

# HNWF

World Federation of Hainanese Associations  
第十八届世界海南乡团联谊大会



# 2025

## The 18<sup>th</sup> Congress

大会手册 | HandBook

## 海南自贸新机遇 东盟共筑新桥梁

New Opportunities in Hainan Free Trade Port: Building a New Bridge with ASEAN

📍 马来西亚槟城 SETIA SPICE 国际会展中心  
SETIA SPICE CONVENTION CENTRE, PENANG MALAYSIA

📅 2025 年 11 月 14 日 - 16 日  
NOVEMBER 14 - 16, 2025

主办单位:  
Organizer



协办单位:  
Co-Organizer



战略合作单位:  
Strategic Partners



马来西亚华商联盟 (ZCACC)  
Associated Yang Xiong And Chinese Chamber of Commerce Malaysia



槟州中华总商会  
PENANG CHINESE CHAMBER OF COMMERCE



PUMM  
Persatuan Ulamaas Melayu Malaysia  
Malay Islamic Development Association

仲裁支持单位:  
Supporting Arbitration  
Organization



HIAC  
海南国际仲裁院  
www.hiac.com.cn

支持单位:  
Supporting  
Organizations



INVEST NS  
(INVEST NEGERI SELATAN)

主要纪念品赞助商:  
Primary Souvenir  
Sponsor





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## 简介 | The Introduction



### 第十八届世界海南乡团联谊大会简介

**世界海南乡团联谊会** (The World Federation of Hainanese Associations) 是全球海南乡团的民间联谊组织，在1989年成立。其宗旨在于**加强全球海南乡团的联系与友好合作**，促进世界各地海南乡亲的团结互助，推动民间文化、体育、学术及商贸领域的深度交流，并凝聚海南乡团与乡亲的力量，共同推动经济、文化与教育的发展，提升海南籍人士的全球影响力与社会地位。世界海南乡团联谊会设立**理事会**作为执行决策机构，现有来自**16个国家和地区**的**18个海南乡团担任理事成员**，其中包括**马来西亚海南会馆联合会**。

### 世界海南乡团联谊大会概述

**世界海南乡团联谊大会** (Congress of World Federation of Hainanese Associations)，每两年由各理事乡团轮流主办。自1989年首届大会在新加坡成功召开以来，已先后在新加坡、泰国、海南、香港、澳门、马来西亚、美国、文莱、印尼、澳大利亚等十个国家和地区举办了**17届大会**，汇聚全球海南乡团和海南籍精英，共同探讨海南乡亲的发展机遇。

马来西亚首次主办世界海南乡团联谊大会是在**1999年**，如今，时隔26年，**第十八届世界海南乡团联谊大会** (The 18<sup>th</sup> Congress of World Federation of Hainanese Associations 简称 **HNWF2025**) 将于**2025年11月14日至16日**在马来西亚檳城隆重举行，主会场设于**SETIA SPICE国际会展中心**。

值得一提的是，马来西亚檳城州与中国海南省于**2013年11月7日**正式缔结为**友好省州**，为两地在经济、文化、教育及社会领域的合作交流奠定了坚实基础。

### 大会使命与影响

经过36年的发展，世界海南乡团联谊大会的规模与影响力不断扩大，已成为**全球海南乡团和琼籍乡亲最重要的联谊交流平台**，同时也是**海南省与世界各地海南乡团紧密联系的重要桥梁**。本届大会将在延续传统的基础上，以创新精神推动海南乡团的发展，搭建更广阔的国际合作平台，促进全球海南人资源共享、事业互助，共同开创更加辉煌的未来。

**第十八届世界海南乡团联谊大会，诚邀全球海南乡亲共襄盛举，共绘发展蓝图！**

### The Introduction

The **World Federation of Hainanese Association**, established in 1989, is a global civil fellowship organization for Hainanese associations. Its goal is to **strengthen connections and cooperation among Hainanese groups**, promote unity and mutual support, and foster cultural, academic, and business exchanges. The congress aims to enhance the global influence and social status of Hainanese people.

The congress operates through a **Council with 18 member associations from 16 countries**, including **The Federation of Hainan Association Malaysia**.

### The Overview

**Congress of World Federation of Hainanese Associations**, held every two years by rotating member associations. Since its first successful meeting in Singapore in 1989, it has been hosted in 10 countries and regions, which including **Singapore, Thailand, Hainan, Hong Kong, Macau, Malaysia, U.S.A, Brunei, Indonesia, and Australia**. The event gathers global Hainanese elites to explore development opportunities.

Malaysia hosted the congress in **1999**. Now, after 26 years, **The 18<sup>th</sup> World of Congress of World Federation of Hainanese Association (HNWF2025)** will be held in Penang from **November 14–16, 2025**, at the **SETIA SPICE International Convention Centre**. Notably, Penang and Hainan Province became **sister regions in November 7, 2013**, strengthening cooperation in economic, cultural, and educational areas.

### Mission and Impact

Over 36 years, the congress has grown in scale and influence, becoming a **key platform for global Hainanese fellowship and a bridge for Hainan Province's ties with Hainanese groups worldwide**. This year's congress will continue traditions while driving innovation to expand international cooperation, promote resource sharing, and help create a brighter future for Hainanese people globally.

**The 18<sup>th</sup> Congress of World Federation of Hainanese Associations** invite all Hainanese worldwide to join in shaping the future!



# 主席致辞 | Message from Chairman



## 热烈欢迎出席第十八届世界海南乡团联谊大会

尊敬的各位嘉宾、海南乡亲们：

我是拿督杨克浩，同时担任马来西亚海南会馆联合会总会长以及本次大会的主席。怀着无比荣幸与满腔热忱，我诚挚地欢迎大家来到马来西亚槟城，参加第十八届世界海南乡团联谊大会。

马来西亚海南会馆联合会长期以来都是我们社群的中流砥柱。我们始终致力于传承和弘扬海南文化的精髓，同时也在不同地区的海南乡亲之间架起沟通的桥梁。我们开展了各式各样的活动，比如文化交流活动，让海南独特的魅力得以彰显；还有社区建设项目，不断增进乡亲们之间的情谊。通过这些努力，我们见证了海南精神的蓬勃发展，也看到我们的社群日益壮大。

世界海南乡团联谊大会在我们心中意义非凡。自1989年创办以来，它已发展成为一个跨越国界的卓越平台。在这里，来自世界各地海南乡亲的故事、梦想和传统相互交融。每一届大会都是一座里程碑，而这第十八届也不例外。

我们本次大会的主题“海南自贸新机遇，东盟共筑新桥梁”，正是对当下时代的生动映照。海南自由贸易港的建设是一个重要的里程碑，为我们带来了丰富的经济和文化机遇。与此同时，东盟的蓬勃发展也为我们提供了广阔的合作空间。作为主办方，马来西亚海南会馆联合会致力于将本次大会打造成为新时代发展进程中的关键纽带。我们希望借助此次活动，推动商业、文化、社会等多方面的交流，为各方创造共赢的局面。

在本次大会期间，我们精心筹备了一系列活动。四场主题论坛绝非普通的讨论，而是深度探索的平台。青年发展论坛将聚焦于培养下一代的领导者，为年轻人提供发声的空间，帮助他们与导师建立联系。妇女议题论坛将突出海南女性在我们社群以及整个社会中所发挥的重要作用。经济发展论坛将成为汇聚商业见解、挖掘投资机会的热门场所。而乡音推广论坛，则承载着我们传承海南独特语言的努力，因为海南话是我们文化身份中不可或缺的一部分。

