

# CONFERENCE A CHANCE FOR LOCAL FIRMS TO EXPAND REGIONALLY

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**- The Borneo Post Online**

KUCHING: Following the establishment of the Asean Economy Community (AEC), Sarawakian businesses especially SMEs are urged to look into the Asean market, which is the 3rd largest economy in Asia.

The establishment of AEC is a milestone, as Asean forges ahead to further its economic integration with the implementation of AEC 2025 Blueprint.

“With the global movement, to trade and invest in Asean, Sarawak as part of Malaysia and Asean, we local entrepreneurs has to play a role and tape into this opportunity”, said David Chew, the Organizing Chairman of Asean-China Entrepreneurs’ Conference (ACE Conference) and Vice-President of Sarawak Entrepreneur Association (SEA).

A major event, ASEAN-China Entrepreneurs’ Conference will be held on May 12 and 13, 2016, at Imperial Hotel, Kuching, Sarawak, which is going to be officiated by Dato’ Seri Ong Ka Chuan from Ministry of International Trade and Industry.

The organising of ACE Conference is to create opportunities for local business especially SMEs to be aware of the Asean economy development, government’s strategy and plan inline with the Asean development, China government’s “the Belt and Road” initiative.

At the same time professional from various countries are to share their latest finding in the strategy and economy trend. Beside that, successful entrepreneurs will share their practical experience of conducting business in Asean and China.

There will also speaker to share their experiences and knowledge in overcoming economic downturn and finding business opportunities in this environment.

“Business opportunities can be identified by knowing the market, economy, and technology trend; and trend are developed with the government strategy and plan to develop the national economy and integration plan into ASEAN economy,” Chew said. “The intention is to create awareness for the delegates and provide business opportunities for everyone in the conference. We want all delegates to maximise their opportunities by building networks with all delegates, as well as explore and identify business opportunities.”

Registered delegates will be given the opportunity on stage to pitch their business to the audience during Day 1 afternoon, products launching during Gala Dinner, Business Matching Corner and etc.

In order to maximize business exposure to the delegates, there will be business exhibition in conjunction with the 2-Day conference. Local businesses are urged to take up booths to showcase their business and products.

“This year, we have 18 speakers and entrepreneurs to deliver 12 interesting topics. All are high profile speakers, and more concentrate in practical knowledge and experiences sharing for the SMEs,” said Michael Leong, the Vice-OC of ACE Conference and Vice-President of SEA.

The ACE Conference is organized by the Sarawak Entrepreneur Association, UCTC UNIMAS, and FAME International College. The conference is supported by the Sarawak state government, Sarawak Convention Bureau, MITI and its agencies MATRADE, MIDA, SME Corp., ASEAN-China Center, and Asian-Latam Connection.

The main sponsors are PPGroup, CardoRevo, and IBRACO. Other sponsors are FAME International Group, RHB, Kokokam, Celcom, Global Capital Circle, e6 Logistic Management, Crowe Horwath, Horwath Capital Beijing, and etSpark.

There will be special offer of conference fee for local delegates who register before May 5, 2016. Interested parties can contact Harry at 016-8856195, Michael at 012-8898280 or David at 016-8649717.

Alternatively, one can also email to [info@ace-conference.com](mailto:info@ace-conference.com), visit its website at [www.ace-conference.com](http://www.ace-conference.com) or contact them via Facebook at [www.facebook.com/ace.conference.sarawak](http://www.facebook.com/ace.conference.sarawak) for more information.