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马来西亚福建社团联合会

11th WORLD FUJIAN
— CONVENTION —



扬帆海丝梦

世界福建同乡恳亲大会
第十一届

汇聚世闽情

THE FEDERATION OF
HOKKIEN ASSOCIATIONS
OF MALAYSIA

大会指南

CONVENTION GUIDE

支持单位 Supported by



Meet in
Malaysia

Malaysia
Truly Asia



ULANG TAHUN KE-50
HUBUNGAN DIPLOMATIK MALAYSIA - CHINA
50th ANNIVERSARY OF MALAYSIA-CHINA DIPLOMATIC RELATIONS

马中建交50周年

欢迎词

WELCOME MESSAGES

非常欢迎您出席于2024年11月7日至9日举行的第十一届世界福建同乡恳亲大会、商贸展览会与研讨大会。此次盛会汇聚了来自全球的福建领袖、专业人士及各界代表，共同庆祝我们共享的文化遗产，并探索新的发展与合作机会。

本次大会的主题为“扬帆海丝梦，汇聚世闽情”，强调了我们与海上丝绸之路密不可分的联系，同时彰显了全球福建社群的团结精神。这种团结，不论是在家乡还是海外，始终激励着我们勇敢前行。

在接下来的三天里，希望大家能积极参与我们精心安排的各项活动，其中包含商贸展览会和研讨大会。这些活动将为与会者提供宝贵的机会，促使大家通过广泛的交流与学习，建立新的合作伙伴关系，推动未来的创新与成功。

感谢各位参与此次盛会。让我们共同传承祖辈的辉煌，同时拥抱全球新的机遇。

祝愿大会圆满成功，并为您留下美好的回忆。

It is my pleasure to welcome you to the 11th World Fujian Convention, Trade Exhibition & Commemorative Forum, from November 7th to 9th, 2024. This event brings together Fujianese leaders, professionals, and stakeholders from around the world to celebrate our shared heritage and explore new opportunities for growth and collaboration.

The theme, “扬帆海丝梦，汇聚世闽情” (Sailing the Maritime Silk Dream, Uniting Fujianese Worldwide), reflects our strong connection to the Maritime Silk Road and the unity that binds the global Fujianese community. This spirit of unity continues to inspire us, both at home and abroad.

Over the next three days, I encourage everyone to take full advantage of the programs we've organized, including the Trade Exhibition and the Commemorative Forum. These events provide excellent opportunities for networking, learning, and forming new partnerships that will lead to future innovation and success.

Thank you for being part of this special gathering. Together, let's continue the legacy of our ancestors while embracing new global opportunities.

I wish you all a successful and memorable convention.



马来西亚福建社团联合会总会长
第11届世界福建同乡恳亲大会大会主席

President of The Federation of Hokkien Associations of Malaysia cum
Chairman of the 11th World Fujian Convention 2024

丹斯里林福山太平局绅

Y. BHG. TAN SRI LIM HOCK SAN, JP

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感谢您对第11届世界福建同乡恳亲大会的热情参与与支持。请查阅大会指南，了解详细信息和注意事项，确保您顺利参与各项活动。再次感谢您的光临，马来西亚欢迎您！

Thank you for your enthusiastic participation and support for the 11th World Fujian Convention. Please refer to the Convention Guide for detailed information and important notes to ensure a smooth experience. Once again, we appreciate your presence, and welcome to Malaysia!

