

BOOK OF RECORDS  
BROCHURE

联合主办单位:



# 白手兴家 东盟杰出华商华人纪录大全

## THE ASEAN CHINESE BOOK OF RECORDS

### 2023-2024



## 前言 Foreword

俗话说“海水到处有华人”，东南亚与中国山水相连。几百年或几十年前，我们的先辈漂洋过海，离乡背井来到南洋陌生的国度讨生活，继而成家立业，从原来的衣锦还乡、落叶归根，变成在异国落地生根、开枝散叶，只为了让下一代能够过上好日子，生生不息。

人人都说华人血脉是天生的企业家，祖辈们为了让我们过上更美好的生活而努力奋斗，所到之处皆是他们打拼的痕迹，而这些个性与精神也流淌在华人的血液里，代代传承。

与此同时华人作为东南亚各国人民重要的组成部分，在促进当地经济繁荣方面扮演着举足轻重的角色。早期他们当中有者从事种植业或锡矿业，有者开设杂货店、做小商贩，他们从零开始，胼手胝足、努力拼搏，白手兴家，为自己奠下财富的基石，也为国家的经济带来新气象。

华人从下南洋与历经殖民时代，到第二次世界大战后的民族独立运动，一直到今天溶入当地社会，叱咤商场，也投身政治，并且积极发展教育事业、热心慈善工作，他们创造了东南亚的繁荣奇迹，成为了这片土地的底色。可以说，东盟的近代史和现代史是华人与原住民土著族群共同谱写的。

There's a saying that goes "Wherever there is ocean, there will be Chinese people."

This saying rings true as all throughout our ancestors' journey decades ago were mountains and rivers which connected China and Southeast Asia. They left their hometowns and traveled to foreign lands with a dream of having a better life for themselves and their children. They planted roots in new areas and started their venture into various sectors.

Till this day, the literal and metaphorical bonds still live on in Southeast Asian Chinese. The core values of hard work, self-improvement, and ingenuity flows through the veins of every Chinese person. Generations on, they are still known for their entrepreneurial prowess.

It was at the same time, our Chinese ancestors played a key role in economic growth for Southeast Asian countries. During the early days, some tried their hand in farming and tin mining while others started to be small time traders and open grocery stores.

Their hard work building the foundation for their families and wealth from scratch brings a new outlook to everyone.

The Chinese have gone from immigrating to Nanyang, living through the colonial era, and achieving national independence movement after WWII to being integrated into Southeast Asia. Their integration included being involved in the business, political, education, and humanitarian sector. They were the driving force that made Southeast Asia thrive. It can be said that the history of the modern ASEAN region was written by the aborigines and Chinese.

## 使命 Mission

雁过留声，人过留名，《白手兴家东盟华人纪录大全》记载了东盟各国成功的华裔几代人的奋斗历程，他们的心血和荣耀。他们从一开始身处陌生环境，筚路蓝缕、梯山航海，一切都是从零开始，白手起家，纵使面对种种困难和挑战却从不轻言放弃，在逆境中发愤图强、排除万难，最终是天道酬勤，过着富足的生活。

The ASEAN Chinese Book of Records and Awards was created to recognize the struggles, hard work and achievements of Chinese in ASEAN countries.

Our Chinese ancestors traveled through rough seas and tall mountains before they settled down in unfamiliar territories in the ASEAN region. Despite these challenges, they persevered and were rewarded for their diligence with a prosperous life.

此纪录大全可以作为衔接中国各地与东盟各国之间产业的一道桥梁，因而商机处处。此外，随着区域全面经济伙伴关系协定（RCEP）在2022年1月1日生效，东盟和中国的经济增长将被注入强大动力。中国很明显的已经是地区和全球经济增长的引擎，马来西亚和东盟都从中国的经贸往来中获益，共享繁荣，并为地区和世界和平作出贡献。希望此书能激发各国年轻一代华人传承祖先刻苦耐劳及自强不息的精神，让那份荣耀与信念能继续发光发热，代代传承，不废江河万古流！

This book of records serves to connect Chinese people throughout the ASEAN region China that would improve business opportunities and relations among one another. Additionally, the Regional Comprehensive Economic Partnership (RCEP) implemented on January 1, 2022, will only drive economic growth between ASEAN and China.

