Association for Friendship with Foreign Countries at the invitation of Dr Zhu Dan, former Secretary General in charge with relations with ASEAN.





4.0 Return Visit Beijing Malaysian 29th July to 1st August, 2024

Report By Professor Di Yuna

In July 2024, a delegation from BTBU visited villages in Malaysia. Here are the return visit activities in Malaysia:

1. Welcoming Ceremony & UTAR New Village Project Presentation

(UTAR, Kampar Campus, 30th July 2024)

1) UTAR welcomes the BTBU delegation and presents their village program since 2009. UTAR has collected more than 66 profiles of villages in Malaysia and released them on the website for free use. The faculty and students visit the villages every week for volunteer activities to help the villagers.

2) Delegation from BTBU introduces the village exchange program.

3) BTBU delegates proposed that UTAR and BTBU can build a Smart Agriculture Base in Beijing and Kampar, for faculties and students to conduct joint research and for villagers. to receive training on skills. UTAR welcomes this idea, and is also conducting this kind of research in the laboratory.

4) Both sides also intend to continue to promote the village exchange programs under the MOU between the two universities.

2. Survey on Tanjung Tualang New Village Development

(Tanjung Tualang New Village, 30th July 2024)

1) New Village Introduction

2) New Village Businesses Development

3) New Village Education Development

- 4) New Village Potentiality Discussion on Promoting
 - a) Technology exchange on fishing.
 - b) Education exchange, such as book sharing, online educational resources.
 - c) Villager exchange to learn more from each other.

3. Survey on Kampung Gunung Mesah Hulu, Gopeng Village development (Kampung Gunung Mesah Hulu, 31st July 2024)

- 1) Malay Village Introduction
- 2) Malay Village Fruits Businesses Development
- 3) Malay Village Tourism Development
- 4) Malay Village Potentiality Development
 - a) Tourism app development to attract visitors,
 - b) Fruit planting technology exchange.
 - c) Villager exchange more frequently.

4. Visit Malaysian Service Providers Confederation (MSPC) and discuss talent exchange and cooperation. (Office of MSPC, 1st August 2024)

Professor Di Yuna and her colleagues were received by MSPC President Dato Seri Zohari Akob, MSPC CEO/ AETDEW Deputy President Choo Kok Beng, AETDEW Secretary-Genral Louis Tay, AETDEW Treasurer Lawrence Tan and other MSPC Council members.

- 1) MSPC Introduction
- 2) Delegates of BTBU introduced the village program and shared their achievements of the visit.
- 3) Discuss potential cooperation:
 - a) Based on the Beijing-Malaysia village exchange visit program, the villagers of Malaysia expect more technology sharing on agriculture. Malaysia government also has the plan for digital agriculture, so a platform for technology sharing, training, and experimentation is necessary.
 - b) An integration of industry-government-research is a sustainable way to promote village exchange. MSPC has many members and links with relevant institutions, and would like to promote bilateral cooperation on agriculture, tourism, technology, law, and related matters in related services.
 - c) Other developing countries also welcome this kind of exchange to promote rural development.

MSPC Council was most impressed by the economic activities of Beijing villages and the potential for investment from Malaysia. MSPC decided to send a high level delegation to Beijing to investigate the investment and other potentials of the villages so that their experience and expertise can be emulated by Malaysian villages. Possibly, investment can be obtained from Chinese village enterprises for joint ventures in Malaysian villages.

Welcome by UTAR



Visits to Villages in Perak





Visit to MPSC



After the visit to MPSC, the BTBU delegation and MPSC team were entertained to lunch at the Malaysian Petroleum Club, 42nd Floor, Petronas Twin Tower No 2 by Dato Lee Yee Cheong



5.0 Follow Up Action

AETDEW has decided to concentrate her limited resources to make a success of the pilot project by concentrating on villages in Beijing. Besides the MSPC mission to Beijing in the Autumn of 2024, a visit by villagers from Beijing to Malaysia in 2025 will be arranged by BTBU and UTAR..

As 2024 is the 50th anniversary of the establishment of diplomatic relations between China and Malaysia and Malaysia will be the Chair of ASEAN in 2025, it is fitting that all efforts should be focused on firming up the Beijing-Malaysia village exchanges and prepare to extend the project to other ASEAN countries in 2025.

ANNEX No 3

REPORT

**MSPC-MATRADE DAXING, BEIJING
PROFESSIONAL SERVICE PROVIDERS
CONSORTIUM TRADE MISSION FROM
14 TO 18 OCTOBER 2024**

MSPC-MATRADE DAXING, BEIJING PROFESSIONAL SERVICE PROVIDERS
CONSORTIUM TRADE MISSION FROM 14 TO 18 OCTOBER 2024

TABLE OF CONTENT

1. Background
2. Program
3. Participants
4. Business Visits Report
5. MOUs
6. Way Forward
7. Forecast on Investment and Export Values
8. Conclusion/Recommendations

MSPC-MATRADE DAXING, BEIJING PROFESSIONAL SERVICE PROVIDERS CONSORTIUM TRADE MISSION FROM 14 TO 18 OCTOBER 2024

1.0 Background

1.1 The MSPC Matrade Daxing, Beijing Professional Service Providers trade mission from 14-18 October 2024 was conceptualised from the Academy of Engineering and Technology of the Developing World's (AETDEW) "Village Exchange Program" initiated in 2023 (AETDEW-VEP)

1.2 AETDEW-VEP was intended to share China's success in uplifting the economic status of its poor villages as a means of eradicating poverty. A team representing three villages with UTAR lecturers visited some Chinese villages and was surprised to see how they have developed. It was noted that farmers' children educated in the cities are back in their villages bringing with them acquired knowledge, skills and AI innovation technology to operate modern technology enterprises. They now aspire to seek foreign partners to expand their business and even move overseas with their new found partners.

1.3 At the invitation of Dr Di Yuna the AETDEW Village Exchange facilitator, MSPC organized a 10 companies multi disciplinary Professional Service Providers to visit Daxing District and Yufa town from 14-18 October 2024 with the intention to invest and form partnership with the local enterprises.

1.4 China is one of Malaysia's largest trading partner. Malaysia was the first ASEAN country to establish diplomatic relations with China and is a member of Regional Comprehensive Economic Partnership (RCEP). This year marks the 50th anniversary of establishment of diplomatic ties between China and Malaysia and presents great opportunities for economic and trade cooperation between the two countries.

1.5 The keys areas will be in science and technology, digital transformation, net zero future, aerospace, pharmaceuticals, medical services, modern agriculture, intelligent Islamic tourism and other key economic sectors of Malaysia New Industrial Master Plan 2030 (NIMP 2030). These are rather similar to the key industrial direction of Daxing District and will therefore have extensive collaborative potentials.

MSPC-MATRADE DAXING, BEIJING PROFESSIONAL SERVICE PROVIDERS
CONSORTIUM TRADE MISSION FROM 8 TO 14 OCTOBER 2024

2.0 Program

Date (day)	Time	Activity
14.10.2024 (Monday)	9.00am-9.30am	Registration and Opening
	9.30am-12.00pm	Business Pitching
	12.00pm-2.00pm	MSPC Networking Lunch
	4.00pm-6.00pm	China Power Investment Xinongchinang (Beijing) Agricultural Development Co Ltd, Yufa Town
15.10.2024 (Tuesday)	9.00am-12.00pm	Beijing Greenfield Zoo Co Ltd
	2.00pm-4.00pm	Daxing International Hydrogen Demonstration Zone (DIHDZ) China Bio-Medicine Park (CBP)
	6.00pm-8.00pm	Malaysian Hebei Business Associates
16.10.2024 (Wednesday)	8.30am-11.00am	Beijing Automobile New Energy Co Ltd (ARCFOX EVs)
	11.00am-12.30pm	Beijing Oriental Yuhong Waterproof Technology Co Ltd
	2.00pm-4.30pm	Xinfangsheng Holdings Group Co Ltd
	6.00pm-8.00pm	AETDEW Fellowship
17.10.2024	8.30am-12.00pm	China Council for Promotion of International Trade Commerce Chamber (CCPIT-CC)
	2.30pm-4.30pm	Beijing Association of Services And Technology (BAST)
	5.00pm-6.00pm	Smart Traffic Management System
	6.30pm-8.00pm	Farewell Dinner

MSPC-MATRADE DAXING, BEIJING PROFESSIONAL SERVICE PROVIDERS
CONSORTIUM TRADE MISSION FROM 8 TO 14 OCTOBER 2024

3.0 Participants

1. Malaysia Service Providers Confederation (MSPC)
2. Vertitech (M)Sdn Bhd
3. PLYTEC Holding Berhad
4. Pakatan Jurutera Pintar Sdn Bhd (PJP)
5. VREKA Travel and Tours Sdn Bhd
6. PDP Utek (M) Sdn Bhd
7. Lawrence Tan Advisory Sdn Bhd (LTA)
8. Ricky Tan & Co
9. Arkitek Mustapha Kamal (AMK)
10. IEM Training Academy
11. ASEAN-China Association for the Promotion of Industrial Cooperation and Development,
12. Bank of China
13. Ping An Ban
14. Beijing Haoli Valve Industry Group Co Ltd
15. Beijing Tiancheng Ruiyan Cable Technology Company
16. China Southern Air Logistics
17. China Eastern Air Logistics Co Ltd
18. Beijing Zoya Supply Chain Management Co Ltd
19. Beijing Lyve Qingchuan Zoological Garden Co Ltd
20. Beijing CSN Peral Hotel
21. Beijing SENOTHERS New Technology Co Ltd
22. Hebei Tianchung New Material Technology Co Ltd
23. Beijing Xinggang Jiacheng Enterprise Management CO Ltd
24. Beijing Jianyi Investment Development (Group) Co Ltd
25. Beijing Nexus Tech Co Ltd
26. Oriental Yuhong Malaysia
27. Ecological Industrial Park
28. Beijing Rongzhi Corporate Social Responsibility Research Institute
29. PCI Technology Group Co Ltd

MSPC-MATRADE Trade Mission to Beijing
马来西亚服务业联盟贸易代表团北京行

Company Profile
参会企业简介

October, 2024 2024年10月

CONTENT

Malaysia Service Provider Confederation (MSPC).....	1
VERITECH(M) SDN BHD	2
PLYTEC Holding BHD	3
PAKATAN JURUTÈRA PINTAR SDN BHD (PJP).....	4
VREKA Travel and Tours SDN BHD.....	5
PDP UTEK [M] SDN BHD	7
Lawrence Tan Advisory SDN BHD (LTA).....	8
Ricky Tan & Co	12
ARKITEK MUSTAPHA KAMAL.....	13
Bintulu Scaffolding Sdn Bhd (BSSB)	14
IEM TRAINING ACADEMY	15
ASEAN-China Association for the Promotion of Industrial Cooperation and Development.....	16
Bank of China Introduction	17
About Ping An Bank	18
Introduction to Beijing Haoli Valve Industry Group Co., Ltd	20
Beijing Tiancheng Ruiyuan Cable Technology Company	21
China Southern Air Logistics.....	22
China Eastern Air Logistics Co., Ltd.	23
Beijing Zoya Supply Chain Management Co., Ltd.....	24
Beijing Lvye Qingchuan Zoological Garden Co., Ltd.....	25
Beijing CSN Peral Hotel Introduction	26
Beijing SENOTHERS New Technology Co., Ltd.....	27
Hebei Tianchuang New Material Technology co., ltd	29
Beijing Xinggang Jiacheng Enterprise Management Co., Ltd.	30
Company Profile	30
Introduction of Beijing Jianyi Investment Development (Group) Co., Ltd.....	31
Beijing Bafen Information Technology Co., Ltd.	32
Beijing NexusTech Co., Ltd.....	32
Oriental Yuhong Malaysia	33
Company and product introduction	33
Introduction of Sepu Technology Co., Ltd.	34
China Power New Life Town Valley - Low-carbon	36
Ecological Industrial Park.....	36
Introduction of Beijing Rongzhi Corporate Social Responsibility Research Institute ..	37
PCI Technology Group. CO.LTD	39

Malaysia Service Provider Confederation (MSPC)

<https://mspc.my/>



About us
DEVELOPING MALAYSIA'S SERVICES SECTOR FOR THE FUTURE

GENERATION

Founded on June 2, 2009, the Malaysian Service Providers Confederation (MSPC) is a unifying force for Malaysia's service providers, aimed at readying the sector for full liberalization. In collaboration with government agencies, including the Ministry of International Trade and Industry, MSPC supports and develops the nation's services industry for future growth.

Government support and facilitation in the service sector is a collaborative effort among various ministries/agencies/organisations. Together with the Ministry of International Trade and Industry and other relevant government agencies, we assist, help develop and grow the Malaysian Services Industry.

Objectives

Enhancing the industry's competitiveness, productivity, efficiency
Developing the capacities and capabilities of the Services industry
Positioning Malaysia to be a regional center of excellence for services

Address

Secretariat Office
Malaysian Service Providers Confederation(MSPC)
(Company No: 897116-W)
Wisma Vertitech 2nd Floor,
No. 17A Jalan Kenari 4,
47100 Puchong Jaya,
Selangor Darul Ehsan



Dato' Sri Zohari Akob holds a Master of Economics and Postgraduate Diploma in Economic from University of Leicester. His last post in government was Secretary General Ministry of Works (MOW) and has more than 30 years of experience in various government sectors.

During his services in MOW, he was principally responsible for development of country infrastructure including nationwide road networks and buildings.

Started as Assistant Director in EPU, he spent 2/3 of his entire service years in EPU, responsible in charting country economic development and planning federal resources.

In 2009, he helped setting up PPP Unit which are instrumental in privatisation and PFI projects in Malaysia. He continuously contributes to the nation through various engagements advising both Government and Corporate leaders.

