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**MALAYSIA
CHINA** SUMMIT 2024
PROSPERITY
BEYOND 50

**ULANG TAHUN KE-50
HUBUNGAN DIPLOMATIK MALAYSIA - CHINA**
50th ANNIVERSARY OF MALAYSIA-CHINA DIPLOMATIC RELATIONS

马中建交50周年

ENDORSED BY
支持单位



MINISTRY OF
INVESTMENT, TRADE AND INDUSTRY

ORGANISED BY
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MALAYSIA CHINA SUMMIT 2024 PROSPERITY BEYOND 50

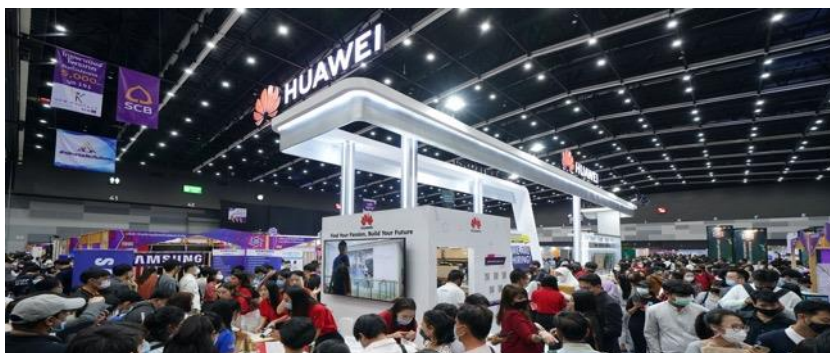
THEME

The "**Prosperity Beyond 50**" theme, signifies a strategic initiative for ensuring future economic growth, societal advancement, and overall well-being for Malaysia and China as they surpass their 50th anniversaries. This vision envisions sustained cooperation and synergy between the two nations, striving for a mutually beneficial and sustainable future.

主题

‘共创繁荣50载’的主题是马中建交50周年之际，对确保未来经济发展、社会进步以及两国福祉的战略倡议。此愿景展望两国之间坚毅长久的合作与协同关系，致力于实现互利共赢和永续发展的未来。

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



LEADERSHIP CONFERENCE 领导大会



In commemorating the 50th anniversary of friendship between Malaysia and China, the Malaysia-China Summit 2024 (MCS 2024) highlights mutual respect and advancements in diplomacy, trade, investment, education, and culture. MCS 2024 seeks to benefit not only Malaysia and China but also ASEAN and the broader community.

The event includes a 3-day International Trade and Investment Exposition and a 2-day leadership conference, focusing on five pillars: Future Tech, Future Growth, Future Knowledge and Experience, Future Opportunity, and Future Mobility and Connectivity, placing a strong emphasis on sustainability.

2024年马来西亚-中国峰会（Malaysia-China Summit 2024）旨在纪念马来西亚和中国之间50年来坚定不移的友谊，强调两国互敬互重的关系，以及在外交、贸易、投资、教育和文化上所取得的进步。

此活动包括为期三天的国际贸易与投资博览会，以及为期两天的领导大会。会上将聚焦探讨五大主题支柱：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连通性，并着重于缔造可持续的发展。



KEY TARGETS & DELIVERABLES 关键目标和可交付成果

1	Trade and Business Exhibition 贸易与商业展览	500+ exhibitors 超过500个参展商
2	Trade Visitors 贸易访客	10,000+ visitors 逾10,000名访客
3	Potential Trade and Investment Value 潜在贸易与投资价值	RM2 billion 20亿令吉

MALAYSIA-CHINA SUMMIT 2024 (MCS 2024) 2024年马来西亚-中国峰会

KEY HIGHLIGHTS 活动亮点

INTERNATIONAL TRADE AND INVESTMENT EXPOSITION 国际贸易与投资博览会	3 Days 为期3天	inc. Business Matching and Investment Meetings 包括商业配对与投资会议
LEADERSHIP CONFERENCE 领导大会	2 Days 为期2天	inc. Satellite Sessions and Partners Roundtables 包括卫星会议和合作伙伴圆桌会议

VENUE 地点	Malaysia International Trade and Exhibition Centre (MITEC) 马来西亚国际贸易展览中心 (MITEC)
DATE 日期	17 (Tue) 18 (Wed) 19 (Thu) December 2024 2024年12月17日 (星期二)、18日 (星期三) 至19日 (星期四)



PROGRAMME OVERVIEW 节目概述

	DAY 1 第一天	DAY 2 第二天	DAY 3 第三天
	17 December 2024 (Tuesday) 2024年12月17日 (星期二)	18 December 2024 (Wednesday) 2024年12月18日 (星期三)	19 December 2024 (Thursday) 2024年12月19日 (星期四)
LEADERSHIP CONFERENCE 领导大会 9am – 6pm 早上9点至傍晚6点	MCS 2024 Opening Ceremony and Leadership Conference 2024马中峰会开幕仪式与领导 大会	Conference 会议	-
INTERNATIONAL TRADE AND INVESTMENT EXPOSITION 国际贸易与投资博览会 10am – 6pm 早上10点至傍晚6点	TRADE & INVESTMENT EXPOSITION 贸易与投资博览会		
RECEPTION DINNER 招待晚宴 8pm – 10pm 晚上8点至10点	-	MCS 2024 Reception Dinner 2024年马中峰会招待晚宴	