大会指南

CONVENTION GUIDE

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第11届世界福建同乡恳亲大会主题曲
THEME SONG OF
THE 11TH WORLD FUJIAN CONVENTION

《福山福水福运来》

作词：林福山 统筹：庄伟凡
作曲：刘明瑞 制作：陈建平
监制：陈 飞 编曲：郑晓东

欢迎你呀欢迎你 吉隆坡呀木槿花
欢迎你呀欢迎你 手拉拉呀笑哈哈
欢迎你呀欢迎你 白咖啡来敬一杯
欢迎你呀欢迎你 猫山王呀顶呱呱

欢迎你呀欢迎你 开元寺呀东西塔
欢迎你呀欢迎你 武夷山呀阿里山
欢迎你呀欢迎你 客家土楼鼓浪屿
欢迎你呀欢迎你 三坊七巷妈祖娘

多么向往的期待
多么迷人的风采
每一次与你相拥
都撞到心潮澎湃

多么深切的关爱
多么坚定的豪迈
每一句厚重乡音
把家国托举起来

马福联 连万代
故园之恋花盛开
开枝散叶福建人
福天福地福运来

马福联 连未来
阔步星辰和大海
八闽浩荡中华梦
福山福水 福运来

特别鸣谢陈飞、庄伟凡与制作团队。

Special thanks to Chen Fei, Zhuang Weifan and the production team.

第11届世界福建同乡恳亲大会日程

EVENT ITINERARY

DAY 1		7 NOVEMBER THURSDAY 星期四
商贸展览会 Trade Exhibition <ul style="list-style-type: none"> • 推介会 Mini Talk • 商贸展览会开幕仪式 Trade Exhibition Opening Ceremony 【服装: 正式 Attire: Formal】 	吉隆坡会展中心 Kuala Lumpur Convention Centre 展厅 Hall 4 & 5	
DAY 2		8 NOVEMBER FRIDAY 星期五
商贸展览会 Trade Exhibition <ul style="list-style-type: none"> • 推介会 Mini Talk • 商贸配对 Business Matching 	吉隆坡会展中心 Kuala Lumpur Convention Centre 展厅 Hall 4 & 5	
研讨大会 Commemorative Forum 【服装: 正式 Attire: Formal】 <ul style="list-style-type: none"> • 专题演讲 Thematic Speech • 专题讨论 Thematic Forum • 主旨演讲 Speeches • 主题对话 Dialogue 	吉隆坡会展中心 Kuala Lumpur Convention Centre 宴会厅 Ballroom 1	
欢迎晚宴 Welcome Dinner	国外嘉宾 & 所有参展商 Oversea Delegates & Exhibitors: 吉隆坡好想吃宴会厅 HXC Grand Ballroom, Kuala Lumpur 国内嘉宾 Local Delegates: 吉隆坡百里鲜宴会厅 Bali Sand Banquet Hall, Kuala Lumpur	
DAY 3		9 NOVEMBER SATURDAY 星期六
商贸展览会 Trade Exhibition <ul style="list-style-type: none"> • 推介会 Mini Talk • 幸运抽奖 Lucky Draw 	吉隆坡会展中心 Kuala Lumpur Convention Centre 展厅 Hall 4 & 5	
海外华团侨务研讨会 Overseas Chinese Affairs Conference 【服装: 正式 Attire: Formal】	吉隆坡会展中心 Kuala Lumpur Convention Centre 贵宾接待室 Hospitality Lounge 5	
大会开幕典礼 Opening Ceremony of the Conference	吉隆坡会展中心 Kuala Lumpur Convention Centre 展厅 Hall 1 & 2	
午宴 Luncheon	吉隆坡会展中心 Kuala Lumpur Convention Centre 展厅 Hall 1 & 2	
联欢晚宴 Gala Dinner 【服装: 正式 / 民族服装 Attire: Formal / Ethnic】	吉隆坡会展中心 Kuala Lumpur Convention Centre 展厅 Hall 1 & 2	



活动日程以网页内容为准，请扫描二维码以获取最新活动详情。

The event schedule on the website takes precedence. Scan the QR code to get the latest event details.

场地分布图 FLOOR MAP

K L C C KUALA LUMPUR CONVENTION CENTRE 吉隆坡会展中心



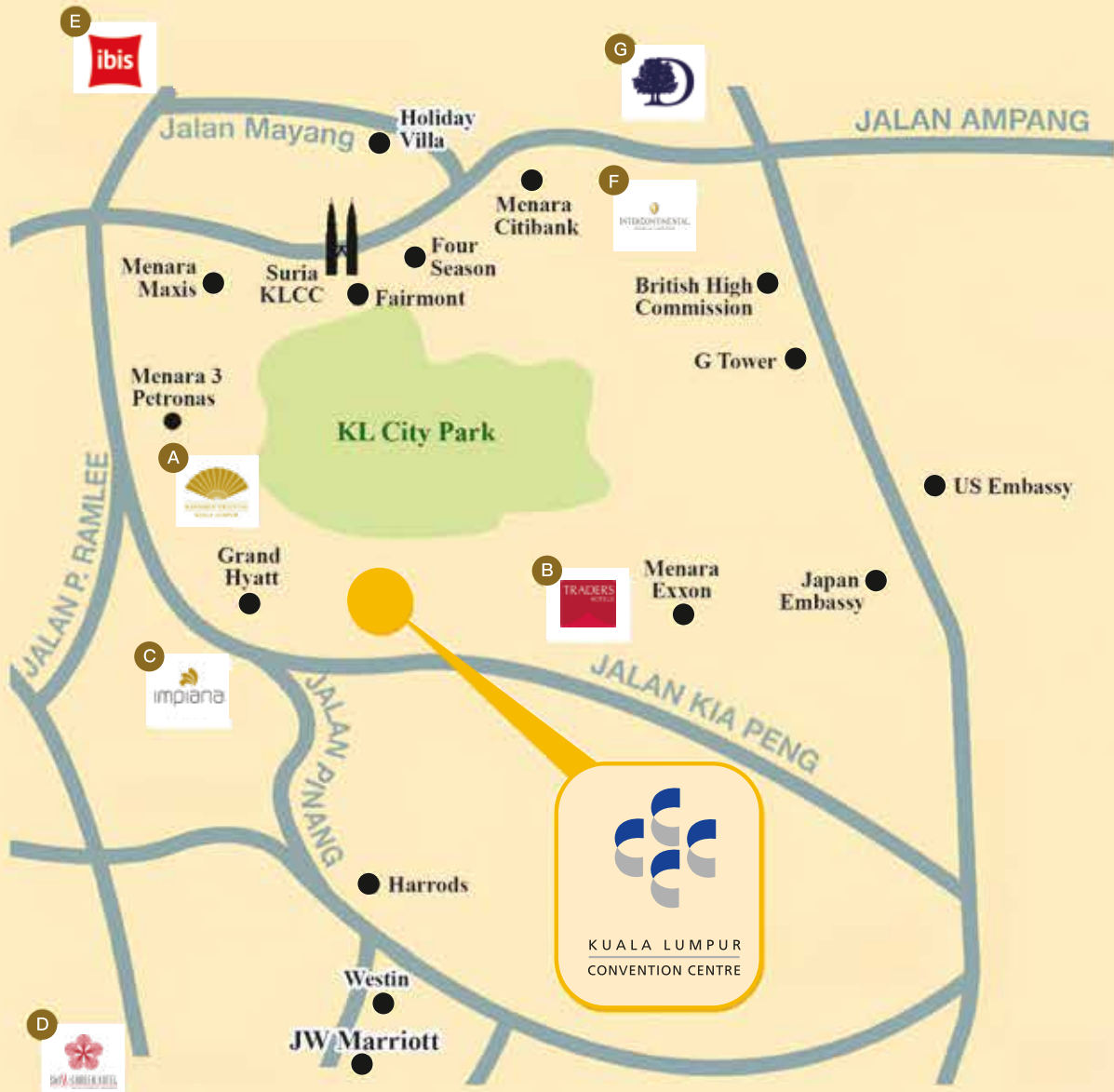
THIRD FLOOR

- 展厅 BALLROOM 1
研讨大会 Commemorative Forum
- 展厅 BALLROOM 2
茶点区 Refreshment Area /
午餐区 Luncheon Area

GROUND FLOOR

- 展厅 HALL 1 & 2
第11届世界福建同乡恳亲大会
The 11th World Fujian Convention
- 展厅 HALL 4 & 5
商贸展览会 Trade Exhibition
- 贵宾接待室 HOSPITALITY LOUNGE 5
商务配对 Business Matching /
媒体中心 Media Centre
- 展厅 LINK HALL 3
贵宾茶点区 VIP Refreshment Area
- 文化走廊 CULTURAL CORRIDOR I
- 文化走廊 CULTURAL CORRIDOR II
- 文化走廊 CULTURAL CORRIDOR III

指定酒店分布图 DESIGNATED HOTELS MAP



- A**  吉隆坡文华东方酒店
Mandarin Oriental, KL
- B**  吉隆坡盛贸酒店
Traders Hotel, KL
- C**  吉隆坡宴宾雅酒店
Impiana KLCC Hotel, KL
- D**  瑞园酒店
Swiss Garden Hotel

- E**  宜必思酒店
Ibis KLCC
- F**  吉隆坡洲际酒店
InterContinental Hotel
- G**  希尔顿逸林酒店
Double Tree Hotel

活动须知

EVENT GUIDELINES

餐饮安排 FOOD & BEVERAGE ARRANGEMENTS

欢迎晚宴和联欢晚宴将以圆桌宴会的形式举行，午餐也将采用圆形桌宴的安排。感谢您的理解，我们可能无法满足所有特定的饮食偏好。

The Welcome Dinner and Gala Dinner will be held in a roundtable banquet format, and lunch will also follow a dome-style roundtable arrangement. We appreciate your understanding that we may not be able to accommodate all specific dietary preferences.

官方语言 OFFICIAL LANGUAGE

大会将使用中英文作为官方语言。

Chinese and English will be used as the official languages.

场地医疗服务 MEDICAL SERVICES AT THE VENUE

大会筹委会将在吉隆坡会展中心安排专业的医疗急救团队，为需要帮助的与会者提供及时的紧急医疗支持。

The organizing committee will arrange a professional medical emergency team at the Kuala Lumpur Convention Centre to provide timely emergency medical support for participants in need.

纪念品领取 SOUVENIR COLLECTION

为感谢与会者的热情参与，大会将赠送伴手礼作为纪念，并于欢迎晚宴上分发，领取时需进行二维码身份识别。大会也将于 11 月 7 日至 9 日在吉隆坡会展中心一号展厅的一号柜台（Counter 1, Hall 1）提供纪念品领取服务，方便提早或迟到的贵宾领取纪念品。

Souvenir gifts will be offered to express gratitude for the enthusiastic participation of attendees and will be distributed during the Welcome Dinner. Recipients will need to complete a QR code verification for collection. The convention will have a counter set up at the Counter 1, Hall 1, Kuala Lumpur Convention Centre from November 7 to 9, allowing early or late guests to collect their souvenir conveniently.

服装要求 DRESS CODE

与会者需穿着端庄，并根据节目表所示，在特定活动项目中穿着正装出席。

Participants are requested to dress modestly and wear formal attire for specific activities as indicated in the event itinerary.

领证流程

PASS COLLECTION PROCEDURE

参会嘉宾将在大会前收到个人参会二维码，在参加欢迎晚宴时，即可凭该二维码领取参会证件。持证件方可入场。大会将于 11 月 7 日至 9 日在吉隆坡会展中心一号展厅的一号柜台 (Counter 1, Hall 1) 提供登记服务，方便提早或迟到的贵宾领取参会证件。

代表团可由一位代表统一领取所有团员的证件。领取时需携带并出示以下材料：

1. 代表团领取人的二维码
2. 领取人的身份证或护照原件
3. 加盖单位印章的授权领证书

注意事项

- 缺少参会二维码将无法领取证件。
- 所有第十一届世界福建同乡恳亲大会参会者须事先向主办方报名，现场不接受报名。
- 凭证件亦可参观商贸展览会。如有兴趣参与研讨大会，则需预先上网登记 (convention.fujianmalaysia.com/pages/exhibition-registration) 或现场报名。名额有限。

Participants will receive a personal attendance QR code before the convention. During the Welcome Dinner, they can use this QR code to collect their attendance passes. Entry will only be permitted with a valid badge. The convention will have a registration counter set up at the Counter 1, Hall 1, Kuala Lumpur Convention Centre from November 7 to 9, allowing early or late guests to collect their passes conveniently.

A delegation may have one representative collect all members' passes. The following materials must be presented upon collection:

1. The QR code of the person collecting on behalf of the delegation
2. The original ID card or passport of the collector
3. An authorization letter stamped with the organization's seal

Notes

- Passes cannot be collected without the attendance QR code.
- All attendees of the 11th World Fujian Convention must register in advance with the organiser; on-site registration will not be accepted.
- Passes also allow access to the Trade Exhibition. Those interested in participating in the Commemorative Forum must pre-register online (convention.fujianmalaysia.com/pages/exhibition-registration) or register on-site. Limited Availability.

其他资讯 OTHER INFORMATION

货币 CURRENCY

马来西亚的货币为林吉特（令吉），货币代码为MYR，符号为RM。货币可在机场、酒店或银行兑换。大部分商店支持信用卡和电子钱包付款，但部分小商铺可能仅接受现金。

The currency of Malaysia is the Ringgit (RM), with the currency code MYR. Currency can be exchanged at airports, hotels, or banks. Most shops accept credit cards and e-wallet payments, but some small businesses may only accept cash.

天气 WEATHER

马来西亚属热带气候，全年气温在25至35摄氏度之间，湿度较高。建议携带轻便衣物、防晒霜和雨具。

Malaysia has a tropical climate with temperatures ranging from 25 to 35 degrees Celsius throughout the year, with high humidity. It is recommended to bring light clothing, sunscreen, and rain gear.

时区 TIME ZONE

马来西亚位于UTC+8时区，与中国、新加坡等地相同。

Malaysia is in the UTC+8 time zone, the same as China and Singapore.

电压 VOLTAGE

当地电压为240伏，频率为50赫兹，插头类型为G型（三脚插头）。建议携带转换插头，以确保设备适用。

The local voltage is 240V, with a frequency of 50Hz, and the plug type is G (three-prong plug). It is advisable to bring a power adapter to ensure your devices are compatible.

网络 INTERNET

吉隆坡的许多餐厅、酒店等场所均提供无线网络。吉隆坡会展中心及其附近公共区域也覆盖免费无线网络。

Many restaurants, hotels, and other places in Kuala Lumpur offer Wi-Fi. The Kuala Lumpur Convention Centre and its surrounding public areas are also covered by free Wi-Fi.

通讯 COMMUNICATION

马来西亚的国家区号为0060，主要电信运营商包括MAXIS、CELKOMDIGI 和 U MOBILE。上网SIM卡可在马来西亚国际机场、电信运营商门店或在线购买。如果您的手机不支持本地频段，可能无法连接当地网络。

The country code for Malaysia is 0060, and the main telecom operators are Maxis, CelcomDigi, and U Mobile. SIM cards for internet access can be purchased at Kuala Lumpur International Airport, telecom shops, or online. If your phone is not compatible with local frequencies, it may not be able to connect to local networks.

饮食 FOOD

马来西亚拥有丰富的饮食文化，包括马来、中式、印度等多元菜系。街头美食、小吃和餐馆遍布各地，价格实惠。清真食品（HALAL）和素食餐厅在大多数地区容易找到。

Malaysia offers a rich culinary culture, including Malay, Chinese, and Indian cuisine. Street food, snacks, and restaurants are available throughout the country at affordable prices. Halal and vegetarian restaurants are also easy to find in most areas.

