

**REPORT**

**MSPC-MATRADE  
DAXING, BEIJING  
PROFESSIONAL SERVICE PROVIDERS  
CONSORTIUM TRADE MISSION**

**14 TO 18 OCT 2024**

# Table of Content

1. BACKGROUND

2. PROGRAMS

3. PARTICIPANTS

4. BUSINESS VISITS REPORT

5. MOUs

6. WAY FORWARD

7. FORECAST ON INVESTMENT AND EXPORT VALUES

8. CONCLUSION / RECOMMENDATIONS

9. ACKNOWLEDGEMENT



# 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 visit some Chinese villages and was surprised to see how they have developed.

It was noted that farmers' children educated in the cities are the 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.



## BACKGROUND

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 50<sup>th</sup> anniversary of establishment of diplomatic ties between China and Malaysia and presents great opportunities for economic and trade cooperation between the two countries.



## BACKGROUND

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.




# PROGRAMS

## **14.10.2024 (Mon) – Day 1**

- |                |  |
|----------------|--|
| 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 Xinongchuang (Beijing) Agricultural Development Co Ltd, Yufa Town |

## **15.10.2024 (Tues) – Day 2**

- |                |   |
|----------------|---|
| 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   |
- 



# PROGRAMS

## **16.10.2024 (Wed) – Day 3**

- |                 |  |
|-----------------|--|
| 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-4:00pm   | Xinfangsheng Holdings Group Co Ltd                   |
| 6:00pm-8:00pm   | AETDEW Fellowship                                    |

## **17.10.2024 (Thurs) – Day 4**

- |                |  |
|----------------|--|
| 8:30am-11:00am | 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  |

## 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

## PARTICIPANTS

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

# BUSINESS VISITS REPORT – 14 Oct (Mon) - Day 1

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.

## BUSINESS VISITS REPORT – 15 Oct (Tues) - Day 2



### BEIJING GREENFIELD QINGCHUANG 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.

## BUSINESS VISITS REPORT – 15 Oct (Tues) - Day 2

大兴国际氢能示范区  
Daxing International Hydrogen Energy Demonstration Zone

**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.



## BUSINESS VISITS REPORT – 16 Oct (Wed) - Day 3

### XINFANGSHENG HOLDINGS GROUP 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



## BUSINESS VISITS REPORT – 16 Oct (Wed) - Day 3

### 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.



# BUSINESS VISITS REPORT – 16 Oct (Wed) - Day 3

## XINGFANGSHENG 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*

## BUSINESS VISITS REPORT – 17 Oct (Thurs) - Day 4

### CHINA COUNCIL FOR THE PROMOTION OF INTERNATIONAL TRADE (CCPIT)



MSPC courtesy visit to China Council for the Promotion of the International Trade (CCPIT) Commercial Sub-Council, which represented by Mr Jack Yao, the Secretary-General; and Ms Li Shanshan, the Executive Director (Center for UBC)

## BUSINESS VISITS REPORT – 17 Oct (Thurs) - Day 4



### BEIJING ASSOCIATION OF SCIENCE & TECHNOLOGY (BAST)

Round table dialogue with Beijing Association for Science and Technology (BAST), Beijing Technology and Business University (BTBU) and Daxing District Association for Science and Technology; on topics (1) Citizen Science Literacy & (2) Cultivation of Young Scientific and Technological Talents. The Chinese delegates are led by Mr. Liu Xiaokan the Vice President of BAST. TAM is represented by Deputy President, Louis Tay CS.

# 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

# MOUs

## 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

## MOUs

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

**AETDEW**

THE ACADEMY OF ENGINEERING AND  
TECHNOLOGY OF THE DEVELOPING WORLD



#### Content

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

Duration: 1 year

MOUs

## 4. PLYTEC Group and Dongfang Yuhong Co., Ltd

**PLYTEC**<sup>®</sup>



Content

- To enhance the business tie between the 2 companies

Duration: 3 years

## MOUs

### 5. Ricky Tan & Co and Beijing Technology University Law School Internship and Exchange Program



#### Content

- To promote the internship program for Law Students

Duration: 3 years

# MOUs

## 6. Lawrence Tan Advisory Sdn Bhd and 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

## MOUs

### **7. Lawrence Tan Advisory Sdn Bhd and Beijing NexusTech Co., Ltd**

#### Content

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

Duration: 1 year

## MOUs

### 8. Lawrence Tan Advisory Sdn Bhd and 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

## Way Forward

Commitments to Yufa Town Mou and incentives

*Action by*



One stop Professional Services Centre at Yufa Town and Kuala Lumpur

*Action by*



Integrated Sustainable Smart Agriculture Practices

*Notes:*

*MSPC is sourcing for an appropriate enterprise*

Smart Traffic Management

*Action by*

PJP / AMK

## Way Forward

Smart Building  
Security

*Action by*



Intelligent  
Islamic Travel  
and Tours

*Action by*

VREKA

Smart  
Warehousing  
with  
Procurement  
Management  
Platform

*Action by*

DSZA

Advance Bio-  
Medicine  
Services and  
Products

***Notes:***

*MSPC is sourcing for  
an appropriate  
enterprise*

## Way Forward

Waterproofing  
Technology and  
Building  
Chemical  
Agency

*Action by*

**PLYTEC**<sup>®</sup>

Beijing  
Technology  
University Law  
School  
Internship and  
Exchange  
Program

*Action by*



Technology  
Program  
Accreditation

*Action by*

**MSPC**  
Malaysian Service  
Providers Confederation

STEM Education,  
TVET and STI  
Collaboration  
with Beijing  
Association of  
Science and  
Technology  
(BAST)

*Action by*

**MSPC**  
Malaysian Service  
Providers Confederation

## 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.

## Conclusion / Recommendations

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.

## Acknowledgement

Sincere appreciation goes to each and everyone that has made this event a success and a special appreciation to Dr Di Yuna and Ts Louis Tay Chee Siong