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International Trade and Investment **EXPOSITION** 国际贸易与投资博览会

PROGRAMME COMPONENTS 节目流程	DAY 1 第一天	DAY 2 第二天	DAY 3 第三天
	17 December 2024 (Tuesday) 2024年12月17日 (星期二)	18 December 2024 (Wednesday) 2024年12月18日 (星期三)	19 December 2024 (Thursday) 2024年12月19日 (星期四)
10am – 6pm 早上10点 - 傍晚6点	TRADE & INVESTMENT EXPOSITION 国际贸易与投资博览会		
10am – 1pm 早上10点 - 下午1点	Business Matching 商贸配对 Pocket Talks 袖珍讲座 Product Launches 产品发布会 MoU Signing 谅解备忘录签署		Pocket Talks 袖珍讲座 Product Launches 产品发布会 MoU Signing 谅解备忘录签署
1pm – 2pm 下午1点-下午2点	LUNCH BREAK 午休/午餐时间		
2pm – 5pm 下午2点- 下午5点	Business Matching 商贸配对 Pocket Talks 袖珍会谈 Product Launches 产品发布会 MoU Signing 谅解备忘录签署		Pocket Talks 袖珍讲座 Investment Presentation 投资推介会

PROSPERITY BEYOND 50 共创繁荣50载

THEMATIC FOCUS 主题焦点

**FUTURE
TECH**
未来的科技

**FUTURE
MOBILITY &
CONNECTIVITY**
未来的流动性
和连通性

**FUTURE
OPPORTUNITY**
未来的契机

**FUTURE
GROWTH**
未来的成长

**FUTURE
KNOWLEDGE
& EXPERIENCE**
未来的知识
和体验

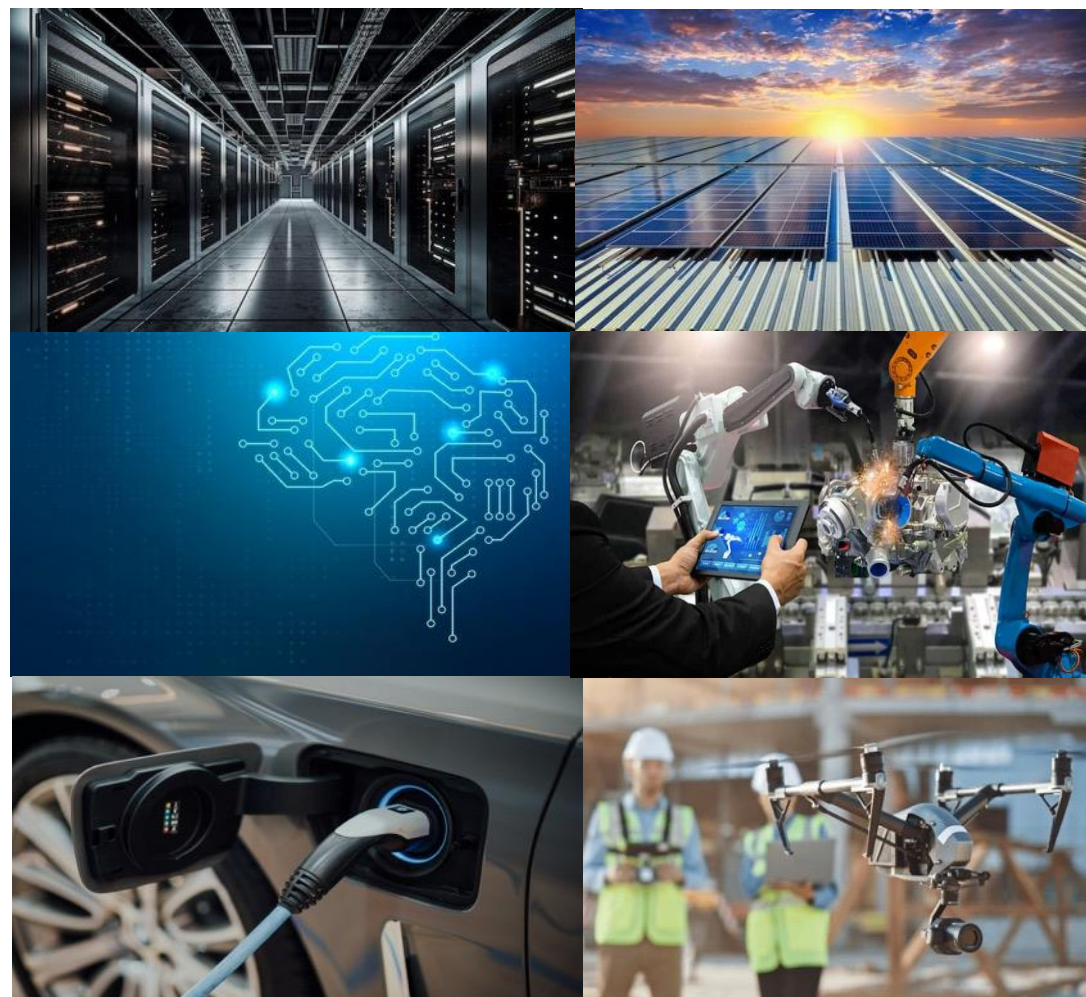
SUSTAINABILITY 可持续发展

NO. 数目	FIVE (5) THEMES FOCUS 五大主题支柱	PRIORITY SECTORS 重点领域	REGION FOCUS 区域聚焦		
1.	FUTURE TECH 未来的科技	1.Digital Technology and ICT 数字科技和信息通信技术 (ICT) 2.AI & Data Centre 人工智能 (AI) 和数据中心 3.Telecommunication 电信 4.Renewable Energy 再生能源 5.Green Technology 绿色科技 6.Electric Mobility & EV 电动交通方案和电动车	MALAYSIA 马来西亚	CHINA 中国	ASEAN 东盟
2.	FUTURE KNOWLEDGE & EXPERIENCE 未来的知识和经验	1.Global and Professional Services 全球和专业服务 2.Education 教育 3.Tourism 旅游			
3.	FUTURE MOBILITY & CONNECTIVITY 未来的流动性和连通性	1.Transportation and Infrastructure (Roads & Rails) 运输和基础设施 (道路和铁路) 2.Aerospace 航空航天 3.Automotive 汽车 4.Ports 港口			
4.	FUTURE GROWTH 未来的成长	1.Advance Manufacturing & Technology (AMT) 先进制造与技术 (AMT) 2.E&E & Semi-Conductors 电子电气 (E&E) 和半导体 3.Commodities 大宗商品 4.Energy and Chemicals 能源和化学品 5.Life Sciences and Healthcare 生命科学与保健			
5.	FUTURE OPPORTUNITY 未来的契机	1.Financial Services and Fintech 金融服务和金融科技 2.Key Projects Features & Future Development 主要项目与未来发展 3.Franchises 特许经营			

FUTURE TECH 未来的科技

Showcase allows innovative firms to highlight their breakthroughs in AI, Data Centre, Electric Mobility, Green Technology, Drone Technology, Cloud and 5G Technology. Explore the cutting edge of artificial intelligence, observe the growth of data centres towards sustainability, and highlight contributions to electric transportation and green technology. Disruptive power of drone technology and scalable, secure cloud solutions.