China has been a growing global powerhouse with their growth and contributions to the global markets. Malaysia and ASEAN regions have benefited greatly from economic trades with China.

We hope that this book will also inspire the younger generations of Chinese from the ASEAN region to continue the hard work and self-improvement shown by their ancestors that they can someday be proud of to pass down to their own future generations.

### 本书的宗旨 Purpose of this book:

- i) 唤醒年轻一代华人重视传承使命，不让先贤的心血付诸东流；
- ii) 培养更多企业家，鼓励更多年轻一代华人积极向上，努力奋进；
- iii) 强化东盟华商的人脉，强强联手以便能走得更远。



- i) Remind the younger Chinese generation of the importance of inheriting virtues from previous generations so their ancestors' efforts are not wasted;
- ii) Inspire and cultivate more young Chinese entrepreneurs;
- iii) Strengthen the contacts of ASEAN Chinese businessmen for future collaborations

### 这些东盟国家涵盖 These ASEAN countries include:



#### 马来西亚 Malaysia:

华裔占马来西亚总人口约23%，虽然比率比土著少，但华裔仍凭着刻苦耐劳的精神，在这个国家闯出一片天，现在仍处于经济领导地位。早期马来西亚的种植业和锡矿业差不多均为华人所控制，而后华人逐渐向其他经济领域发展。今天马来西亚70%的中小企业是由华人所拥有，他们也在制造业、房地产领域、建筑业、服务业和金融业大展拳脚。华人对马来西亚经济的贡献是全方位的，它们包括农业、商业、工业、科学等各领域。难能可贵的是，马来西亚华人与其他种族携手合作，让大家都能受惠。

此外，马来西亚华人热爱本身的母语，对华文教育的支持和资助不遗余力，当地华人的中文程度，是中国大陆、台湾和香港以外最好的。马来西亚华人除了普通话，还通晓多种方言和英语及马来语，因而具备竞争优势。

Chinese account for about 23% of Malaysia's total population. Although the ratio is lower than the bumiputera, the hard work put in by the Chinese made their companies lead this country's economy. The early days of Malaysia saw the majority of the plantation and tin mining industry being controlled by Chinese. This was before they decided to venture and eventually develop other economic fields. Today, 70% of SMEs in Malaysia are owned by Chinese. They are also key contributors in the manufacturing, real estate, construction, service and financial industries.

The contribution of the Chinese to Malaysia's economy is far-reaching and includes agriculture, commerce as well as the scientific field. It is commendable that Malaysian Chinese would work together with the other races for the benefit of everyone. Aside from that, the Malaysian Chinese know the importance of their mother tongue with the community always supporting Chinese education. Their proficiency in Chinese, Bahasa Malaysia and English gives them a competitive advantage globally.



### 新加坡 Singapore:

新加坡共和国建立后，华人经济随着国民经济的发展不断壮大。华人资本按照新加坡政府经济战略的调整，由传统行业迅速转向技术密集型和知识密集型的新兴科技工业。1968年，新加坡作为国际金融中心的地位被确立后，华人金融服务业也得到了迅速发展。旅游业是新加坡多元化经济的一大支柱，也是华人经济的重要组成部分。吃、住、行、游、购、娱各业，绝大部分都由华人经营。

After Singapore was established, the Chinese drove their nation's economy and it continues to develop to be one of the fastest developing countries in the ASEAN region. With the Singapore government's economic strategies, the Chinese capital shifted from traditional industries to a technologically driven one. In 1968, after Singapore's status as an international financial center was established, the Chinese financial services industry rapidly developed. The tourism sector is one of Singapore's economic pillars that also plays an important part of the Chinese economy. This is because most businesses - mainly for food, accommodation, transportation, travel, shopping and entertainment - are operated by Chinese.



