

The CIFIT Malaysia Pavilion opens in Xiamen

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Malaysia, Guest Country of Honor of the 18th China International Fair for Investment & Trade (CIFIT), held a grand opening ceremony of its pavilion on September 9

The pavilion, with a delegation of 1500 entrepreneurs taking part, covers 1200 square meters in the central area of the CIFIT exhibition hall. With feature exhibitors from industries including property development, health services, agricultural products and tourism, the Malaysian delegation has been playing an absolute leading role at CIFIT this year.

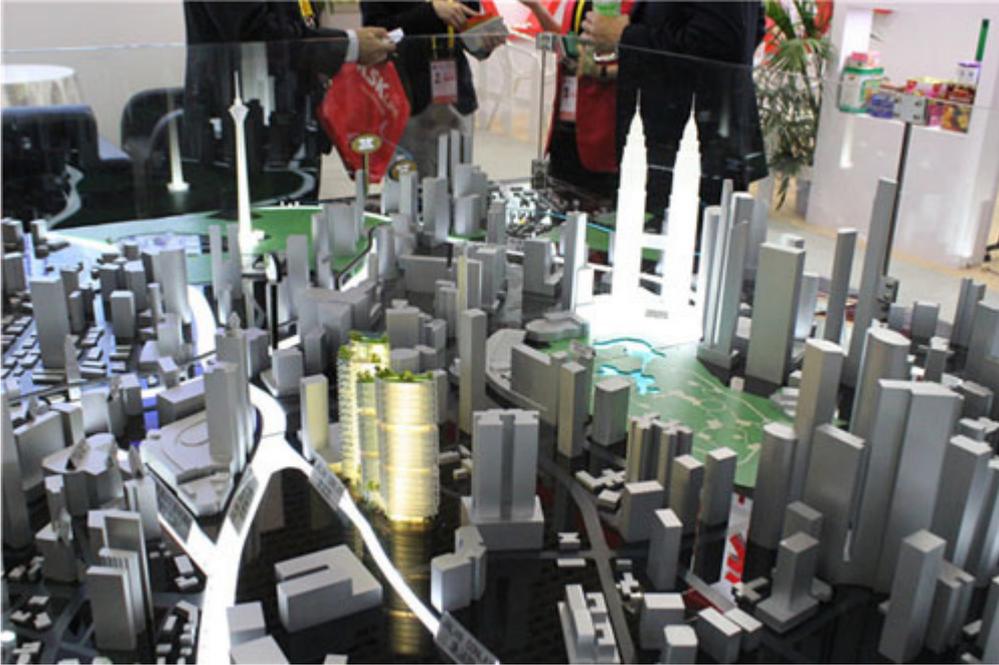
Among the various Malaysian companies, the KSK group presents an attractive property project – 8 Conlay which is located near the “Golden area” of KLCC (Kuala Lumpur City Center). As the company’s visionary maiden project, it is composed of three skyline-altering towers ranging from 52 to 60 storeys in height and serves as a mix of a five-star hotel and branded service residence.



H.E. Tan Sri Ong Ka Ting, the Malaysian Prime Minister’s special Envoy to China, Zhang Changping, Chairman of Fujian Provincial Committee of the Chinese People Political Consultative Conference, Dato’ Lim Kok Cheong, the president of the Associated Chinese Chambers of Commerce and industry of Malaysia and other guests cut the ribbon at an opening ceremony. [Xiaoyu Liu for China Daily
“China is one of our most important target markets. Chinese customers are all very savvy-buyers, they know KLCC very well, they like KLCC and they are willing to invest in this land.” said Joanne Kua, the executive director and managing director of KSK land.

In conjunction with the 40th anniversary of Malaysia-China diplomatic relations, the Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCIM) and the Malaysia-China Chamber of Commerce (MCCC) were authorized and supported by the Ministry of international and industry (MITI) to jointly organize the Malaysian CIFIT pavilion.

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[The 8Conlay property project by the KSK group. [Xiaoyu Liu for China Daily

Dato' Lim Kok Cheong, the president of ACCCIM hopes that the fair will provide a platform and opportunities for Malaysian companies to export their products and service overseas.

“The Chinese market is going to be one of the largest consumer markets for Malaysian businessmen, because of its huge population and the rising standard of living. We produce a lot of agriculture products, such as palm oil, bird nest, tea and so on – many products which we can sell to China; and it is not only China, since this CIFIT is open to 100 countries and some 30000 foreign delegations are attending this fair as well. Hopefully we can also attract investment to Malaysia,” said Micheal Chai Woon Chew, an advocate and solicitor and national council member.

The cooperation between the two countries, which are connected closely by the maritime silk road, is not restricted to the trade and investment area. Education, as one of the priorities in both parties is also a highlight of this year's CIFIT. Xiamen University, one of the top 50 universities in China, is going to set up a branch in west Malaysia. More and more skills will be available when China-based companies invest in this land.