语言 LANGUAGE

马来西亚的官方语言是马来语，但英语使用广泛，尤其是在城市和旅游区。中文在吉隆坡也十分常见，因此游客在沟通方面通常不会遇到障碍。

The official language of Malaysia is Malay, but English is widely spoken, especially in cities and tourist areas. Mandarin is also commonly spoken in Kuala Lumpur, so communication is generally not an issue for tourists.

公共交通 PUBLIC TRANSPORT

马来西亚的公共交通系统包括地铁、轻轨、巴士和出租车。GRAB等电子召车服务也非常便捷。

Malaysia's public transport system includes metro, light rail, buses, and taxis. Grab ride-hailing services are also very convenient.

联络方式 CONTACT

主办单位 ORGANISER

马来西亚福建社团联合会 The Federation of Hokkien Associations of Malaysia
地址: Wisma Fujian, No. 6 & 8, 3rd Floor, Lorong Thambi Dua, Pudu,
55100 Kuala Lumpur, Malaysia.
联络电话: +603-2148 8335, +603-2148 8435
电子邮件信箱: hokkienmalaysia@gmail.com

联络人资料 CONTACT INFORMATION

大会秘书处 Convention Secretariat
柯彩萍 Suby: +6012-956 0411
丘俊江 Hugo: +6016-695 0960

登记负责人 Registration Contacts
博珊珊 Poh San San: +6019-313 9090
锺欣如 Chong XinRu: +6010-393 1186

交通联络人 Transportation
马忝隆 Ivan Mah: +6012-601 7033

机场负责人 Airport Liaison
KLIA Terminal 1
陈世昌 Tan Say Cheong: +6014-811 1187
马忝隆 Ivan Mah: +6012-601 7033

KLIA Terminal 2
林秀琼 Lin Siew Chin: +6012-214 3182
宋彩芬 Sung Chai Foon: +6012-233 0512

酒店/旅游 Hotel/Travel
拿督陈顺峰 Dato' Tan Soon Hong: +6012-303 4338
张家菘 Roy: +6012-356 1331

急救联络人 First Aid Contacts
郑起展 Tee Kee Tian: +6019-337 2805
叶怡兴 Steven Yap: +6012-238 7888

Acknowledgements

鸣谢

We sincerely thank everyone who contributed to the success of the 11th World Fujian Convention. This event would not have been possible without the dedicated support of many individuals and organizations.

A special thanks goes to our keynote speakers and delegates for their inspiring insights, which help promote Fujian's heritage globally.

To our sponsors and partners, your generous support and belief in the future of the Fujian community are deeply appreciated. To our exhibitors and performers, your talents infused energy and excitement into this event. And to our guests and attendees, your presence made this convention truly memorable.

Finally, we recognize the hard work of our organizing committee and volunteers. Your commitment and attention to detail were crucial to the success of this event.

With sincere appreciation,
The Federation of Hokkien Associations of Malaysia

衷心感谢参与并支持第11届世界福建同乡恳亲大会的所有人士和单位。正是因为许多个人和组织的努力支持，本次活动才得以顺利举行。

特此，也特别感谢我们的主讲嘉宾和代表们，您的启发性见解帮助我们在全球范围内推广福建文化。

此外，感谢赞助商和合作伙伴的慷慨支持和对福建社群未来的信任。同时，感谢参展商和表演者，您的才华为本次活动注入了活力与激情。感谢所有来宾的到来，您的参与让此次大会更加难忘。

最后，感谢筹委会成员和志愿者们的辛勤付出。您的承诺和细致的工作是本次活动成功的关键。

致以诚挚的谢意，
马来西亚福建社团联合会

支持单位 SUPPORTED BY



主要赞助 MAIN SPONSORS





马来西亚福建社团联合会

THE FEDERATION OF HOKKIEN ASSOCIATIONS OF MALAYSIA

Wisma Fujian, No.6 & 8, 3rd Floor, Lorong Thambi Dua,
Pudu, 55100 Kuala Lumpur, Malaysia

电话: +603 21488335 / 8435

传真: +603 2148 8535

电邮: hokkienmalaysia@gmail.com

