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MATRADE



MALAYSIA  
CHINA SUMMIT 2024  
PROSPERITY  
BEYOND 50

ULANG TAHUN KE-50  
HUBUNGAN DIPLOMATIK MALAYSIA - CHINA  
50<sup>th</sup> ANNIVERSARY OF MALAYSIA-CHINA DIPLOMATIC RELATIONS

马中建交50周年

EMPOWERING COLLABORATION • EMBRACING TRANSFORMATION  
Commemorating 50 Years of Malaysia-China Friendship

合作共赢 • 引领转型 • 纪念马中50年深厚友谊

INTERNATIONAL  
TRADE AND INVESTMENT EXPOSITION  
国际贸易与投资博览会

LEADERSHIP CONFERENCE  
领导大会

17 - 19 December 2024

Malaysia International Trade and Exhibition Centre (MITEC)  
Kuala Lumpur, Malaysia



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Commemorating five decades of unwavering friendship, the Malaysia-China Summit 2024 stands as a tribute to a partnership deeply entrenched in mutual respect and shared ambitions for progress. The intricate tapestry of accomplishments, woven from triumphs in diplomacy, trade, economic exchange, education, cultural understanding, and vibrant people-to-people connections, forms the foundation of enduring ties.

Embracing the theme "Prosperity Beyond 50," Malaysia-China Summit 2024 reaffirms the commitment to shared growth, enduring resilience, and continued success. This shared vision transcends national borders, as Malaysia and China collaborate to foster prosperity not only for their respective nations but for ASEAN and the wider global community.

Malaysia-China Summit 2024 promises a dynamic programme: a three-day International Trade and Investment Exposition, followed by an insightful two-day Leadership Conference featuring industry leaders from Malaysia, China, and across ASEAN.

It takes place from December 17th to 19th, 2024, at the Malaysia International Trade and Exhibition Centre (MITEC) Kuala Lumpur. Five key thematic pillars - Future Tech, Future Growth, Future Knowledge and Experience, Future Opportunity, and Future Mobility and Connectivity - form the core of the summit, with sustainability intricately interwoven into every pillar. An International Trade and Investment showcase of the best companies from Malaysia, China and ASEAN featuring innovative products and cutting-edge technologies, coupled with thoughtful discourses led by the region's most influential minds, creates a curated space that fosters connections, ignites ideas, and unlocks unparalleled opportunities.

## 2024年马来西亚-中国峰会

2024年马来西亚-中国峰会 (Malaysia-China Summit 2024, 简称2024年马中峰会) 旨在纪念两国50年来坚定不移的友谊, 致敬彼此相互尊重和共同进步的伙伴关系。两国在外交、贸易、经济交流、教育、文化了解和人员频繁往来等领域取得了显著成就, 并奠定了长远友谊的基石。

此峰会以“共创繁荣50载” (Prosperity Beyond 50) 为主题, 重申了对共同成长、坚韧毅力, 以及持续成功的承诺。此一共同愿景跨越国界藩篱, 不仅力求携手推动马中两国的进步, 也放眼促进东盟和广大国际社会的繁荣发展。

2024年马中峰会将献上丰富多彩的活动, 包括为期3天的国际贸易与投资博览会, 以及之后为期2天的领导大会。届时, 来自马来西亚、中国和东盟其他国家的行业领袖将齐聚一堂, 互相交流并分享深入见解。此峰会将于2024年12月17日至19日在吉隆坡的马来西亚国际贸易展览中心 (MITEC) 盛大举行。大会的核心将涵盖五个关键的主题支柱, 且各自巧妙地结合了可持续的发展元素——即未来的科技、未来的成长、未来的知识和体验、未来的契机, 以及未来的流动性和互通关系。其国际贸易与投资博览会将展示来自马来西亚、中国和东盟顶尖企业的创新产品和尖端技术。不但如此, 本区域最具影响力的人士也会在此发表精辟的见解, 为大会营造一个精心策划的空间, 以便促进联系、激发创意, 并开启无与伦比的黄金良机。