此盛会将让创新企业展出在人工智能（AI）、数据中心、电动交通方案、绿色科技、无人机技术、云计算，以及5G技术等方面的重大突破。访客们不仅可探索尖端的AI技术、观察数据中心迈向可持续发展的成长步伐、见证企业对电动交通和绿色科技的贡献、领略无人机技术的革新力量，还可看到各种安全及可扩展的云技术方案。



FUTURE KNOWLEDGE AND EXPERIENCE 未来的知识和体验

Focuses on professional services such as engineering, design, and construction. It allows organisations to showcase their cutting-edge skills, ranging from revolutionary engineering solutions to architectural marvels. The Future Experience category focuses on education and tourism, allowing corporations to highlight their offerings prominently. Engage with a worldwide audience, connect with industry leaders, investors, and collaborators, and help shape a future in which information and experience change the global environment.

此主题支柱将聚焦于工程、设计和建筑等专业服务。从革命性的工程方案到令人惊叹的建筑佳作，它将协助各大组织展出本身的尖端技术。与此同时，未来体验的组别则将侧重于教育和旅游，让企业以引人注目的方式展示其产品与服务。您不仅能与全球访客展开互动，还可携手行业领袖、投资者以及合作伙伴改变全球格局，形塑一个由信息和体验所驱动的未来世界。



FUTURE MOBILITY AND CONNECTIVITY 未来的流动性和连通性

Showcase an important platform where the aviation, aerospace, road, rail, port, and automobile industries come together to reinvent global mobility. It provides an excellent opportunity for firms to showcase cutting-edge breakthroughs in everything from aviation technology and aerospace technologies to smart road infrastructure, sustainable rail systems, and new automotive solutions. Participating allows your organisation to engage with a diverse global audience, connect with industry leaders, investors, and collaborators, and secure its place at the forefront of revolutionary advances defining the future of mobility and connectivity on a global scale.

这是一个汇聚航空、航天、道路、铁路、港口和汽车行业，并且将重新界定全球出行方式的重要平台。从航空技术、航天技术、智能道路基础设施、可持续铁路系统，到全新的汽车方案，它为企业提供了展示尖端及突破性技术的绝佳机会。此盛会将让您的组织更上一层楼，协助您与多元化的全球访客展开互动，与行业领袖、投资者以及合作伙伴建立联系，并在定义全球流动性和连通性的未来格局中，于前沿的革新领域站稳一席之地。



FUTURE GROWTH 未来的成长

Emphasises the importance of the following key manufacturing sectors: electronics and electrical (E&E), semiconductors, steel, commodities, and food and beverage. This event acts as a key nexus for investors and entrepreneurs looking for opportunities and promote the exponential growth of these critical industries. From pioneering developments in semiconductor technology to the strong foundations of steel and commodities ranging from palm oil to oleochemicals to furniture and gloves.

