

## ROLE PLAYER PROFILE

### REVISITING THE MARITIME SILK ROAD - STRENGTHENING CONNECTIVITY AND INCLUSIVE GROWTH

重温海上丝绸之路 - 携手实现连接性和包容性增长



## 发言人 SPEAKER

### 高级拿督陈耀星局绅/教授/博士 Prof. Dato' Dr. Chin Yew Sin, JP

世界一带一路组织亚太地区顾问  
兼EKA Noodles Berhad董事  
Asia-Pacific Advisor, Global One Belt  
One Road Association and Director  
of EKA NOODLES BHD

Currently, he is the Deputy President cum Chief Coordinator of Asia-Pacific Region of MHSSATJ, United Nations; he is the Advisor of Asia-Pacific Region of Global One Belt One Road Association; Academic Member of Companies Administration Innovation Institution, China Academy of Management Science, Senior Advisor of World Chinese Business & Economic Summit, etc.

He is a Director of EKA NOODLES BERHAD, Executive Chairman of GENESIS SPECTRUM SDN BHD, Executive Chairman of SFY AUTOMOTIVE SDN. BHD, Executive Chairman of SFY AUTOWORLD SDN. BHD, Executive Chairman of SKYLINE ENTERPRISE, etc. He got more than 10 companies doing various businesses.

He is a prominent international academician before venturing into the corporate world. He graduated from Universiti Malaya, Malaysia with a Bachelor of Jurisprudence Degree and, among others, Universiti Teknologi Malaysia with a Bachelor of Engineering (Hons), Mechanical Engineering Degree, University of Bolton, UK with an Accountancy Degree, Heriot-Watt University, Scotland with a Master of Business Administration, University of Newcastle, Australia with a Master of Marketing, Southern Cross University, Australia with a Doctor of Business Administration, etc. He has 12 degrees including 1 Doctorate Degree, 5 Master Degrees and 6 Bachelor Degrees plus 1 Postgraduate Diploma and 2 Postgraduate Certificates as well as more than 100 other academic and professional qualifications.

He has many qualifications including Mechanical Engineering, Law, Accountancy, Economics, Finance, Financial Planning, International Trade, International Law, International Political Economy, Business Administration, Corporate Strategy, Marketing, Human Resource Management, Public Relations, Negotiations, E-Commerce, Funds Management, Securities & Futures Market Dealing, Financial Derivatives, Corporate Advisory, Corporate Compliance, Auditing for Financial Institutions, Islamic Law, Islamic Finance, Islamic Financial Planning, Takaful, Aeronautical Engineering, Materials Technology, Metal Finishing, Rubber & Plastics, Corrosion Science and Protection, Heating, Refrigerating and Air-Conditioning, Fire Protection, etc.

He had studied in 40 renowned Universities in the world including University of Virginia, USA; British Columbia University, Canada; Tecnologico de Monterey, Mexico; University of Nottingham, England; University of Edinburgh, Scotland; University of Melbourne, Australia; University of Auckland, New Zealand; University College Dublin, Republic of Ireland; University of Zurich, Switzerland; Lund University, Sweden; University of Amsterdam, Netherlands; Pontificia Universidad Catolica de Chile, Chile; University of Johannesburg, South Africa; Fudan University & Shanghai Jiao Tong University, China; University of Hong Kong, Hong Kong; Waseda University, Japan; Korea University, South Korea; University of Delhi, India; National University of Singapore, Singapore; University of Malaya, Malaysia, etc.

He is a Visiting Professor for the following Universities: Zhongshan University, Guangzhou, China; Zhongnan University of Finance, Economics, Politics and Law, Wuhan, China and School of Economics and Business Management, LEPESE, Tangerang, Indonesia.

He has won more than 50 business and academic awards in China, Hong Kong, Macau and Malaysia including:

