



第十一届世界华商大会

2011年10月5日至7日 • 新加坡

新

格局
·
华商
·
动力

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**WORLD CHINESE
ENTREPRENEURS
CONVENTION (WCEC)**

October 5-7 2011 • Singapore
Resorts World Sentosa &
Suntec Singapore



新加坡中華總商會
Singapore Chinese Chamber of Commerce & Industry



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菲律賓 • The Philippines
2009



日本 • Japan
2007



韩国 • South Korea
2005



马来西亚 • Malaysia
2003



中国 • China
2001



澳洲 • Australia
1999



加拿大 • Canada
1997



泰国 • Thailand
1995



香港 • Hong Kong
1993



新加坡 • Singapore
1991

Coming One Full Circle Marking A Brand New Journey



献词

世界华商大会由新加坡中华总商会倡导发起，并联合香港中华总商会、泰国中华总商会成立召集人组织。首届世界华商大会于1991年8月10日至12日在新加坡隆重举行。它是全球华商加强经济合作、促进相互了解的论坛，也是华人世界的盛事，每两年一次在世界各地巡回举行。

世界华商大会的声望和影响力随着每一届盛会的召开而不断增强。虽然是非政治性的大型会议，却在每一个举办国都得到了政治领袖的大力支持，并且由国家首脑担任大会的主宾，发表主题演讲。

二十年后，当世界华商大会再次回到新加坡举行，我们将迎来世界各地4,000名华裔领袖与企业家相聚狮城。第十一届世界华商大会的主题是“**新格局 新华商 新动力**”，围绕这个主题，大会期间的论坛和展览将分别探讨四大领域：

- **英才教育**：展现新加坡双语教育的优势，多元文化的国际视野，以及环球校园和培育人才的优良学习环境。
- **创新科技**：新加坡如何利用科技，在各行各业持续创新，为国际企业 and 专业人士提供了无限的发展空间。
- **财富管理**：新加坡作为金融中心，以一流的金融、银行和理财服务，协助海内外客户巧用基金，优化理财。
- **花园城市**：新加坡致力于发展成为世界级花园城市，打造绿色宜居环境，多元种族、文化和睦共处，安居乐业的家园。

二十年间，世界局势发生了巨大的改变，随着中国经济的迅速发展，世界的经济重心正加速向亚洲转移，同时也为华商带来了更大、更广的发挥空间。我们期待在新加坡举行的第十一届世界华商大会，能够吸引全球各行业的商界成功人士和专家学者出席，为来自不同国家、区域、城市的合作伙伴搭建交流平台，分享经验与商机。

我们诚挚邀请政府部门、知名企业成为战略合作伙伴，共襄盛举。同时，也希望为合作伙伴提供展示产品和服务的最佳机会，共同为第十一届世界华商大会的圆满举行而努力！

张松声
新加坡中华总商会会长
兼官委委员

Message

The World Chinese Entrepreneurs Convention (WCEC) was founded by the Singapore Chinese Chamber of Commerce & Industry (SCCCI), and hosted in Singapore on August 10-12 1991. Its objective is to congregate Chinese businessmen and entrepreneurs from around the world, on a meaningful and unique platform for business exchange and networking. This mega event has since become an important biennial international convention and has since been consistently and successfully held in several major cities all over the world.

The prestige and influence accorded to the WCEC has grown with each subsequent convention. While the convention is non-political in nature, its importance is acknowledged by the political leaders in each country or region where it has been held, and they have all provided keynote speeches as guests of honour.

When SCCCI hosts the WCEC again in 2011, 20 years after its establishment, we will be welcoming some 4,000 Chinese entrepreneurs and business leaders from around the world. We have adopted the theme: **"New World Order, New Chinese Enterprise, New Impetus"**. In line with this theme, we have identified 4 sub-themes for the conference and exhibition components, showcasing **Education** – Ample opportunities and choices for bilingual education and multicultural and international exposure in Singapore; **Technology** – How Singapore can harness and adopt technology and overcome its physical constraints for capability and enterprise development and nurturing of talents; **Wealth Management** – The wide range of financing, banking and wealth management services available for local and overseas clients in Singapore; and **Urban Solutions** – Making Singapore a leading sustainable Garden City with a gracious, harmonious and eco-friendly lifestyle with diverse ethnic and cultural heritage.