VERITECH(M) SDN BHD



Managing Director

Ts. Ir. CHOO KOK BENG, FASc PJK
Dip. CE (TC) B.Sc. (Eng.) Aberdeen
Sr. FAAET, Hon.F. AFEO, IEM, CILT,
MES & TAM, P.Eng. & P Tech.

1.0 ABOUT US

Founded in 1990, Vertitech (M) Sdn Bhd provides specialized engineering & technological services for the Appraisal and Rehabilitation of Buildings and Infrastructure. It is led by Ts. Ir. Choo Kok Beng who is a well-known Professional Civil Engineer, very committed and passionate in promoting a Maintenance Culture for South-South Countries, through the Commonwealth Board for Engineering Education and Training (CBEET), the International Science, Technology and Innovation Centre (ISTIC) and the Institution of Engineers Malaysia (IEM).

2.0 CORE VALUES

Training and Advocating policy makers to develop, adopt and implement standards and best practices for the maintenance of buildings and infrastructure above and below the ground.

3.0 COMPANY ACTIVITIES

Vertitech provides the full range of services from:

- i) Dilapidation Survey
- ii) Defects Mapping
- iii) Condition Assessment
- iv) Testing (in-situ and laboratory)
- v) Structural analysis and evaluation
- vi) Planning and design of remedial works
- vii) Costing
- viii) Project Management
- ix) Turnkey rehabilitation project services and
- x) Condition Monitoring

4.0 WHO ARE WE LOOKING FOR

A partner with the same passion in the maintenance of buildings and infrastructure above and below the ground. Such a partner should have AI assisted cutting edge technology that can be transfer to Vertitech (M) Sdn Bhd, practiced in Malaysia and eventually to ASEAN and the South-South Countries.

5.0 CONTACT

Ts. Ir. Choo Kok Beng
Mobile - +60123713710
E-mail - kbchoo@yahoo.com

PLYTEC Holding BHD

PLYTEC[®]

PLYTEC Holding Bhd.

Who is PLYTEC:

A solution provider within the space of Industrialization and Digitalization of the Construction industry. These are the key areas of focus for the CIDB's Construction Revolution 4.0 (2021-2025). We see and position ourselves as an 'Enabler' to elevate the industry to the next level.

Core Business Values:

We are industry transformation partner in the modernization of construction. We enable our business clients with complete solution set to transform the 3 essential business elements including Technology, People & Process to attain business success and sustain growth.

Main Business Activities:

- 1) Industrialization – We provide full construction method engineering (CME) solution for both in-situ concrete construction, and precast concrete construction. The purpose of CME is to adopt IBS Industrial Building System processes to improve construction productivity.
- 2) Digitalization – We create digital twin using BIM for projects to empower digital processes including Virtual Design Construction, BIM- Field Verification, Digital Project Content Management, Smart FM & etc.. We also provide Organization Level BIM Implementation Consultation services to assist our clients in digital transformation.

What Are We Looking For:

- Smart digital solution to track and manage the circulation of our temporary structure equipment assets.
- Project clients for our businesses.
- New construction products and innovations.
- Investment opportunities to uplift our supply chain capacity.



Company Representative:
Ir. Ts. Louis Tay Chee Siong
Chief Operating Officer
PLYTEC Holding Berhad



Louis Tay is a registered professional civil engineer and technologist with 28 years of practicing experience since graduating. He holds a Master of Science degree in Temporary Works and Construction method Engineering. His engineering expertise is in the areas of construction method engineering (CME) and Digital Design & Engineering (DDE).

He is passionate about learning and sharing his extensive experience and broad industrial perspective toward Malaysia's national agenda in construction transformation. He regularly serves the construction industry in various national working groups and technical committees with IEM, MBAM, CIDB, JKPP, and Standard Malaysia under the capacity of a council member of Technological Association Malaysia (TAM), for which he currently serves as the Deputy President.

PAKATAN JURUTERA PINTAR SDN BHD (PJP)



1. WHO WE ARE

PJP is a boutique civil engineering consulting company with 40 years expertise in Roads and Transportation in Malaysia. We have 10 seniors with contacts with government and private sectors.

2. MAIN BUSINESS ACTIVITIES

We consult with private sector and government clients in Roads, Highway, Road Safety and Transportation. Currently we work with the East Coast Rail Link (ECRL) project as one of their Road Safety Auditors, a project by China Communication Construction company. We are also active with Penang State Government who has adopted Smart City practices.

We provide services for the following:

- i. Design for Highways and Infrastructure
- ii. Road Safety Audits
- iii. Traffic Studies and Analysis
- iv. Structural Design

3. WHAT WE ARE LOOKING FOR

We are keen to continue working on transportation initiatives, and offer to link with providers in this area especially in the use of Artificial Intelligence to improve field of Roads and Transportation.

4. OUR SENIOR PERSONNEL

- | | |
|-----------------------|--------------------------|
| 1. Ir. Aik Siaw Kong. | 5. Ir. Hamdan Kamaruddin |
| 2. Ir. Hew Yoon Leong | 6. Mr. Chan Kwok Meng |
| 3. Ir. Chai Ming Jing | 7. Ir. Ong Hock Chye |
| 4. Ir. Eeh Yih Bing | 8. Ir. Fong Chong Yit |



Company Representative;

Mr. Chan Kwok Meng
Senior Engineer
PAKATAN JURUTERA PINTAR SDN BHD (PJP)
Handphone +60 12-379 0107

Mr Chan Kwok Meng holds a Bachelor of Engineering Degree with Post Graduate Diploma in Computer Science. He has 40 years of working experience in Highways and Transportation. He has been involved in Road Safety Audits, Roads and Highway Design, Value Engineering, Project Management and Coordination for Design and Construction of Highways with working experience in Malaysia, Australia Middle East, Indonesia, Thailand, and India.

In addition to road design and road safety auditing, he has experience in use of computing / IT in Engineering. He also had worked in sales and in management.

VREKA Travel and Tours SDN BHD



Who is VREKA Travel & Tours Sdn Bhd (VREKA)

Since the establishment in year 2009, VREKA stands as distinguished Travel and Tours company. VREKA have climbed to the top where it is today and still climbing to the next higher pinnacle. VREKA has always believed that “those who are successful are not those with money, but those PEOPLE who intelligently act fast when they see opportunity passing by them”, and thus making it a crucial point in our daily activities.

Customer satisfaction is our priority. VREKA will take the hassle out from normal corporate travel arrangements. With our expertise and experience in routing planning as well as fare construction, we are here to offer customer the most cost-effective travel product with amazing experience.

Core Business Values

• Service Quality with Passion

We believe the only way to provide quality service is to love what you do. We conduct our work with dedication, optimizing delivery time and putting effort into what we do to achieve quality results. Customer will experience lifetime memories with the services given by our passionate team.

• Trust and Transparency

We operate with trust and foster transparency on our service and product to customer. Information provided to customers must be honest and trustworthy. This value makes us different and helps us make decisions based on firm facts.

• Innovation and Creativity

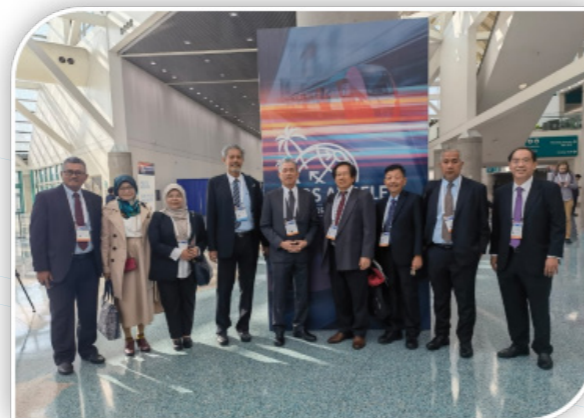
We embrace change and foster innovation on our service and creative in our products to meet customer satisfaction.

Main Business Activities

1. MICE – Meeting, Incentive, Conference and Exhibition
2. Personalize Travel and Tours package

What Are We Looking For:

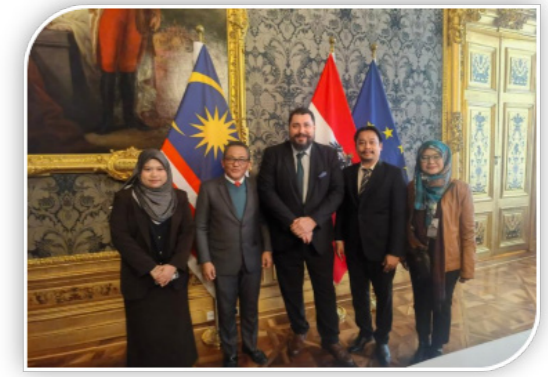
- Smart partnership to elevate our networking
- New market for our business
- Investment opportunities to expand our business



Deputy Prime Minister and Ministry of Works KKR Delegates to ITS World Congress In Los Angeles, USA Year 2022



Selangor State Youth & Sport Exco Delegates to Turkey Year 2022



Ministry of Works Official Visit to Vienna Year 2023



Company Representative

Ms. Norasheilla Zaini
Managing Director
VREKA Travel and Tours Sdn Bhd

Norasheilla Zaini has over 20 years of working experience in entrepreneurship and leadership position. Her experience spans a variety of business industries such as Travels & Tours, Trading, Marketing and Business Consulting. During her career, she spent 15 years in Travels & Tours Industries focusing on Meeting, Incentive, Conference and Exhibition (MICE) sector.

Norasheilla Zaini is the founder and Managing Director of V Reka Travels and Tours Sdn Bhd. With the wealth of experience in tourism industries and business leadership, she successfully drives the company facing the industry turbulence during Covid 19 pandemic and spearheads the company to become one of the highly respectable MICE agencies.

Norasheilla Zaini obtained her Bachelor of Business Administration (Hons) Finance in Universiti Teknologi MARA (UiTM). She currently sits on the Board of Belissimo Adventures Sdn Bdn, SNS Marine Sdn Bhd and Tenaga Mampan Sdn Bhd. She is a MICE consultant for Desa Holiday Sdn Bhd and Orient Escape Travel Sdn Bhd and she is also a Technical Events Committee Member of Road Engineering Association Malaysia (REAM).

PDP UTEK [M] SDN BHD

Company No. 197901006596 (50881-P)



Corporate Office

Block C, No.7-5-1, Tingkat 5, Jalan Semarak Api 2,
Diamond Square, Off Jalan Gombak, 53000 Kuala Lumpur
Tel: 603-4022 2867 Email: pdputek@gmail.com

1.0 ABOUT US

Founded in 2002, PDP Utek (M) Sdn Bhd (PDP) a turnkey specialist for Underground Infrastructure and Geotechnical Engineering Works. We provide services from conceptual design, field investigation and survey, detail design and work implementation. We work closely with stake holders to meet the project budget and project timeline.

2.0 OUR CORE VALUE

We provide quality engineering design and deliver our product and services through Quality Excellence, Innovative & Value Engineering For Sustainable Environment. Our vision is to engage latest cutting edge technology to provide Quality, Innovative & Green Build Services to meet our Clients' requirement.

3.0 OUR SERVICES

- a) Geotechnical Engineering Work
- b) Underground Structures Work
- c) Feasibility Study & Conceptual Design
- d) Detail Engineering Design
- e) Topographic and Dilapidation Survey
- f) Forensic Study
- g) Instrumentation Monitoring

4.0 PARTNERSHIP

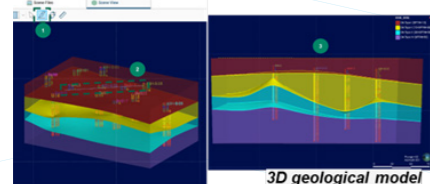
We are seeking partnership to enhance our business using cutting edge and green build technology for a SUSTAINABLE ENVIRONMENT.

5.0 CONTACT

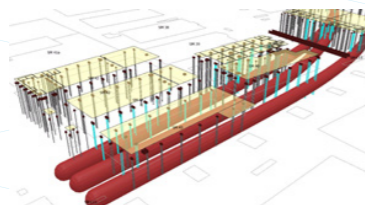
Project Director : Ir .Ts. Neo Boon Kheng
Contact : 60193589418/ 60192616281
Email: pdputek@gmail.com
Website: www.trenchlessolution.com.my

6.0 OUR MOTTO

BUILDING A SUSTAINABLE TOMORROW, TODAY



3D geological model



Define the problem / Create the soil model / Geometry / Boundary Conditions



Excavation stages for the underground construction

Lawrence Tan Advisory SDN BHD (LTA)



About US

Established in Mid 2020, Lawrence Tan Advisory Sdn Bhd (LTA) is a boutique firm specializing in Business consultation, Tax advisory and business solutions including area in Environment, Social and Governance (ESG) advisory, implementation and also ESG reporting, which are customised to meet clients' financial and non-financial needs.

Our office is located in the Klang Valley, Malaysia, which is the main business hub of Malaysia.

Lawrence Tan Advisory Sdn Bhd is also a strategic partner of the International Centre of Aseana Management Group of Singapore (ICAM) that specialises in ESG and Climate Consulting, Sustainable Finance and Research Insights in the ASEAN region

Mission Statement

LTA's mission is to transform businesses.

We are committed to accelerate the growth of our clients' businesses and help transform them with our expertise. We also ensure on our clients' business accountability. We also work towards bridging sustainable development, sustainable finance, and digital technology that supports the Net Zero trajectory.

Consultant Activities

As a consultancy firm, LTA engages in the following activities:

- Management consultations, business advisory and development :
 - Business appraisals, business valuation and divestment
 - Strategic advisory and planning
- Corporate governance & risk management:
 - Corporate governance review
 - Enterprise risk management
 - Internal audit
- Tax compliance & advisory :
 - Tax compliance and submission of annual tax returns to authorities
 - Tax planning and advisory
 - Cross borders tax managements
- Research and Analysis: LTA conducts rigorous research, analyzes data, and provides insights to inform policy decisions and project implementation.
- Environment, Social and Governance (ESG):
 - EGS – concept of EGS and awareness training
 - Advisory and consultation on how corporation can comply with the requirements of ESG
 - Corporate ESG disclosure and reporting
- Senior Consulting Services: Our team of seasoned experts serves as senior consultants, advising governments, organizations, and institutions on critical matters related to sustainable development, governance, and resilience.

Senior Team

LTA's senior team comprises a group of professionals with over 50 years of experience criss-crossing financial services, private sector development, institutional development, research and analysis, and climate action. Their experiences were acquired working with international development agencies, public sector and the top financial institutions of the region. Their collective knowledge and experience drive LTA's success.



Managing Director : Lawrence Tan Koon Peng

LAWRENCE TAN KOON PENG

Lawrence is a Chartered Accountant of the Malaysian Institute of Accountants (MIA), and a member of the Chartered Tax Institute of Malaysia (CTIM). He is a Fellow member of the Association of Chartered Certified Accountants, UK {ACCA (UK)}. He graduated from the University of Manchester, United Kingdom with a Bachelor of Accounting and Finance.

He is currently holding Malaysia Auditors License, Tax Agent License and GST Tax Agent License issued by Ministry of Finance, Malaysia. He is also an approved HRDF trainer.

Lawrence is the founder of Lawrence Tan & Co, a firm of Chartered Accountants which has branches in Klang Valley and Malacca, and an Audit Partner in Total International Associates (a regional accountancy professional firm with offices in Cambodia, Hong Kong and Singapore). He has over 25 years experiences in public practice, tax advisory both for companies and individuals, business advisory and also great deal of experiences in consulting and advising locally and foreign incorporated companies setting up businesses in various industries in Malaysia.

He is a corporate and taxation advisor to various associations, corporate enterprises and non-profit organizations. He is also a regular speaker in various events on Corporate Tax and SST and at RTM (AiFm) and other Malaysia Media.

Mr Lawrence is also a guest lecturer at **HELP College of Arts and Technology**, for the IHOT (INDUSTRIAL HANDS-ON TRAINING) Program to train the Accounting and ACCA graduate to prepare themselves for the actual working environment and challenges. Areas cover include Financials, accounting, cash flows, budgeting etc.

Mr Tan does the in-house corporate training for the Board of Directors on the **DIRECTORS' DUTIES AND RESPONSIBILITIES under the Company Acts 2016, understanding Annual Financial Reports and its implications.**

Mr Lawrence is a certified Trainer under Human Resources Development Fund Train-The-Trainer Program (HRDF TTT). He has trained corporate in the areas of taxation, Goods Service Tax (GST) and Sale and Service Tax (SST).

He is also trained by Malaysia Productivity Corporation (MPC) to be one of the Industry Productivity Specialist under the Malaysia Productivity Blueprint 2016 -2020 initiative.



Dr John Vong: Head, Sustainable Finance

Dr. John Vong, has been a Sustainability Consultant and Sustainable Development Specialist in the ASEAN for the past 20 years working with the World Bank Group, United Nations agencies and the Asian Development Bank. In Indonesia, he recently led the development of the ESG Assessment Guideline for State-owned Enterprise Sector.

He is an independent director of a NASDAQ-listed company, an Asian financial group, and the Advisor to the Indonesia International Institute of Lifesciences.

He obtained his PhD, MBA, BA from the United Kingdom, an alumni of the joint UNDP MIT-Harvard University Public Disputes Program, an accredited director of the Singapore Institute of Directors, and a certified practising accountant of Australia.



Key advisor : Adj Prof Paul W Chan

Adj Prof Paul W Chan currently serves on the Integrated Reporting Connectivity Council (IRCC UK), set-up by the IFRS (International Financial Reporting Standards) Foundation, to connect the financial reporting standards of IASB (International Accounting Standards Board) and the non-financial sustainability reporting standards of ISSB (International Sustainability Standards Board). He is a member of the ESG Exchange Committee of South Africa, that works to rapidly globalise scarce sustainability reporting know-how and expertise through a tech-enabled platform. Over the years, he has served in 8 public-listed companies in Malaysia and Singapore.

Paul is the President of Malaysian Alliance of Corporate Directors (MACD), a non profit membership entity, and serves as an Executive Member of the Global Network of Director Institutes (GNDI) - a global network of 26 leading Director Institutes with over 180,000 individual members. He is also the President of Business Transitions Asia Sdn Bhd, a boutique consulting firm that serves clients whose businesses are in transition.

With decades in CPA Practices and Board Practices, professionally, Paul is a Chartered Accountant, a Fellow Member of The Association of Chartered Certified Accountants (FCCA), Chartered Governance Institute (FCG) & CPA Australia (FCPA). He is also an NACD Governance Fellow and NACD Board Leadership Fellow of National Association of Corporate Directors, USA, and a Life-Member of Ascend Pinnacle Asian Corporate Directors, USA. He is based in Malaysia and travels widely in ASEAN, Asia-Pacific, USA, Europe, and Oceania.



Business Consultation and Advisory Director : Tan Poh Ling

A Certified Chartered Accountant with more than twenty years of experience in auditing, corporate financial advisory and financial planning. Highly motivated professional with a proven track record of delivering accurate reports and high quality services. A dynamic leader with the ability to lead effective teams in attaining profit improvement.

She is the partners and directors for several accounting firms with offices spread across Kuala Lumpur, Selangor, Penang, Sabah, Cambodia, Hong Kong and Indonesia. She provides business advisory services to SMEs and multinational companies as well.

Besides accounting services, she is also an Industry Advisor and Recruiter for HELP University for overseas students. She helped develop skilled training to fast track the readiness of accounting graduates for the work force. She is also passionate about IT in helping businesses improve efficiency. She has invested in a few IT start ups.

What Are We Looking For:

- EGS advisory providers in China on the possible collaboration with our ESG expertise
- Businesses that intend to explore and expansion into Malaysia / Asean market
- China based business advisory consultants that help the local China community to invest in Malaysia and overseas

CONTACT

Lawrence Tan Koon Peng
 Mobile - +6012 225 9109
 E-mail – lawkptan@yahoo.com
 - lawrence@lawrencetanngo.my

Ricky Tan & Co



Ricky Tan & Co is a Kuala Lumpur-based legal solution provider since 2006. We are boutique firm with broad-based commercial legal practice. In line with our commitment to excellence and global outreach, we are thrilled to announce the establishment of our representative office in Haikou, China. RTNCO focus remain unwavering on delivering comprehensive and integrated advice to both our domestic and multinational corporations meeting their needs in Malaysia and throughout ASEAN.



Dato Ricky Tan Seng Cheong was admitted to practice as an Advocate & Solicitor of the High Court of Malaya in 2001 and established his own practice in 2006. He holds both an LL.B and a Master's degree in Law from the Staffordshire University(UK).

Ricky was invited by the China Law Society and Southwest University of Political Science and Law to serve as a Visiting Research Fellow at the China-ASEAN Legal Research Center. His academic appointments include Adjunct Professor at Hainan University, Associate Professor at the Law School of Dalian Maritime University, Associate Professor at the Coast Guard School of Dalian Ocean University, and Visiting Associate Professor at Southwest University of Political Science & Law. He frequently delivers talks and lectures

at various Chinese universities. Ricky was appointed as the Executive Director of the China-ASEAN Legal Cooperation Centre (CALCC) in Malaysia, which was subsequently registered as a society in Malaysia. He was also appointed by Malaysia Productivity Corporation (MPC), a statutory body under the Ministry of International Trade and Industry (MITI), as the Nexus Governing Committee member for Professional Services Productivity. Ricky has been a vigorous advocate for strengthening legal cooperation between China and Malaysia with the aim to export legal services among the Malaysia legal fraternity.

Ricky is highly active in Alternative Dispute Resolution (ADR) and holds several fellowships: he is a Fellow of the Chartered Institute of Arbitrators (FCI Arb) in the United Kingdom, the Asian Institute of Alternative Dispute Resolution (FAIADR), and the Malaysia Institute of Arbitrators (FMI Arb). Since his appointment as an adjudicator by the Asian International Arbitration Centre in 2014, Ricky has gained extensive experience in construction adjudication, handling numerous claims. He is also a member of the Malaysian Society of Adjudicators and serves as an arbitrator for the Hainan International Arbitration Court, the Nanning Arbitration Commission, and on the Executive Council of the Dalian Arbitration Commission. Additionally, he is an Accredited Mediator with the Royal Institution of Chartered Surveyors (RICS) and a qualified mediator with the International Mediation Institute (IMI). Ricky has published two articles in SCOPUS-indexed journals, contributed law review journal, and co-authored books in the field of law.

ARKITEK MUSTAPHA KAMAL



ARKITEK MUSTAPHA KAMAL

Company Address:

Block E-1-49, Jalan PJU 1/45, Aman Suria Damansara
47301 Petaling Jaya, Selangor Darul Ehsan. Malaysia
+60 19 318 3429
mkbz@amk.com.my / adminreceipt@amk.com.my
www.amk.com.my

COMPANY PROFILE

As indicated ARKITEK MUSTAPHA KAMAL (AMK) wishes to participate in the MSPC Trade Mission to Beijing Daxing Area from 13th October 2024 to 18th October 2024

We are a professional architectural firm that has been around since 1993 and provides architectural design and management and urban design resilience consultancy services.

We have won the Malaysian Institute of Planner Award for the development of Denai Alam in Shah Alam. This development was started as part of the 15000-acre Guthrie Corridor and later owned by the Sime Darby Berhad

We are also one of the top 6 firms that were shortlisted after the design competition of Bandar Malaysia in 2012

We are also the firm that won second place in the design of the Malaysian Pavilion for the Dubai World Expo 2020 organised by MGTC.

We worked on the Ibu Kota Negara competition in collaboration with an Indonesian firm in 2020. Our submission was picked as one of the top 50 of the 382 submissions to be considered.

We have completed of a Government Building at Precint 3 as well as the Perumahan Penjawat Awam in Presint 16 in 2021 for the Perbadanan Putrajaya and Putrajaya Holdings Sdn Bhd.

We believe our company fits the criteria set out and we believe we can perform in the Indonesian market as we have a few collaborative firms and have the team to deliver the tasks.



Name: Ar. Ts. MUSTAPHA Kamal Zulkarnain PRBr
Designation:
Principal Architect
Mobile No.:6019 318 3429



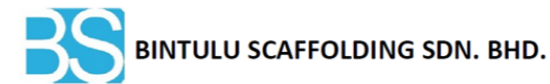
BUSINESS ACTIVITY

- Master Planning
- Residential Projects
- Commercial & Industrial
- Scientific Research
- Institutional & Health Related
- Urban Resilience Consultant
- Housing and Urban Futurist
- Project Management

BUSINESS INTEREST

- To explore the following 1. To learn and implement a live able city program especially traffic management
- 2. To learn about Sponge City development
- * Please take note of the company's business activity /interest/ as the description will be used for business meetings purposes.

Bintulu Scaffolding Sdn Bhd (BSSB)



Company Overview: Bintulu Scaffolding Sdn Bhd (BSSB)

Established: 2018

Location: Bintulu, Sarawak, Malaysia

Who Are We?

Bintulu Scaffolding Sdn Bhd is a leading provider of high-quality scaffolding services and solutions based in Bintulu, Sarawak. Established with a vision to become a reliable partner in construction, we specialize in delivering safe, efficient, and cost-effective scaffolding solutions for a diverse range of industries including oil and gas, construction, infrastructure, and industrial maintenance.

Core Business Values:

Our core values are Safety First, Quality Assurance, a Customer-Centric Approach, Integrity, and Innovation, all aimed at delivering exceptional service and building lasting trust.

Main Business Activities:

Bintulu Scaffolding Sdn Bhd specializes in refurbishment services for oil and gas facilities, offering custom scaffolding, structural refurbishment and efficient turnaround support to maintain operational efficiency and minimize downtime.

What Are We Looking For?

We are looking for partnership opportunities, innovative solutions, networking connections, and training collaborations to enhance our services and expand our industry impact.



Company Representative:

Liew Yun How, Managing Director of Bintulu Scaffolding Sdn Bhd, brings over 11 years of experience in the scaffolding industry, leading the company to become a trusted provider of quality and innovative solutions across various sectors. Recognized for his expertise in safety and project management, Liew is committed to excellence and customer satisfaction, driving the company's growth and industry partnerships. He looks forward to exploring new opportunities and collaborating with international partners to advance the scaffolding industry.

IEM TRAINING ACADEMY



ABOUT IEMTA

IEM Training Academy Sdn Bhd (IEMTA) is the commercial arm and 100% wholly-own subsidiary company of IEM, formally known as IEM Training Centre Sdn Bhd.

IEMTA provides certified courses and training programs as well as Conference and event organizing services to its members and general publics including international organizations and societies.

Our Commitments to IEM members include providing Certification Courses & Programmes, Professional Competency Examination (PCE), Upskill and Reskilling Programs, Public technical training, In-house training, conferences toward professional competencies development and learning need for the Engineers.

VISION

- To become the leading learning academy with world-class standards

MISSION

- To provide varieties of Certified Training opportunities
- To widen accessibility to lifelong learning through humanizing the technology environment
- To create a global culture of lifelong learning



ABOUT THE REPRESENTATIVE

Ir. Ts. Prof. Dr. Chee-Fai Tan is a distinguished leader in the fields of digital transformation, smart manufacturing, artificial intelligence, and robotics. He currently serves as the Deputy Vice Chancellor at Infrastructure University Kuala Lumpur (IUKL) and the Honorary Secretary of the Institution of Engineers Malaysia (IEM), where he leads initiatives that drive innovation and progress in smart industries across Malaysia and ASEAN. He is the Executive Director of IEM Training Academy Sdn. Bhd. since May 2024.

Prof. Tan is also an ASIAN Certified Senior Productivity Specialist under the ASIAN Productivity Organisation, reflecting his expertise in enhancing productivity and efficiency at a regional level. As a key member of the Machinery & Engineering Industry Federation (MEIF) in Malaysia, he plays a vital role in shaping national strategies and policies for the modernization of the engineering sector.

Internationally recognized, Prof. Tan is a Fellow of both the Academy of Engineering & Technology of the Developing World (AETDEW) and the ASEAN Academy of Engineering & Technology (AAET), acknowledging his contributions to the advancement of engineering across developing regions and ASEAN countries. His global influence is further extended through his role as a Specialist for the ISO/IEC Smart Manufacturing Standards Map Task Force (ISO/IEC SM2TF), where he contributes to the creation of international standards in smart manufacturing.

Additionally, as a member of the Big Data & AI Working Group at the World Federation of Engineering Organizations (WFEO), Prof. Tan supports cutting-edge developments in artificial intelligence and big data technologies. A highly sought-after speaker, Prof. Tan has been invited to present at globally renowned events, including the World Robot Conference, World Artificial Intelligence Conference, and World Intelligent Manufacturing Conference. His expertise has also been recognized by UNESCO, where he has served as an expert advancing engineering education across African and APEC economies, solidifying his standing as a global thought leader in engineering, technology, and productivity.

ASEAN-China Association for the Promotion of Industrial Cooperation and Development

Objective: Communication, Cooperation, Development, Win-Win.

Based on China and ASEAN, and with a global outlook, we uphold the values of openness, inclusiveness, construction, sharing and green. We gather strength to establish an equitable, innovative, and sustainable international platform for industrial land trade cooperation, fostering collaboration between China, ASEAN countries, and other nations worldwide. We strive to promote the integration and innovation of industrial chains, supply chains, and value chains, while providing value-added services to our members and seeking opportunities for growth. We aim to support the construction of Hong Kong as an international center for finance, trade, shipping, and innovative technology. We also contribute to the high-quality development of the Guangdong-Hong Kong-Macao Greater Bay Area, enhance the economic competitiveness of China and ASEAN countries, and contribute to the construction of a community with a shared future for humanity.

The main tasks of the ACA are: focusing on areas such as industrial parks, energy and mineral resources, digital economy, financial services, trade logistics, health and cultural tourism, infrastructure, integration of industry, education and research, agriculture and green circular economy. We actively carry out the following services:



Routine activities

- the Roundtable Conference on China-ASEAN Industrial Cooperation and “Two Countries, Twin Parks” Project Sharing
- Annual Meeting of ASEAN-China Association for the Promotion of Industrial Cooperation and Development and 'Belt and Road' Industry-Finance Cooperation Conference
- ASEAN-China Big Health Industry Expo
- The Belt and Road”International Cooperation Ambassadors Roundtable Conference
- ASEAN-China International Cultural Tourism Festival
- China Entrepreneurs ASEAN Business Tour
- ASEAN Entrepreneurs China Business Tour

Bank of China Introduction

Bank of China is the bank with the longest continuous operation among Chinese banks. Formally established in February 1912, the Bank served consecutively as the country's central bank, international exchange bank and specialised international trade bank. After 1949, drawing on its long history as the state-designated specialised foreign exchange and trade bank, the Bank became responsible for managing China's foreign exchange operations and offering international trade settlement, overseas fund transfer and other non-trade foreign exchange services. Restructured into a wholly state-owned commercial bank in 1994, the Bank provides various financial services, and has developed into a large commercial bank delivering services in local and foreign currencies and featuring complete business varieties and strong strength. The Bank was listed on the Hong Kong Stock Exchange and the Shanghai Stock Exchange in 2006, becoming the first Chinese bank to launch an A-Share and H-Share initial public offering and achieve a dual listing in both markets. The Bank is the official banking partner of the Beijing 2008 Summer Olympics and the Beijing 2022 Winter Olympics, thus making it the only bank in China to serve two Olympic Games. In 2011, Bank of China became the first financial institution from an emerging economy to be designated as a Global Systemically Important Bank, a designation it has now maintained for 13 consecutive years. With its growing international status, competitiveness and comprehensive strengths, the Bank has marched forward into the ranks of the world's large banks. In alignment with the spirit of the 20th National Congress of the Communist Party of China and the Central Economic Work Conference, Bank of China has defined its mission: to serve the real economy, its enduring theme: to prevent and control risks, and its primary task: to enhance and expand its global advantages. The Bank will focus on improving its competitiveness and serving national strategies as its core objectives. It will concentrate on developing five key areas: science and technology finance, green finance, inclusive finance, elderly care finance, and digital finance. By deepening reforms, embracing openness and innovation, enhancing governance and operational efficiency, and promoting a Chinese specialized financial culture, the Bank aims to contribute to the construction of a strong financial nation.

As China's most globalised and integrated bank, Bank of China has institutions across the Chinese mainland as well as 64 countries and regions, and BOCHK and the Macau Branch serve as local note-issuing banks in their respective markets. The Bank has a well-established global service network and an integrated service platform based on the pillars of its corporate banking, personal banking, financial markets and other commercial banking business, which covers investment banking, direct investment, securities, insurance, funds, aircraft leasing, asset management, financial technology, financing leasing and other areas, thus providing its customers with financial solutions featuring global expertise and all-round services accessible at any point of contact.

Bank of China embodies a noble sense of duty and commitment. Over its 112 years of development, the Bank constantly cared about the nation, dedicated to contributing to the country, and continued to strive for prosperity of the country and rejuvenation of the nation. The spirit that BOC generated along the journey resonates with the Chinese financial culture characterized by integrity, pursuing profits with righteousness, prudence and caution, innovative, and compliance with laws and regulations. On a new journey towards fully building a modern socialist country, the Bank, under the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, will fully,

accurately, and comprehensively implement the new development philosophy. It will strive to achieve a balance between implementing central decisions and realizing the Bank's high-quality development. The Bank is committed to serving the real economy and ensuring the stable development of finance. BOC is dedicated to embarking on the financial development path with Chinese characteristics, opening a new chapter for its high-quality development. In doing so, it aims to make an even greater contribution to realizing the Chinese Dream of national rejuvenation in all respects.



About Ping An Bank

Ping An Bank is a nationwide joint-stock commercial bank headquartered in Shenzhen (SZ000001). Its predecessor, Shenzhen Development Bank, was the first nationwide joint-stock bank to be publicly listed in mainland China. Adhering to the original aspiration of "finance for the people", the Bank has grown over the years into a commercial bank with mature and stable management, extensive branch network coverage, comprehensive financial service offerings, and leading brand influence in the market. It has formed unique competitive advantages and distinctive business characteristics in areas such as technology empowerment, retail banking, and integrated finance. As of the end of 2023, the Bank had 43,119 employees (including dispatched personnel), providing a wide range of financial services to customers through 109 branches and a total of 1,201 outlets across the country, contributing to high-quality economic development with high-quality financial growth.

Development Strategy

The Bank adheres to the leadership of Party building and the political and people-oriented nature of financial work. It actively implements the spirit of the 20th National Congress of the Communist Party of China and the Central Economic Work Conference, comprehensively carries out various regulatory requirements, and upholds the strategic goal of becoming "China's most outstanding and globally leading intelligent retail bank". The Bank persists in the strategic approach of "strengthening retail banking, refining corporate banking, and specializing in interbank business". It continues to deepen strategic transformation and digital transformation, strengthens risk management, and

ensures that its products and services truly highlight "professionalism and value", providing customers with financial services that are "worry-free, time-saving, and cost-effective".

Performance Overview

In 2023, China's economy experienced an overall recovery and improvement, with solid progress made in promoting high-quality development. Nevertheless, the banking sector continued to face numerous difficulties and challenges in terms of effective demand, social expectations, and business operations. In response to these obstacles, the Bank took proactive measures by actively promoting operational and managerial



reforms, upgrading its strategies, and strengthening financial risk management. As a result, the Bank achieved steady progress in its business development, thereby reinforcing the foundation for sustainable growth.

In 2023, the Bank generated a net profit of RMB 46.455 billion, representing a year-on-year growth of 2.1%, thus maintaining consistent positive growth. As of the end of 2023, the Bank's total assets reached RMB 5,587.116 billion, marking a 5.0% increase compared to the end of the previous year. The non-performing loan ratio stood at 1.06%, remaining generally stable, while the capital adequacy ratio rose to 13.43%, an increase of 0.42 percentage points from the end of the previous year.

Strengthening Retail Banking

The Bank remains unwavering in its strategic positioning of retail banking and continues to promote business

transformation. In response to changes in the external environment, the Bank has solidified its liability business foundation, optimized its asset business structure, strengthened asset allocation services, upgraded customer management models, and provided multi-customer, multi-channel, multi-account, and multi-product services. These efforts have driven the high-quality and sustainable development of the retail business.

As of the end of 2023, the Bank had 125.432 million retail customers, an increase of 1.9% compared to the end of the previous year. The Bank managed retail customer assets (AUM) of RMB 4,031.177 billion, an increase of 12.4% from the end of the previous year. Personal deposits amounted to RMB 1,207.618 billion, an increase of 16.7% compared to the end of the previous year. The number of registered users of the Ping An Pocket Bank APP reached 166.0391 million, an increase of 8.6% from the end of the previous year. The operating income from retail business accounted for 58.4% of the total for the year.

Refining Corporate Banking

The Bank's corporate banking business closely aligns with the national strategic layout, focusing on serving the real economy. It has concentrated its efforts on five key areas: industrial finance, technology finance, supply chain finance, cross-border finance, and inclusive finance. The Bank has consistently increased its financing support for crucial sectors such as manufacturing, specialized and innovative enterprises, private businesses, small and micro enterprises, rural revitalization, green finance, and infrastructure. By adopting a targeted approach of "refining industries, refining customers, and refining products," the Bank has achieved steady business growth.

As of the end of 2023, the balance of corporate loans amounted to RMB 1,429.79 billion, an increase of 11.5% compared to the end of the previous year. The number of corporate customers reached 754,000, an increase of 138,100 or 22.4% compared to the end of the previous year. The number of cooperating specialized and innovative enterprises increased by 160.5% compared to the end of the previous year. In 2023, the investment scale in the "three new tracks" of new energy, new infrastructure, and new manufacturing amounted to RMB 204.552 billion, a year-on-year increase of 32.5%. The amount of financing generated by supply chain finance reached RMB 1,333.185 billion, a year-on-year increase of 14.1%.

Specializing in Interbank Business

The Bank's interbank business resolutely adheres to the business philosophy of "serving the financial market, serving interbank customers, and serving the real economy." It fully reinforces the dual-drive approach of "investment trading + customer business" and concentrates on three key areas: "professional investment capabilities, professional sales capabilities, and professional hedging products." By maintaining a stable and balanced business structure, the Bank strengthens the foundation for long-term, healthy development and continuously enhances its competitiveness in the market.

In 2023, in terms of market-making services, the Bank's market share of bond trading volume was 3.2%. The trading volume of green bonds, small and micro bonds, rural revitalization bonds, and other sustainable development bonds amounted to RMB 86.155 billion, a year-on-year increase of 209.9%. The number of active institutional trading customers reached 578, and the spot bond trading volume sold by institutions amounted to RMB 2.67 trillion, a year-on-year increase of 21.4%. In terms of bond underwriting, the sales scale of bonds through interbank channels amounted to RMB 207.908 billion, a year-on-year increase of 49.8%. In terms of hedging product services for enterprises, the number of customers conducting foreign exchange spot and derivative hedging business with the Bank reached 12,859, a year-on-year increase of 11.8%.

Introduction to Beijing Haoli Valve Industry Group Co., Ltd

Beijing Haoli, after more than 20 years of unremitting efforts, now has more than ten wholly-owned and holding companies in Beijing, Shanghai, and Shanxi. Its business scope covers customized research and production of industrial services, Internet of Things, valves, intelligent gas equipment and heat exchange equipment, and related supporting equipment, industry interconnection industrial services, and modern creative brand expansion. It has become a modern technology private enterprise that integrates multiple categories, fields, creativity, and interconnectivity. There are currently more than 300 people, of whom more than 65% have a college degree or above. The enterprise attaches great importance to talent cultivation and establishes long-term school enterprise research models with universities in Beijing and Shanxi to provide customers with high-quality and efficient solutions and product services. The company adheres to the principle of "good work, good materials, good products, benefiting the country, the people, and everyone". The development concept proposes that 'links are more important than creation' Our service philosophy is to meet customers' overflow needs from their perspective, increase product identity PLM full lifecycle management, and extend products to the end of operation and maintenance, solving customers' concerns in the rear.

The company produces and manufactures 90% of its independently patented products, with one industrial service center, two technical service centers, and three customer service centers in terms of service. The company also has two production bases, two product research and development centers, and four business sales centers for product provision. To explore the application of industrial Internet in the fluid industry for the industry, we have made major breakthroughs in industrial services, Internet of Things, intelligent products, and industrial cloud. The development of the "Haoli Internet of Things, valve cloud, industry service platform, industrial service cloud, etc." service platform and independently developed valve digital production lines, intelligent actuators have laid a good foundation for the further development of Haoli industrial interconnection.

At present, it is a national High tech Enterprise, Zhongguancun high-tech enterprise, Beijing patent pilot unit, Beijing intellectual property demonstration unit, chairman and vice chairman unit of 23 industry association alliances, multiple third-party industry certification enterprises, internationally renowned valve brand commissioned R&D party and OEM manufacturer, Beijing specialized and innovative enterprise, credit 3A level enterprise, etc.

Our products are aimed at both domestic and international markets, operating under the brands of Haoli and Daewoo. We provide customers with high-quality industrial valve products, intelligent gas equipment, industrial service solutions, pipeline control product research and development design, intelligent equipment research and development, and customized processing for internationally renowned valve brands. We have approximately 30% of the customer base of internationally renowned brands for customized services, providing customers with comprehensive services from product research and development, casting, mechanical processing, rubber seal production, final assembly, product testing, to customer operation and maintenance. Our products have strong development in the fields of water supply and drainage, water treatment, HVAC, petrochemicals, gas, electricity, nuclear power, and have participated in major international engineering projects with Haoli products.