1. The World's Most Outstanding Chinese Lifetime Achievement Award, 2015 (The First Recipient). It was awarded by Peking University, China;
2. The World's Best Academic Award, 2015 (The Only Recipient, he has more than 100 academic and professional qualifications in many fields); The award ceremony was held at The National People's Congress, Beijing, China.
3. The World Chinese Excellent Lifetime Achievement Award, 2018 (Academic, Malaysia);
4. The World Chinese Role Model Lifetime Achievement Award, 2018 (Peking University, China);
5. The Royal Infinite Academic Lifetime Achievement Award, 2019 (Malaysia);
6. The World Chinese Entrepreneurial Role Model Lifetime Achievement Award, 2019 (Beijing, China);
7. The World Chinese Outstanding Entrepreneur Lifetime Achievement Award, 2019 (Macau);
8. Tun Abdullah bin Ahmad Badawi, the Former Prime Minister of Malaysia bestowed "National Achievement Award" for recognising him as the first Malaysian to possess 80 tertiary qualifications;
9. He possesses 8 Malaysian academic records from the "Malaysia Book of Records";
10. He possesses 12 world academic records from the "Record Book of World Initiators";
11. He was "The Outstanding Young Malaysian-Academic Leadership and Accomplishment, 2000";
12. His name is listed in "Bernama.com's Independence Day's Outstanding Achievements of Malaysia" since 2004 until 2019;
13. His name is listed in "Great Minds of the 21st Century" (1,000 persons only);
14. Who's Who in the World;
15. Who's Who in Science and Engineering;
16. Who's Who in Asia-Pacific;
17. Who's Who in Asia;
18. Who's Who in Asia-America;
19. Who's Who in Afro-Asia;
20. Who's Who in America;
21. New Malaysian Who's Who; and
22. Who's Who The Outstanding Young Malaysian.

## AWARD CATEGORY

### WORLD CHINESE OUTSTANDING ENTREPRENEUR LIFETIME ACHIEVEMENT AWARD



李儀婷女士

Madam Rita Lee Yi Ping

佑磊石業開發有限公司董事長  
President, Yu Lay Marble  
Development Co. Ltd., Taipei

Yu Lei Stone Industry Development Co., Ltd. has started from the hands of Liu Yizhen and Li Yizhen. The grass has become a small and beautiful small and medium-sized enterprise with growth potential. Ms. Li Yizhen, the person in charge of the year, was awarded the "Golden Summit Award of the Republic of China" by the "Republic of China's Outstanding Enterprise Managers Association".

As far as the business is concerned, the company is a professional stone company founded by a group of like-minded and experienced young people with a combination of architecture, civil engineering, land management and international trade. The business projects are mainly granite, marble and other stone trading and stone engineering design contracting, all members of the division of labor and cooperation, each of their duties, in the professional, high quality and integrity of the customer service as the basic standard, the establishment of the brand name, goodwill, also won customers. The trust establishes a long-term cooperation business, especially for sales companies with considerable scale, such as Runtai Construction, New Dongyang Construction, and Yuanyang Construction. The company can maintain its steady growth and success in the past.

**Integrity** (Integrity) is the most basic concept of enterprise management, the company will uphold the principle of good faith, make customers better understand, identify more with the company, the enthusiasm of all employees more services, the company more cohesion.

The company also puts special emphasis on the concept of "life is priceless, work safety priority", which is the most specific performance in **Caring**. Adhering to the attitude of "heart" and social interaction, we actively care for customers and the general public; internally, we regard employees as invaluable assets, and condense the employees' centripetal force through management and communication, so that employees feel the company's responsible attitude and care. And to meet the expectations of employees for the company, so that the company plays a key role in the career planning of employees.

**Innovation** (Innovation) is rapidly changing weapon for business survival environment, the company will use the strength of the team, to improve the existing work, active use of new technologies and knowledge, bring out a new working-level thinking and methods for the company. The operation injects vitality and creativity to create new value for customers.

**Service** (Service) must be based on customer preferences, interests for the direction. In order to grasp the essence of "service", internally, the company requires all employees to actively provide services to colleagues and other departments to treat customers, so that the overall work process is more efficient; externally, all employees are required to be passive and active. In-depth and concerned about the needs of customers, and from the standpoint of customers to think about problems, solve problems, through smart, creative services to meet customer needs, win customers' recognition and trust in You Lei.

**"Mission" is the reason and purpose of the existence of the company.** At the beginning of its establishment in 1995, the company has introduced and promoted the quality of stone and construction quality. The role and tasks of the company have not been great for more than ten years change. With the gradual development and free competition of the stone industry market, in order to retain existing customers and create new customers, Youlei will gradually transform from the product technology service industry in the grass-roots period to a customer-oriented service company. In order to cope with the transformation of the company, we will strive to provide high-quality stone and construction quality in related industries in the most cost-effective way, to understand the diverse needs of customers and provide customized services.