Over the past 20 years, the world changed radically, with the economic centre of gravity shifting to Asia, especially with the rise of China as the world's top exporting nation. The dominance of ethnic Chinese in the business domain has also been elevated worldwide. We thus expect the 11th WCEC in Singapore to be a prestigious gathering of captains of industry, business personalities and professionals who are interested in meeting their counterparts from the different continents, cities, countries and regions to network and share experiences with one another on this common platform.

We sincerely invite well-established reputable business organisations and government agencies to be our strategic and valued partners at this international event. We wish to take this excellent opportunity to work closely with them in showcasing their latest products and services and in ensuring the success of the 11th WCEC to be held in Singapore.



Teo Siong Seng
President, SCCCI
Nominated Member of Parliament

关于世界华商大会

1991年，首届世界华商大会由新加坡中华总商会倡导发起，由内阁资政李光耀担任大会主宾。由此，新加坡中华总商会联合香港中华总商会、泰国中华总商会成立召集人组织。以后每两年一次，大会分别在世界各地巡回举行。新加坡、香港、泰国、加拿大、澳洲、中国、马来西亚、韩国、日本、菲律宾，十场各具特色的盛会，加强经济合作、促进相互了解和凝聚力。

世界经济的重心不断向亚洲转移，为华人企业带来了更大、更广的发展空间，全新的世界格局充满新的挑战 and 新的商机。2011年，第十一届世界华商大会将在二十年后再次由新加坡中华总商会主办，即是一个圆满的巡回延续，也是一段崭新旅程的开始。

About WCEC

In 1991, the first World Chinese Entrepreneurs Convention (WCEC) was founded by the Singapore Chinese Chamber of Commerce & Industry (SCCCI), and graced by then Senior Minister Mr Lee Kuan Yew; thereafter the SCCCI set up a Founder Members Board together with The Chinese General Chamber of Commerce and the Thai-Chinese Chamber of Commerce. This has become a convention held biennially, hosted by Chinese Chambers, and business organisations throughout different parts of the world. The WCEC has been successfully organised in Singapore, Hong Kong, Thailand, Canada, Australia, China, Malaysia, South Korea, Japan and the Philippines. These ten successive conventions have greatly strengthened economic cooperation, and promoted mutual understanding and cohesion.

The rise of the Asian economies has shifted the world's focus towards Asia; at the same time, it has deepened and widened the sphere of influence for Chinese enterprises around the world. This is an entirely new global paradigm, replete with fresh challenges and new business opportunities. In 2011, the 11th WCEC will once again be hosted by the SCCCI. Two decades hence, it would have come one full circle; at the same time it signifies the beginning of a new journey.

节目 Programme

05

October 2011

星期三 Wednesday

全天 All Day

海外代表报到及大会注册
Arrival of Overseas Delegates
and Registration

晚上 Evening

欢迎晚宴
Welcome Reception

06

October 2011

星期四 Thursday

上午 Morning

开幕仪式
Opening Ceremony

茶点 / 参观展览馆
Tea Reception / Tour of the
Exhibition Gallery

下午 Afternoon

大型专题论坛
Keynote Forum
投资、教育、科技与财富管理
四大主题分组研讨会
Panel discussions on Investment,
Education, Technology and
Wealth Management

晚上 Evening

美食之旅
Dining Experience – Indulge in a
treat of Singapore's Famous Local
Food Delights

07

October 2011

星期五 Friday

上午 Morning

分组专题论坛
Concurrent Panel Discussion Tracks

下午 Afternoon

工业 / 设施考察
Industrial / Site visits

晚上 Evening

闭幕仪式及晚宴
Closing Ceremony and Gala Dinner

出席代表简介

第十一届世界华商大会

一个全球华商界热切期待的两年一度盛会

预计海内外出席嘉宾与国家

超过4,000名华裔代表将出席这项华裔盛会。他们来自30多个国家与地区、多达100个城市，包括：非洲、加拿大、中国、欧洲、香港、日本、韩国、澳洲、美国；亚细安国家包括：印尼、马来西亚、泰国、菲律宾、越南，以及主办国新加坡等多个国家的代表。

历届出席代表经营业务简介

历届来自全球知名企业家和主要华商代表的业务范围包括：制造、批发与零售、建筑、银行与金融、房地产、酒店与餐饮、资讯科技、教育以及医药保健等。

出席代表简介

来自全球知名企业家和主要华人商业组织的高层代表将出席本届大会。

Who will attend?

The 11th WCEC – a much-anticipated biennial event by the global Chinese business community.