除了论坛，我们还安排了一些精彩的付费活动。商务对接会旨在帮助大家拓展商业人脉，寻找潜在合作伙伴，探索新的商业契机。高尔夫球赛是大家在轻松氛围中放松心情、建立联系的好机会。槟城岛游览活动，能让大家领略当地的文化、历史和美丽风光。

我衷心感谢大家的积极参与。今天，你们的到来让本次大会更加精彩，也充分展现了全球海南乡亲强大的凝聚力。我也要感谢所有社团给予的坚定支持。无论是宣传大会、分享资源，还是提供宝贵建议，你们的贡献都是本次活动成功举办的大动力。

在这为期三天的大会里，我鼓励大家积极参与讨论、分享经验、建立新的联系。让我们把这次大会办成一场令人难忘的盛会，充满创新、友谊与团结的力量。

再次欢迎大家参加第十八届世界海南乡团联谊大会。希望大家在槟城度过愉快的时光，也希望本次大会能为大家带来新的启发和机遇。

谢谢大家！

大会主席拿督杨克浩

## A warm welcome to the 18<sup>th</sup> Congress of World Federation of Hainanese Associations.

Distinguished guests and fellow Hainanese,

I am Datuk George Yong Ket How, President of the Federation of Hainan Associations Malaysia and Chairman of the congress. It is with great honor and enthusiasm that I welcome you to the 18th World Hainanese Associations Congress in Penang, Malaysia.

The Federation has long been a pillar of our community, dedicated to preserving Hainanese culture and fostering connections among Hainanese people globally. Through various cultural and community activities, we've seen the Hainanese spirit grow stronger, and our community flourish.

Since its inception in 1989, the Congress of World Federation of Hainanese Associations had become an invaluable platform for Hainanese people worldwide. Each convention has been a milestone, and this 18th edition is no exception.

Our theme, "New Opportunities in Hainan Free Trade Port: Building a New Bridge with ASEAN," reflects the exciting times we are in. The Hainan Free Trade Port is a significant milestone, opening up numerous economic and cultural opportunities, while ASEAN's growth provides vast cooperation possibilities. As the host, we aim to make this convention a vital link in global development, fostering exchanges in business, culture, and social matters.

We've arranged a series of activities, including four themed forums: Youth Development (focusing on the next generation of leaders), Women's Issues (highlighting the role of Hainanese women), Economic Development (focusing on business insights and investment opportunities), and Native Dialect Promotion (preserving the Hainanese language) and etc.

In addition, we have exciting paid activities such as business matchmaking, a golf event, and tours of Penang Island to explore local culture and history.

I sincerely thank all of you for participating. Your presence here today strengthens the unity of our global Hainanese community. I also want to thank the associations for their support, which has been key to the success of this event.

As we begin this three-day journey, I encourage you to engage in discussions, share experiences, and build new connections. Let's make this convention memorable and filled with innovation, friendship, and unity.

Once again, welcome to HNWF2025. Enjoy your time in Penang and may this event bring new inspiration and opportunities to all.

Thank you!

Datuk George Yong Ket How  
HNWF2025 Chairman



## 2025年第十八届世界海南乡团联谊大会徽章设计概念:

以马来西亚国花 Bunga Raya (大红花) 为核心灵感, 徽章设计融合民族文化精神与全球化视野。主体以五片单瓣朱槿构成, 严格遵循国花形态标准, 象征海南乡团“开放、团结、传承、共荣、创新”五大精神内核。

每片花瓣巧妙融入马来西亚国旗四色——蓝、黄、白、红: 蓝色寓意多元包容的海南文化, 黄色致敬海南人勤勉奋斗的传统, 白色象征文化传承的纯粹初心, 红色凝聚血脉相连的乡情纽带。而绿色寓意着生命力, 中央单支金色花蕊呼应“根脉相连, 生生不息”的侨胞精神。

为彰显全球海南乡亲情谊, 大会特别准备23国限量版特别融入各国家的标识纪念套装。以花为媒, 以色为语, 将世界海南侨胞在全球足迹凝练为永恒纪念, 传递“一花五瓣连四海, 天涯乡情共此心”的深刻寓意。

## The Design Concept of the Badge of HNWF2025:

With Malaysia's national flower, Bunga Raya (Hibiscus flower) as the core inspiration, the badge design integrates the national cultural spirit and global vision. The main body is composed of five single-petal hibiscus, strictly following the form standards of national flowers, symbolizing the five spiritual cores of "openness, unity, inheritance, co-prosperity and innovation" of the Hainan Township Group.

Each petal is cleverly integrated into the four colors of the Malaysian flag – blue, yellow, white and red: blue implies the diverse and inclusive Hainan culture, yellow pays tribute to the tradition of Hainan people's diligent struggle, white symbolizes the pure original intention of cultural inheritance, and red condenses the blood-related hometown ties. Green for vitality, and the single golden stamen in the center echoes the spirit of "connected roots and endless life".

In order to highlight the friendship of Hainan around the world, the conference specially prepared a limited edition of 23 countries and specially integrated into the logo memory set of various countries. With flowers as the medium and colors as words, the world's overseas Hainan compatriots are condensed into eternal memories in the global footprints, and conveying the profound meaning of "one flower and five petals are connected to the four seas, and the love of the world is the same heart".



01. 新加坡海南会馆
02. 泰国海南会馆
03. 海南海外联谊会
04. 香港海南商会
05. 澳门海南同乡总会
06. 马来西亚海南会馆联合会
07. 海南省侨联
08. 美国南加州海南会馆
09. 文莱马来奕海南公会/文莱斯市海南会馆
10. 印尼海南总会
11. 澳大利亚海南社团总会
12. 香港海南社团总会
13. 广东省海南联谊会
14. 台北海南同乡会
15. 苏里南海南同乡会
16. 加拿大海南同乡联合总会（加拿大安省海南同乡会、加拿大蒙特利尔海南同乡会、加拿大温哥华海南同乡会）
17. 新西兰海南社团总会
18. 法国海南同乡会



- |               |               |              |
|---------------|---------------|--------------|
| 1. 新山海南会馆     | 31. 巴生海南会馆    | 61. 北海海南会馆   |
| 2. 古来海南会馆     | 32. 吉胆海南会馆    | 62. 吉坡海南会馆   |
| 3. 令金海南会馆     | 33. 雪邦区海南会馆   | 63. 吉中海南会馆   |
| 4. 居銮海南会馆     | 34. 瓜拉冷岳海南会馆  | 64. 浮罗交怡海南会馆 |
| 5. 丰盛港海南会馆    | 35. 雪州沙白县海南会馆 | 65. 吉南海南会馆   |
| 6. 永平海南会馆     | 36. 淡属海南会馆    | 66. 玻州海南会馆   |
| 7. 笨珍海南会馆     | 37. 彭亨立卑海南会馆  | 67. 诗巫海南会馆   |
| 8. 新文龙海南会馆    | 38. 关丹海南会馆    | 68. 古晋海南会馆   |
| 9. 峇株巴辖海南会馆   | 39. 林明海南会馆    | 69. 美里海南会馆   |
| 10. 麻坡海南会馆    | 40. 文冬海南会馆    | 70. 民都鲁海南会馆  |
| 11. 东甲海南会馆    | 41. 金马崙海南会馆   | 71. 亚庇海南会馆   |
| 12. 昔加末海南会馆   | 42. 甘马挽海南会馆   | 72. 斗湖海南会馆   |
| 13. 三合港海南会馆   | 43. 甘马仕海南会馆   | 73. 纳闽海南会馆   |
| 14. 乌鲁地南海南会馆  | 44. 北加海南会馆    | 74. 拿笃海南会馆   |
| 15. 哥打丁宜海南会馆  | 45. 龙运海南会馆    | 75. 古达海南会馆   |
| 16. 陈厝港海南会馆   | 46. 登嘉楼海南会馆   | 76. 根地咬海南会馆  |
| 17. 士古来海南会馆   | 47. 吉兰丹海南会馆   | 77. 山打根海南会馆  |
| 18. 马六甲海南会馆   | 48. 霹雳海南会馆    | 78. 保佛海南会馆   |
| 19. 野新海南会馆    | 49. 金宝海南会馆    |              |
| 20. 巴登马六甲海南会馆 | 50. 华都牙也海南会馆  |              |
| 21. 马日丹那海南会馆  | 51. 太平海南会馆    |              |
| 22. 万里茂海南会馆   | 52. 安顺海南会馆    |              |
| 23. 亚沙汉海南会馆   | 53. 曼绒海南会馆    |              |
| 24. 淡边海南会馆    | 54. 江沙海南会馆    |              |
| 25. 森美兰海南会馆   | 55. 邦咯岛海南会馆   |              |
| 26. 森州柔河海南会馆  | 56. 马登巴冷海南会馆  |              |
| 27. 瓜拉庇劳海南会馆  | 57. 宜力海南会馆    |              |
| 28. 波德申海南会馆   | 58. 高乌仁丹海南会馆  |              |
| 29. 马口海南会馆    | 59. 檳城海南会馆    |              |
| 30. 雪隆海南会馆    | 60. 威省海南会馆    |              |