### 泰国 Thailand:

泰国的华人成功地溶入社会，他们都以泰国话为主要语言，没有种族区分，不管是政治和商业都能挥洒自如、得心应手。华人在泰国的地位，相对比较高，从泰国的第18任首相起，基本上每一任首相身上都有着华人的血统。华人在贸易、政治等各个领域，名门望族也相当多，在钢铁业、运输业、食品业等各个行业都有杰出的人才，为泰国的经济发展带来了巨大的贡献，所以在一定程度上也为其他国家的华人在泰国发展铺设了很好的道路。

The Chinese in Thailand have successfully integrated into their society. They all speak Thai as their main language and there is no racial distinction. They are also top players in politics and business. Since Thailand's 18th Prime Minister, every Prime Minister who followed has Chinese ancestry. The Chinese here also have famous families in the trade and political fields. They are also outstanding talents in various industries like steel production, transportation, and food. All these were large contributors to the economic development in Thailand. To a certain extent, these industries also paved the way for the Chinese in other countries to develop in Thailand.



### 汶莱 Brunei:

已经落地生根的华人自在地生活在汶莱，以华族特有的方式溶入这个盛产石油的伊斯兰国家，在各项经济领域都取得巨大的成就。1971年汶莱实行内部自治后，华人的经济也得到了发展。商业是华人的窗口行业，也是华人资本最为密集的行业。由于汶莱的土著鲜少经营服务性行业，餐饮娱乐等服务业自然成为当地华人主要的行业。律师是汶莱华人其中一项主要的职业，汶莱现有的近百所私人律师行全部为华人所开设。生活在这个国家的华人，以本身特有的方式溶入社会，并且得到了友族、政府及皇室的认同，平和富足地在这片土地上开枝散叶、休养生息。

The Chinese in Brunei have been integrated into society as well. The oil-rich Islamic country gave a platform for the Chinese to make great achievements in various economic fields. After Brunei implemented internal self-governance in 1971, the Chinese economy kept developing. Business is the main focus for the Chinese here and it is also the most capital-intensive industry. The local Chinese operated in the service industry, providing catering and entertainment. These in turn became one of the main industries for the local Chinese. There are nearly 100 private law firms in the country that are owned by Chinese. This also means that the Chinese here are mainly lawyers. The Chinese integration into Brunei's society has given them recognition by peers, the government and the royal family.



### 柬埔寨 Cambodia:

柬埔寨自20世纪90年代恢复和平以来，是东南亚经济增长最快、发展潜力最大的国家之一。在柬埔寨，经商者超过九成都是华人，华人中超过90%都在从商，他们在柬埔寨的农业、城市商业以及进出口贸易等领域有着举足轻重的地位。华人在柬埔寨地位崇高，他们在银行业取得骄人的成绩。许多华人在柬埔寨各个经济领域均发挥了重要的作用，柬埔寨排名前十名的房地产大亨中有九位是华人，而且有些华人进入政界、军界和文化界，为柬埔寨作出重要贡献。

柬国华人关系紧密、高度团结，形成一个欣欣向荣和团结奋进的华人社会。他们有强烈的慈善思想，热心参与华人的公益事业，推动华文教育的发展，创办各类华文学校，捐资助学，成为华人社会的一股风尚。

Since they restored peace in the 1990s, Cambodia has been one of the countries with the fastest economic growth and has greatest development potential in Southeast Asia. More than 90% of business people here are Chinese but they also play an important part in Cambodia's agriculture, urban commerce, and the import and export trade industry. The Chinese are highly respected in Cambodia. They also excel in the banking industry while nine of the top ten real estate tycoons in Cambodia are Chinese. There are also Chinese who are in politics and military and some that made cultural contributions to the country.

Cambodian Chinese are close-knit with a high degree of solidarity that forms a thriving and united society. They highly encourage others to join philanthropic activities for the welfare and development of Chinese education. Through these activities, they also established various Chinese schools and donated funds to support education.