**"Vision" is the ideal that all employees of the company have been striving for a long time.**

"Vision" is an achievable dream and the cornerstone of a company's pursuit of operational excellence. In order to meet the challenges of the gradual development and free competition of the stone industry market, and to seek the greatest corporate value, Youlei will strive to become a stone development and architectural design consulting company with outstanding reputation.



### 李俐女士

Dr. Li Li

美宝集团创始人

Co-Founder & Vice Chairman  
MEBO Group, China and USA

李俐，美宝集团创始人之一。曾任北京光明中医烧伤创疡研究所副所长，现任美国徐荣祥基金会主席，中国红基会徐荣祥再生生命公益基金委员会名誉主任；美宝集团董事局副主席。

李俐，作为见证了时代变革的女性，在30多年的美宝集团的发展中，在中国梦的实践中，贡献着自己的力量。作为源自中国的烧伤创疡再生医疗技术世界化发展的重要推进者，李俐在彰显中国品牌，贡献中国科学价值，弘扬企业家公益精神，推动中国再生生命科学品牌建设和创新发展中做出了有力贡献。

1987年，李俐和徐荣祥一同创立美宝集团，致力于“烧伤湿性医疗技术及湿润烧伤膏”(MEBT/MEBO)的发明和推广普及，并逐渐形成系统的烧伤创疡再生医疗技术，同时致力于人体再生复原科学的研究。

“烧伤湿性医疗技术及湿润烧伤膏”1988年获国家重大科技成果奖。同时，卫生部将湿润烧伤膏列入国家级新药，1989年卫生部发出向全国推广普及烧伤湿性医疗技术的通知。1991年，该项技术被国家卫生部列入首批十年百项科技成果，成为向全国推广的十项重大医药技术之一。

在烧伤创疡再生医疗技术的世界化发展中，李俐做出了突出贡献。她开创性的通过一系列的国际学术合作、国际平台合作、国际公益行动将源自中国的科学、中国的技术推向世界；并用中国的中医药文化、中国的医疗技术去影响世界；用中国的技术、中国的科学来造福世界。

2015年以来，在发展中医药技术的国家号召中，李俐女士联合国内外优势院校及科研机构资源，大力支持国际研究交流合作、促进医学人才培养、加强再生医疗技术的研究与成果转化，在夯实源自中国的科学的学术价值和学术地位的同时，加大了国际学术平台合作建设力度，让源自中国的烧伤创疡再生医疗技术快速走向世界。在李俐的引领下，美宝集团与哈佛大学、南加州大学以及加州州立大学洛杉矶分校合作建立了传播和发展源自中国的人体再生复原科学和烧伤创疡再生医疗技术的哈佛医学院BDMC徐荣祥再生治疗中心、南加大戴维斯老龄学学院徐荣祥再生生命科学实验室、加州州立大学洛杉矶分校徐荣祥健康与公众服务学院及洛杉矶州大徐荣祥生物科学创新中心；同时，李俐代表美宝集团与南开大学合作成立南开大学徐荣祥再生生命科学中心，并掀开与山东大学紧密合作的全新时代，建立并推动着“山东大学徐荣祥再生医学研究中心”的建设；2018年又携手滨医为再生医学教育、人才培养、科技创新、成果转化、推广应用做出努力，不仅设立滨州医学院徐荣祥再生医学研究中心，还创造性的设立了美宝国际班，实行专门培养计划，直接触前再生医学成果和再生医学临床应用技术。

李俐是一位使命型企业家，积极投入公益事业。在美国发起了徐荣祥基金会，在中国则发起中国红基会徐荣祥再生生命公益基金。美国的基金会大力支持中国的技术在当地的发展与深化；中国的基金会，围绕“资助、学术和培训”三大领域，广泛参与并资助开展了救灾救援及公众生命救助、再生医疗技术的学术推广与研讨、基层医生专业培训等。截止2018年年底，徐荣祥再生生命公益基金在全国各地区共资助数十名贫困烧伤、创疡患者，共计支付资助款百万元。在基金支持下，再生医疗技术走进新疆、西藏、四川，既为少数民族贫困烧伤创疡患者带来了福音，也加强了与西部沿线国家在再生医疗技术的交流与合作。

李俐积极促进中国文化走向世界，让世界了解中国。先后两次组织加州州立大学洛杉矶分校徐荣祥健康与公众服务学院师生代表团来到中国，在南开大学、山东大学、济南大学、北京宣武中医院、南苑医院、四川郫都人民医院等地参观交流学习，并进行深入的再生医疗技术临床应用及规范护理交流；并组织美国西部市长团及美国加州议长一行专程访问中国，了解真正的中国；并两度在美国举办“再生之光晚会”，将中国的传统文化艺术带入美国，为中华艺术与东西方文化交流提供平台，让美国加州充分领略现场版的东方演出，那种跨越国界、跨越文化、亲临其境的特殊美好更令每个观众心中多了一份对中国文化的理解与期待。

2016年6月，李俐荣获洛杉矶州大颁发的校长勋章，12月获得南加大老龄学学院院长勋章。2017年3月，李俐荣获加州议会颁发的2017年加州杰出女性。获得2017品牌中国慈善人物大奖，洛杉矶中2018“爱心善举助力扶贫攻坚奖”，2018年中国十大经济杰出女性，2019年“亚洲品牌十大杰出女性”，“建国七十周年·杰出女性”。

她不仅仅是为中国女性起到示范作用的杰出女性，更是从商业、公益、行业、甚至女性特质本身各个层面体现一种女性新趋势，更具国际视域的全球“联接者”和“沟通者”。她以再生医疗技术的世界化发展为核心，进行着国际健康大平台的构建与拓展，为源自中国的再生医疗事业的国际化发展与突破开创了新的路径，为中国科学技术的世界化发展提供了一种新的探索，并且自然的构建了一种女性力量，为整个世界带来更美好的影响。



高级拿督陈耀星局绅/教授/博士  
Prof. Dato' Dr. Chin Yew Sin, JP

世界一带一路组织亚太地区顾问  
兼EKA Noodles Berhad董事  
Asia-Pacific Advisor, Global One  
Belt One Road Association and  
Director of EKA NOODLES BHD

Currently, he is the Deputy President cum Chief Coordinator of Asia-Pacific Region of MHSSATJ, United Nations; he is the Advisor of Asia-Pacific Region of Global One Belt One Road Association ; Academic Member of Companies Administration Innovation Institution, China Academy of Management Science; Senior Advisor of World Chinese Business & Economic Summit; etc.

He is a Director of EKA NOODLES BERHAD, Executive Chairman of GENESIS SPECTRUM SDN BHD, Executive Chairman of SFY AUTOMOTIVE SDN. BHD, Executive Chairman of SFY AUTOWORLD SDN. BHD, Executive Chairman of SKYLINE ENTERPRISE, etc. He got more than 10 companies doing various businesses.

He is a prominent international academician before venturing into the corporate world. He graduated from Universiti Malaya, Malaysia with a Bachelor of Jurisprudence Degree and, among others, Universiti Teknologi Malaysia with a Bachelor of Engineering (Hons) , Mechanical Engineering Degree; University of Bolton, UK with an Accountancy Degree; Heriot-Watt University, Scotland with a Master of Business Administration; University of Newcastle, Australia with a Master of Marketing; Southern Cross University, Australia with a Doctor of Business Administration, etc. He has 12 degrees including 1 Doctorate Degree, 5 Master Degrees and 6 Bachelor Degrees plus 1 Postgraduate Diploma and 2 Postgraduate Certificates as well as more than 100 other academic and professional qualifications.

He has many qualifications including Mechanical Engineering, Law, Accountancy, Economics, Finance, Financial Planning, International Trade, International Law, International Political Economy, Business Administration, Corporate Strategy, Marketing, Human Resource Management, Public Relations, Negotiations, E-Commerce, Funds Management, Securities & Futures Market Dealing, Financial Derivatives, Corporate Advisory, Corporate Compliance, Auditing for Financial Institutions, Islamic Law, Islamic Finance, Islamic Financial Planning, Takaful, Aeronautical Engineering, Materials Technology, Metal Finishing, Rubber & Plastics, Corrosion Science and Protection, Heating, Refrigerating and Air-Conditioning, Fire Protection, etc.

He had studied in 40 renowned Universities in the world including University of Virginia, USA; British Columbia University, Canada; Tecnologico de Monterey, Mexico; University of Nottingham, England; University of Edinburgh, Scotland; University of Melbourne, Australia; University of Auckland, New Zealand; University College Dublin, Republic of Ireland; University of Zurich, Switzerland; Lund University, Sweden; University of Amsterdam, Netherlands; Pontificia Universidad Catolica de Chile, Chile; University of Johannesburg, South Africa; Fudan University & Shanghai Jiao Tong University, China; University of Hong Kong, Hong Kong; Waseda University, Japan; Korea University, South Korea; University of Delhi, India; National University of Singapore, Singapore; University of Malaya, Malaysia, etc.

