

Concurrent Event 同期活动:



Hosted By 主办单位:



Supported By 支持单位:



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Collaboration Partner 合作伙伴:



Official Media Partner 合作媒体:



# MALAYSIA PRIVATE LABEL EXPO (KUALA LUMPUR)

## 亚洲自有品牌贸易展(吉隆坡)MaPLE

25<sup>th</sup> - 27<sup>th</sup> November 2019 | Kuala Lumpur Convention Centre

# INVITATION 诚挚邀请

## 25 NOVEMBER 2019 (MONDAY)

| OFFICIAL HALL OPENING OF MALAYSIA PRIVATE LABEL EXPO 2019 EXHIBITION |

| OPENING CEREMONY OF CHINA - MALAYSIA "BELT & ROAD" SHAANXI TRADE EXPO 2019 |

| 2019 亚洲自有品牌展开馆仪式 |

| 中国 - 马来西亚 2019 "一带一路" 陕西特色商品展览会开馆仪式 |

| OFFICIAL HALL OPENING OF MALAYSIA PRIVATE LABEL EXPO 2019 EXHIBITION |

| 2019 亚洲自有品牌展开馆仪式 |

|          |   |                |
|----------|---|----------------|
| 09.45 am | Arrival of Guest & VIPs at Hall 5 for official Hall Opening of Malaysia Private Label Expo 2019 Exhibition 主要嘉宾抵达在五号厅正门进行2019 亚洲自有品牌贸易展开馆仪式 | Venue (Hall 5) |
| 10.00 am | Introduction of VIPs 主要嘉宾介绍   |                |
| 10.05 am | Welcoming Remarks by Mr Jonathan Yew Chee Ming, President of Malaysia International Exhibitors Association (MIEA) 马来西亚国际商会会长, 姚智茗先生致辞       |                |
| 10:10 am | Official Hall Opening of MaPLE 2019 亚洲自有品牌贸易展开馆仪式   |                |

| OPENING CEREMONY OF CHINA - MALAYSIA "BELT & ROAD" SHAANXI TRADE EXPO 2019 |

| 中国 - 马来西亚 2019 "一带一路" 陕西特色商品展览会开馆仪式 |

|          |  |                |
|----------|--|----------------|
| 10.15 am | Arrival of Guests & VIPs at Hall 2 for the opening ceremony of China - Malaysia "Belt and Road" Shaanxi Trade Expo 2019 主要嘉宾抵达 2 号馆进行中国-马来西亚 "一带一路" 2019 陕西特色商品展览会开馆仪式<br>Shaanxi Promotional Video Presentation 播放陕西宣传片 | Venue (Hall 2) |
| 10.30 am | Opening Performance for Shaanxi Trade Expo 2019 开场舞《梦之园》(表演者: 马来西亚、中国少儿团体)   |                |
| 10:35 am | Introduction of VIPs by Cheng Ningbo, Vice President of Propaganda Department of Shaanxi Provincial Party Committee 主持人陕西省委宣传部副部长程宁博介绍到场嘉宾   |                |
| 10.40 am | Speech by Mr Wu FuJie, Deputy President of China Council for the Promotion of International Trade Shaanxi Sub-Council of Shaanxi Province 陕西代表团团长、陕西省贸促会副会长武福杰致辞   |                |
| 10.48 am | Presentation by Chinese Enterprise 丝路万里行团长介绍 "丝路万里行" 的活动<br>Presenting the Certificate of Clearance by Malaysia Representative 马方领导为 "丝路万里行" 签发通关文牒证书<br>Award Presentation "马中青少年国际交流人才创新实践基地" 授牌仪式                     |                |

To be continue.....

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25<sup>th</sup> - 27<sup>th</sup> November 2019 | Kuala Lumpur Convention Centre

### | OPENING CEREMONY OF CHINA - MALAYSIA "BELT & ROAD" SHAANXI TRADE EXPO 2019 | | 中国 - 马来西亚 2019 "一带一路" 陕西特色商品展览会开馆仪式 |

- 11.02 am Speech by Mr Mohd Mustafa Abdul Aziz, Deputy Chief Executive Officer of Malaysia External Trade Development Corporation (MATRADE)  
马来西亚对外贸易发展局副局长执行官, Mr Mohd Mustafa Abdul Aziz 致辞
- 11.10 am Speech by H.E Bai Tian, the Ambassador Extraordinary and Plenipotentiary of the People's Republic of China to Malaysia  
中华人民共和国驻马来西亚特命全权大使白天致辞
- 11.18 am Speech by YB Tan Kok Wai, Malaysia's Special Envoy to China, Chairman of Malaysia-China Business Council  
马来西亚对华特使兼马中商务理事会主席, YB 陈国伟致辞
- 11.26 am Opening Ceremony and Launching of China - Malaysia "Belt and Road" Shaanxi Trade Expo 2019 开幕及启动仪式
- 11.30 am VIPs Tour of Shaanxi Trade Expo 2019 & MaPLE 2019  
嘉宾巡馆2019陕西特色商品展览会以及亚洲自有品牌贸易展
- Press Conference 新闻发布会
- 12.15 pm Luncheon @ Hospitality Lounge 4 (MaPLE Hall 4) 午餐(贵宾室4, MaPLE 4号馆)
- End of Programme 流程结束

**Venue  
(Hall 2)**