### 菲律宾 Philippines:

菲律宾约有1亿人口，华人有100多万，比率不到2%。但是，这个占比不到2%的华人群体，却掌控着菲律宾70%的经济和产业。华人在菲律宾就是富人的代名词，他们长袖善舞，以经商为主。

从银行、交通、烟草、医药，到地产、通讯、饮食、零售，菲律宾最主要的行业，基本都是华人占据主导地位。相较于其他族群，菲律宾华人是一个团结且相对封闭的群体。因为数量少、财富集中度高，其后辈的婚姻选择也更趋向于门当户对的华人家庭。出于经济带来的地位，他们大多自豪于华人的身份，世代传递着财富的钥匙，每一辈都涌现出大批优秀的企业家。

The Philippines has a population of 100 million and out of which, the Chinese make up more than 1 million. Despite being less than 2% of their population, the Chinese group controls 70% of the economy and industries here.

For their success in business, the Chinese are synonymous to wealth. From banking, transportation, tobacco, medicine, real estate, communications, catering and retail, these industries are dominated by Chinese. Compared to the other ethnic groups here, Chinese Filipinos are tight knit. The Chinese here are proud of their roots and identity. They would pass down the key to their wealth from generation to generation. Each generation would also produce outstanding entrepreneurs.

### 印尼 Indonesia:

华人在印度尼西亚经济中始终扮演着重要角色，业务范围遍及工业、商业、金融、旅游、农林牧以及渔业等众多行业，显现出华商的能力与生命力。印尼作为东盟最大的经济体，尽管华人只占总人口的5%左右，但是华人经济在印尼国民经济中却具有举足轻重的地位。80%的印尼华人都有自己的产业，主要从事零售、超市、房地产、纺织、渔业、农业、旅游业和金融等，遍及印尼经济的第一、第二、第三产业，几乎掌握印尼经济命脉的50%。

Indonesia's economy has always been driven by the Chinese people. Their business covers commerce, finance, tourism, agriculture, forestry, animal husbandry and fishery. The success of Chinese businessmen here have shown their capabilities. The Chinese population in Indonesia is only 5% of the country's total population. However, it is undeniable that the Chinese have contributed to a huge portion of Indonesia's economy. 80% of Indonesian Chinese operate their own business in retail, supermarkets, real estate, fisheries, agriculture, tourism and finance. These contribute to 50% of the country's economy.



### 寮国 Laos:

寮国华人90%以上从事商业和中小企业，以首都万象为龙头，分布在下寮湄公河沿岸的几个主要商业城镇。上寮的华侨华人则以农业生产和边境贸易为主。1957年寮国为了促进经济发展，克服资金困难，颁布实施鼓励外侨投资的条例，向外侨投资提供若干优惠政策，在一定程度上促进华人经济的发展。

华人经营的主要行业有服装、钟表、食品、杂货、餐馆、旅店等；开办的工厂有肥皂、碾米、木炭、皮革、水果、糖果以及机械等。另外，也有经营进出口、批发、零售等小型工商业，规模不大，但均自成系统，产品销售遍及全国，并向泰国、越南、中国大陆、香港、台湾等地区扩销。部分回流的寮国华人也陆续返回原居地投资，其中不少人已成为富商，对当地经济发展有着举足轻重的影响。

More than 90% of Lao Chinese are in the business trade including SMEs. In 1957, Laos promoted and implemented regulations that encouraged foreign investment. The Chinese took part in these initiatives and the policies paid off for developing the Chinese economy to a certain extent.

In Laos, the Chinese operated businesses related to clothing, watches, food, groceries, hotels and more. They also own factories that produce soap, rice, charcoal, leather, fruit, candy and machinery. Some Chinese also run the import and export as well as wholesale business. Although it may not be big, the products are supplied domestically and also supply to Thailand, Vietnam, mainland China, Hong Kong, Taiwan and other regions.