# INTERNATIONAL TRADE AND INVESTMENT EXPOSITION

## 国际贸易与投资博览会

EXPLORE A 3-DAY IMMERSION FOR  
**BUSINESS LEADERS | INVESTORS | TRADE DELEGATES**

**3天活动探索庞大潜力  
面向商业领袖、投资者和贸易代表**

### 5 KEY THEMATIC PILLARS

#### 五大主题支柱

Economic Future Of Malaysia, China, And Asean  
Multi-sector Innovative Showcase  
World Class Exhibits And Trade Oppportunities

马来西亚、中国和东盟的未来经济  
各行各业的创意展示  
世界级的展览和贸易契机

### CONNECT AND COLLABORATE

#### 相互交流，携手共进

Strategic Partnerships for Market Expansion  
Network with Key Decision-Makers  
Build Strategic Alliances  
Targeted Business Matching  
Investment Opportunities

寻找市场扩张的策略合作伙伴  
与主要决策者的商业社交机会  
打造策略性的盟友关系  
目标明确的商业配对  
无与伦比的投资契机

**JOIN THE FUTURE - SHAPING TOMORROW'S PROSPERITY**  
**携手共筑未来繁荣**



# INNOVATION MEETS OPPORTUNITY

## FIVE KEY THEMATIC PILLARS DRIVING GROWTH ACROSS MULTIPLE SECTORS

### 勇于创新，拥抱契机 推动多领域成长的五大主题支柱



FUTURE  
TECH

未来的科技



FUTURE  
GROWTH

未来的成长



FUTURE  
KNOWLEDGE  
AND EXPERIENCE

未来的知识  
和经验



FUTURE  
OPPORTUNITY

未来的契机



FUTURE  
MOBILITY AND  
CONNECTIVITY

未来的流动性  
和互通关系

## PRIORITY SECTORS

### 重点领域

- Digital Technology & ICT | 数码科技以及信息与通信技术 (ICT)
- AI & Data Centre | 人工智能 (AI) 和数据中心
- Telecommunication | 电信
- Renewable Energy | 再生能源
- Green Technology | 绿色科技
- Electric Mobility & EV | 电动交通方案和电动车
- Automotive | 汽车
- Transportation and Infrastructure (Roads & Rails) | 运输和基础设施 (道路和铁路)
- Aerospace | 航空航天
- Ports | 港口
- Global and Professional Services | 全球和专业服务
- Education | 教育
- Tourism | 旅游
- Advance Manufacturing & Technology | 先进制造与技术 (AMT)
- Electronics & Electrical (E&E) & Semiconductors | 电子电气 (E&E) 和半导体
- Commodities | 大宗商品
- Energy & Chemicals | 能源和化学品
- Financial Services and Fintech | 金融服务和金融科技



## EXHIBITION PACKAGES | MAXIMISING IMPACT

### 展会配套 – 发挥最大的影响力

<b>MALAYSIA</b> 马来西亚	<b>EARLY BIRD</b> 早鸟价 (by 30.6.2024)	<b>STANDARD</b> 标准价
<b>WALK ON STAND</b> (All Inclusive Package - Min 9sqm) <b>展览摊位</b> (全包配套 – 最小为9平方米)	<b>MYR12,400</b> SAVE 20% OFF 节省高达20%	<b>MYR15,300</b>
<b>SPACE ONLY</b> (Min 18sqm) <b>展览空间</b> (最小为18平方米)	<b>MYR20,880</b> SAVE 20% OFF 节省高达20%	<b>MYR26,100</b>
<b>INTERNATIONAL</b> 国际	<b>EARLY BIRD</b> 早鸟价 (by 30.6.2024)	<b>STANDARD</b> 标准价
<b>WALK ON STAND</b> (All Inclusive Package - Min 9sqm) <b>展览摊位</b> (全包配套 – 最小为9平方米)	<b>USD3,240</b> SAVE 20% OFF 节省高达20%	<b>USD4,050</b>
<b>SPACE ONLY</b> (Min 18sqm) <b>展览空间</b> (最小为18平方米)	<b>USD5,760</b> SAVE 20% OFF 节省高达20%	<b>USD7,200</b>

### BESPOKE EXHIBITION SPACES WITH QUBE INTEGRATED MALAYSIA

Design your dream exhibition space with QUBE Integrated Malaysia. We offer limitless options and empower you to tailor your brand expression exactly as you envisioned. Connect with us and bring your unique experience to life.

