

CABC 中国—东盟商务理事会

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Date: 26 Mar., 2012

To: Small Medium Industry Association of Malaysia

The Invitation Letter of the Promotion Meeting of the Project of China-ASEAN SME Trade Centre

Respected Chua Tiam Wee, President,

China-ASEAN Free Trade Area (CAFTA) was established in January 2010 and the number of the consumers in this area totals 1.9 billion. Now China is the largest trade partner of ASEAN and ASEAN is the third largest trading partner of China.

China-ASEAN SME Trade Centre is located in Changshu, Jiangsu Province of China and has already been established. It has more than 200 shops (the area of each shop is around 180 m²) and will open for business in this June. In April, CABC Chinese Secretariat and the Low Yat Group (Malaysia) will co-sponsor the Promotion Meeting of the Project of China-ASEAN SME Trade Centre in Kuala Lumpur, and the Malaysian enterprises will enjoy concessions if move into the SME Trade Centre. Now, we sincerely invite you to attend the conference and to organize member enterprises (3-5 people) to participate. Related issues are as follows.

1. Background: With the development of CAFTA, the enterprises of the two sides are increasingly interested in boosting the cooperation with each other. Therefore, China-ASEAN SME Trade Centre was established so as to meet the demand for further cooperation between SMEs of both sides. The Low Yat Group (Malaysia) invested in the construction of the "Centre" and provide places for ASEAN enterprises to exhibit products and doing business. Meanwhile the centre will also provide some concessions to the Malaysian enterprises that will move into the centre. The "Centre" is located in East China, the most economically developed region. The establishment of the "Centre" is conducive to the trade, investment and cooperation between SMEs of China and ASEAN and also facilitates more Malaysian products sharing the market of China. China-ASEAN Business Council (CABC) is one of the important

dialogue cooperation mechanism between China and ASEAN and aims to promote China-ASEAN economic and trade cooperation.

2. Objectives: the meeting aims to promote the mutual cooperation between Chinese and Malaysian enterprises, to set up a platform for the cooperation between the SMEs in the two countries and to share the business opportunities of CAFTA with Malaysian enterprises. Meanwhile, the Malaysian SMEs can take advantage of the “Centre” to exploit China’s market which has 1.3 billion consumers.

3. Date: April 23th 2012 (Monday), 9:30-13:00 (including luncheon)

4. Venue: Federal Hotel International Banquet Room, Level 2 (Address: 35 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia, Tel: +603-21480468)

5. Attendees: 100 people including Malaysian government officials, leaders of local chamber and association, business leaders, entrepreneurs, journalists, leaders of Municipal Government of Changshu, Jiangsu province of China, and leaders of the Low Yat Group (Malaysia).

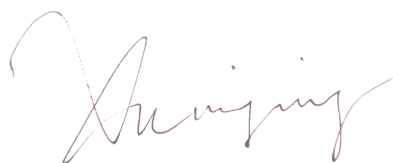
We will highly appreciate it if you can send us the reply form before April 6, 2012 by fax or email.

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Xu Ningning
Executive Secretary-General
China-ASEAN Business Council
Chinese Secretariat

- Annex: 1. Introduction of China-ASEAN SME Trade Centre and the profile of Low Yat Group
2. The agenda of the promotion meeting (tentative)
3. Reply form.

Annex 1:

Brief introduction of the project of China-ASEAN SME Trade Centre

Changshu, Jiangsu Province covers an area of 1,264 m² and has 2 million people. Its great economic strength, strong economic gathering capacity and convenient logistics makes Changshu's per capita GDP the second highest among the top 100 counties in China. China-ASEAN SME Trade Center boasts superior geographic location, and it is adjacent to Customs House of Changshu city, 80 km east of Shanghai, 39 km south of Suzhou city, 18 km away from Kunshan city, 40 km west of Wuxi city, and 15 km away from Changshu Port ,the first-class national port.

This project is for commercial building which covers an area of 6,5421 m². The whole floor space is about 130,000 square meters and the estimated total investment is 650 million RMB. The project is divided into three stages. The first-stage project has been completed with total investment of 250 million RMB. It covers an area of 31,293 m² and the whole floor space is about 38,00 m². There are seven buildings and 213 booths. The second-stage project and the third-stage project are still under designing which cover an area of 34,128 m² whose floor space is about 92,000 m². They will be planned to build for ASEAN commercial center as the dual-use for China-ASEAN commercial and SOHO office as well as residential building.

The establishment of the Center will serve as a platform for SME cooperation between China and ASEAN, and let SME to share the business opportunities brought by CAFTA.

Brief introduction of Low Yat Group

Low Yat Group was established on October 10, 1947. The company was initially involved in project contracting before diversifying into urban construction, trading manufacturing hotel, tourism industry, farm production and a developer and investment group in property. After 56 years of development, the group accumulates rich experience and expertise in term of developing and investment in property sector and also develops an excellent manpower, which brings a more promising future for the group to develop the cross-country and transregional property industry.

Annex2:

Agenda (tentative)

April 23 (Monday)

- 9:00-9:30 Registration
9:30 Promotion Meeting

Session I: Speeches (40 minutes)

Moderator:

Playing the promotional video of Changshu City (5 minutes)

1. Speech by the leader from Low Yat Group (5 minutes);
2. Speech by the leader of Changshu Municipal Government (5 minutes);
3. Playing the promotional video of China-ASEAN SME Trade Centre (5 minutes);
4. Introducing the project by the leader from Low Yat Group (Malaysia) (8-10 minutes);
5. Speech by the leaders from Malaysian chambers and associations (5 minutes);
6. Communication. The enterprises can apply for the shops and booths.

Section II: Luncheon and friendly communication (80 minutes)

Annex3:

**Promotion Meeting of
the Project of China-ASEAN SME Trade Centre
Reply Form**

Guset 1		Position		Tel	
Guset 2		Position		Tel	
Guset 3		Position		Tel	
Organization					
Contact		Tel		Fax	
Email				H/P	

Please fill in the form and send it back to us by fax or email before April 6, 2012.

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