There are some Lao Chinese who return to Laos to invest in the country. The decision made many of them wealthy and in turn developed the local economy.



### 越南 Vietnam:

越南现有华人100多万，主要集中在胡志明市以及湄公河三角洲一带。越南改革开放以后，越南的华人经济发展较快，但基本上只局限在餐饮业、食品加工业、旅游业、制鞋业、纺织业、金饰加工业等行业。由于天生的聪明和勤奋，大多数的华人都积累了一些财富，日子过得比较轻松惬意。由于越南华人的经济实力越来越强，经济地位的提高也使得华人的政治地位有了一些提升。越南华人也完整地保留中国文化，并且代代相传。

Vietnam has more than 1 million Chinese with the majority of them in Ho Chi Minh City and the Mekong Delta. After Vietnam's reformation, the Chinese economy developed rapidly. It included industries like catering, food processing, tourism, footwear, textile and gold jewelry processing. Most Chinese here have gathered wealth and live a comfortable life through their diligence. The economic strength of the Chinese in Vietnam continues to increase and with it, the political status of the Chinese have risen. Despite that, the Chinese in Vietnam still fully preserve the Chinese culture to pass down from different generations to another.



### 缅甸 Myanmar:

根据官方数字，缅甸华人占缅甸总人口的3%左右，截至2012年，缅甸华人人口估计为160万。缅甸华人是公认的中产阶级族群，在缅甸社会各个层面都有很好的代表性，并且在缅甸的商业领域发挥主导作用，把持着缅甸经济，同时也积极融入缅甸当地主流文化。

因为特殊的历史因素，当地华人对自己的族群身份比较敏感。随着中国和这些国家的外交关系逐渐改善，越来越多当地的华人可以理直气壮的声称自己是华人。

Officially, Burmese Chinese make up 3% of Myanmar's total population. This was estimated to be 1.6 million as of 2012. The Burmese Chinese is a recognized middle-class ethnic group which are well represented at all levels of Burmese society. The Chinese here have led Burma's business field, control the nation's economy, and were active in integrating into the local mainstream culture.

The local Chinese were sensitive to their ethnic identity because of historical factors but with improvements of diplomatic relations between Myanmar and China, the locals are becoming more open to accepting their Chinese identity.

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# 白手兴家 - 纪录大全资料页

## ACBA BOOK OF RECORDS INFORMATION

事项 Subject	摘要 Description
1. 刊物名称 Publication Title	白手兴家东盟杰出华商华人纪录大全 ASEAN CHINESE ENTREPRENEUR BOOK OF RECORDS
2. 语文 Language	中英文 Chinese - English
3. 内容与目录 Content	<ul style="list-style-type: none"> <li>• 华商介绍 Introduction of Chinese Entrepreneurs</li> <li>• 各国华商领导人献词 Speeches by Chinese business leaders</li> <li>• 介绍东盟各国华人开垦的故事 Introduce the story of Chinese businessman in ASEAN countries</li> <li>• 各国各领域华商名录 List of Chinese Entrepreneurs in various fields</li> <li>• 广告 Advertisement</li> <li>• 表扬文章 Interview Articles</li> </ul>
4. 页数 Page	300 - 450
5. 封面设计 Cover Design	纸板封面 Cardboard Cover
6. 装订 Binding	完美装订 Perfect Binding
7. 印刷数量 Printing Quantity	5,000
8. 分布地点 Distribution location	<ul style="list-style-type: none"> <li>• 东盟资源中心 ASEAN Resource Center</li> <li>• 大专中文图书馆 Universities Chinese Libraries</li> <li>• 各国总商会 National Chambers of Commerce</li> <li>• 大使馆 Embassies</li> <li>• 华人企业得奖者 Chinese Enterprise Winner</li> <li>• 大学图书馆 University Libraries</li> <li>• 华商协会 Chinese Business Association</li> </ul>



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THE ASEAN CHINESE  
BOOK OF RECORDS