14/11/2025 , 星期五 | Friday

第一天 | Day 1

全天	海外及国内乡团报到, 办理入住酒店
2:30PM – 4:00PM	世界海南乡团联谊会第十七届理事会第四次会议
4:00PM – 5:00PM	世界海南乡团联谊会第十八届理事会第一次会议
5:00PM – 6:00PM	海南省领导会见琼籍侨领/合照
	孙中山宋庆龄事迹/南侨机工图片展揭幕礼
6:30PM – 10:00PM	欢迎晚宴 (主宾: 槟州首席部长曹观友*)

15/11/2025 , 星期六 | Saturday

第二天 | Day 2

8.00AM	代表集合
9:00AM	代表大合照
9:30AM	第十八届世界海南乡团联谊大会开幕仪式 1. 马来西亚首相开幕 2. 各成员国代表入场 3. 致词环节 4. 各国领导大合照及巡视展示区
12:00PM	午餐
2:00PM – 5:00PM	分会场 (一) 世界海商论坛/企业对接会 分会场 (二) 世界海南青年论坛 分会场 (三) 世界海南妇女论坛 分会场 (四) 海南乡音文化论坛
5:30PM	鸡尾酒会
6.30PM	峇迪之夜 (主宾: 旅游部长拿督斯里张庆信)

16/11/2025 , 星期日 | Sunday

第三天 | Day 3

9:00AM – 11:00AM	海南自贸港+东盟投资峰会 - 檳城招商局 (Invest Penang) 说明会 - 森美兰州招商局 (Invest Negeri Sembilan) 说明会 - 海南自贸港 (Hainan FTP) 说明会 世界海南侨领圆桌会议
11:00AM – 12:00PM	闭幕礼/会旗会盾交接仪式
12:00PM – 2:00PM	商务对接午餐会
2:00PM ~	自费活动 • 高尔夫球友谊赛 • 商务考察 • 槟岛旅游观光



# 主会场介绍 | Venue Introduction



SETIA SPICE国际会展中心由五大设施组成，其中包括顶楼花园、国际会展中心、一座国际体育竞技场、五星级酒店、停车场和水上运动中心。其中室内竞技场是巴生谷外最大的综合室内体育馆，并设有1万个固定座位和3千个可伸缩座位。该竞技场可容纳一个3000名的坐席宴会和140个标准展览柜台。该竞技场部分位于地面，同时位于体育馆2层。水上运动中心上方也有装置太阳能板，为场馆提供电源。这里也曾是马来西亚运动会和东南亚运动会的举办场所之一。而且从槟城国际机场出发到SETIA SPICE 国际会展中心距离仅有 4.4公里。

The SETIA SPICE International Convention and Exhibition Centre consists of five major facilities, including a rooftop garden, an international convention and exhibition centre, an international sports arena, a five-star hotel, a parking facility, and a water sports center. Among them, the indoor arena is the largest comprehensive indoor sports stadium outside the Klang Valley, with 10,000 fixed seats and 3,000 retractable seats. The arena can accommodate a 3,000-seat banquet and 140 standard exhibition booths. The arena is partly located on the ground floor and also on the second floor of the sports complex. Above the water sports center, there are solar panels installed to provide power to the venue. This venue has also served as one of the locations for the Malaysia Games (Sukma) and the Southeast Asian Games. Additionally, the SETIA SPICE International Convention and Exhibition Centre is only 4.4 kilometers away from Penang International Airport.





# 酒店住宿推荐 | Recommended Hotel Accommodation



Amari SPICE Hotel ★★★★★  
Hotel – Bayan Lepas, Penang  
2, Persiaran Mahsuri, Bayan Lepas, Pulau Pinang 11900 Malaysia  
电话 Phone +604 683 1189  
自助预定 Reservation <https://shorturl.at/eunGj>



扫码 | Scan Me



OLIVE TREE  
HOTEL



扫码 | Scan Me

Olive Tree Hotel ★★★★★  
Hotel – Bayan Lepas, Penang  
76, Bayan Lepas, Jalan Mahsuri, Penang, 11950, Malaysia  
电话 Phone +604 637 7777  
自助预定 Reservation <https://shorturl.at/i4TWI>





### 马来西亚海南总商会：商业和社区的灯塔

马来西亚海南总商会是马来西亚商业领域中一个充满活力和有影响力的组织。凭借深深植根于海南社区的丰富遗产，它已发展成为一个充满活力的平台，弥合了商业、文化和社会发展之间的差距。

#### 业务增长和网络

对于企业来说，商会提供了丰富的机会。它是一个强大的网络中心，汇集了来自不同行业的海南企业家、投资者和专业人士。通过定期的商业论坛、研讨会和贸易代表团，成员可以拓宽他们的商业视野，建立战略伙伴关系，并获得宝贵的市场见解。无论您是希望扩大规模的中小企业，还是寻求新业务途径的大公司，商会都能提供完美的生态系统来蓬勃发展。

#### 文化保护与推广

除了商业之外，商会在马来西亚保护和推广海南文化方面发挥着至关重要的作用。它组织文化活动、节日和遗产相关活动，不仅庆祝独特的海南身份，而且增强了马来西亚人的跨文化理解。通过保持海南传统，它丰富了马来西亚的文化挂毯，使其成为文化旅游和交流的有吸引力的目的地。

#### 社区发展和支持

马来西亚海南总商会致力于社区发展。它开展各种社会福利倡议，支持教育，并为当地社区的福祉做出贡献。通过其努力，它对社区产生了积极的影响，培养了成员之间的团结和责任感。

### The Malaysia Hainan Chamber of Commerce: A Beacon of Business and Community

The Malaysia Hainan Chamber of Commerce stands as a dynamic and influential organization in the Malaysian business landscape. With a rich heritage deeply rooted in the Hainanese community, it has evolved into a vibrant platform that bridges the gap between business, culture, and social development.