He is a Visiting Professor for the following Universities: Zhongshan University, Guangzhou, China; Zhongnan University of Finance, Economics, Politics and Law, Wuhan, China and School of Economics and Business Management, LEPESI, Tangerang, Indonesia.

He has won more than 50 business and academic awards in China, Hong Kong, Macau and Malaysia including:

1. The World's Most Outstanding Chinese Lifetime Achievement Award, 2015 (The First Recipient). It was awarded by Peking University, China;
2. The World's Best Academic Award, 2015 (The Only Recipient, he has more than 100 academic and professional qualifications in many fields); The award ceremony was held at The National People's Congress, Beijing, China.
3. The World Chinese Excellent Lifetime Achievement Award, 2018 (Academic, Malaysia);
4. The World Chinese Role Model Lifetime Achievement Award, 2018 (Peking University, China);
5. The Royal Infinite Academic Lifetime Achievement Award, 2019 (Malaysia);
6. The World Chinese Entrepreneurial Role Model Lifetime Achievement Award, 2019 (Beijing, China);
7. The World Chinese Outstanding Entrepreneur Lifetime Achievement Award, 2019 (Macau);
8. Tun Abdullah bin Ahmad Badawi, the Former Prime Minister of Malaysia bestowed "National Achievement Award" for recognising him as the first Malaysian to possess 80 tertiary qualifications;
9. He possesses 8 Malaysian academic records from the "Malaysia Book of Records";
10. He possesses 12 world academic records from the "Record Book of World Initiators";
11. He was "The Outstanding Young Malaysian-Academic Leadership and Accomplishment, 2000";
12. His name is listed in "Bernama.com's Independence Day's Outstanding Achievements of Malaysia" since 2004 until 2019;
13. His name is listed in "Great Minds of the 21st Century" (1,000 persons only).
14. Who's Who in the World;
15. Who's Who in Science and Engineering;
16. Who's Who in Asia-Pacific;
17. Who's Who in Asia;
18. Who's Who in Asia-America;
19. Who's Who in Afro-Asia;
20. Who's Who in America;
21. New Malaysian Who's Who; and
22. Who's Who The Outstanding Young Malaysian.



罗静媛女士  
Ms Luo Jingyuan

中艺传媒董事长  
Executive Chairman of  
Zhongyi Media, China

Luo Jingyuan, born in 1990 in the sparkling and beautiful Xiangxi, Hunan Province, is currently the Executive Chairman of Zhongyi Media, the Deputy Executive Chairman of Changhe Real Estate, and a Director of Xiaobu Group.

罗静媛, 1990年出生于春和景明的湖南湘西, 目前为中艺传媒董事长、长河房地产副董事长、小埠集团董事长。

In 2013, Luo Jingyuan participated in Miss World Chinese Culture Contest. She won the Hunan Provincial Area Championship with her natural beauty. In the same year, she begun to work as a host, actor, model, etc. in Hunan Satellite TV World Channel, she is endowed with a beautiful appearance and she also derived high incomes from her works. However, one day, Luo Jingyuan suddenly found out that this was not what she wanted, and she began to ponder her life.

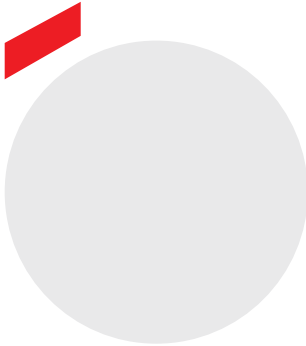
2013年, 罗静媛参加中华文化小姐全球大赛, 天生丽质的她荣获湖南区总冠军, 同年她开始湖南卫视国际频道担任主持, 演员, 模特等工作, 外表光鲜, 收入也不菲。但是, 某一天, 罗静媛突然发现, 这并不是她所想要的东西, 她开始重新打量自己的人生。

