



Media Release

Chongqing, China to Host Important 6th World Chinese Economic Forum in December

Thursday September 25, 2014. Tan Sri Dato' Dr Michael Yeoh, Chairman of the World Chinese Economic Forum (WCEF) and CEO, Asian Strategy & Leadership Institute has confirmed that all is in readiness for the 2014 Forum that will be held in Chongqing, China December 4 & 5.

The theme of the 2014 WCEF is China, ASEAN and World Economy – China's New Global Role, Achieving Balanced Growth & Sharing Mutual Prosperity.

Now in its 6th year, the event is acknowledged as the leading annual Forum promoting closer linkages between China and SE Asia, the West as well as the global Chinese Diaspora.

Melbourne was the first international city to host the WCEF in 2012 and over 400 delegates, VIPs and MPs from 20 countries attended to hear high profile, distinguished, expert speakers and presenters representing government, business and academia deliver thought provoking and informative insights into an exciting new era of prosperity that will be acknowledged by history as the Asian Century.

“The objective of the Forum is to promote the new Silk Road between China and SE Asia and this is consistent with China President Xi Jinping's new Maritime Silk Road initiative”, said Tan Sri Dato' Dr Michael Yeoh.

“The program for the 2014 WCEF recognises China's emergence as a global economic powerhouse – the world's 2nd largest economy and the business and investment opportunities available in China”.

Former Prime Minister of Malaysia, HE Tun Dr Mahathir Mohamad will deliver the keynote speech at the gala dinner to celebrate the first day of the Forum.

This will be followed by the presentation of Lifetime Achievement Awards by Deputy Prime Minister of Malaysia HE Tan Sri Muhyiddin Yassin. The Deputy Prime Minister will deliver the keynote address the next day during the official Opening Ceremony.

Some of the topics that will be addressed at the December Forum include –

- China's role in the world and regional economy – prospects & opportunities in new China century
- Urbanisation, cities and property development – new challenges, trends & opportunities
- Growing global and regional business – key success factors for business & entrepreneurs