#### Business Growth and Networking

For businesses, the chamber offers a wealth of opportunities. It serves as a powerful networking hub, bringing together Hainanese entrepreneurs, investors, and professionals from diverse industries. Through regular business forums, seminars, and trade missions, members can expand their business horizons, form strategic partnerships, and access valuable market insights. Whether you're a small – medium enterprise looking to scale up or a large corporation seeking new business avenues, the chamber provides the perfect ecosystem to thrive.

#### Cultural Preservation and Promotion

Beyond business, the chamber plays a crucial role in preserving and promoting Hainanese culture in Malaysia. It organizes cultural events, festivals, and heritage – related activities that not only celebrate the unique Hainanese identity but also enhance cross – cultural understanding among Malaysians. By keeping the Hainanese traditions alive, it enriches the cultural tapestry of Malaysia, making it an attractive destination for cultural tourism and exchanges.

#### Community Development and Support

The Malaysia Hainan Chamber of Commerce is committed to community development. It undertakes various social welfare initiatives, supports education, and contributes to the well – being of the local community. Through its efforts, it creates a positive impact on society, fostering a sense of unity and responsibility among its members.



## 马来西亚华商联盟 (ZXCCC)

Associated Zong Xiang And Chinese Chamber of Commerce Malaysia

### 马来西亚华商联盟简介

马来西亚华商联盟(华商联盟)汇聚国内各大宗乡商会及华人总商会，致力于凝聚马来西亚华商力量，推动国际经贸合作。华商联盟的核心目标是促进马中及东盟地区的商贸、文化与科技交流，为企业搭建高效合作平台，拓展全球商机。

作为全国性商贸合作平台，华商联盟积极对接东盟与中国市场，推动双边投资、技术交流及行业发展，同时深化马中友好合作，助力产业升级与创新。华商联盟会员涵盖福建、广东、海南、桂商、陕西、山东、浙江、无人机协会、华裔女企业家总会等等，成员横跨各大现代和传统制造、现代科技、文化艺术、青年和女性创业、专业和教育等领域，构建多元化商贸网络，助力华商共同发展。

华商联盟肩负桥梁使命，以开放、共赢的精神，持续强化华商企业在国际市场的竞争力，携手迈向全球经济新格局。

### About ZXCCC

The Associated Zong Xiang and Chinese Chamber of Commerce Malaysia (ZXCCC) brings together major regional chambers of commerce and Chinese business associations in Malaysia. It is dedicated to uniting the strength of Malaysian Chinese entrepreneurs and promoting international economic and trade cooperation. The core goal of the alliance is to foster trade, cultural, and technological exchanges between Malaysia, China, and ASEAN regions, providing an efficient platform for businesses to collaborate and expanding global business opportunities.

As a national platform for business cooperation, ZXCCC actively connects with the ASEAN and Chinese markets, promoting bilateral investments, technology exchanges, and industry development, while deepening Malaysia-China friendly cooperation and contributing to industrial upgrading and innovation. The alliance includes various regional and surname-based chambers of commerce from Fujian, Guangdong, Hainan, Guangxi, Shandong, Zhejiang, and other areas, with members spanning across modern and traditional manufacturing, modern technology, culture and arts, youth and women entrepreneurship, professional services, and education sectors. It creates a diverse business network to support the joint development of Chinese entrepreneurs.

The Associated Zong Xiang and Chinese Chamber of Commerce Malaysia serves as a bridge, strengthening the competitiveness of Chinese enterprises in international markets with an open and win-win spirit, and working together to move towards a new global economic landscape.

### 华商联盟成员包括:

Alliance members include:

- |                  |                     |                    |
|------------------|---------------------|--------------------|
| 1. 马来西亚福建总商会     | 21. 马来西亚全球杨氏总商会     | 41. 马来西亚肖蛇总商会      |
| 2. 马来西亚广东总商会     | 22. 马来西亚中龙岩工商联      | 42. 马来西亚高州总会(附属)   |
| 3. 马来西亚海南总商会     | 23. 马来西亚惠客总商会       | 43. 马来西亚国际文化企业促进会  |
| 4. 马来西亚桂商总会      | 24. 马来西亚刘氏总商会       | 44. 马来西亚周氏总商会      |
| 5. 马来西亚河北总商会     | 25. 马来西亚中工商协会       | 45. 马来西亚专业技能发展教育公会 |
| 6. 马来西亚陕西总商会     | 26. 马来西亚德化总商会       | 46. 马来西亚宝岛妇女协会(附属) |
| 7. 马来西亚林氏总商会     | 27. 马来西亚萧氏总商会       | 47. 马来西亚华裔女企业家总会   |
| 8. 马来西亚张氏总商会     | 28. 马来西亚义乌总商会       | 48. 马来西亚贸工商会       |
| 9. 马来西亚邱氏总商会     | 29. 马来西亚女企业家总商会     | 49. 马来西亚-印度支那华商会   |
| 10. 马来西亚永春总商会    | 30. 马来西亚电动微车总商会     | 50. 马来西亚燕窝总商会      |
| 11. 马来西亚叶氏总商会    | 31. 马来西亚蔡氏总商会       | 51. 马来西亚柬埔寨总商会     |
| 12. 马来西亚中广东茂名总商会 | 32. 全球华人总商会         | 52. 马来西亚安溪总商会      |
| 13. 马来西亚何氏全球总商会  | 33. 马来西亚泉州总商会       | 53. 马来西亚南宁总商会      |
| 14. 马来西亚陈氏总商会    | 34. 马来西亚程氏总商会       | 54. 马来西亚成功女性品牌协会   |
| 15. 马来西亚王氏总商会    | 35. 马来西亚无人机发展协会     | 55. 马来西亚中医师暨针灸联合总会 |
| 16. 马来西亚黄氏总商会    | 36. 马来西亚浙江华侨华人总会    | 56. 世界和谐经贸文化艺术总会   |
| 17. 马来西亚沈氏总商会    | 37. 马来西亚李氏总商会       | 57. 马来西亚数码商会       |
| 18. 马来西亚惠安总商会    | 38. 马来西亚东山商会        | 58. 马来西亚澳门总商会      |
| 19. 马来西亚吴氏总商会    | 39. 马来西亚国际文化艺术商务促进会 | 59. 马来西亚新媒体总会      |
| 20. 马来西亚苏氏总商会    | 40. 马来西亚山东商会        | 60. 马来西亚内蒙古总商会     |



### 槟州中华总商会简介

槟州中华总商会创立於一九零三年，是二十世纪初在此区域内首先设立的商团组织之一。经过漫长岁月，它由初期寂寂无名的组织蜕变成今日马来西亚最活跃的商团之一，并于2003年12月获得国家社团注册局颁发卓越社团奖状。商会也在2006年3月获颁发ISO 9001:2000品质管理系统证书较后于2010年3月提升至ISO 9001:2008品质管理系统证书。无论在会员人数组织及服务功能上均备受官方与私人界的推崇。

本会章程中列明的宗旨为：

- a. 共谋改善及发展工商业；
- b. 汇集、整理及传达商业资讯，同时办理及签署各种证明书；
- c. 调查及排解工商业纠纷；
- d. 收集并编纂商业统计表；
- e. 单独或与其他机构联合举办商展、研讨会及人力资源发展课程；
- f. 协助慈善、文化及教育机构。

目前本会拥有逾千名会员，包括个人会员，公司会员及商团会员。本会会员分别来自各行各业，包括大企业、金融、上市公司、屋业建筑、纺织、批发零售等专业及服务领域。本会最高领导层为五十一名董事组成之董事会，负责拟定行政方针及对一切事项作最终裁决。董事会以会长为首，署理会长及三名副会长辅之。十四名董事成员组成之执行董事会负责监督实施董事会所订定之行政方针及策略，至於商会日常作业则由一固定秘书处肩负之。