强调电子与电气 (E&E)、半导体、钢铁、大宗商品，以及食品和饮料等主要制造领域的重要性。这项活动是投资者和企业家寻找商机，并促进这些关键行业迅速增长的主要交汇点。从半导体技术史无前例的开创性发展，到钢铁和大宗商品稳如泰山的坚实基础，此主题涵盖了棕油、油脂化工品、家具，以及手套等领域。



FUTURE OPPORTUNITY 未来的契机

Highlights Malaysia's significant projects and big success stories. This event not only provides a unique opportunity for investors and businesses wishing to develop and establish a new regional centre, but it also spotlights leading financial institutions as vital actors in driving successful initiatives. The expo, which provides insights into possible game-changing businesses, aims to catalyse large investments, establish strategic relationships, and unlock economic potential, with top financial institutions playing a key role.

这个主题支柱将展示马来西亚多个重点项目和重大的成功案例。此活动不仅为有意发展及设立全新区域中心的投资者和企业提供独特机会，也凸显在推动成功倡议背后，扮演着重要角色的顶尖金融机构。此次博览会将带来可改变业界格局的精辟见解，旨在让顶尖金融机构发挥其关键作用，鼓励大规模投资、建立战略关系并释放经济潜力。



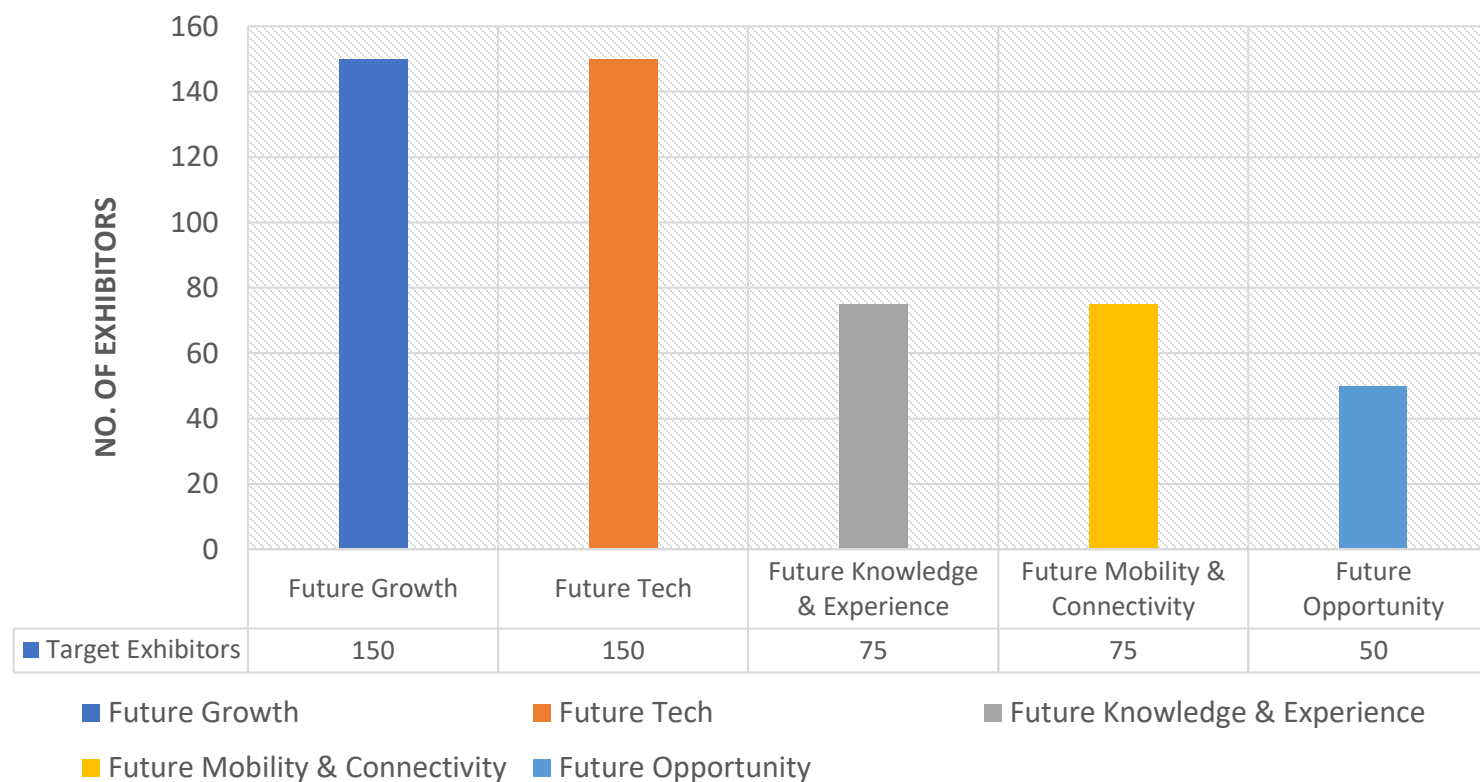
INTERNATIONAL TRADE & INVESTMENT EXPOSITION 国际贸易与投资博览会

MCS 2024 aims to have more than 500 International Trade and Investment exhibitors participating.

The graph displays the target exhibitor lists based on MCS 2024's thematic focus.

2024年马中峰会放眼吸引超过500个国际贸易与投资参展商。

右图以主题支柱进行分类，显示2024年马中峰会的参展商目标数。



MCS 2024 aims to host more than 500 International Trade and Investment exhibitors, spanning various thematic areas.

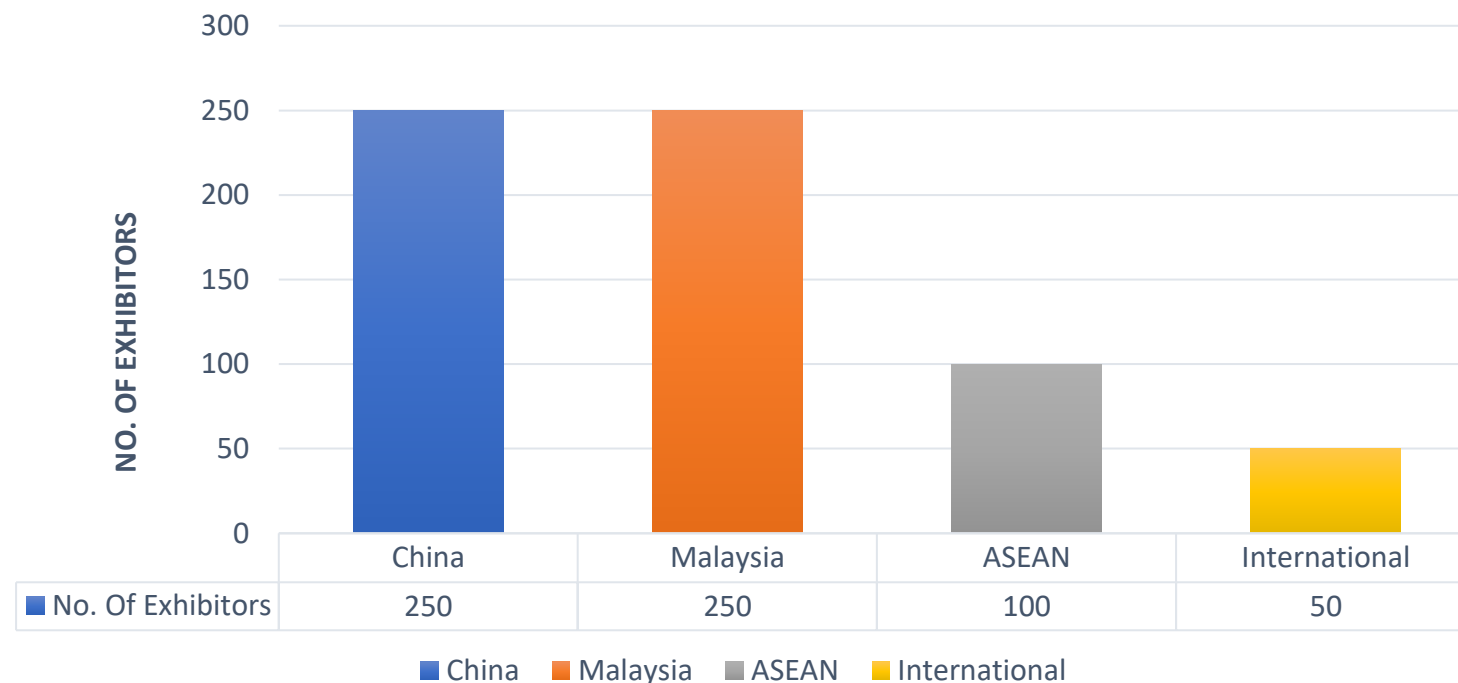
The target breakdown includes 250 Malaysian Exhibitors, 250 Exhibitors from China, 100 from ASEAN countries, and an additional 10 international exhibitors from selected countries.

2024年马中峰会将涵盖多个主题领域，放眼接待超过500个国际贸易与投资参展商。

参展商目标数的整体构成，包括250个马来西亚参展商、250个中国参展商、100个来自东盟国家的参展商，以及其他10个来自特定国家的国际参展商。

INTERNATIONAL TRADE & INVESTMENT EXPOSITION

国际贸易与投资博览会



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

MCS 2024 aims to have more than 100 exhibitors from ASEAN countries. A target of 50 other International participations will including countries from India, Japan, Korea, Australia and New Zealand.



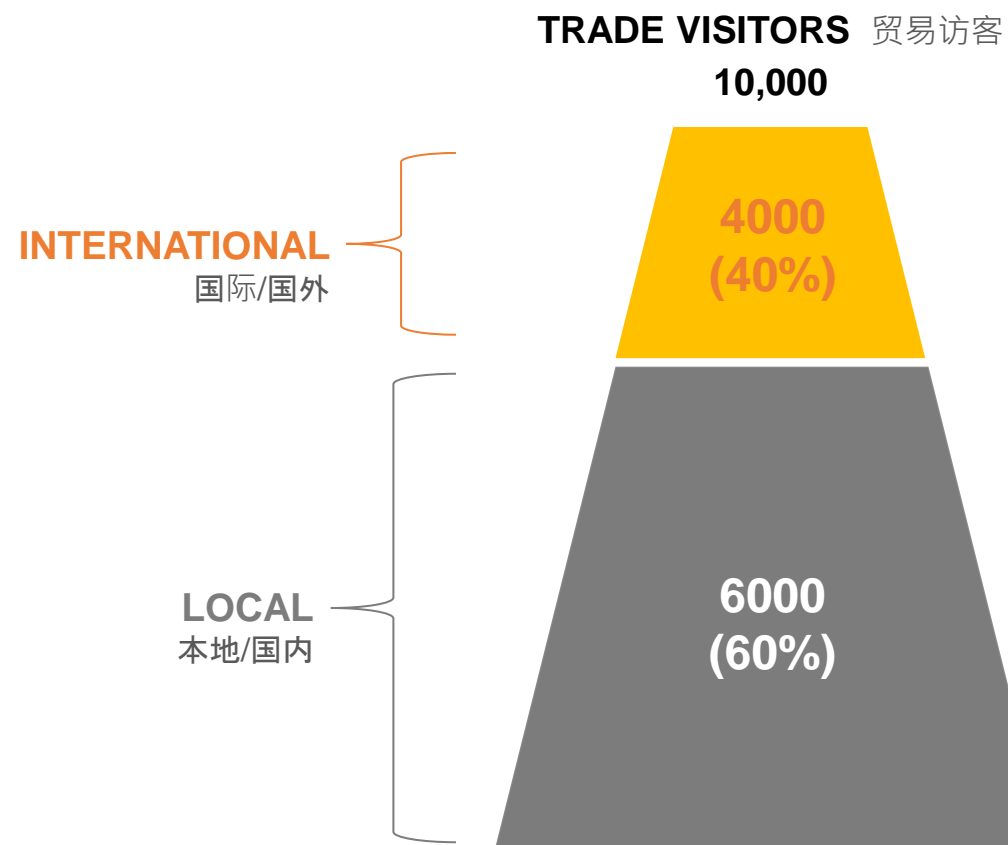
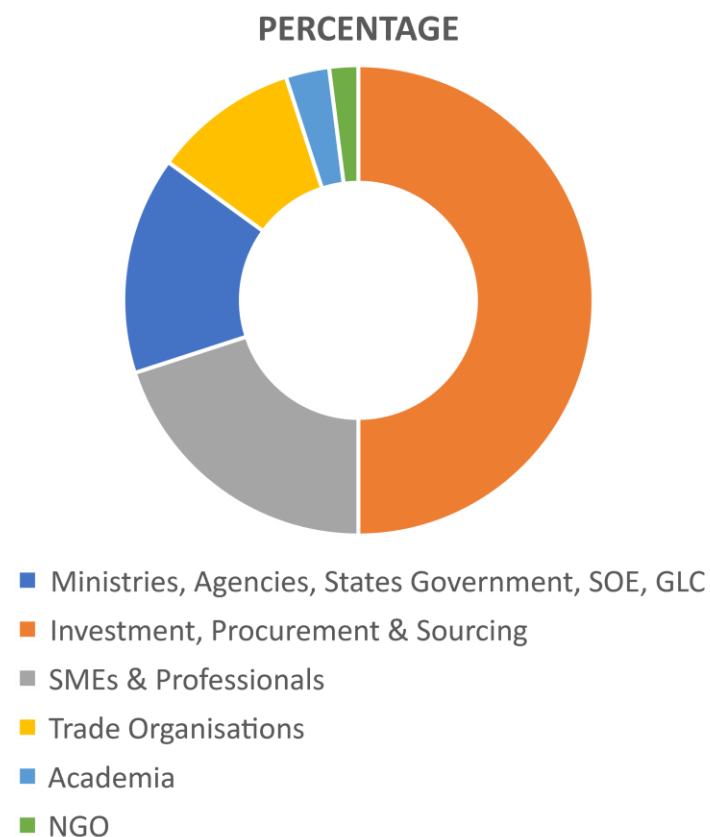
2024年马中峰会放眼吸引超过100个来自东盟国家的参展商。另外，大会也将邀请其他50个来自印度、日本、韩国、澳洲和纽西兰等国家的国际参展商共襄盛举。