Expected number of participating delegates and countries

Over 4,000 ethnic Chinese business personalities and entrepreneurs from more than 30 countries and regions and up to 100 cities around the world and Singapore, including Africa, Australia, Canada, China, Europe, Hong Kong SAR, Japan, South Korea, United States, ASEAN countries including Indonesia, Malaysia, Thailand, the Philippines, Vietnam, and many more.

Industry profile of past participating delegates

Past participating delegates come from key sectors including Manufacturing, Wholesale & Retail Trade, Construction, Banking and Finance, Property Development and Management, Hotels & Restaurants, Professional Services, Infocomm Technology, Education, Healthcare, and others.

Profile of delegates

Prominent entrepreneurs, and chief executives and management representatives from leading Chinese business organisations around the world. Delegates also include renowned academic personalities from institutions of higher learning.

赞助回报

第十一届世界华商大会旨在为赞助商提供灵活和有效的合作模式。成为大会赞助商，您可利用这个国际平台为您的品牌带来最高的曝光率，也是提升您公司形象与推广品牌的独特方法，让公司的目标客户留下深刻及难忘的经验，持续带来长远的利益。

诚挚邀请您成为第十一届世界华商大会的赞助伙伴，在会场上展示您最新的产品与服务，宣扬贵公司的形象。

赞助商可享有以下回报：

- **与国际知名商家会面：**这是一个备受国际工商界重视的两年一度盛会，与来自全球超过30个国家，约4,000名商业决策精英齐集聚一堂。
- **建立新的强劲销售网络：**赞助商与客户通过交流活动面对面接触，更能互惠互利，扩展新的关系网，机会不容错失。
- **进军新市场：**透过这个国际商界平台，展示您的产品和服务。
- **享有世界级宣传和国际媒体报道**
- **华商大会已获得各个重要政府机构的大力支持与配合**
- **有效的大会促销与宣传活动：**华商大会的整个促销与宣传活动，将以不同的宣传层面和切入点进行广泛宣传
 - **数码化社会媒介营销：**世界华商大会将利用最新的数码促销技术，将触角伸达至最大的目标群众，包括电邮促销、总商会网站以及社交网等。
 - **直销与电子邮件营销：**广泛的邮寄直销和电邮运动可联系目标数据库内超过3万家公司、海外商会与商团、海外政府部门等，招募出席者并鼓励预早报名出席本届世界华商大会。
 - **广告与书报：**与媒体机构结成伙伴关系，进一步扩大宣传机会；并通过网上广告达到最佳宣传效果。
 - **广大联系网络：**积极通过商业团体与政府机构联系网络，大力推动宣传第十一届世界华商大会。

Why Sponsor?

Take advantage of the sponsorship opportunities by being a partner of the 11th World Chinese Entrepreneurs Convention (WCEC), which gives maximum value and prestige to your products and services.

Being a sponsor is a great way to create a lasting impact and be recognised by the delegates of the 11th WCEC from all over the world.

This is the best marketing opportunity of the year! If you want to widen your exposure and position yourself as the market leader of the global industry, this is the event you have to be at! Make use of WCEC 2011 in Singapore to achieve your important business goals!

Sponsorship Benefits:

- **Meeting with the Who's Who:** At this highly-regarded, premium international business convention, you have the direct access to meet some 4,000 elite business decision-making delegates in the world business arena from over 30 countries and regions, all under one roof!
- **Generate new sales leads:** Reach out to this focused group audience through networking events and engage in one-to-one meetings with participating delegates.
- **New markets entry:** Make use of this convention as an effective platform when entering new markets. Meet and get connected to key business players.
- **Enjoy worldwide publicity and international media coverage during the WCEC.**
- **Strong support and endorsement from key government agencies.**
- **Result-oriented marketing:** Benefit from an extensive marketing and publicity campaign that will be rolled out to generate visible and continuous brand awareness.
 - **Digital Marketing in Social Media:** The WCEC will be using the latest digital marketing techniques to reach the largest target audience, which include e-mail marketing, web presence on SCCCI website and social networking sites.
 - **Direct Marketing & E-mail:** A comprehensive direct mailer and e-mail campaign will reach out to a targeted database of over 30,000 companies, overseas business chambers and associations, overseas government ministries to recruit attendees and encourage them to pre-register for the WCEC.
 - **Advertisements and Editorial Coverage:** Media partnership with the Media will extend the outreach opportunities for editorial coverage and a creative online advertising campaign.
 - **Wide Outreach Network:** The WCEC will be promoted jointly through a network of trade associations and government agencies.