此外本会另设九个工作组及三个特别小组分别解决处理各项课题，包括商业发展、中小型企业及人力资源发展、经济、财务及税务、屋业及建筑、基本建设及公共设施、资讯工艺、交通、物流及关税、东盟-自由贸易区商业发展及青商团等等。本会是马来西亚中华总商会属会之一，该总商会乃隶属全国工商联联合会，故本会与后者亦有间接联系。本会在下列州政府及联邦政府官方组织都有正式代表参与：

- 槟州各商会联合会
- 皇家关税局全国咨询委员会
- 槟州地方政府咨询理事会
- 槟州贸易及商业委员会
- 槟州促进北东盟贸易委员会
- 槟岛及威省市政局
- 槟城港务局
- 槟城港口咨询委员会
- 槟城关税联络委员会
- 槟州发展局电子经济工作委员会
- 槟州道路安全委员会
- 槟城古迹委员会顾问团

### PCCC In Brief

Established in 1903, the Penang Chinese Chamber of Commerce (PCCC) was one of the, if not the pioneer trade organization founded at the turn of the twentieth century in this region. It has come a long way since its humble inception and is now one of the strongest commercial institutions in Malaysia in terms of membership and organizational and functional characteristic that is well recognized by both the public and private sectors. In year 2003, the Registrar of Society of Malaysia (ROS) presented the Award Certificate of Excellent Society to the Chamber. It has also been awarded the ISO 9001:2000 Quality Management System (QMS) Certificate in March 2006 and upgraded to ISO 9001:2008 QMS in March 2010.

The objectives of the Chamber as promulgated in its Rules & Constitution are as followsto improve and develop trade and industry;

- a. to collect, collate and disseminate commercial information and to issue certificates of authentication;
- b. to arbitrate and settle trade and industrial disputes;
- c. to collect and compile trade statistics;
- d. to organize trade exhibitions, seminars and human resource development programmes either on its own or in collaboration with other institution(s);
- e. to support charitable, cultural and educational institutions.

The Chamber now has more than a thousand membership composed of individuals, corporations as well as commercial associations and trade guilds. The members of PCCC are from various business sectors, including enterprises, financial institutions, listed companies, housing & construction, garment & textiles, sole-agents & retailers etc.

Policy formulation and decision making at the highest level of PCCC are vested in a 51-member General Committee headed by a President assisted by a Deputy President and 3 Vice-Presidents. A 14-member Executive Committee elected from the ranks of the General Committee meet regularly to supervise the implementation of the policies and strategies formulated and planned by the latter while a permanent Secretariat takes charge of the day-to-day running of the Chamber's affairs.

There are 9 Working Committees and 3 Ad-Hoc Committees charged with various specific functional topics such as business development, small and medium enterprises & human resources development, economics, finance & taxation, housing & construction, infrastructure & public facilities, information technology, transport, logistics & customs, ASEAN-FTA business development, young entrepreneur section and etc. all geared towards complementing the Chamber's important role as a conduit for the exchange of views and information between the Authorities and business community and in promoting the interest of its members in particular and the economic well-being of the country in general.

The Chamber has great rapport with the Government at regional as well as national level through its direct affiliation to the Associated Chinese Chambers of Commerce and Industry of Malaysia and indirect connection with the National Chamber of Commerce and Industry of Malaysia. PCCC is officially represented at the following public bodies.



## 关于 PUMM

马来西亚企业家发展协会 (Persatuan Usahawan Maju Malaysia – PUMM) 自1993年成立以来，已成为推动企业家发展和马来西亚经济发展的重要力量。PUMM 是一个跨种族的非营利组织，致力于为企业家，特别是中小型企业 (SMEs) 提供宝贵的平台。通过为企业家提供全面的支持和资源，PUMM 旨在支持、激励和赋能个人实现他们的企业家梦想。

在过去的30年中，PUMM 在推动企业家发展、促进知识共享和贡献马来西亚经济增长方面发挥了重要作用。作为马来西亚企业家领域的领军者，PUMM 致力于成为一个推动企业家成长和发展的力量。通过多样化的项目、合作和倡议，PUMM 培养了新一代企业家，赋予他们必需的技能、知识，并与政府机构和相关方建立了联系。我们深知，企业家精神是推动经济进步的关键，我们始终坚定不移地支持年轻企业家并推动成长，适应全球变化带来的挑战与机遇。

在 PUMM，我们努力创造一个支持企业家茁壮成长的环境。我们理解知识共享、导师指导和社区建设在赋能企业家实现目标中的重要性。通过构建包容性的生态系统，我们鼓励合作，促进企业家与政府机构之间的合作伙伴关系，为商业和经济发展铺路。

PUMM 的成立标志着马来西亚企业家生态系统的一个重要里程碑。PUMM 已在多个州份建立了联系，进一步加强了支持有志企业家的生态系统。2021年，PUMM 推出了新的品牌形象和标志，继续秉承“做正确的事”这一使命。

展望未来，PUMM 将继续站在马来西亚企业家生态系统的前沿，激励并赋能企业家在21世纪及未来蓬勃发展。无论您是有志创业者、已建立的企业主，还是企业家精神的支持者，我们诚邀您加入我们的活力社区。携手合作，我们可以通过推动创新、促进经济增长、并在马来西亚企业家领域留下深远的影响，共同创造更加光明的未来。

## About PUMM

The Malaysia Entrepreneurs' Development Association (Persatuan Usahawan Maju Malaysia – PUMM) has been a leading force in empowering entrepreneurs and driving Malaysia's economic development for the past 30 years. Established in 1993, PUMM has grown into a multi-racial non-profit organization with a mission – to provide a valuable platform for entrepreneurs, particularly those from small and medium-sized enterprises (SMEs). By offering a comprehensive support and resources for entrepreneurs, PUMM aims to support, inspire, and empower individuals to achieve their entrepreneurial aspirations.

Throughout its history, PUMM has played a significant role in empowering entrepreneurs, fostering knowledge sharing, and contributing to Malaysia's economic growth. As a frontrunner in the Malaysian entrepreneurial landscape, PUMM envisions itself as the driving force dedicated to nurturing the growth and development of entrepreneurs. Through our diverse range of programs, collaborations, and initiatives, PUMM have cultivated a new generation of entrepreneurs, equipping them with essential skills and knowledge, and connections with government agencies and stakeholders. We recognize that entrepreneurship is pivotal to driving economic progress, and our commitment to supporting young entrepreneurs and promoting growth remains unwavering as we adapt to the challenges and opportunities of the ever-changing global landscape.

At PUMM, we strive to create a supportive environment where entrepreneurs can thrive and succeed. We understand the importance of knowledge sharing, mentorship, and community-building in empowering entrepreneurs to achieve their goals. By fostering an inclusive ecosystem, we encourage collaboration and facilitate partnerships between entrepreneurs and government agencies, paving the way for business and economic development.

The establishment of PUMM marked a significant milestone in Malaysia's entrepreneurial landscape. PUMM has expanded its presence and influence across multiple state liaisons, strengthening the ecosystem for aspiring entrepreneurs. With its new brand identity and logo launched in 2021, PUMM continues to pursue its mission encapsulated in the slogan "Do The Right Thing."

As we look to the future, PUMM remains at the forefront of Malaysia's entrepreneurial ecosystem, inspiring and empowering entrepreneurs to thrive in the 21st century and beyond. Whether you are an aspiring entrepreneur, an established business owner, or a supporter of entrepreneurship, we invite you to join our vibrant community. Together, we can create a brighter future by fostering innovation, driving economic growth, and making a lasting impact on Malaysia's entrepreneurial landscape.