Haoli will continue to rapidly demonstrate and lead the way of thinking of "using industrial Internet thinking to develop enterprises and expand industries", and forge ahead on the path of "creating wealth in the world and contributing wealth to the world".

Beijing Tiancheng Ruiyuan Cable Technology Company

Established in 1990, Beijing Tiancheng Ruiyuan Cable Co., Ltd. is located in the New Aerotropolis of Beijing. It is a high-tech enterprise integrating cable research and development, manufacturing, sales, and services.

Since its establishment, the employees of Ruiyuan have united as one, continuously enhancing core competitiveness and growing together with clients. Over the years, Ruiyuan Cable Company has been dedicated to the cable industry, relentlessly improving product quality and innovating new products to meet clients' needs. The company has set its strategic guidance to seek survival through high-quality products, pursue development through excellent services, and win markets with reliable offerings. Ultimately, Ruiyuan aspires to become a world-class cable and wire manufacturing enterprise.

The company's registered capital is 500 million yuan, with a production capacity of 5 billion yuan. It possesses multiple core independent intellectual property rights and has a range of advanced domestic and international automated complete sets of cable production equipment as well as a full set of testing equipment. Main products include: power cables of 35kV and below, aerial insulated cables, aerial stranded wires, plastic insulated control cables, wire for general wiring, computer cables, signal cables, frequency conversion cables, compensation cables, aluminum alloy cables, BTTZ rigid fire-resistant cables, inorganic insulated fire-resistant cables, rail transit cables, pre-fabricated branch cables, and special cables such as halogen-free low smoke, fire-resistant cables. The products are widely used in various fields such as electricity, transportation, metallurgy, petroleum, chemical industry, construction, power generation, and new energy. Ruiyuan Cable leads the future through continuous technological innovation.

For many years, Ruiyuan has been greatly recognized by professionals in the industry for its modern management structure, strict quality assurance system, and comprehensive service model. As a national high-tech enterprise and a Zhongguancun high-tech enterprise, Ruiyuan has successively obtained the National Industrial Product Production License, CCC product certification, and has gained the ISO9001 Quality Management System Certification, ISO14001 Environmental Management System Certification, OHSAS18001 Occupational Health and Safety Management System Certification, and several other certifications. Among them, "An Environmentally Friendly and Durable Cable" was awarded the Silver Award for Product Quality Innovation Contribution and the Excellence Award for Innovative Achievements by the Beijing Product Evaluation Center. The company has been consecutively rated as a provincial and municipal enterprise that values contracts and integrity, a consumer-trusted company, a qualified metrology unit, a national quality and service integrity demonstration enterprise, a national industry quality demonstration enterprise, a recommended manufacturer for the national economic and trade commission's urban and rural power grid reconstruction project, and a grid application enterprise of the State Power Corporation, a national quality-trusted unit, a Beijing quality-trusted unit, a Beijing unit that fulfills corporate social responsibility commitment, a pilot unit for patents, and a recommended enterprise within the product catalog of key industrial enterprises in the new district by the Economic and Information Committee of Daxing District, Beijing. It has been listed as one of the top 100 most competitive enterprises in the national wire and cable industry for 2017, 2018, 2019, 2020, 2021, and 2022, and one of the top 500 enterprises in China's machinery industry from 2019 to 2022. Every encouragement and every praise give us more confidence and determination.

The achieved results enable faster speed and higher starting point for Ruiyuan. Facing fierce competition, Beijing Tiancheng Ruiyuan Cable Co., Ltd. continuously innovates in quality management, drives the transformation and upgrading of the enterprise with brand and service, and continuously enhances the competitiveness and industrial innovation of the enterprise. Amidst a sea of competitors, the company strives to stand out. Today, Beijing Tiancheng Ruiyuan Cable Co., Ltd. is tirelessly working towards becoming a "leader in the domestic cable industry. Ruiyuan Cable will sail towards a much more promising future bravely and determinedly.

China Southern Air Logistics

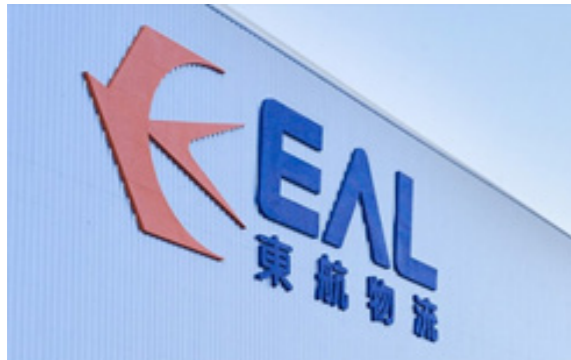
China Southern Air Logistics Company Limited (hereinafter referred to as "China Southern Air Logistics") was established on October 24, 2018. It was formerly the cargo department under China Southern Airlines Company Limited, with its headquarters located in Guangzhou, China. The establishment of China Southern Air Logistics is not only a response to implement state-owned enterprise reform, but also a key carrier for integrating cargo resources, establishing a market-oriented operation mechanism, forming a complete aviation logistics industry chain, and creating a comprehensive logistics service provider with aviation characteristics.

China Southern Air Logistics is committed to building dual hubs in Guangzhou and Shanghai. Currently, China Southern Air Logistics operates 14 Boeing 777 freighters, making its 777-freighter fleet the largest in the country and leading globally; it has opened 19 all-cargo routes, providing customers with international transportation services originating from Shanghai, Guangzhou, and Shenzhen in China, connecting Chongqing, and extending to Amsterdam, London, Frankfurt, Los Angeles, Chicago, Ho Chi Minh City, and Hanoi. Moreover, it plans to further open international all-cargo routes from China to major cities in Europe and America.

Meanwhile, relying on China Southern Airline's well-developed domestic and international route network, China Southern Air Logistics can provide belly cargo capacity services that cover the domestic market, radiate Asia, and connect to major cities in Europe, America, Australia, and Africa. Currently, China Southern Airline operates more than 860 passenger and cargo aircrafts, making its fleet size the largest in Asia and the third in the world.



China Eastern Air Logistics Co., Ltd.



China Eastern Air Logistics Co., Ltd. (hereinafter to be referred as EAL), headquartered in Shanghai, is a modern integrated logistics service enterprise. The company dedicates to provide safe, efficient, accurate and convenient logistics service for its customers worldwide and was listed on the main board of Shanghai Stock Exchange on June 9, 2021 (Stock Abbreviation: Eastern Air Logistics, Stock Code: 601156).

EAL has subsidiaries including China Cargo Airlines, Eastern Airlines Express, Eastern Transport, Eastern Supply Chain, China Eastern Cold Chain as well as a number of branches at home and abroad. With transport capacity of 14 freighters from China Cargo Airlines, belly space resources of nearly 800

passenger airplanes from China Eastern Airlines and the airline resources backed by SkyTeam Alliance, EAL expands its global network to over 1000 destinations in 166 countries and regions around the world. The company's operation bases, located at Hongqiao International Airport and Pudong International Airport in Shanghai, are consisted of 6 near-ramp cargo terminals, 1 cargo transfer station with customs supervision function, totaled 1.25 million square meters and equipped with diversified and nationally rare special cargo storage resources, including warehouses for temperature-controlled (cold warehouses, frozen warehouses and constant temperature warehouses), dangerous goods, valuable goods, live animal and over-limit goods. Moreover, EAL possesses its own cargo terminals at airports scattering in China's hub cities and regions with high quality network value and driving effect, such as Beijing, Kunming, Xi 'an, Wuhan, Nanjing, Jinan, Qingdao, Lanzhou, Hefei, Taiyuan, etc.

Relying on the resources of air transportation and ground handling, plentiful certifications of qualification operation, industry-leading quality management system as well as diversified aviation logistics relevant service product system, EAL succeeds in integrating various business functions such as air transportation, cargo terminal operation, multimodal transport, special cargo warehousing, supply chain service, special cargo logistics solution, cross-border e-commerce and cold chain service. Meanwhile, the company forms its competencies in resource integration as well as the comprehensive logistics services capabilities for design, optimization, organization and implementation and management, which enable the company to provide one-stop logistics solutions to meet all-around needs from its clients.

With its strategy firmly in mind, i.e, One Platform and Two Service Providers (fast supply chain platform, integrated ground service provider and high-end logistics solution service provider) and its efforts in enforcing the exploration of innovation and technology, speeding up the construction of its "Trunk Transportation + Modern Warehousing + Landing Distribution" service network, expanding business cooperation, offering more dedicated service and fulfilling more social responsibility, EAL will forge ahead to promote sustainable and high quality development and strive to build an influential national air logistics brand known by the world.



Beijing Zoya Supply Chain Management Co., Ltd

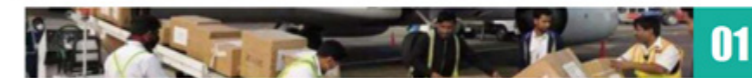
Beijing Zoya was founded in 2014, adhering to the business philosophy of "honesty and trustworthiness, rigor and seriousness, and efficient service", committed to providing customers with professional global supply chain solutions.

Business scope

Supply chain management services, import and export of goods and technology
 International and domestic freight forwarding agents
 Import and export customs declaration, declaration of special trade, special items, fresh goods, drugs, etc
 Import of aviation materials, application for tax reduction and exemption

- Declaration of public/personal luggage items
- Processing of various customs permits and pre classification of goods
- Domestic trade agents, etc

Industry Case Study Sharing 1



Free declaration of imported COVID-19 prevention materials

- During the epidemic, a large amount of donated materials entered China and urgently needed to be declared. To avoid missing or misreporting, we established WeChat groups with customers for each shipment, designated dedicated customer service representatives to coordinate, and relevant personnel carried the declaration U shield with them to ensure that they could declare at any time, whether at home or in the company, and ensure that each shipment could be released within 30 minutes after entering the country.
- The difficulty lies in the application for tax exemption certificate after release, which we have not dealt with before. Even the response we received from consulting customs personnel was vague, and there was no reason for the refund. In this situation, our staff quickly combined customs documents, explored and assisted the Red Cross in preparing various approvals and reports, until the first exemption form was approved. When our peers were still preparing the documents, we were already experienced in the declaration process of these materials, we did not discount efficiency just because they were free customs clearance. Instead, we invested more manpower and resources to serve every detail well.
- Summary: As of March 20, 2020, our company has declared many batches of donated materials to fight COVID-19 pneumonia free of charge, including 333683 masks, 147558 sets of protective clothing, 485835 pairs of gloves, 8064 goggles, and several epidemic prevention materials such as shoe covers, nurse hats, thermometers, air purifiers, disinfectant.

Business contact: Emma Bu 13427952730
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Beijing Lvye Qingchuan Zoological Garden Co., Ltd.



Beijing Lvye Qingchuan Zoological Garden Co., Ltd. (Beijing Wildlife Park) was officially opened on August 8, 2001. As a wholly-owned subsidiary of Beijing Tourism Group, the park covers an area of 3,312 mu, and is located in Yufa Town, Daxing District, Beijing. Due to its unique geographical location, it is also fondly referred to as "Beijing Daxing Wildlife Park" by netizens. The park is home to over 5,000 rare wild animals from more than 300 species worldwide. In the park, trees are dense and the grass is green. In the spring, flowers blossom and, in the autumn, fruits are harvested. It is truly a genuine wildlife park in the forest. The park was awarded the titles of "Beijing Popular

Science Education Base" and "Social Practice Classroom Resource Unit for Primary and Secondary School Students" by the Beijing Municipal Education Commission, while selected as one of the first Beijing Internet Influencer check-in places. It is a national 4A-level scenic area integrating wild animal domestication and breeding, scientific research, popular science education and leisure tourism.

Beijing Wildlife Park is divided into three areas: the self-driving tour area, predator experience area and walking tour area. The self-driving tour area covers more than 1,200 mu, and spans 10 kilometers. It includes seven major animal exhibition areas, allowing visitors to immerse themselves in the most primitive, authentic and natural animal worlds, ranging from Asia to Africa, from grasslands to plateaus. Visitors can choose to tour this area by private vehicles or take a sightseeing train, travelling through a natural ecological environment and enjoying the lively charm of wildlife. In this beautiful setting, travelers can savor the pleasure of the trip, and surrounded by enthusiastic animals, they can experience the joy of blending with nature.

The predator experience area is divided into eight exhibition areas. While recreating the environmental and cultural atmospheres native to different predators' regions, the park has thoughtfully designed sightseeing buses for tourists to interact with the wild animals. Tourists may unexpectedly encounter predators while traveling through mountains and rivers, enjoying close-up views of their natural lives, offering a thrilling and exciting exploration.

In the walking tour area, you will encounter various animals such as enthusiastic ring-tailed lemurs, gentle sika deer, fascinating chimpanzee families, elegant giraffes, etc. For children, there is a specially designed "Fun Park", a "Blue Town" designed for photo checkpoints, a Chinese-style animal interaction area "Deer Park", and many different experiential exhibition areas and pavilions such as "Madagascar Jungle", "Parrot Rainforest", "Reptile Hall", "Little Panda Exhibition Area", and "Giraffe and Elephant Exhibition Area".

Travel through the animal kingdom, enjoy the thrills of jungle exploration, experience the fun of close encounters with animals, and relax on a leisurely holiday. With family and friends, embark on a magical trip to the animal kingdom. Welcome to Beijing Wildlife Park!

Open all year round.