After thinking holistically and planning thoroughly, she set up a strong team with professional talents from Hunan Satellite TV and Communication University of China as its core, and formally established Hunan Zhongyi Huayuan Culture Media Co., Ltd., which she now regards as her life. The cruelty of the market caught her by surprise, and she lost tens of thousands of dollars on her first deal. Frustrated and impatient, she wanted to give up at one time, but finally decided to insist on it, strove and started again. Three months later, she found her first client and produced a satisfactory promotional video for the client with the utmost professionalism. After that, she worked with a few big event companies and stirred up the event market in Changsha. The experience of entrepreneurship taught Luo Jingyuan that the project could be a success or failure, and that there were gains and losses, and that it was necessary to face it calmly, in order to make better efforts and innovative breakthroughs. "Survival is not the end, development is the ultimate principle." This is Luo Jingyuan's entrepreneurial pursuit. Therefore, she deeply studied the implantation of marketing in film and television contents, and the most popular T2O mode at present, namely the Internet mode of buying while watching, and expanded the film and television project planning in various aspects. On the other hand, she also set her sights on real estate related tourism, she set up Xiangtan Changhe Real Estate Development co., LTD., and successfully bought a prime land of Xiangxiang with a land area of 200 mu. With her entrepreneurial mind, she developed the 30,000-square meter community "Chang He Wan" of central water and inner lake landscape, set foot in the new industry and meeting new challenges.

经过思考与筹划, 她搭建起了一个以湖南卫视、中国传媒大学专业人才为核心的强大班子, 正式组建起她现在视若生命的湖南中艺华园文化传媒有限公司。市场的残酷性让她始料未及, 第一笔买卖就赔了好几万。她沮丧、心急, 一度想要放弃, 但最终决定坚持, 砥砺前行, 再次出发。3个月后, 她找到了自己的第一个客户, 也以团队的专业水平为客户制作出了满意的宣传片。之后, 她和大大的演出公司合作, 在长沙把演出市场搅得风生水起。创业的经历告诉罗静媛, 项目有成有败, 有赚有赔, 要坦然面对, 才能更好地发力, 创新突破。“生存不是目的, 发展才是硬道理。”这是罗静媛的创业追求。为此, 她深入学习影视内容植入营销, 学习当下最流行的T2O模式, 即边看边购的互联网模式, 多方面拓展影视项目规划。另一方面, 她还将目光投向旅游地产, 成立湘潭长河房地产开发有限公司, 并成功拍下湘乡200亩地王, 匠心打造3万平米的中央活水内湖园林景观小区“长河湾”, 踏足新的行业, 迎接新的挑战。

The pioneer strives for an unique approach, and the explorer aims at climbing the peak. This phrase is the best description of Luo Jingyuan. She is like a snow lotus, blooming brilliantly and resiliently.

开拓者独辟蹊径, 探索者勇攀高峰, 这句话便是对罗静媛最好的诠释。她如雪莲花, 开得绚烂, 也开得坚韧。



**吴跃东**  
**Mr Wu Yue Dong**

广东杜龙汽车机械设备制作  
有限公司董事长

Chief Executive Officer of  
Guangdong Dulong Automobile  
Machinery and Equipment  
Manufacturing Co., Ltd., China

吴跃东，1975年出生于广东省揭阳市，广东省揭阳市揭东区人大代表，揭东区社会建设委员会委员，在社会上有较好的人脉资源和社会交际能力，在地区有一定知名度和影响力，常被受邀参与地方与全国行业协会，并获得多个奖项。在汽车配件制造行业深耕多年，有自己独到的经营理念和思维方式。其所从事的汽车配件生产，目前正在扩大规模和升级转型，力求企业化思维发展。另外他秉承着自己的行业坚守和诚信经营理念，公司从小做大，正在做强，公司目前正在加快发展。

吴跃东不仅在汽车车厢行业有所建树，还涉及教育，公益等事业，虽然身兼数职，但始终如一。他在很久以前就看到了车体改良的方法，并付诸实践，未来不仅想打造品牌化企业，更想打造共赢企业。在车厢制造业当中，吴跃东争做行业标杆，他在看到行业痛点的同时也在积极寻求应对的方法，相信在不久的将来，吴跃东一定能够将标准化与轻量化的车厢生产带入行业的最高门槛！

在2007年之前，吴跃东一直从事机械的研究和修理工作，并小规模运作。2007年左右，吴跃东成立跃兴汽车修理厂，个体户经营，类似小作坊生产，规模较小，但这奠定了未来企业的发展方向，那时条件艰苦，机械化不成熟，摸着石头过河，边学边用，度过公司的初步方向。