海南国际仲裁院是海南省政府在原海南仲裁委员会基础上改制设立的国际商事仲裁机构，是省委、省政府贯彻落实习近平总书记“4.13”重要讲话和中央12号文件精神，为营造海南自贸港法治化、国际化、便利化营商环境作出的重要改革举措。

改制后的海南国际仲裁院建立理事会主导的法人治理结构，作为社会公益性法定机构和非营利法人独立运作，实行决策、执行、监督相互制衡的治理机制，仲裁改革走在全国前列，能够为海南自由贸易港建设提高优质高效的仲裁法律保障。

近年来，海南国际仲裁院坚持法治方向，借鉴国际经验，把握市场规律，扩大国际化规模，加强专业化管理，促进正规化建设，推动现代化发展。组建了由国际知名专家组成的第一届理事会，外籍人士占1/3，理事会的权威性、国际性位列全国前列。提升改造、全面优化仲裁员队伍结构，聘有千余名仲裁员，境外仲裁员占近三分之一，分布全球40个国家和地区，实现主要法域全覆盖，储备了高端涉外法治人才。吸收国际先进仲裁制度，制定海南国际仲裁院章程、理事会议事规则、调解规则、仲裁员报酬支付办法、机构设置和用人规模方案、工作人员聘用条件及职级薪酬规定等十多项基础性文件。全面修订仲裁规则、仲裁员管理办法、仲裁员办案操作规程、案件审理流程管理办法、仲裁结案文书制作规定、仲裁案件费用管理规定等规章制度。经过持续制度集成创新，实现了决策机构、治理机制、仲裁规则、仲裁员队伍、调解机制和执行机构“六个国际化”，以及党建工作、仲裁公信力、仲裁服务管理能力、社会知晓度、服务保障能力和国内国际交流合作“六大提高”。

2020年6月1日，设立国际商事调解中心，建立调解员队伍，面向境内外开展业务，受理平等主体的自然人、法人、非法人组织之间的商事争议，包括合同纠纷和其他财产权益纠纷等。调解中心对标境内外知名调解、仲裁机构先进理念制定调解规则，充分尊重当事人调解愿意，以方便当事人为出发点，简化程序，灵活高效。同时，调解中心积极与人民法院等单位建立诉讼、仲裁和调解工作协作机制，与境内外国际商事调解机构开展合作，建立友好联系，学习和借鉴境内外国际商事调解机构的先进做法和有益经验，健全和完善工作机制，为当事人提供“仲裁+调解”双轨运行并有效衔接的纠纷解决法律服务。

海南仲裁改革的有益探索和实践，对外提升了仲裁公信力和影响力，对内推动了仲裁制度的改革创新，成为海南自由贸易港法治建设的重要窗口。海南国际仲裁院将认真贯彻习近平总书记“把非诉讼纠纷解决机制挺在前面”的重要指示，紧紧抓住“中国特色自由贸易港”战略机遇，瞄准建设面向东南亚辐射太平洋服务自贸港的国际一流仲裁机构目标，勇于创新，敢于担当，持续深化仲裁制度创新，不断提高仲裁裁决质效和仲裁员办案水平，全面提升仲裁公信力，高质量推进国际商事仲裁中心建设，奋力开创海南仲裁事业新局面。

Hainan International Arbitration Court (HIAC) is an international commercial arbitration institution established by the People's Government of Hainan Province on the basis of the former Hainan Arbitration Commission. It is an important reform measure made by the Provincial Party Committee and the Provincial Government to create a rule-of-law, internationalized and convenient business environment for the Hainan Free Trade Port (FTP) by implementing the important 4.13 speech of General Secretary Xi Jinping and the spirit of Document No. 12 of the Central Committee of the CPC.

The reformed HIAC has established a corporate governance structure led by the Board of Directors. It operates independently as a public welfare statutory institution and a non-profit legal person, and adopts a governance mechanism in which decision-making, execution and supervision are checked and balanced. It has taken the lead in the reform of arbitration nationwide, and is able to provide a legal guarantee for high-quality and efficient arbitration for the construction of the Hainan FTP.

In recent years, HIAC has adhered to the direction of the rule of law, learned international experience, grasped market rules, expanded the scale of internationalization, strengthened professional management, promoted standardized construction, and pushed forward the development of modernization. The first Board of Directors has been consisted of internationally renowned experts, one third of which are foreigners. The Board of Director's authority and internationalization are among the top national-wide. Great efforts have been made to upgrade and comprehensively optimize the panel of arbitrators. More than 1,000 arbitrators have been empaneled, nearly one third of which are overseas arbitrators, and they are located in 38 countries and regions around the world, covering all the main jurisdictions and reserving high-end foreign-related rule of law talent. We have adopted advanced international arbitration systems and formulated more than 10 basic documents of HIAC, such as the Articles of Association, Rules of Procedure of the Board of Directors, Mediation Rules, Measures for Payment of Remuneration of Arbitrators, Organizational Structure and Post Setting Planning, Post Qualification for Employment and Remuneration scheme of Staff. We have comprehensively revised rules and regulations such as Arbitration Rules, Administrative Measures for Arbitrators, and Operating Procedures for Arbitrators for Case Handling, Administrative Measures for Case Trial Process, Regulations on the Production of Arbitration Closing Documents, and Regulations on the Management of Arbitration Case Expenses, etc. Through the continuous system integration and innovation, it has achieved the "six internationalizations" of the decision-making body, executive body, arbitration rules, arbitrator structure, arbitration secretary team and governance mechanism, as well as "five major enhancements" of the ability to resolve non-litigation disputes, arbitration credibility, social awareness, international influence and Party building.

On June 1, 2020, HIAC set up International Mediation Centre and established a panel of mediators to conduct domestic and overseas business and to accept and handle commercial disputes between natural persons, legal persons and unincorporated organizations with equal subjects, including contract disputes and other disputes over property rights and interests. The Mediation Center has formulated mediation rules according to the advanced concepts of well-known mediation and arbitration institutions at home and abroad, fully respect the mediation willingness of the parties concerned, simplify the procedures, and be flexible and efficient for the convenience of the parties concerned. Meanwhile, the Mediation Center actively establishes a coordination mechanism for litigation, arbitration and mediation work with the People's Court and other entities, cooperates with international commercial mediation institutions both at home and abroad, establishes friendly contacts, learns and uses for reference the advanced practices and useful experiences of international commercial mediation institutions both at home and abroad, improves and perfects the working mechanism, and provides the parties with legal services for dispute resolution under the dual-track operation and effective connection of "arbitration + mediation".

HIAC will conscientiously implement the important instruction of General Secretary Xi Jinping of "putting forward the non-litigation dispute resolution mechanism", and in accordance with the requirements of the Overall Plan for the Construction of the Hainan FTP, firmly seize the strategic opportunity of "Chinese Characteristics FTP", aim at the goal of building a first-class international arbitration institution for Services Southeast Asia and the Pacific Radiation Zone, have the courage to innovate and assume responsibilities, establish and improve a diversified dispute resolution mechanism, continuously improve the quality and efficiency of arbitration awards and the proficiency of arbitrators in handling cases, and comprehensively enhance the credibility of arbitration, and strive to create a new situation for Hainan Arbitration.



