



WORLD CHINESE ECONOMIC FORUM

世界華人經濟論壇

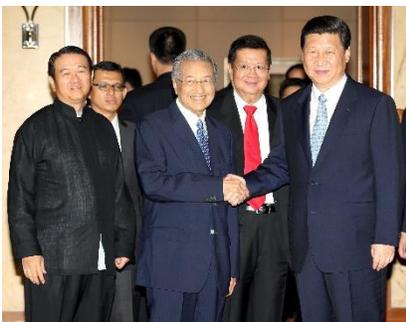
## Media Release

# Cultural bridges and economic synergies will be the legacy of 2018 World Chinese Economic Forum in KL



**Friday October 5, 2018.** Tan Sri Dato' Dr Michael Yeoh, Chairman, Organising Committee of the **2018 World Chinese Economic Forum** (WCEF) and President of the **International Strategy Institute** (ISI) is confident the upcoming Forum to be held in Kula Lumpur will be a resounding success and its legacy of cultural bridges and economic synergies will benefit the region for many years to come.

Commenting further, Tan Sri Dato' Dr Michael Yeoh said without doubt the WCEF is the premier international event of its kind. Delegates and VIPs will be travelling from across the globe to hear high profile, distinguished, expert speakers and presenters representing government, business and academia delivering thought provoking and informative main platform and plenary session presentations.



Malaysian Prime Minister **The Hon. Tun Dr Mahathir Mohamad** will be delivering the opening keynote address for this year's stellar two day event in Kuala Lumpur.

There will also be a Special Address by **The Hon. CY Leung**, Vice Chairman, National Committee of the Chinese People's Political Consultative Conference (CPPCC)

Malaysia's Finance Minister **The Hon. Lim Guan Eng** has also been confirmed as a keynote speaker along with **Lim Hwee Hwa**, Managing Director, Tembusu Capital / Former 2nd Minister of Finance & Transport, Singapore.

The 2018 Forum will be held over two days commencing Friday November 9 at the Palace of the Golden Horses hotel, Kuala Lumpur. The theme for the 2018 WCEF is **Towards a common future: Enhancing new opportunities in a changing world.**

Commenting further Tan Sri Dato' Dr Michael Yeoh said, "The WCEF is an international flagship event that also provides a platform and bridge for strengthening and building connectivity and business linkages between Asia Pacific, Europe and China".

In addition, the Forum promotes global and regional dialogue on the emergence of China as the world's second largest economy. It also brings together the global Chinese diaspora

and promotes entrepreneurship and innovation through business networking and sharing of knowledge and best practices.

A key topic on the agenda of the 2018 WCEF is **China's dynamic digital economy**.

China is one of the world's largest investors and adaptors of digital technologies and the nation's economy is far more 'digitized' than many uninformed observers appreciate said Tan Sri Dato' Dr Michael Yeoh.

"China's digital transformation is already having a profound impact on its own economy and home market consumers have demonstrated an eagerness to embrace all forms of digital offerings. In addition, China has the scale to drive rapid commercialization of digital and internet business models as demonstrated by giant global enterprises Alibaba, Baidu and Tencent", continued Tan Sri Dato' Dr Michael Yeoh.

"China's national government proactively encourages digital innovation and entrepreneurship and as well as providing a profound benefit to its own economy is having an increasing influence on the global digital landscape."

What are the opportunities to capitalise on China's digital leadership and how can international businesses participate in this sector will be among the many topics covered in this session.

Tan Sri Dato' Dr Michael 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 2018 World Chinese Economic Forum in Kuala Lumpur 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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**Issued by International Strategy Institute**    <https://istrategy.global>

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