让QUBE Integrated Malaysia为您打造心目中的展览空间。我们提供包罗万象的选择，可让您根据自身的想法以量身定做的方式展现品牌特点。欢迎与我们联系，以实现您独一无二的产品和服务体验。

### FOR ENQUIRIES

**有意报名和查询详情，欢迎联络：**

[exhibition@malaysia-chinasummit.com.my](mailto:exhibition@malaysia-chinasummit.com.my)



# DYNAMIC DISCOURSE MEETS **STRATEGIC EXCHANGE**

## 延续对话深化战略交流

<b>3 DAYS OF TRADE AND INVESTMENT EXPOSITION</b> 为期3天的国际贸易与投资博览会	<b>500+ TRADE EXHIBITORS</b> 超过500个贸易展商	<b>3 DAYS OF B2B NETWORKING</b> B2B商业对接
<b>2 DAYS OF EMPOWERING LEADERSHIP CONFERENCE</b> 为期2天启迪人心的领导大会	<b>20+ RENOWNED SPEAKERS</b> 逾20位知名演讲者	<b>10,000+ TRADE VISITORS</b> 超过1万名贸易访客

### GLOBAL PROMINENCE:

Be at the forefront of a new era of regional cooperation

#### 打响全球知名度:

在区域合作新时代里遥遥领先

### DIRECT MARKET ENTRY:

Connect with key decision-makers and industry leaders

#### 直入市场:

与关键决策者和行业领导人建立联系

### STRATEGIC INSIGHTS:

Gain invaluable knowledge and perspectives from thought leaders

#### 策略性的深入见解:

从独具慧眼的领袖学习宝贵的知识和观点

### MARKET EXPANSION:

Explore and unlock new possibilities for regional growth

#### 拓展市场:

为区域成长进行探索并开启无限的可能

### ECONOMIC SYNERGY:

Shape the future of regional collaboration and economic development

#### 经济协同效应:

塑造区域合作和经济发展的未来

**MAKE YOUR MARK • BE PART OF HISTORY**

**永载印记 • 成就历史**



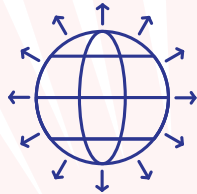
# LEADERSHIP CONFERENCE

# 领导大会

INSPIRING 2-DAY FUTURE SHAPING CONFERENCE  
**VISIONARIES | THOUGHT LEADERS | INDUSTRY EXPERTS**

在2024年马中峰会领导人会议上  
睿智博学的领袖们及业界专家将齐聚一堂，  
共同打造未来的转型举措

## CONFERENCE HIGHLIGHTS 会议亮点



### KEYNOTE PRESENTATION

Embark on a journey with inspirational talks from global leaders who redefine leadership frontiers.

#### 主题演讲

聆听全球杰出领导人的真知灼见，踏上启迪之旅



### PANEL DISCUSSION

Navigate complex challenges, engage in fireside dialogues with industry experts, and discover diverse perspectives.

#### 座谈会

与多位业界专家侃侃而谈，从不同的观点探讨当前复杂挑战的应对方法。



### NETWORKING RECEPTION DINNER

Unwind and network, connecting with like-minded individuals passionate about leadership excellence.

#### 联谊晚宴

在轻松的晚宴中与同业交流、拓展人脉，并与志同道合、热衷于卓越领导的人士建立联系。

**BE PART OF THE CONVERSATION AND SECURE YOUR SEAT NOW!  
LIMITED SEATS - UNLIMITED POSSIBILITIES**  
**欢迎参加领导大会！立即报名！座位有限 – 开启无限可能**

**FOR ENQUIRIES | 有意报名和查询详情，欢迎联络：**

[conference@malaysia-chinasummit.com.my](mailto:conference@malaysia-chinasummit.com.my)





**BEYOND 50  
BEYOND BORDERS**

**共创繁荣50载  
两地情谊跨疆界**

## **INVEST YOUR FUTURE!**

Partner With Malaysia-China Summit 2024

## **精准布局占得先机!**

成为2024年马中峰会的合作伙伴

Malaysia-China Summit 2024 Partnership Programme offers exclusive opportunities in the Trade Exposition and Conference. Elevate your brand as a valued collaborator for progress.

