



Media Release

Melbourne to Host Important 4th World Chinese Economic Forum in November

September 13, 2012. Melbourne will be the host of the 4th World Chinese Economic Forum and over 500 attendees from 25 countries are expected to attend this major event on November 12 & 13. The Forum program will bring together government, business and thought leaders to discuss the rise of China and China's economic linkages with her neighbours in SE Asia, India, Australia and the Middle East.

Organised by the Asian Strategy & Leadership Institute (ASLI), the 4th World Chinese Economic Forum is a major national and international business event that will provide attendees with insight into the key issues that will shape the future of relations with China as well as encouraging and facilitating more in-depth understanding of the Chinese Dragon and the implications and opportunities for the global and regional economies.

Prime Minister of Australia The Hon Julia Gillard MP said "The World Chinese Economic Forum provides a welcome platform for governments, business and industry to discuss emerging opportunities arising from China's economic growth and its relations with its neighbours in SE Asia and Australia."

Adding his support to the event, **Malaysia's Prime Minister, The Hon Dato' Sri Mohd Najib** said "The World Chinese Economic Forum gives a useful platform for interchange of views and ideas, as well as to forge business partnerships and linkages."

Tan Sri Dato' Dr Michael Yeoh, Chairman of the World Chinese Economic Forum and CEO, Asian Strategy & Leadership Institute said the extensive main platform and panel discussion program of the 4th World Chinese Economic Forum includes Government Ministers, captains of industry, leading entrepreneurs, scholars, researchers and corporate leaders has been carefully structured to generate discussion and debate on issues of strategic importance that will shape the future of relationships with China.

"The World Chinese Economic Forum has appropriately been described as an idea whose time has come as China emerges to be the world's 2nd largest economy and the global influence of the nation grows as an economic powerhouse driving robust growth – particularly in the countries of the Asia Pacific region," said Tan Sri Yeoh.

Tan Sri Yeoh went on to say that the Forum seeks to promote a *21st Century Silk Road* or modern day Economic Corridor that links China through SE Asia, Australia and India to the markets of the Middle East and beyond.

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.

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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**.

A significant highlight of the Forum's first day will be the presentations on the topic of "China and the World: Realizing Opportunities from Partnerships with the Rising Dragon" by **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.

Other prominent Forum speakers and presenters include –

The Hon Mark Dreyfus, QC MP, Cabinet Secretary/Parliamentary Secretary for Climate Change & Energy Efficiency

Ambassador Delia D Albert, Former Foreign Secretary of the Philippines/Senior Adviser SGV & Co

Ambassador Zou Mingrong, Executive Vice Chairman, China National Committee for Pacific Economic Cooperation

Mr John So, Former Lord Mayor of Melbourne, Australia

Dato' Seri Dr Chua Soi Lek, President of the Malaysian Chinese Assoc, Adviser of World Chinese Economic Forum

Mr Edmund Yeo, Councillor, London Council & Chairman, Chinese Advice & Information Centre, London

Prof Dr Kriengsak Chareonwongsak Member of Parliament, Democrat Party, Thailand/ Senior Fellow Harvard University

Mr Chen Xin Deputy Secretary General of China Association of Mayors, Beijing

Tan Sri Lee Kim Yew Patron & Co-founder World Chinese Economic Forum

Mr Rajiv Biswas Chief Economist at IHS Group, Singapore

Ms Penny Low, Member of Parliament Singapore and President Social Innovation Park

Mr George Pappas, Chairman Committee for Melbourne

Mr Clyde Prestowitz, President, Economic Strategy Institute, USA

The Rt Hon Lim Guang Eng, Chief Minister of Penang, Malaysia

Mr Ian Buchanan, Senior Executive Adviser, Booz & Co / Chairman Crawford School of Government Australia

Mr Jusuf Wanadi, Founder & Vice Chairman, Centre for Strategic & International Studies, Indonesia

Mr Alan Oxley, Chairman Australia APEC Study Centre, RMIT University

Tan Sri Yeoh concluded, "The countries of the Asia Pacific region and China share a strong and rapidly escalating economic relationship that through further strengthening and deepening will deliver sustained trade and mutually beneficial long term economic prosperity."

"The 4th World Chinese Economic Forum is a significant event and an opportunity to shape future economic and political agendas with China through the exchange of views, information, experience, expertise and insights that will provide a foundation to boost future growth and bi lateral trade prospects."

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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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