**INVEST Penang** 成立于2004年11月5日，是槟城州政府的非营利性机构，主要目的是促进槟城的投资。作为州政府的主要投资促进机构，其目标是通过促进本地和外来投资，注入持续的商业活动，推动和振兴槟城的经济，包括培育新的增长中心。

**Invest-in-Penang Berhad** 是一个一站式机构，提供有关槟城投资机会的全面信息，并在各个阶段协助开展业务，包括设立新的投资项目。

通过咨询服务，凭借丰富的经验和能力，\*\*Invest-in-Penang\*\*以无偿的服务，专注地提供以下支持：

- 为您的业务推荐最佳地点
- 协调联邦机构为您的投资提供激励政策
- 引导您找到专业合作伙伴、供应商和承包商
- 帮助您与商业伙伴建立联系
- 组织商业交流平台，促进您的业务发展

### 我们的愿景

成为槟城和马来西亚可持续经济增长与繁荣的科技和产业推动者。

### 我们的使命

将槟城打造成技术、产业和商业的首选地点。

Established on the 5th of November 2004, **INVEST Penang** is a non-profit entity of the Penang State Government with the primary purpose of promoting investments within Penang. As the principal investment promotion agency of the State, its objectives are to sustain and rejuvenate Penang's economy by enhancing and continuously injecting business activities in the State through the promotion of foreign and local investments including the spawning of viable new growth centres.

**Invest-in-Penang Berhad** is a one stop agency which provides comprehensive information on Penang's investment opportunities and facilitates the running of a business at every stage including the setting up of a new investment.

Through a consultative process, backed with vast experience and capabilities and at absolutely no charge, Invest-in-Penang with unparalleled dedication will provide support for the following:

- Advise you on the best location for your business
- Work with the Federal agencies for your investment incentives
- Guide you to professional partners, suppliers and vendors
- Link you to business partners
- Organise business networking platforms to enhance your businesses

### Our Vision

To be the driver of technology and industry for sustainable economic growth and prosperity for the people of Penang and Malaysia.

### Our Mission

To promote Penang as the location of choice for technology, industry and business.





## INVEST NS (NEGERI SEMBILAN)

**INVEST NS** is a one solution centre to assist investors in setting up new operations and expands their existing operations in Negeri Sembilan.

We strive for a “hand held approach” in assisting investors to start operations in the shortest possible time

### Vision

- To be the primary driver of business and industry development in Negeri Sembilan.

### Mission

- To provide professional advice and business consultation with high manners to investors.
- To be an efficient one solution centre and provide quality services.
- To promote Negeri Sembilan as a preferred investment destination in Malaysia.

**INVEST NS** was established with the aim to help investors to set up new projects or expand existing operations in Negeri Sembilan. We will assist you to kick off your business operations in the shortest possible time and with minimum red tape.

We are mandated to provide investors with the necessary information and advice you may need in order to setup your manufacturing operation in Negeri Sembilan – from details of location, availability of labour, employment costs, telecommunication and water rates, to the process of getting the necessary government approvals.

**INVEST NS** as mediator to facilitate investors. We are able to coordinate on land matters, pre-technical meetings, legal and other administrative requirements in order to speed up your project. We are also able to introduce investors to potential joint-venture partners, professional service providers such as building consultants, accountants and lawyers, government agencies or research institutions.

**INVEST NS** can also assist your company to comply with federal legislations such as the Industrial Coordination Act 1975, Companies Act 1965, Customs Act, Promotion of Investment Act 1986 and etc.

**INVEST NS** 是一个为投资者提供解决方案的中心，帮助投资者在马来西亚森美兰州设立新业务或扩展现有业务。

我们致力于通过“手把手”的方式，协助投资者在最短的时间内开始运营。

### 愿景

- 成为森美兰州商业和产业发展的主要推动者。

### 使命

- 向投资者提供专业建议和商业咨询，秉持高标准的服务态度。
- 成为一个高效的一站式服务中心，提供优质服务。
- 推广森美兰州作为马来西亚首选的投资目的地。

**INVEST NS** 的成立旨在帮助投资者在森美兰州设立新项目或扩展现有业务。我们将帮助您以最短的时间和最少的繁文缛节启动业务运营。

我们负责为投资者提供必要的信息和建议，帮助您在森美兰州设立制造业务——包括选址、劳动力情况、雇佣成本、电信和水费、以及获得所需政府批准的流程。

**INVEST NS** 作为中介，协助投资者处理相关事务。我们能够协调土地问题、技术前期会议、法律和其他行政要求，以加快项目进程。同时，我们也能向投资者介绍潜在的合资伙伴、专业服务提供者（如建筑顾问、会计师、律师）、政府机构或研究机构。

**INVEST NS** 还可以协助您的公司遵守联邦法规，例如《1975年工业协调法》、《1965年公司法》、《海关法》、《1986年投资促进法》等。



苏东坡（苏轼），作为宋代极具影响力的文学巨匠、书法大家与茶文化爱好者，一生仕途崎岖，却也因此游历四方，与海南结下了深厚的缘分。北宋绍圣四年，苏东坡被贬至儋州（今海南儋州）。在这片远离中原的土地上，他不仅将中原文化广泛传播，还深入融入当地风土人情，其文学创作也融入了诸多海南独特元素。苏东坡对建盏，尤其是兔毫建盏，怀有浓厚的喜爱与独特的见解。兔毫建盏是宋代建窑烧制的黑釉茶盏中的经典品种，因其釉面呈现出细密如兔毛般的纹理而得名，深受宋代文人雅士的追捧。在海南的艰难岁月里，苏东坡对茶的热爱、对茶盏的钟情丝毫未减。闲暇之时，他常在简陋的居所中煮水烹茶，用心爱的兔毫建盏细细品味茶香。苏东坡在其诗文中多次提及兔毫建盏，并将其与茶文化紧密融合。也许在海南的某个宁静午后，他一边凝视着兔毫建盏中茶汤泛起的细腻泡沫，一边挥毫泼墨，写下流传千古的佳作。后人透过这些文字，不仅能感受到他对兔毫建盏的喜爱和对茶文化的深刻理解，还能从中窥见他在海南那段艰难却充满诗意的生活片段。为纪念2025年第18届世界海南联谊大会这一意义重大的盛会，我们特别推出这批限量版海南苏东坡文化文创产品。苏东坡被贬海南期间，为当地带来了中原文化，在这片土地上留下了许多动人篇章。这些文创产品承载着东坡先生的才情与智慧，凝聚着海南的地域风情，也见证着世界海南联谊会汇聚乡贤、共叙乡情的温馨时刻。每一件产品都独一无二，是您留存美好回忆、传承海南文化的绝佳选择。

## RABBIT HAIR 兔毫盏

### JIANZHAN TEAWARE

The word 'Jian', distinctive denotes from the famous kiln called 'Jian Yao'. The quality, reputation and characteristics of this 'zhan' or teaware relate to its geographical origin from Jianyang district, Nanping, Fujian Province.