2024年马中峰会的合作伙伴计划，将在贸易与投资博览会和领导大会中为您提供独一无二的机会，让贵品牌升格为备受重视的合作伙伴，在稳步发展之余提升品牌的知名度。



**Explore Further Details On How You Can Participate  
In This Transformative Event By Connecting With Us**



**欢迎联系我们，进一步了解参加这场重大活动的  
详情**

**FOR ENQUIRIES | 查询详情:**

[partnership@malaysia-chinasummit.com.my](mailto:partnership@malaysia-chinasummit.com.my)



OFFICIAL  
VENUE

官方场地



Strategically located in the heart of Kuala Lumpur, the Malaysian International Trade & Exhibition Centre (MITEC) stands as the gateway to Southeast Asia's dynamic MICE scene. The award-winning facilities offer seamless accessibility, world-class amenities, and unparalleled flexibility, making them ideal for hosting diverse events, ranging from intimate gatherings to large-scale exhibitions.

Experience the pinnacle of event excellence at MITEC, where state-of-the-art infrastructure and professional services converge to elevate your event to new heights.

马来西亚国际贸易与展览中心（MITEC）坐落在吉隆坡市中心的战略性位置，是通往东南亚市场的理想门户。这个屡获殊荣的场地交通便利，备有各种世界级的一流设施，而且场地安排十分灵活，是举办各类活动、私人聚会，甚至是大型展会的理想选择。尽情感受在MITEC举办活动的卓越魄力，凭借尖端的基础设施和专业服务，让您的活动体验再创高峰。

## WHERE YOUR VISION TAKES CENTRE STAGE 让全世界看到您的愿景

Contact MITEC today to unlock the potential of your event  
立即联络马来西亚国际贸易展览中心（MITEC），全面释放活动盛会的真正潜力。

MALAYSIA INTERNATIONAL TRADE AND EXHIBITION CENTRE (MITEC)  
马来西亚国际贸易展览中心（MITEC）

Kompleks MITEC  
No 8, Jalan Dutamas 2,  
50480 Kuala Lumpur,  
Malaysia

Website | 网站 : [www.mitec.com.my](http://www.mitec.com.my)  
Telephone | 联系号码 : +603 6206 0100



CONTACT US

联络我们

# IGNITE YOUR VISION with **qube**<sup>®</sup>

Qube Integrated Malaysia Sdn Bhd, a recognised industry leader, holds a significant presence in Malaysia, ASEAN, and globally. With over two decades of dedicated service since its 2003 inception, the company has successfully delivered a diverse portfolio of over 1,000 projects.

Distinguished by a legacy of excellence, QUBE Integrated has earned multiple prestigious awards, showcasing proficiency not only in event production and exhibition management but also in comprehensive project execution.

At its core, Qube brings together a dedicated team of over 100 experienced professionals, each contributing diverse expertise and a commendable track record and stands out by offering comprehensive end-to-end solutions, solidifying the company's reputation as a reliable corporate entity.

QUBE Integrated Malaysia私人有限公司是公认的行业领导者，在马来西亚、东盟和全球享有盛誉。该公司自2003年成立以来，已提供超过20年的专业服务，成功完成了逾1,000个横跨不同领域的项目。

QUBE Integrated凭借卓越的表现，赢得了多个知名奖项，不仅在活动策划和展览管理方面表现出色，亦在全面的项目执行上令人津津乐道。

QUBE拥有一支由100多名经验丰富的专业人员所组成的团队，每一位都掌握各自领域的独特专长，为公司带来了丰富的专业知识和卓越的业绩。通过提供全方位的端对端解决方案，QUBE奠定了其作为可靠企业实体的声誉。

DISCOVER MUST-SEE EVENTS IN 2024  
**DON'T MISS OUT!**



## FOR ENQUIRIES | 查询详情:

Email : [enquiry@qube.com.my](mailto:enquiry@qube.com.my)  
Website : [www.qube.com.my](http://www.qube.com.my)  
Telephone No. : +603 – 6151 9973 / 9673 / 9873

# EXPLORE MCS2024



Have questions? Let's Connect!  
[enquiries@malaysia-chinasummit.com.my](mailto:enquiries@malaysia-chinasummit.com.my)

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Tel. No. : +6017 - 869 8216