赞助形式

大会首席赞助商

S\$250,000

名额已满!

赞助商享有的回报:

- 享有“大会首席赞助商”的荣誉
- 所有大会促销资料将印上赞助商的公司商标
- 在欢迎晚宴、闭幕晚宴或大型专题论坛活动中任选一项，享有“独家赞助商”的荣誉
- 在大会展览区提供一个约81平方米展位，可展示公司的最新产品与服务
- 在世界华商大会宣传册享有一页彩色广告
- 受邀请出席以下主要大会活动：
 - 1 张VVIP请柬出席您所指定赞助的大会活动
 - 3 张VIP请柬出席大会活动
 - 10 张大会活动入场券
- 大会网站设有赞助商公司商标并链接公司之网站
- 一页有关赞助商的公司简介将收录在世界华商大会手册内
- 赞助商可将公司简介资料置放入会议公文包内
- 在大会开幕仪式之前播放赞助商宣传影片

钻石赞助商

S\$120,000

赞助商享有的回报:

- 享有“钻石赞助商”的荣誉
- 所有大会促销资料将印上赞助商的公司商标
- 在大会展览区提供一个约36平方米展位，可展示公司的最新产品与服务
- 在世界华商大会宣传册享有一页彩色广告
- 受邀请出席以下主要大会活动：
 - 3 张VIP请柬出席大会活动
 - 8 张大会活动入场券
- 大会网站设有赞助商公司商标并链接公司之网站
- 一页有关赞助商的公司简介将收录在世界华商大会手册内
- 赞助商可将公司简介资料置放入会议公文包内
- 在大会开幕仪式之前播放赞助商宣传影片

黄金赞助商

S\$50,000

赞助商享有的回报:

- 享有“黄金赞助商”的荣誉
- 所有大会促销资料将印上赞助商的公司商标
- 在大会展览区提供一个约9平方米展位，可展示公司的最新产品与服务
- 在世界华商大会宣传册享有一页彩色广告
- 受邀请出席以下主要大会活动：
 - 6 张大会活动入场券
- 大会网站设有赞助商公司商标并链接公司之网站
- 一页有关赞助商的公司简介将收录在世界华商大会手册内
- 赞助商可将公司简介资料置放入会议公文包内
- 在大会开幕仪式之前播放赞助商宣传影片

Sponsorship Opportunities

Presenting Sponsor

S\$250,000

Fully Taken!

Presenting Sponsor will enjoy:

- Credit as "Presenting Sponsor" in all marketing materials
- Credit as sole "Sponsor" for any one of these events, namely the Welcome Reception, the Closing Night Gala Dinner or Keynote Forum (select one)
- Entitled to exhibition area of 81 sqm (9m x 9m) at a prime and strategic location at the Exhibition Gallery
- One (1) page colour advertisement (run-of-page) in the Official WCEC Information Guidebook
- Invitations to attend the full programme of the 11th WCEC
 - One (1) VIP seat for your selected sponsored event
 - Three (3) VIP invitations
 - Ten (10) complimentary invitations
- Company logo placement and hyperlink to your website on the Convention website
- One (1) page corporate write-up will be included in the official WCEC Information Guidebook
- Insertion of corporate literature into the convention delegate bags
- Showcase of Sponsor corporate video prior to the Opening Ceremony – based on space availability and deadline restrictions (Sponsor to provide looped DVD lasting maximum length of 30 seconds)

Diamond Sponsor

S\$120,000

Diamond Sponsor will enjoy:

- Credit as "Diamond Sponsor" in all marketing materials
- Entitled to an exhibition area of 36 sqm (6m x 6m) at the Exhibition Gallery
- One (1) page colour advertisement (run-of-page) in the Official WCEC Information Guidebook
- Invitations to attend the full programme of the 11th WCEC
 - Three (3) VIP invitations
 - Eight (8) complimentary invitations
- Company logo placement and hyperlink to your website on the Convention website
- One (1) page corporate write-up will be included in the official WCEC Information Guidebook
- Insertion of corporate literature into the convention delegate bags
- Showcase of Sponsor corporate video prior to the Opening Ceremony – based on space availability and deadline restrictions (Sponsor to provide looped DVD lasting maximum length of 30 seconds)

Gold Sponsor

S\$50,000

Gold Sponsor will enjoy:

- Credit as "Gold Sponsor" in all marketing materials
- Entitled to an exhibition area of 9 sqm (3m x 3m) at the Exhibition Gallery
- One (1) page colour advertisement (run-of-page) in the Official WCEC Information Guidebook
- Invitations to attend the full programme of the 11th WCEC
 - Six (6) complimentary invitations
- Company logo placement and hyperlink to your website on the Convention website
- One (1) page corporate write-up will be included in the official WCEC Information Guidebook
- Insertion of corporate literature into the convention delegate bags
- Showcase of Sponsor corporate video prior to the Opening Ceremony – based on space availability and deadline restrictions (Sponsor to provide looped DVD lasting maximum length of 30 seconds)

实物赞助 Item Sponsorship

我们欢迎您以产品实物参与赞助!

Join us as WCEC partners by sponsoring these items!

EXCLUSIVE
SPONSORSHIP



S\$50,000

Registration Counter

大会注册柜台 – 独家赞助

Make an upfront, powerful and lasting impact by sponsoring the delegate registration counters. Your logo and company name will be seen by all delegates, thereby creating an instant impression.

EXCLUSIVE
SPONSORSHIP



S\$50,000

Internet Kiosks

互联网服务站 – 独家赞助

Sponsor the Internet Kiosks and enjoy acknowledgment from endless visits by visitors and delegates checking their e-mails or surfing the net, whilst learning about the services and products offered by your company.

(Note: Set-up of terminals, cabling and activation of Internet access to be provided by the sponsor.)

EXCLUSIVE
SPONSORSHIP



~~S\$50,000~~

~~Convention Delegate Bags~~

会议公文包 – 独家赞助

The convention delegate bags will be branded with the event logo and sponsor's logo, and distributed to all attending delegates.

EXCLUSIVE
SPONSORSHIP



~~S\$30,000~~

~~Delegate Lanyards~~

参会代表身份证吊带 – 独家赞助

Constant exposure of your company's presence as delegates will wear the event lanyards at all times throughout the 3-day programme.



S\$10,000 for 5 Banners

Street Banners

街道旗帜

Capture the eyes of foreigners visiting Singapore as well as the local public! Eye-catching outdoor street banners will be placed at strategic locations in Singapore.



S\$10,000 per Banner

Display Banners

展示横幅

Opportunity to feature your company's products and services on the display banners to expand your presence at the convention.



S\$10,000 per Coach

Transport and Shuttle Service

交通工具与穿梭接送服务

Your company logo will be branded on the external body of the coaches transferring delegates between venues.



S\$8,000 Centrespread

S\$6,000 Inside Front/Back

S\$4,500 Run-of-page

WCEC Information Guidebook

– Advertisement Pricing (Full Colour)

世界华商大会册子

– 广告标价 (全彩)



S\$8,000

Literature Inserts in the Convention

Delegate Bags

会议公文包内的宣传资料

Place your corporate brochures in the hands of the delegates at the Convention.

(Note: Brochures will be provided by the sponsor.)



S\$5,000 per Balloon

Lighted Balloons

着亮气球

Prime visibility of your company's participation at this international high-powered convention.



S\$5,000 per Item Insert

Items in Convention Delegate Bags

会议公文包内的宣传物品

We welcome item sponsorship such as Notepads and Pens, Thumb-drives, Umbrellas, Caps, Mini Electric Fans, Sunblock Lotion, Branded Gifts & Souvenirs

(Note: Items/gifts will be provided by the sponsor.)

Additional floorspace taken up in blocks of 18sqm (i.e. 54sqm, 72sqm, 90sqm, etc)
(excludes standard booth entitlements)

11th World Chinese Entrepreneurs Convention

Any additional requirements outside of the normal inclusion as per outlined will be subject to additional fees and will be granted based on availability. Packages are limited and will be accepted on a first-come-first-serve basis. To learn more about the sponsorship details, please drop us an e-mail so that we may contact you for a discussion at your convenience:

For sponsorship details, please contact:

Ms Kan Wai Heng / Ms Tan Jin Yi

Tel: +65 6337 8381

Fax: +65 6339 0605

E-mail: waiheng@sccci.org.sg / jinyi@sccci.org.sg

47 Hill Street #09-00, Singapore 179365

欲了解更多详情，请联络：

简慧卿小姐 / 陈静仪小姐

电话：+65 6337 8381

邮件：waiheng@sccci.org.sg / jinyi@sccci.org.sg

2011 New

World Order

Chinese Enterprise

Impetus

主办机构
Organiser



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