白手兴家  
东盟华人纪录大全  
THE ASEAN CHINESE  
BOOK OF RECORDS

Money  
精明理财

ACBA





# 白手兴家 - 东盟杰出华商华人纪录大全 ASEAN CHINESE BOOK OF RECORDS 2022

## 申请表格 Application Form

No 38-1, Jalan Metro Pudu 2, Fraser Business Park,  
55200 Kuala Lumpur, Malaysia.  
T: +603 9223 3777

F: +603 9223 3779

负责人:

Janet: +6 012-920 4356 Amy: +6 012 300 5633 Lucas: +6 012-427 2732

- 请填写每项资料并确保其准确性。
- 请连同相关文件一起递交提名表格。

### 申请表格 Application Form

#### A. 公司负责人资料 PIC's Profile

1. 负责人姓名 Person-In-Charge's Name	
2. 负责人职位 Person-In-Charge's Designation	3. 联络号码 Contact Number
4. 负责人电子邮件 Person-In-Charge's Email Address	

#### B. 公司资料 Company Details

1. 公司名称 (英) Company's Name (ENG)	
2. 公司名称 (中) Company's Name (CHI)	
3. 公司所属国家 Company Location (Country)	4. 商业 / 公司注册号码 Business / Company Registration Number
5. 公司地址 Company's Address	
6. 公司电子邮址 Company's Email Address	7. 公司联络号码 Contact Number

8. 公司简介 Company's Profile

9. 公司行业 Company's Industry (例 Eg: 金融业 Finance)

### C. 《白手兴家》版位选择 ACBA ROP OPTION CHARGE

A. 华商纪录 CHINESE ENTREPRENEUR RECORDS			
1. ROP 2 页 Pages	7,800 + 6% SST = MYR 8,268	2,800 + 6% SST = USD 2,968	<input type="checkbox"/>
2. ROP 1 页 Page	3,800 + 6% SST = MYR 4,028	1,800 + 6% SST = USD 1,908	<input type="checkbox"/>
3. ROP 1/4 页 Page	1,800 + 6% SST = MYR 1,908	600 + 6% SST = USD 636	<input type="checkbox"/>

  

B. 广告 ADVERTISEMENT			
4. 2 页 Pages (第 2 - 20 页 Page)	60,000 + 6% SST = MYR 63,600	15,000 + 6% SST = USD 15,900	<input type="checkbox"/>
5. 1 页 Page (第 2 - 20 页 Page)	40,000 + 6% SST = MYR 42,400	10,000 + 6% SST = USD 10,600	<input type="checkbox"/>
6. ROP 2 页 Page	14,000 + 6% SST = MYR 14,840	3,500 + 6% SST = USD 3,710	<input type="checkbox"/>
7. ROP 1 页 Page	8,000 + 6% SST = MYR 8,480	2,000 + 6% SST = USD 2,120	<input type="checkbox"/>

  

C. 订购 Subscribe			
8. 纪录大全/本 Book of Records/ Book	500 + 6% SST = MYR 530	125 + 6% SST = USD 133	<input type="checkbox"/> 本/book

#### 付款详情 Payment Details

MONEY COMPASS MEDIA (M) SDN BHD

Bank Name: Malayan Banking Berhad

Account Number: 5644-0961-6932

Swift code: MBBEMYKL

Money Compass Media (M) Sdn Bhd  
No 38-1, Jalan Metro Pudu 2 Fraser Business Park  
55200 Kuala Lumpur Malaysia

T: +603 9223 3777

F: +603 9223 3779

E: asncommerce.sdnbhd@gmail.com

同意签署,

白手兴家 - 秘书处 咨询:  
ACA Award 2021 Secretariat Inquiries:

《精明理财》负责人 Money Compass

1. Janet - 012-920 4356

2. Amy - 012-300 5633

3. Lucas - 012-427 2732

姓名 Name:

职位 Designation:

身份证/护照号码 NRIC/Passport no.: