



Media Release

World Chinese Economic Forum Acknowledges Melbourne's Global Commercial Focus

Wednesday October 3, 2012. Melbourne City Councillor Mr Ken Ong has announced that he welcomes and supports the 4th World Chinese Economic Forum (WCEF) as an outstanding major event for Melbourne and an appropriate acknowledgement and reflection of the economic importance and global focus of Victoria's capital city.

In addition, Cr Ong is confident the Forum will facilitate greater understanding and insight into the benefits of trade with China and he encourages as many local business owners and representatives as possible to attend this premier event.

In welcoming the event to Melbourne, Cr Ong acknowledged the efforts of Forum organizers, the Asian Strategy & Leadership Institute (ASLI) and its CEO Tan Sri Dato' Dr Michael Yeoh for bringing together leading representatives of business, government and academia to discuss important issues that will reinforce commercial and cultural links between China and the nations of Asia Pacific, the Middle East and Europe.

Over 500 attendees from 25 countries are expected to attend the World Chinese Economic Forum in Melbourne on November 12 & 13.

Commenting on the Forum's program, Cr Ong commended the organizers for the broad range and depth of topics that will be discussed and addressed over the two information packed days of the event.

Cr Ong will also be a speaker at the Forum and be joined by the **Rt Hon Lim Guan Eng**, Chief Minister of Penang Malaysia; **Mr. Rod Leaver**, CEO Asia, Lend Lease Corporation Ltd and **Mr. Chen Xin**, Deputy Secretary General, China Association of Mayors to address – **Urban, Property and Infrastructure Development: Meeting Future Challenges**.

"Rapid economic growth in China and ASEAN has generated a need to upgrade infrastructure from roads, railways, ports, airports, dams, power transmission and telecommunications," said Tan Sri Michael Yeoh.

"China has established a \$US10billion China-ASEAN infrastructure fund and Australian companies attending the WCEF in November will obtain an insight into how they can tap into the region and China's vast infrastructure demand."

Rapid urbanization in China as a result of the rural-urban migration has brought millions of new residents to growing cities across the nation. Good urban design and planning are imperative to make China's cities into 'smart cities' of the future.

Tan Sri Yeoh continued, "Australia is acknowledged globally for its successful and inspired city management expertise and can provide an important contribution as a

role model to the cities of China and the countries of ASEAN. The WCEF will address the lessons to be learnt and delve into the opportunities for collaboration."

Other topics that will be addressed during the WCEF extensive two day include –

- China and the World; Realizing Opportunities from Partnerships with the Rising Dragon
- Global Economic Shocks – How can Australia and Asia Cope?
- Global Entrepreneurship & Competitiveness – Connecting Diasporas, Building Linkages
- Global Corporate Citizenship – Climate Change, Business Responsibility & Ethics
- Minerals & Energy Spotlight – Meeting China's Growing Demand
- Business Collaboration in Agriculture & Food
- China, Australia & ASEAN – A new Dynamic for Future Growth
- Education Partnerships & the Digital Economy
- And many more

HE Alex Chernov, AC, QC Governor of Victoria and **The Hon Ted Baillieu MP**, Premier of Victoria will deliver the welcoming speech and opening address respectively.

This will be followed by Special Keynote Addresses by Deputy Prime Minister of Malaysia **The Rt. Hon Tan Sri Muhyiddin Yassin** and First Vice Chairman, China Council for the Promotion of International Trade (CCPIT), **Mr Zhang Wei**.

In addition, first day WCEF highlights will include addresses from **The Hon Craig Emerson, MP**, Minister of Trade & Competitiveness, Australia; **The Hon Dato' Sri Mustapa Mohamed**, Minister of International Trade & Industry, Malaysia; **Dr Ken Henry, AC** Special Adviser to the Prime Minister, Australia and Chairman, Special Task Force – "Australia in the Asia Century" and **Prof Edward Byrne**, Vice Chancellor & President, Monash University Australia.

Cr Ken Ong concluded, "The WCEF in November will be an exceptional event for Melbourne and the Forum program will allow a broad range of issues and topics to be discussed and debated. I would recommend Australian business owners and representatives to attend and capitalise on the great opportunities that will be provided to further expand connections, develop links and exchange ideas with their international counterparts."

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Notes to the Editor: Program information, speakers details, & registration information is available from the 4th World Chinese Economic Forum website www.wceforum.org

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