TRADE VISITORS OVERVIEW 贸易访客概述

MCS 2024 anticipates a total of 10,000 trade visitors for this 3-day event

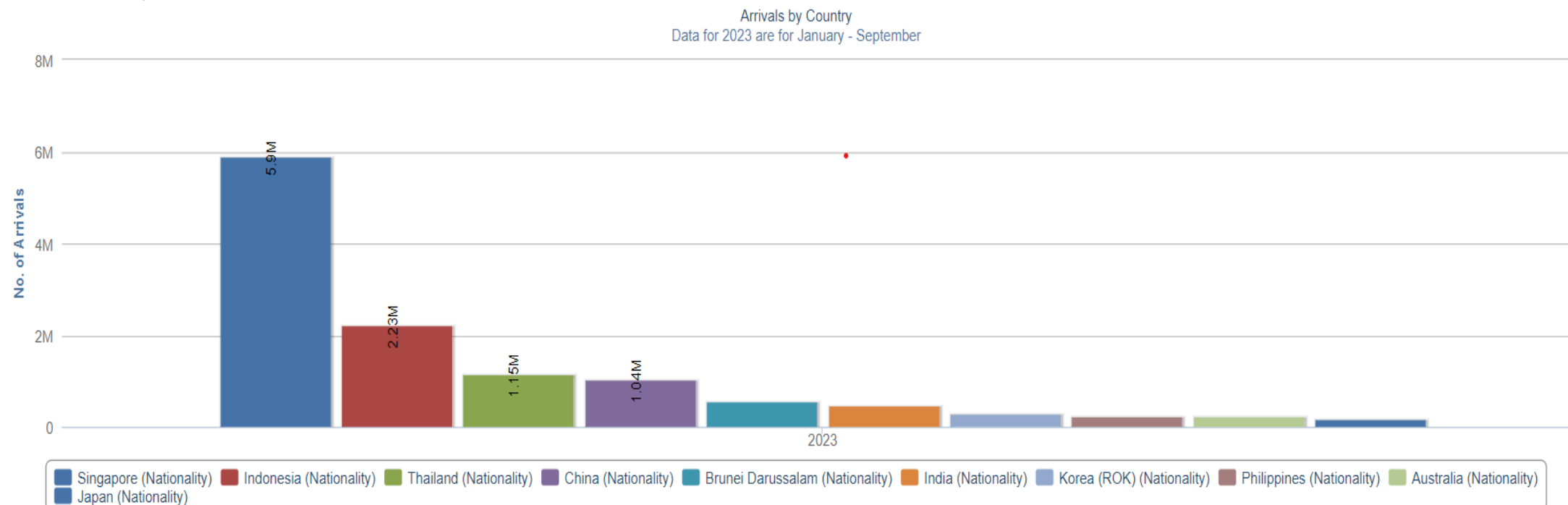
2024年马中峰会预计为期三天的活动将吸引多达10,000名贸易访客



TRADE VISITORS OVERVIEW 贸易访客概述

International trade visitors are expected to account for 40% of total visitations. The highest numbers of visitors to MCS 2024 are anticipated to come from Malaysia, Singapore, Indonesia, and Thailand, followed by trade visitors from China.

国际贸易访客预料将占总访客人数的40%。2024年马中峰会的访客，预计大多数来自马来西亚、新加坡、印尼和泰国，其次是来自中国的贸易访客。



AirAsia to be official carrier for MCS 2024 summit

亚航成为2024年马中峰会的官方航空合作伙伴



The role will see the airline providing accessibility and connectivity for delegates and participants from China and Asean countries.

KUALA LUMPUR: AirAsia Group Bhd will be the official airline partner for the Malaysia-China Summit 2024 (MCS 2024), that will be held in Malaysia in December.

The role will see the airline providing accessibility and connectivity for delegates and participants from China and Asean countries.

As an airline partner, AirAsia will provide exclusive travel deals which include a 10% airfare discount for summit participants from travel dates between Dec 9-20 with bookings made at MCS 2024's website. The promotional routes are valid for travel on AirAsia to major cities in Asia, including Singapore, Bangkok, Phnom Penh, Siem Reap, Vientiane, Manila, Hong Kong, Hangzhou, Shenzhen, Guangzhou, Shanghai, Chengdu, Jakarta and Ho Chi Minh City.

Tourism, Arts and Culture Ministry deputy secretary-general Datuk Shaharuddin Abu Sohoh highlighted the importance of partnerships in promoting regional connectivity and cultural exchange.



VENUE 地点	Malaysia International Trade and Exhibition Centre (MITEC) 马来西亚国际贸易展览中心 (MITEC)
DATE 日期	17 - 19 December 2024 (Tuesday Wednesday Thursday) 2024年12月17日至19日 (星期二、星期三和星期四)

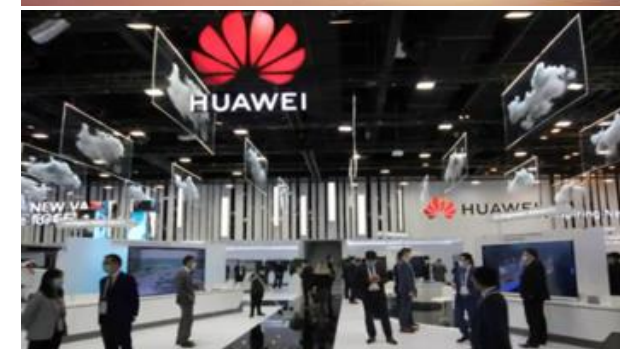
Positioned as an economic catalyst and Gateway to Southeast Asia, MITEC spans over 52,000 sqm of purpose-built exhibition space and triple volume exhibition halls with infinite possibilities. The Venue is the third largest MICE (Meetings, Incentives, Conferences and Exhibitions) venue in the Southeast Asia region and the largest trade and exhibition centre in Malaysia.

马来西亚国际贸易展览中心（MITEC）占地52,000平方米，不仅被定位为马来西亚的经济催化剂，也是通往东南亚的重要门户。其展览空间和三重展厅为各种用途精心打造，可承办各式各样、五花八门的活动。这个展览中心是东南亚境内排名第三大的会议、奖励旅游、大会以及展览（MICE）场地，亦是马来西亚最大的贸易展览中心。

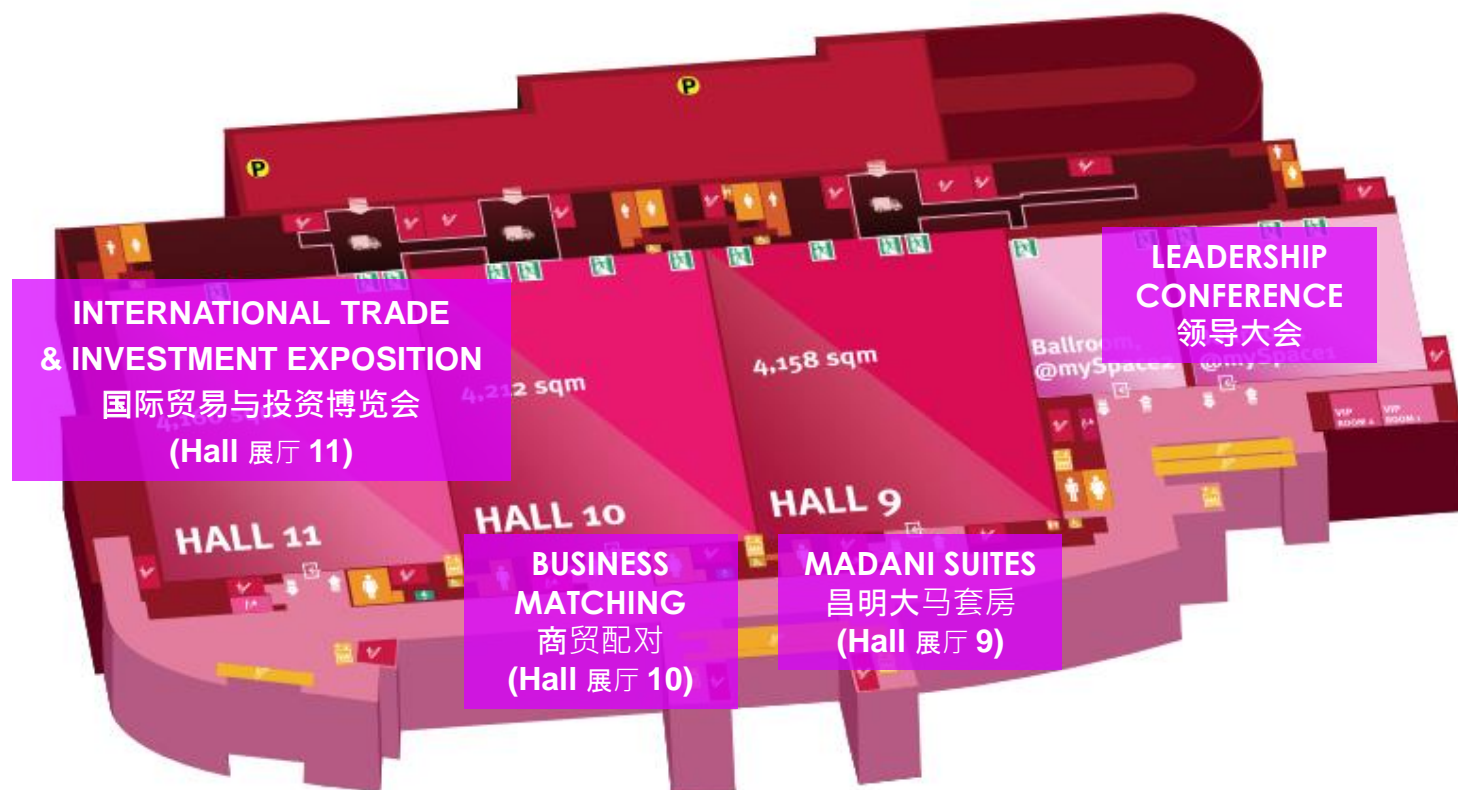
LEVEL 1 一楼 (MALAYSIA, ASEAN AND INTERNATIONAL COMPANIES) (马来西亚、东盟与国际公司)



LEVEL 2 二楼 CHINA COMPANIES & STRATEGIC SECTORS 中国公司与战略专区



LEVEL 3 三楼 – LEADERSHIP CONFERENCE 领导大会



STRATEGIC PARTNERS



马来西亚-中国商务理事会
Malaysia - China Business Council



马来西亚中资企业总商会
China Enterprises Chamber of Commerce in Malaysia (CECCM)



OFFICIAL AIRLINE PARTNER



EXPLORE MCS2024



若有任何疑问，请联系：

Have questions? Let's Connect!
enquiries@malaysia-chinasummit.com.my

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THANK YOU
谢谢！