Beijing CSN Peral Hotel Introduction

The high-end brand hotel under China Southern Airlines is located in Building 4 of China Southern Airlines City at Beijing Daxing International Airport, just 400 meters away from the airport, and a shuttle bus can get you there in just 5 minutes. As an integral part of China Southern Airlines eco-system at the Daxing base, the Pearl Hotel is committed to providing passengers with an integrated service experience for the entire ground-to-air process, making travel more convenient; it also offers a one-stop service including convenient accommodation, dining, and parking for crew and passengers in the Daxing Airport area.

Life is like a journey which full of surprises. We will dedicate ourselves to serving you anytime we meet, enabling you a wonderful trip.

I. Room Service

The hotel covers an area of 81,387 square meters, with 10 floors and a total of 837 rooms, which can meet the accommodation needs of six types of guests: study or travel groups, conference groups, business individuals, business travelers, families, and leisure customers. The room sizes range from 32 square meters to 105 square meters. Each room is equipped with ergonomically-designed mattresses, high-quality bedding (including down comforters and down or buckwheat pillows), private shower rooms, LCD TVs, complimentary toiletries, charging plugs, hair dryers, mini-fridges, etc., and high-speed internet coverage is available throughout.

II. Conference Service

The hotel is connected to the China Southern Airlines City Convention Center via a corridor, offering multi-functional meeting rooms for 20 to 200 people. A professional conference butler service team provides full-process butler-style conference services to meet the needs of various conferences and trainings, including classroom style, theater style, round table style, and board meetings.

III. Fitness and Entertainment

The hotel's basement floor is equipped with a 2000 square meter fitness center, which includes a 25-meter by 15-meter international short-course heated standard swimming pool, open to guests for free, allowing you to enjoy sports and leisure in your spare time and relax your body and mind.

The hotel's fitness center is equipped with international world-class high-end multi-functional training equipment such as full-body muscle stretching training machines, strength training equipment, fitness bicycles, elliptical machines, and water resistance rowing trainers. It not only meets the fitness needs of pilots and other crew members from basic to advanced levels but is also suitable for sports enthusiasts of all ages. Whether it's losing weight or body shaping or improving cardiopulmonary function, you can always find out the solutions here. In addition, we also have a table tennis room for you to experience the happiness of competition; a spinning area where you can release unlimited vitality with the rhythm of exciting music.

● Transfer Service

The hotel is located in China Southern Airlines City at Beijing Daxing International Airport, just a 5-minute drive from the airport, with convenient transportation. The hotel provides a 24-hour non-stop shuttle bus service to and from the airport free of charge (pickup location: Gate 15, Level 1, Daxing International Airport, hotel pickup reservation phone: 010-57045888).

● Parking Service

The hotel has 35 ground parking lots and 173 underground parking lots (including 42 charging pile spaces). Contract customers can reserve convenient parking services during their stay.

● Flight Service

The hotel is equipped with a flight status display screen, offering services such as luggage weighing, luggage packing, boarding pass handling, convenient accommodation for flight delays and transfers, flight status reminders, and flight wake-up calls, making it the preferred accommodation for early flights, late flights, and transfer passengers at affordable prices. You can definitely sleep well and refresh yourself for the following journey.

● Complementary Services

The hotel also provides facilities and services such as a lobby bar, laundry center, business center, 24-hour convenience store, specialty market, and aviator market, meeting your various travel needs.

Beijing SENOHERS New Technology Co., Ltd.

I. About the company

Beijing SENOHERS New Technology Co., Ltd. is a national high-tech enterprise dedicated to the research and industrialization of high temperature proton exchange membrane fuel cell (HT-PEMFC) technology and methanol reforming HT-PEMFC systems, serving as a supplier of off-grid hydrogen production/power generation/heating equipment and industry solutions. Founded in 2017, the company is located in the International Hydrogen Energy Demonstration Zone in Daxing District, Beijing, and is recognized as a "specialized, refined, distinctive, innovative" small and medium-sized enterprise by the Beijing Municipal People's Government. In 2023, it was approved to establish a post-doctoral research workstation.

High-temperature proton exchange membrane fuel cell technology is a type of fuel cell technology that typically operates at temperatures between 120-200°C. It can directly use impure hydrogen or reformed gases such as alcohols and ammonia as fuel to provide electrical and thermal energy. Due to its simplified system, high efficiency, low operating costs, and wide temperature range applications, it has been listed as an industrialization technology target for countries like Europe, America, Japan and South Korea by 2030.

Originating from decades of research and development at Beihang University, SENOHERS has broken through international technology monopolies and developed a matrix of independent key products, including methanol hydrogen production, high-temperature proton exchange membranes, high-temperature membrane electrodes, high-temperature fuel cell stacks, methanol reforming high-temperature fuel cell power generation modules and cogeneration systems, as well as testing platforms. The company possesses a world-class R&D innovation team and holds dozens of core invention patents covering the entire core industry chain. It has overcome three key technologies: domestic resin high-temperature proton exchange membrane mass production technology, large-area high-consistency high-temperature membrane electrode mass production technology, and high-temperature fuel cell stack and power generation system integration technology. It has established the largest domestic independent high-temperature membrane electrode production line, which has been certified by domestic and international customers and authoritative testing institutions as having leading international technical indicators. SENOHERS has taken the lead in formulating the first group standard for testing methods of high-temperature proton exchange membranes and membrane electrodes, achieving leading applications of high-temperature membrane fuel cell technology in base station power supplies, range-extender forklifts, and off-grid cogeneration systems. It has hosted more than 50 key R&D projects at the national and Beijing municipal levels, with a total R&D investment exceeding 100 million yuan, and more than 50% of its staff are engaged in R&D. The core team members cover multi-level talents from basic research to industrial application, such as recipients of the National Outstanding Young Fund, members of Beijing Municipal Excellent Talents Program, Beijing Municipal Science and Technology New Stars, and Daxing New National Gateway Leading Talents. Due to SENOHERS' leading innovation in high-temperature membrane fuel cell technology, it has successively been recognized and honored with titles such as Beijing "Specialized, Refined, Distinctive, Innovative" Small and Medium-sized Enterprise, Beijing New Technology and New Product (Service) Certificate, Beijing Key New Material First Batch Application Demonstration Guidance Catalog, Beijing Intellectual Property Pilot Unit, and Top 30 Carbon Neutrality Industry Innovative Enterprises.

SENOHERS leads the 'hydrogen-electricity-heat' integrated technology, fully dedicates itself to creating a distributed integrated smart energy microgrid centered around high-temperature proton exchange membrane technology in response to the current challenges of pure hydrogen production such as high cost, difficulties in storage, transportation, refueling, and complex safety management. On-site hydrogen production is used immediately, achieving efficient cogeneration of heat and power. It has a very broad application prospect in civilian and military fields such as base station power supply, distributed power supply, vehicle (ship) range-extending power supply, mobile and fixed power stations, distributed heat (water) power cogeneration, and zero-carbon industrial parks.

II. Part of Company Honors

High Technology Company	Most Investment Value Award at the 2023 China Safety and Emergency Industry Conference Entrepreneurship Investment Fair
Beijing "Specialized, Refined, Distinctive, Innovative" Small and Medium-sized Enterprise	2023 Beijing Daxing New National Gateway Leading Talent 2023 Beijing Daxing Outstanding Science and Technology Worker
Postdoctoral Research Workstation	2023 Top 30 Carbon Neutrality Industry Innovative Enterprises
Zhongguancun High-tech Enterprise	2023 Beijing Intellectual Property Pilot Demonstration Unit
Beijing New Technology, New Product (Service) Certificate	Top 10 in the New Energy Field of the 2024 Zhongguancun International Frontier Technology Competition
Beijing Innovative Small and Medium-sized Enterprises	
Fourth Place in the Hydrogen Entrepreneurship Competition	

III. Demonstration Projects

Project Name	Demonstration Content	Apply to	Current Status
"Hydrogen into Thousands of Households" Cogeneration Demonstration Project in Dongchangfu District, Liaocheng City, Shandong Province	10kW High-Temperature Proton Exchange Membrane Fuel Cell Cogeneration Project Provides independent lighting electricity, indoor heating, and charging pile power supply for the first floor of the office building in the Laser Industry Park	Liaocheng Jiaming Supply Chain Management Co., Ltd.	Project Completed 
Hydrogen Energy Agriculture Watermelon Seedling Greenhouse Cogeneration Project in Panggezhuang Town, Daxing District	5kW High-Temperature Proton Exchange Membrane Fuel Cell Cogeneration Project Provides auxiliary lighting and heating for Panggezhuang watermelon seedling greenhouses	Beijing Lao Song Gua Wang Technology Development Co., Ltd.	Demonstration 
Hydrogen-Fueled Range-Extended Forklift	Methanol Reforming High-Temperature Proton Exchange Membrane Fuel Cell Power Range-Extended Forklift Provides a hydrogen energy range-extending module for a 3T electric forklift, achieving "lithium battery + fuel cell" style range extension, and provides real-time power supplement for lithium batteries	For self-use	Demonstration Application 
Beijing China Mobile 5G Communication Base Station Power Supply	5kW High-Temperature Proton Exchange Membrane Fuel Cell 5G Base Station Backup Power Supply Provides power supply for Beijing China Mobile 5G base stations	Beijing China Mobile	Project Operation 
Daxing International Hydrogen Energy Demonstration Zone "Zero Carbon Park" Project	30kW High-Temperature Proton Exchange Membrane Fuel Cell Cogeneration Project A project of the Beijing Municipal Science and Technology Commission, providing cogeneration for the "Zero Carbon Park" project of the Daxing International Hydrogen Energy Demonstration Zone	Daxing International Hydrogen Energy Demonstration Zone	Installation and Testing 

Hebei Tianchuang New Material Technology co., Ltd



Hebei Tianchuang New Material Technology co., Ltd was invested and founded by Xinfangsheng Holding Group, and is one of the key projects in Hebei Province. It is located in Handan, a city seated at the junction of Shanxi, Hebei, Shandong and Henan and known for its prolonged history and profound culture and for its surprising steel production. The company enjoys very advantageously geographical location, since it is close to the national highway 107# and has very well-developed transportation networks, including the Beijing-Hong Kong -Macau Express Road, the Daqing-Guangzhou Express Road, the Qingdao-Lanzhou Express Road, and the railway systems that can reach almost every city in China.

The company has a total land coverage of 500 Chinese Mu, and is planned in two phases. Currently, the phase-I project has been completed. The company has over 1,800 employees, including 12 senior engineers and 150 technicians working in a number of workshops, including the cutting workshop, the hot galvanization workshop, the steel pipes of complex plastic workshop, the transport facility workshop, the hardware hot dip galvanization workshop, and the large metal piece rack plating workshop. The company has successfully introduced the most advanced production equipment and facilities in Chinese markets as well as eddy-current testers, salt spray test chambers and other inspection and testing equipment. Currently, the company has 12 welded pipe production lines, 4 corrugated beam guardrail sheets press modeling lines, 11 hot dip galvanization lines, 1 powder coating and PVC coating line, 7 fully automated fastener hot dip galvanization line, 2 hardware hot dip galvanization lines, and 2 automated large rack plating lines, realizing yearly production of 1.5 million tons of various types of products.

The company always sticks to its development principles of large scale, specialization and brand building. Now, the company products under "Tianyi" brand are extensively sold in all domestic markets in China as well as in overseas markets, such as Middle East, Africa, Europe, South America, and Southeast Asia, and have been highly recognized by construction units.

The company holds to its operating philosophy of "Quality, promise keeping, mutual respects and benefits" and is devoted to building a century enterprise and to promoting the advancement and development of the industry!

Beijing Xinggang Jiacheng Enterprise Management Co., Ltd. Company Profile

Established in 2017, Beijing Xinggang Jiacheng Enterprise Management Co., Ltd. is dedicated to building a cooperative platform between enterprises and service organizations. It provides aggregation services for service management units within the area, as well as traditional services related to office buildings and property, simplifying the procedures for the establishment of enterprises and offering assistance for issues encountered during business operations.

On the basis of being in line with the regional industrial positioning, having broad development prospects, and being able to drive the economic development of the region, the company provides eligible enterprises with free "Business Accelerator" consulting services. Operating legally and reasonably is a necessary condition to ensure the sustainable development of enterprises. Flexible employment within the scope permitted by laws and regulations enables enterprises develop while maintaining financial and tax security without future worries. This leads to higher reliability and better service quality, reducing customer costs while ensuring privacy and maximizing corporate rights and interests.

Beijing Xinggang Jiacheng Enterprise Management Co., Ltd. has built a comprehensive enterprise service platform that offers a variety of convenient services from offline to online for enterprises, enabling their development and innovation. In the process of serving enterprises, we have accumulated rich experience and continuously improved the quality of our services to safeguard the development of enterprises.

The following services are provided to enterprises that have settled in:

1. A range of professional services including business agency services, tax services, financial services, trademark and patent applications, bank account opening and loan services, project evaluation, asset assessment, and legal services.
2. Office and business premises suitable for various types of enterprises.
3. Investment and financing services, such as bank loans, mortgage, guarantees, and equity financing.
4. Public negotiation rooms, reception rooms, and conference rooms equipped with multimedia audio-visual and projection equipment, as well as office services like public secretarial, typing, copying, faxing, and international internet access.
5. Assistance in applying for high technology, programs, and funds, such as the Ministry of Science and Technology's Innovation Fund for Small and Medium Enterprises, and Municipal Science and Technology Commission R&D funds.
6. Consultancy services on enterprise management, policy regulations, corporate culture building; Entrusted management of related enterprises.
7. Professional solutions for name approval by national bureau; Coordination with Market Regulation Bureau to resolve difficult issues, covering Daxing, Fengtai, Chaoyang, Haidian, and other regions.

Introduction of Beijing Jianyi Investment Development (Group) Co., Ltd.