2009年11月13日，吴跃东建立广东杜龙车厢厂，初具规模，因为自己有着“诚信”和“品牌”意识，“讲诚信，重质量”，生意一下子红火起来，虽然只有10多亩地的生产规模，但货源总是供不应求，不断有来自远方的客人找上门来寻求合作和购买产品，可见即使是口碑相传，也足见其影响力。

2014年，成立现在的广东杜龙汽车机械设备制造有限公司，前期试探，不断尝试，办理企业的资质，花了很长时间思考公司未来的前进方向。虽然遭遇过挫折，不过经过多年行业的摸爬滚打再加上自己的雄心壮志，杜龙公司正在变得壮大，未来也要打造汽车行业的“行业标准”，未来的3~5年，广东地区必将产生新的企业新星，那就是由吴跃东打造的“杜龙”汽车公司，包括含有品牌分量的整套汽车配件生产，整车改装和散装汽车销售，维修等等一系列标准化，规模化，机械化生产的配套汽车服务。



## YU-LAY MARBLE DEVELOPMENT CO., LTD.

Yu-Lay Marble Development Co., Ltd. was founded in 1984. The founder of Yu-Lay, Ms. Rita Lee, and her husband, have been operating the company steadily. Yu-Lay has become an enterprise with great potential. Yu-Lay's product and service mainly focus on granite, marble, other stone materials and stone engineering design contracting. All of our members work cooperatively to serve our clients under the basis of professionalism, quality and integrity. Yu-Lay also earns trust from clients in long-term business, especially companies of considerable scale. Our philosophy: "integrity, care, innovation, service".

**Integrity** is the fundamental of our business management. Yu-Lay upholds its integrity so that it can be highly approved by its clients, which encourages its team to provide service with enthusiasm.

**Caring** Yu-Lay strongly emphasizes its principle "life is priceless, safety is our priority", which demonstrates that every member inside the team is its greatest asset.

**Innovation** is the essence for companies to survive in a fast-changing environment. Yu-Lay does its best to improve its service and create value for its clients.

**Service** Our service should be client oriented. In order to meet our client's demand and earn their trust, we should always think and solve in their position by providing smart and creative solution.

# MEBO 美寶

## MeBo GROUP, CHINA & USA

美宝集团成立于1987年，前身是徐荣祥和李刚共同成立的光明中医烧伤创疡研究所。1988年，徐荣祥发明的湿润烧伤膏获得中国卫生部新药证书，成为中国《药品管理法》实施后第一个被批准的中药新药。该药物与烧伤湿润暴露疗法（MEBT/MEBO）是卫生部向全国推广普及的十项医药技术之一。

美宝以烧伤湿润暴露疗法为基础，发展形成了系统的烧伤创疡再生医疗技术，并通过对损伤器官再生复原的深入研究，创立形成了系统的人体再生复原科学。

烧伤创疡再生医疗技术是美宝经济发展的基石，这一技术的应用已经实现了全方位的覆盖普及，技术交流与临床应用与日俱增。初步统计引进烧伤创疡再生医疗技术或立项再生科学研究、应用的高等医学院校已经有30余所；每年举办的培训班可达到500期，总计受训医师已达数百万名；烧伤创疡再生医疗技术被近10万家医院和医疗机构应用，并建立了百余所核心示范培训基地医院，观摩学习外宾达25个国家3000多人；目前每年惠及病人达百万例，总惠及患者上亿人。

在90年代初，美宝就在中国中医药领域创造了以技术打开世界之门的先河，开启了中国医药技术世界化发展的初步探索。1995年起，美宝先后与叙利亚、阿联酋、美国、英国、新西兰、韩国、德国等国的商业和研究机构建立了技术或贸易合作关系。并形成了美宝美国、美宝泰国、美宝马来西亚、美宝俄罗斯、美宝印度等国际分公司，并形成了辐射70多个国家的技术市场。

30年来，以实践性的再生医疗学术、再生生命技术为先导，美宝集团发展成为在中国、美国分设两个总部的大型高科技综合性跨国企业，成为集医药研发、临床医疗、制药工业、保健食品工业、化妆品工业、市场营销、投资、国际贸易、知识产权管理为一体的生命科学领航企业。拥有具有自主知识产权的药品、保健品、营养食品、美容护肤产品、医疗器械等几十余种系列再生产品。

