

CityU CSHK PASS WORKSHOP SERIES
Advancing Professional Development on Economic and Trade Cooperation Zones
Along Belt and Road
一帶一路境外經貿合作區專業發展提升

Workshop 4
Innovation and Cultural Diversity: Hong Kong Professional Services,
Overseas Investment and Industrial Park Development in Malaysia
創新與多元文化：香港專業服務、馬來西亞的外商投資及工業園區發展

Event Brief

Date and Time:

- 19 August 2021 (Thursday)
- 10:00am – 1:00pm

Format and Venue:

- Hybrid (due to COVID-19 conditions):
 - o Zoom: for speakers not in Hong Kong plus all participants
 - o Zoom link to be shared via email to participants 2 days before event and the event day morning
- Mainly in English
- Free of charge
- CPD included (Please contact your respective Association for details)
- A complimentary training pack containing background materials and analysis is included
- Registration: <https://20210819-pass-workshop-4-malaysia.eventbrite.hk>

Introduction:

What are the opportunities and risks of investing or expanding business operation in Malaysia?
What are the benefits and concerns for developing Industrial Park related businesses there?
What unique roles could Hong Kong professional services play to facilitate mutual advancement?

This Workshop aims to present a portrait of business opportunities and challenges in Malaysia from three perspectives: 1) the local Malaysian, 2) the Belt and Road and 3) Hong Kong. Through triangulation of first-hand information, insights and successful experience shared by seasoned entrepreneurs, professional practitioners and industrial park management, participants would be able to distil an in-depth understanding of innovation and cultural diversity of overseas investments, as well as industrial park development in Malaysia. In particular, this Workshop will unpack the challenges and scrutinize the pathways whereby Hong Kong professional services and businesses may perform their distinctive roles in

promoting innovation and cultural diversity and thus take part for mutual gains and sustainable development in Malaysia.

Programme:

Time (HKT)	Session
09:45 – 10:00	Registration
10:00 – 10:10	Opening Welcoming Remarks by Mr Yap Wei Sin, Consul-General (Hong Kong & Macao), Consulate-General of Malaysia
10:10 – 10:40	Insight Sharing: A. Investment Policy and Industrial Park Development <ul style="list-style-type: none"> • Mr. Muhammad Sawaddee Islamuddin (Director, Malaysian Investment Development Authority (MIDA) Guangzhou; Investment Consul, Consulate General of Malaysia (Investment Section)) • Ir. Foong Kok Li (Project Manager, Malaysia-China Kuantan Industrial Park (MCKIP))
10:40 – 10:50	Break 1
10:50 – 12:00	B. Innovation, Professional Services and Investment Opportunities <ul style="list-style-type: none"> • Ms Karen Fung (General Manager for InnoPreneur (SME & Startup Growth) and FutureSkills, Hong Kong Productivity Council) • Dato' Lawrence Liu (Deputy Chairman, Malaysian Chamber of Commerce Hong Kong and Macau MAYCHAM) • Ms Janice Chew (Principal, JC Legal) • A representative of a HK investor in Malaysia (inviting)
12:00 – 12:10	Break 2
12:10 – 12:55	Panel Discussion: Cultural Diversity in Malaysia <ul style="list-style-type: none"> • Co-Chair: <ul style="list-style-type: none"> ○ Prof Linda Chelan Li (Director, CSHK, City University of Hong Kong) ○ Dr Wilson Chan (International and Professional Adviser, CSHK, City University of Hong Kong) • Discussant:

	<ul style="list-style-type: none"> ○ Ms Ezzwaneer Ahmad (Trade Commissioner / Consul, Consulate General of Malaysia - Trade Section, MATRADE Hong Kong)
12:55 – 13:00	Concluding Remarks

About CSHK PASS Workshop Series

The Research Centre for Sustainable Hong Kong (CSHK) of City University of Hong Kong is funded by the ‘Professional Services Advancement Support Scheme’ (PASS)¹ of the Commerce and Economic Development Bureau, HKSAR Government to conduct a Workshop Series entitled ‘Advancing Professional Development on Economic and Trade Cooperation Zones Along Belt and Road’, with the objectives to enhance the understanding of Hong Kong professional services on Economic and Trade Cooperation Zones (ETCZs) along the Belt and Road countries.

This workshop is the debut workshop of the Workshop Series. For more information about the Workshop Series, such as information of our project members, partnering organizations and workshop schedule, please visit our website at <http://www.cityu.edu.hk/cshk/ongoing-projects.htm?pass>.

¹ Professional Services Advancement Support Scheme (“PASS”) is set up to support Hong Kong’s professional services sector to carry out worthwhile projects to spearhead pro-active outreaching promotion efforts and to improve service offerings. For more information about PASS, please refer to PASS website at: <https://www.pass.gov.hk/en/home/index.html>