Beijing Jianyi Investment Development (Group) Co., Ltd. (abbreviated as "Jianyi Group"), established in 1992, is a comprehensive group company engaged in various sectors, including technology venture capital, capital management, smart cities, construction industry internet platforms, real estate development, design and Engineering Procurement Construction (EPC), and intelligent property management. Jianyi Group has more than 10 key subsidiaries, such as Beijing Jianyi Construction Engineering Co., Ltd., Beijing Jianyi Gaoneng Architectural Design Institute Co., Ltd., Sepu Technology Co., Ltd. (a construction industry internet platform technology company), Sepu Jinyun (Hainan Lingao) Technology Co., Ltd., Belarus State Design Institute Co., Ltd., Belarus Jianyi Digital City Co., Ltd., Beijing Jianyi Real Estate Co., Ltd., Beijing Jiandu Real Estate Development Co., Ltd., and Beijing Fangdi Yilian Real Estate Co., Ltd.

Jianyi Group operates the Sepu Industrial Internet Vertical Construction Platform, a wholly-owned platform recognized as one of the first construction industry internet platforms in Beijing during the "14th Five-Year Plan" period. The group focuses on expanding its national presence in intelligent construction, intelligent manufacturing, the industrial internet, and industrial big data. By integrating internet platform technologies, BIM (Building Information Modeling) technology, prefabricated steel structure technology, and other management tools, Jianyi Group is building a comprehensive internet-based construction product ecosystem. The company is committed to real estate development, the promotion of prefabricated steel structure buildings, and expanding the global reach of its platform. Jianyi Group aims to maximize resource value by leveraging the combined power of culture, intelligence, and technology.

Jianyi Group is recognized as one of Beijing's leading smart construction enterprises during the "14th Five-Year Plan" period. The group has undertaken nearly 50 domestic and international projects focused on setting standards, specifications, and conducting research. These include the General Contracting Management Standard for Prefabricated Steel Structure Buildings (CECS), the Technical Code for Steel Structure Residential Buildings (Beijing Local Standard), the Research Report on Cost Optimization and Control for Prefabricated Steel Structure Housing under the EPC Model, the Introduction to Intelligent Construction of Hot-rolled H-beam Steel Structure Residential Buildings, the Standards for the Construction and Acceptance of Prefabricated Steel Structure Buildings, GB/T51232-2016 Technical Standards for Prefabricated Steel Structure Buildings, GB/T51269-2017 Classification and Coding Standards for Building Engineering Design Information Models, and the White Paper on China's Construction Industry Industrial Internet, among others.

At the same time, Jianyi Group plays a prominent role in both domestic and international real estate associations and enterprises. It serves as the chair institution of the Special Group for the Construction Engineering Industry in the Vertical Industry Group of the Industrial Internet Industry Alliance under the Ministry of Industry and Information Technology. The group is also a co-founder of the New Infrastructure Construction Industry Alliance, a member of the China Real Estate Association, and a vice-chair company of the China Federation of Industry and Commerce Private Economy Association. Mr. Zhang Ming, the chairman of Jianyi Group, has held various prestigious positions, including president of the International Chapter of the Asian American Real Estate Association, executive director and secretary-general of the Intelligent Construction Committee of the China Real Estate Association, vice-chairman of the EU-China Economic Committee, and one of the founding members of the China International Contractors Association. Jianyi Group has embraced the mission of driving industrial transformation and innovation, working closely with global partners to build a world-class, one-stop collaborative service platform for the construction industry. The company has been actively involved in the development of the China-Belarus Industrial Park. According to a presidential decree signed by Belarusian President Alexander Lukashenko, the Belarusian State Design Institute (China-Belarus Joint Design Institute) was officially established on May 12, 2018, in the China-Belarus Industrial Park, with Beijing Jianyi Investment Development (Group) Co., Ltd. holding 60% of the shares and the Belarusian Ministry of Construction holding 40%. On May 26, 2018, the China-Belarus Joint Design Institute became the 35th resident enterprise in the China-Belarus Industrial Park. On June 8, 2018, Jianyi Digital City Company, a wholly-owned overseas subsidiary of Jianyi Group, became the 36th resident enterprise in the park. By building an ecosystem of the Belarusian Industrial Internet Construction Industry Platform, Jianyi Group has promoted the integration of Chinese and Belarusian construction standards and technical norms, and enhanced the digital information infrastructure of the construction industries in Belarus and surrounding Russian-speaking countries along the Belt and Road Initiative. Meanwhile, through its platform-based strategic expansion, Jianyi Group is actively expanding its international business in North and South America, Southeast Asia, and Europe. The company is committed to working closely with global partners to build a community of shared future for the global construction industry, redefining the construction sector through platform technology and innovation, and working together to build a more civilized and harmonious global human habitat.

Beijing Bafen Information Technology Co., Ltd.

Beijing Bafen Information Technology Co., Ltd. specializes in the research and application of trusted data infrastructure. The company holds over 400 national invention patents and 27 software copyrights. Headquartered in the heart of Zhongguancun Chaoyang Park, it also has R&D centers and branches in Tianjin, Hangzhou, Taizhou and Fuzhou.

Trusted data infrastructure is an enterprise-level integrated service platform integrating trusted blockchain and privacy computing. This platform delivers comprehensive data services, core data security audits, data security solutions for businesses and large organizations.

Leveraging the trusted data center, we offer enterprise-level DSaaS services. Supported by a continuous immune security protection system, we ensure the security and reliability of core enterprise data and key services. Blockchain technology is integrated to provide secure, tamper-proof, and traceable data. By combining expertise in big data, the Internet of Things, and the Industrial Internet, we have developed a blockchain-integrated information platform that encompasses an industrial data service system, a core data security audit system, and a data security service system, enabling seamless information flow across upstream and downstream industries, promoting the growth of supply and value chains and empowering industrial transformation.

Our trusted data infrastructure offers secure and user-friendly blockchain services, tailored to the specific needs of various industries. These services are easy to deploy and help businesses develop their own unique data ecosystems.

Beijing NexusTech Co., Ltd

Beijing NexusTech Co., Ltd. is a technology company specializing in big data and blockchain technology. The company's main products include enterprise databases, blockchain traceability solutions, agricultural intelligence platforms, modern facility agriculture, and related services.

Enterprise Big Data Applications: Based on big data technology, the company performs intelligent analysis of multi-dimensional data sources, such as enterprise industrial and commercial databases, supply chain databases, and business operation databases. This approach provides intelligent big data tools for industrial investment promotion, financial risk control, customer acquisition, and enterprise investigations.

Blockchain Traceability Technology: Utilizing blockchain as the foundational technology and one-thing-one-code as the principle, NexusTech integrates anti-counterfeiting materials, the Internet of Things, cloud computing, mobile internet, and AI-driven big data to offer companies an integrated solution for digital transformation. This helps businesses with brand protection, seamless channels, consumer engagement, full-chain data integration, and application development, creating a "channel and consumer-centric" ecosystem.

Modern Facility Agriculture: Through its big data intelligent breeding system, the company uses comprehensive data collection technologies for soil, air, light, and spectral analysis, along with automated facilities and equipment. This provides complete technical services for intelligent breeding and farming to various agricultural stakeholders.

the country as needed, building 1 national center and N regional or industry sub-centers, forming a national industrial Internet big data center system that is physically distributed yet logically integrated. 2023 is an operational year for Sepu Technology, and the platform is committed to deploying sub-platforms in various regions. It continuously integrates outstanding talents, partners, and industrial resources, using the platform's functions and intelligence to establish new industrial ecosystems. In May 2023, Sepu Shanghe (Qingdao) Technology Co., Ltd. was officially registered, and the Sepu (Shanghe) Industrial Internet Building Industry Cloud Platform was successfully launched. In October 2023, Sepu Jinyun (Hainan Lingao) Technology Co., Ltd. was also officially registered, introducing a new operational plan "One Cloud, One Port, One Park" to promote modern construction methods and advance the construction industry's modernization. One Cloud refers to the Sepu (International) Industrial Internet Building Industry Sepu Jinyun Platform, One Port refers to the world's only Sepu Prefabricated Building Industry Cloud Port, and One Park refers to the creation of the Gold Medal Port Prefabricated Building Digital Industrial Campus. For the 24 intelligent construction pilot cities announced by the Ministry of Housing and Urban-Rural Development in 2022, Sepu Technology will gradually complete the deployment of sub-platforms.

To date, Sepu Technology has applied for 28 software copyrights. On October 24, 2023, the "Connection Component for Steel Columns and Steel Beams" (Patent No.: ZL 2023 2 0903902.0), developed by Jianyi Group, was officially authorized by the State Intellectual Property Office, and a utility model patent certificate was awarded. In October 2023, the "Beijing Shahe Higher Education Park Residential and Supporting Facilities Phase III Area A Project (A-1# Residential Building and 20 Other Items)" was awarded a second-class achievement prize in the Comprehensive Group at the Fourth Hebei Provincial Construction Project "Yanzhao Cup" BIM Technology Application Competition. Meanwhile, the project was selected as a Beijing Intelligent Construction Pilot Project by the Beijing Municipal Housing and Urban-Rural Development Commission for 2023. At the 2023 World Digital Economy Conference and the 13th Smart City and Smart Economy Expo, held in Ningbo, Sepu Technology was named one of the Top 16 Outstanding IoT Service Providers. On July 6, 2023, Sepu Technology Co., Ltd. was recognized as one of the top 80 companies in the "Smart Manufacturing Track" of the 2023 Alibaba Battle of the Gods Global Challenge. In June 2023, after a review by the Beijing Municipal Bureau of Economy and Information Technology, Sepu Technology Co., Ltd. was designated as a "specialized, sophisticated, and innovative" small and medium-sized enterprise in Beijing. In October 2020, Sepu Technology successfully obtained high-tech enterprise certification, which is renewed every three years, and was awarded the "High-tech Enterprise Certificate," jointly issued by the Beijing Municipal Science and Technology Commission, the Beijing Municipal Finance Bureau, and the Beijing Municipal Taxation Bureau of the State Administration of Taxation (Certificate No.: GRGR202011001816).

China Power New Life Town Valley - Low-carbon Ecological Industrial Park

China Power New Life Town Valley - Low-carbon Ecological Industrial Park is located at the intersection of Luqiu Road Expressway intersection in Yufa Town, Beijing. It is a comprehensive smart energy rural revitalization demonstration project in Beijing, developed by China Power New Life Town. The park covers an area of 865 acres and consists of a 20,000-square-meter multi-span greenhouse and 265 solar-powered greenhouses. In 2022, the park signed a strategic agreement with the government, leveraging the advantages of both the government and China Power New Life Town to jointly create a national demonstration of dual carbon project to help rural revitalization. Currently, the renovation of 260 solar greenhouses in the southern area has been completed, as well as the planting of 100 sheds of high-end fruits and vegetables, the construction of multi-span greenhouses, and the hosting of study tours for nearly 10,000 students. The first phase of the comprehensive energy project, featuring a photovoltaic power generation system with a total installed capacity of 5.88 MW, was successfully connected to the grid on September 30, 2022, and the second phase is currently in the planning and approval stages.

Smart Multi-Span Glass Greenhouse

The greenhouse incorporates agricultural Internet of Things technology and related supporting infrastructure to establish an intelligent greenhouse environmental control system. This system includes outdoor weather stations, crop canopy temperature and humidity monitoring systems, soil profile temperature monitoring systems, greenhouse environmental information monitoring systems, greenhouse environmental control systems, integrated water and fertilizer intelligent irrigation systems, and video voice intercom systems. These technologies enable precise production, intelligent control, and efficient management of greenhouse operations. 10,000 square meters of the multi-span greenhouses are allocated to demonstrations of high-tech agriculture, featuring various planting models such as vertical planting, aquaponics, hydroponics, mist cultivation, substrate cultivation, and ebb-and-flow systems, achieving efficient and high-quality fruit and vegetable production. Another 10,000 square meters are dedicated to leisure picking, popular science education, and hands-on learning.

As the government emphasizes and promotes research and study programs for primary and secondary school students, agricultural education has become an important practical learning experience. The constant year-round temperature of the glass greenhouse meets all the requirements for research and study education. We utilize the park's high-tech crops and hands-on activities to offer modern agricultural education services to primary and secondary school students, establishing a demonstration of agricultural research and study tours, which promotes the transformation and development of rural agriculture. Since the park opened, it has hosted nearly 10,000 students for agricultural practice classes through an integrated model of "agriculture + research + picking tours".



Introduction of Beijing Rongzhi Corporate Social Responsibility Research Institute

Beijing Rongzhi Corporate Social Responsibility Research Institute is the former China Network Center of the United Nations Global Compact (UNGC) and one of the earliest specialized research institutions in China focused on corporate social responsibility (CSR) and sustainable development. As a signatory of the United Nations Principles for Responsible Investment (UNPRI) and an observer institution at the United Nations Climate Change Conferences (COPs), Beijing Rongzhi is committed to research, consulting, training, and communication in the fields of sustainable development, CSR, and ESG (Environmental, Social, and Governance). In 2019, the Institute was awarded the Global Corporate Social Responsibility Think Tank Award at the United Nations CSR Conference.

Beijing Rongzhi has established extensive collaborations on social responsibility with key government bodies, such as the Ministry of Industry and Information Technology of China, the State-owned Assets Supervision and Administration Commission of the State Council, and the National Development and Reform Commission. The Institute participated in developing of international standards for social responsibility, including ISO 26000 and China's national social responsibility standard GB/T 36000. It has also pioneered the concepts such as "corporate public transparency", "sustainable competitiveness", and "social responsibility capability maturity". In addition, Beijing Rongzhi has led or participated in various projects on social responsibility and sustainable development in partnership with international organizations such as UNICEF, OECD, UNDP, UNIDO, and ILO, and has collaborated on international conferences and forums.

For several consecutive years, the Institute has published multiple blue books and monographs in the Social Responsibility Management Series by Social Sciences Academic Press. These publications include the "Research Report on Sustainable Development of Countries Along the Belt and Road", "Research Report on Environment, Society, and Governance of Chinese Listed Companies", "Report on the Maturity of Social Responsibility Capabilities of Chinese Listed Companies", and "Public Transparency of Chinese Enterprises."

At the 27th United Nations Climate Change Conference (UNFCCC COP27), the Institute released the "Global Sustainable Development Business Case Library: Green and Low-Carbon Model Cases", which covers 12 key topics including sustainable energy, sustainable cities and communities, clean drinking water and sanitation, sustainable supply chains, corporate capabilities and growth, ESG investment, climate change adaptation and mitigation, and environmental protection and governance. These cases highlight the successful practices of Chinese companies in reducing pollution and carbon emissions and responding to global climate challenges. In 2023, at COP28 in Dubai, the Institute will continue to showcase outstanding enterprises in sustainable development practices through case studies, reports, images, and other formats.



At the COP27 China Pavilion side event, President Wang Xiaoguang released the Global Sustainable Development Business Case Library: Green and Low-Carbon Model Cases



12 key topics of Global Sustainable Business Case Library



Rongzhiyun Smart Learning Digital Platform



The SASAC held a training session for all social responsibility managers from central enterprises



The Institute received the Global Corporate Social Responsibility Think Tank Award at the United Nations CSR Summit in 2019



Founder Chen Ying was honored with the UN Global Compact's 10-year Outstanding Person Award

PCI Technology Group. CO.LTD



PCITECH is a professional provider of artificial intelligence technology and products in China, providing face recognition, structured, knowledge graph and intelligent big data technology and services to the world.

PCITECH, with its headquarter in Guangzhou, was founded in 1986 and had set up branches or offices in more than 30 regions across China. It employs more than 2,000 people and owns a world-class scientist research and development team. The company has established the PCITECH Global Intelligence Technology Research Institute and the Research Institute of Traffic Brain, built or participated in the construction of 2 national joint laboratories, 1 national enterprise technology center and 2 provincial engineering technology centers, undertaken dozens of major research projects at the national, provincial and ministerial levels in core electronics, high-end general-purpose chips and basic software products, and applied for more than 500 national invention patents and software copyrights. Now, PCITECH becomes the world's leader in face recognition, video structure analysis, knowledge graph and intelligent big data as it masters its own core technologies in these fields.

PCITECH has developed into a high-tech enterprise in rail transit intelligent technology simultaneously covering automatic ticket checking system, platform door system, integrated monitoring system and communication system (including video monitoring system). Its business involves subways, intercity railways, trams, and BRTs in 18 cities across China, including Guangzhou, Wuhan, Chengdu, Qingdao, etc., forming a nationwide, full-industry chain business layout. At the same time, PCITECH has participated in more than 40 national smart city projects with public safety as the core and more than 100 smart city projects with intelligent transportation as the core.



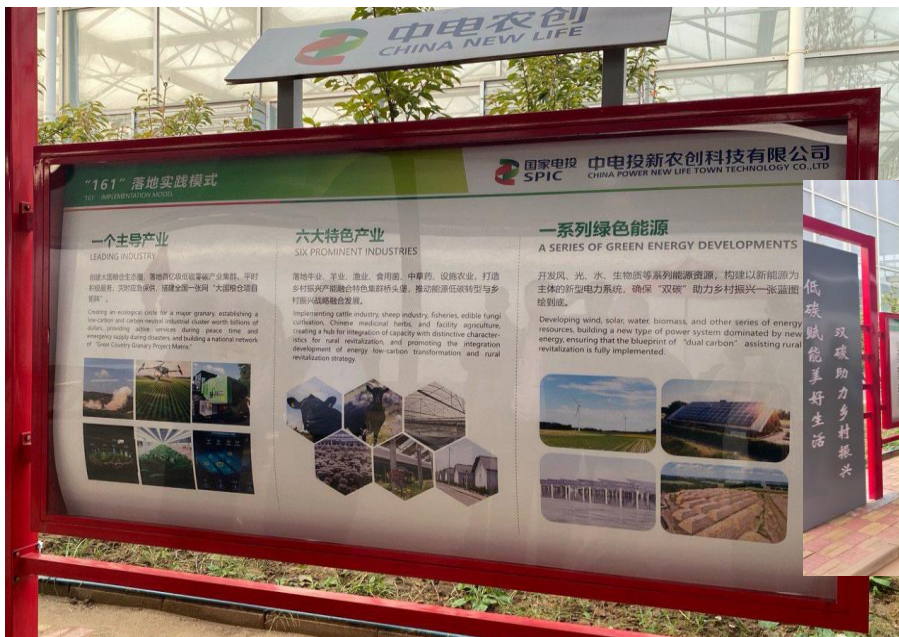
MSPC-MATRADE DAXING, BEIJING PROFESSIONAL SERVICE PROVIDERS CONSORTIUM TRADE MISSION FROM 14 TO 18 OCTOBER 2024

4.0 Business Visits Report 14 Oct. 2024 (Monday)

中电投新农创（北京）农业发展有限公司

China power Investment Xinongchuang (Beijing) Agricultural Development Co., Ltd.

This project is located in Yufa Town. It is the showcase of sustainable development by integrating agriculture with smart digital technology which deliver high productivity and energy efficiency towards net zero.



15 Oct. 2024 (Tuesday)

1.北京绿野晴川动物园有限公司
Beijing Greenfield Qingchuan Zoo Co., Ltd

This safari zoo is situated in Yufa town, and within the air transport hub of the Daxing district in Beijing.

The operator company of this modern zoo is inviting Malaysia businesses to invest in the theme park resort hotel, which, together with the adjacent golf course, form the master plan of this recreation and tourism development project.



2.大兴国际氢能示范区
Daxing International Hydrogen Energy Demonstration Zone (DIHEDZ)



The visit to DIHEDZ covered its Hydrogen Engine Technology Museum, hydrogen refueling station, and hydrogen engine assembly plant.

3.生物医药产业基地
China Bio-Medicine Park (CBP)



The CBP is located in the Yufa town of Daxing district. Daxing is one of the only three cities in China allowed by the government to treat patients with new drugs that are under clinical trial.

Malaysia is establishing itself as the regional hub for healthcare services in ASEAN. There are great market development opportunities for Malaysian companies to expand and strategically link business operations to the CBP which is also situated in the special economic zone of Daxing district.

16 Oct. 2024 (Wednesday)

1. 北京汽车新能源汽车股份有限公司 Beijing Automobile New Energy Co., LTD.

This is the EV arm of BAIC. The latest lineup under the company's brand name, ARCFOX, was showcased. ARCFOX features high-tech and high-battery-capacity vehicles for executives, families, adventure seekers, and many more.

The company is currently developing its products for countries that drive on the left-hand side of the road; it offers potential business development & collaboration for the Malaysian market.



2. 北京东方雨虹防水技术股份有限公司 Beijing Oriental Yuhong Waterproof Technology Co., Ltd.

Oriental Yuhong is the largest construction chemical manufacturer in China. The company will establish its production operation in Malaysia and intends to make Malaysia its distribution and technology hub for the ASEAN market.

The company has also entered into a business partnership with a Malaysian company, PLYTEC Holding Bhd. that specializes in construction industrialization and digitalization services.



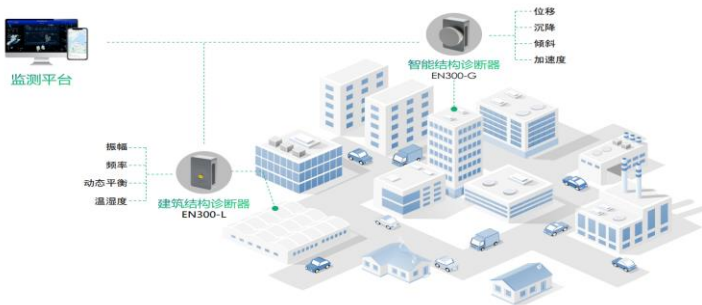
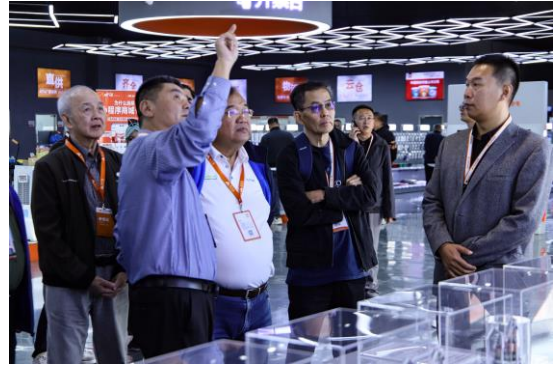
16 Oct. 2024 (Wednesday)

3. 鑫方盛控股集团有限公司及其子公司
Xinfangsheng Holdings Group Co., Ltd

The Xinfangsheng group of companies operates a large e-commerce platform specializing in construction materials and also invests intensively in digital technology to facilitate the development of a smart city. It intends to seek collaboration with Malaysian companies in the following areas:

- Smart Traffic Management System
- Smart Building Security System
- Digital Warehouse System
- Smart Facility Management System

- 天创新材料科技有限公司
Tianchuang New Materials Technology Co., Ltd
- 旭能合创（北京）科技有限公司
Xuneng Hechuang (Beijing) Technology Co., Ltd



MSPC-MATRADE DAXING, BEIJING PROFESSIONAL SERVICE PROVIDERS
CONSORTIUM TRADE MISSION FROM 14 TO 18 OCTOBER 2024

5.0 MOUs



1 Malaysia Service Providers Confederation (MSPC) & Yufa Town Industrial and Trade Company



Content

- joint construction and shared benefits : co-host forums, exhibitions
- jointly promote the implementation of investment and trade projects
- enhance personnel exchange and cooperation, organize mutual visits

Duration

- 3 years

2 Malaysia Service Providers Confederation (MSPC) & Asean-China Association for the Promotion of Industrial Cooperation and Development (ACETP)



Content

- to promote trade activities between Malaysia and China

Duration

- 1 year

3 **Academy of Engineering and Technology of the Developing World (AETDEW) & Dongfang Yuhong Training College**



Content

- promotion of Engineering and Technology training between Malaysia and China as well as south-south countries

Duration

- 1 year

4 **PLYTECH Group & Dongfang Yuhong Co., Ltd**



Content

- to enhance the business tie between the 2 companies

Duration

- 3 years

5 **Ricky Tan & Co & Beijing Technology University Law School internship and exchange program**



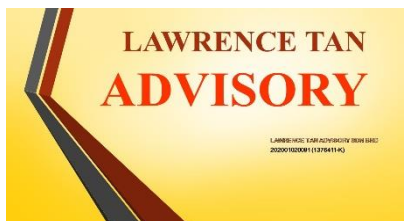
Content

- to promote the intership program for Law Students

Duration

- 3 years

6 **Lawrence Tan Advisory Sdn Bhd & Tax Yongxing Finance and Taxation Group**



Content

- to provide business advisory for the China companies that intend to setup companies in Malaysia
- to provide tax advisory consultation for China compnies that intend to setup company in Malaysia
- to provide training in EGS for China companies

Duration

- 3 years

7 Lawrence Tan Advisory Sdn Bhd & Beijing NexusTech Co., Ltd

Content

- to promote the products/goods QR code tracing software development for cross border agriculture products

Duration

- 1 year

8 Lawrence Tan Advisory Sdn Bhd & Beijing Kaixuan Technology Co., Ltd



Content

- to provide business advisory for the China companies that intend to setup companies in Malaysia
- to provide training in EGS for China companies to provide training in EGS for China companies
- to provide digital platform developments
- to promote bilateral business activities between Malaysia and China

Duration

- 1 year

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6.0 Way Forward

Item	Description	Action
6.1	Commitments to Yufa Town Mou and incentives	MSPC
6.2	One stop Professional Services Centre at Yufa Town and Kuala Lumpur	LTA
6.3	Integrated Sustainable Smart Agriculture Practices	KIV
6.4	Smart Traffic Management	PJP/AMK
6.5	Smart Building Security	Vertitech
6.6	Intelligent Islamic Travel and Tours	VREKA
6.7	Smart Warehousing with Procurement Management Platform	DSZA
6.8	Advance Bio-Medicine Services and Products	KIV
6.9	Waterproofing Technology and Building Chemical Agency	PLYTEC
6.10	Beijing Technology University Law School Internship and Exchange Program	Ricky Tan & Co
6.11	Technology Program Accreditation	MSPC
6.12	STEM Education, TVET and STI Collaboration with Beijing Association of Science and Technology (BAST)	MSPC

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CONSORTIUM TRADE MISSION FROM 14 TO 18 OCTOBER 2024

7.0 Forecast on Investment and Export Values

The MSPC multi-disciplinary Professional Service Providers trade mission comprising of SMEs has set a five (5) years target of not less than RM10,000,000.00. For year one (1) the amount is a modest RM500,000.00 by December 2025. Its return on investment (ROI) on the mission expenses is more than 400x. As such, it is a professional services invest and export model worth emulating.

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CONSORTIUM TRADE MISSION FROM 14 TO 18 OCTOBER 2024

8.0 Conclusion

A simple village brought out of poverty and transformed into modern technological township powered by AI with business operated by children of farmers educated in the cities. The children now are encouraged to seek their fortune overseas. Our consortium members will provide the partners they require to venture aboard. Such was the setting in our encounters with the local enterprises and government officials. The various receptions made it apparent that the Daxing District and Yufa town governments will be looking forward for MSPC-MATRADE to bring more Professional Service Providers, not in the present consortium and together we could facilitate more potential business partnership or collaboration. From business visits such sectors are in smart agriculture, green energy, medical, health device and services.

So it is recommended that the future trade missions will focus to bring potential Malaysian Professional Services enterprises to Daxing District and Yufa town as a follow-up action. At the same time we will welcome Daxing and Yufa town delegates to Malaysia. The next trade mission planned to be in March/ April 2025 will include other SME enterprises not in the October 2024 mission.