# 筹委会主席献词 | Speech by the Organising Chairman



## 欢迎参加第十八届世界海南乡团联谊大会

尊敬的各位代表：

我谨代表第十八届世界海南乡团联谊大会筹委会，向大家致以最热烈的欢迎。我们非常高兴能在马来西亚槟城与大家相聚，共同参与这场意义非凡的盛会。

自1989年以来，世界海南乡团联谊大会就一直是全球海南乡亲紧密相连的重要平台。在过去的十七届大会中，我们见证了无数温暖的团聚和富有成效的合作。今年，我们延续这一光荣传统，力求打造一场更令人难忘、更具影响力的活动。

我们大会的主题是“海南自贸新机遇，东盟共筑新桥梁”，这一主题反映了我们的期望。海南建设自由贸易港，不仅为海南自身，也为全球海南乡亲带来了前所未有的机遇。与此同时，东盟日益增长的经济影响力和丰富的文化活力，也为我们提供了大量合作的可能。我们相信，本次大会能够成为连接这些机遇的桥梁，让我们能够交流想法、共享资源、共筑梦想。

在大会期间，我们准备了丰富多样的活动。将举办四场主题论坛，涵盖青年发展、女性议题、经济发展以及乡音推广等领域。这些论坛旨在促进专家、企业家和社团领袖之间的深入讨论与交流。我们希望它们能激发创新思维，为未来的合作奠定基础。

除了论坛，我们还安排了各类付费活动，如商务对接会、高尔夫球赛以及槟城岛游览。这些活动为大家提供了绝佳的社交、放松和探索槟城之美的机会。我们相信，通过这些互动，大家不仅能够加强商业联系，还能加深友谊、增进情谊。

我衷心感谢大家的支持与参与。你们今天的到来，充分体现了我们海南人之间深厚的情谊。我也要感谢大家以及其他所有社团，感谢你们为本次大会做出的贡献，无论是提供赞助，物质，还是动员会员参加。

在接下来的三天里，让我们充分利用这段宝贵的时间。积极展开有意义的对话，分享各自的经验，携手为海南乡亲的美好未来而努力。

再次欢迎大家参加第十八届世界海南乡团联谊大会。希望大家在槟城度过愉快的时光，收获满满、留下美好的回忆。

谢谢大家！

筹委会主席拿督陈行昌

## A warm welcome to the 18<sup>th</sup> Congress of World Federation of Hainanese Associations.

Distinguished Delegates,

On behalf of the Organizing Committee of the **18<sup>th</sup> Congress of World Federation of Hainanese Associations**, it is my great honor to extend a heartfelt welcome to all of you. We are thrilled to have you here in Penang, Malaysia, for this momentous gathering.

Since its inception in 1989, the World Hainanese Associations Congress has served as a crucial platform that binds Hainanese from across the globe. Over the past seventeen sessions, it has witnessed countless heartwarming reunions and fruitful collaborations. This year, we carry on this proud tradition, aiming to create an even more memorable and impactful event.

Our congress theme, "New Opportunities in Hainan Free Trade Port: Building a New Bridge with ASEAN," reflects our aspirations. Hainan's transformation into a free trade port presents unprecedented opportunities, not only for Hainan itself but also for our global Hainanese community. Meanwhile, ASEAN's growing economic influence and cultural vibrancy offer a wealth of potential for cooperation. We believe this convention can be the bridge that connects these opportunities, enabling us to share ideas, resources, and dreams.

During the congress, we have prepared a rich and diverse program. There will be four themed forums on youth development, women's issues, economic development, and the promotion of our native dialect. These forums are designed to foster in-depth discussions and exchanges among experts, entrepreneurs, and community leaders. We hope they will inspire innovative thinking and lay the foundation for future collaborations.

In addition to the forums, we have arranged various paid activities such as business matchmaking sessions, a golf event, and tours of Penang Island. These activities provide excellent opportunities for you to network, relax, and explore the beauty of Penang. We believe that through these interactions, you will not only strengthen your business connections but also deepen your friendships and sense of camaraderie.

I would like to express my sincere gratitude to all of you for your support and participation. Your presence here today is a testament to the strong bond that unites us as Hainanese and the global business community. I also want to thank everyone for your support and all other associations for their contributions to this convention, whether it's through providing sponsorship, materials or mobilizing members to attend.

As we embark on this three-day journey together, let us make the most of this precious time. Let's engage in meaningful conversations, share our experiences, and work together towards a brighter future for our Hainanese community.


Once again, welcome to the **18<sup>th</sup> Congress of World Federation of Hainanese Associations**. I hope you enjoy your stay in Penang and have a rewarding and memorable experience.

Thank you!

Dato' Ricky Tan Seng Cheong  
HNWF2025 Organizing Chairman




## \* 个人注册 | For Self Registration

 参会者必须通过官方注册链接完成注册，确保注册表中所有必填字段均已准确填写。

Participants must complete the registration through the official registration link to ensure that all required fields in the registration form are filled in accurately.

<https://registration.hnwf2025.com/>

## \* 团体注册 | For Group Registration

 参会者可以从官方网站:

Participants can through official website to:

a. 下载报名表

Download the registration form

<https://hnwf2025.com/download/>

b. 填写注册表格,确保所有必填项均已准确填写

Fill out the registration form, ensure that all required fields are filled in accurately

c. 准备证明材料

Prepare Supporting Documents

- 请将以下文件与填写完整的注册表一并附上

Attach the following documents together with the completed registration form

- 付款证明 (例如银行存款单或在线转账收据)

Proof of payment (e.g., bank-in slip or on-line transfer receipt)

d. 提交注册资料

Submission of registration information

- 将填写完整的注册表及所有必要的证明文件通过电子邮件发送至:

Email the completed registration form and all necessary supporting documents to:

马来西亚海南会馆联合会秘书处

The Secretariat, The Federation of Hainan Associations Malaysia

邮箱 : [secretariat@myhainan.org](mailto:secretariat@myhainan.org)

Email : [secretariat@myhainan.org](mailto:secretariat@myhainan.org)

抄送 : [contact@hnwf2025.com](mailto:contact@hnwf2025.com)

CC : [contact@hnwf2025.com](mailto:contact@hnwf2025.com)

邮件标题: “HNWF2025注册 – [姓名 及 协会名称]”

Subject : “HNWF2025 Register – [Participant & Associate Name]”



## 等待确认 | Awaiting Confirmation

- 秘书处将在收到报名表格后7个工作日内发送确认邮件。

The Secretariat will send a confirmation email within 7 working days of receipt of the registration form

- 如果在规定时间内未收到确认，建议参与者联系秘书处以进行核实。

If confirmation is not received within the specified time, it is recommended that participants contact the secretariat for verification.

## 付款信息 | Payment Details

### a. 报名费用：每人 \$150 美元

Registration Fee: USD\$ 150 per person

### b. 支付详情

Payment should be made to:

- 账户名称 | Account Name : THE FEDERATION OF HAINAN ASSOCIATION MALAYSIA
- 银行 | Bank : 大众银行 (PUBLIC BANK)
- 账号 | Account No. : 3597061026
- SWIFT 代码 | Code : PBBEMYKL

### c. 咨询方式

For payment verification, please contact:

- 秘书处 | The Secretariat : 马来西亚海南会馆联合会秘书处
- 地址 | Address : Wisma Hainan, No. 112 & 114, 1st Floor, Jalan Pudu, 55100 Kuala Lumpur, Malaysia
- 电话 | Contact : +603 2070 4368
- WhatsApp : +6018 669 6550
- 微信 | Wechat : hm0186696916
- 邮箱 | Email : secretariat@myhainan.org
- 会馆网页 | Associate Web : www.myhainan.org
- 大会官网 | Congress Web : www.HNWF2025.com

## 酒店团体预订安排 | Hotel Group Booking Arrangement

如需酒店团体预订和安排，请联系以下：

For Hotel Group bookings and arrangement please send Inquiry to :

Ezzy Global Sdn Bhd

- 邮箱 | Email : admin@ezzyglobal.co
- 微信 | Wechat id : Ezzyglobal\_88
- Whatsapp : +6016-436 8896



**HNWF**  
World Federation of Hainanese Associations  
第十八届世界海南乡团联谊大会



**2025**  
The 18<sup>th</sup> Congress

马来西亚海南会馆联合会秘书处 | The Federation of Hainan Association Malaysia

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