美宝拥有丰富的世界化的知识产权，至今已获得70余项国内国际专利，包括潜能再生细胞及其培养方法、通过体内和原位进行干细胞的培养来修复再生生理性的组织和功能性的器官等核心器官再生专利。美宝创始人徐荣祥所著《人体再生复原科学》、《烧伤再生医学与疗法》、《烧伤医疗技术蓝皮书》及《烧伤治疗大全》均被美国国家医学图书馆收录；而由瑞士Karger出版社出版的英文版《烧伤再生医学与疗法》（Burns Regenerative Medicine and Therapy）一书被哈佛大学、普林斯顿大学、麻省理工学院等十九所世界顶级大学收藏。

美宝拥有国际化的技术研究基地、技术培训基地、技术推广基地等。在再生生命科学研究、再生生命技术转化及产品研发领域具有不可替代的价值。先后与知名院校合作成立哈佛医学院徐荣祥再生治疗中心、南加州大学戴维斯老年学学院“徐荣祥再生生命科学实验室”，南开大学“徐荣祥再生生命科学中心”，山东大学“徐荣祥再生医学研究中心”，滨州医学院“徐荣祥再生医学研究中心”，冠名成立了洛杉矶州大“徐荣祥健康与公众服务大学”及“徐荣祥生物科学创新中心”等，哈佛医学院还特别设立了“徐荣祥再生治疗学外科教授”席位。

美宝不仅仅是一个公司系统，更是一个“为人类生命奋斗”的使命感企业。美宝先后发起了中国红基金会徐荣祥再生生命公益基金，美国徐荣祥基金会等，广泛开展救助工作；2016年，美宝发起了克林顿全球倡议实施了惠及20,000名中国医生的“再生医疗技术医师培训”承诺；同年5月，美宝国际正式成为联合国“每个妇女 每个儿童”中国合作伙伴网络，并于2017年启动“生命再生行动”，先后走进马来西亚、泰国、埃及和黎巴嫩；还将在菲律宾、巴拿马、厄瓜多尔、印尼等地持续开展技术的国际培训与生命救援，不仅将技术深植多国，树立中国医疗技术的国际公益价值，更是不断夯实美宝在国际社会中的影响力、贡献力、号召力。2017年，美宝在中国助推全球化发出的最强音“一带一路”倡议下，正式启动“一带一路”倡议全球再生医学培训项目，完成中东、蒙古、印尼和菲律宾等“一带一路”国家六十余期培训，近四千名国际医生、医护人员再度接力，成为再生医疗技术世界传播的新一轮火炬手；2019年6月4日，美宝国际“再生浪潮—拉美地区MEBT培训”新计划的启动，继续美宝全球公益培训。

美宝从最初的单一产品，发展到数十个系列产品；从再生医疗技术发展成为系统的再生生命科学；从一个中国市场，发展成75个国家的市场，并引起了一场轰轰烈烈的烧伤创疡再生医疗技术与再生生命科学的革命。美宝的发展形成了一个非常好的再生生命经济战略 性生态圈，形成了一个产学研互为衔接、协调发展的战略集群系统这些体系有机地联系和有序地进行整合，促进这一技术形成的产业链在世界范围内推广与发展。

美宝三十年的发展，不仅是一种为践行造福生命的使命而对中医药传统精粹进行深度挖掘后的创新，更是一种以中西医相结合的方式在世界化发展中吸取世界优秀医学成果，将源自中国的科学技术深入推向世界的中国表达。

三十年来，在历史的栉风沐雨中，美宝不仅见证了中国改革开放的风云变幻，更留下了中国企业在全球化浪潮中走出去的时代烙印，生动演绎着将中医药精华推向全世界的历史进程和伟大梦想，美宝更将在新时代的东风中，承载着为人类生命造福的历史使命，描绘一幅又一幅世界化发展的生命新画卷。





## EKA NOODLES BERHAD (“EKA”)

EKA Noodles Berhad (“EKA”) (formerly known as KBB Resources Berhad ) was incorporated in Malaysia on 20 June 2002 as a public limited company under the Act. The principal activity of EKA (KBB) is that of an investment holding company whilst its subsidiaries are principally engaged in the manufacturing and marketing of all types of rice and sago sticks (vermicelli) and other related products.

The history of the EKA (KBB) Group begun under the name of Bersatu Kilang Bihun in 1984. On 15 September 1988, in order to corporatize the business for future expansion purposes, Kilang Bihun Bersatu Sdn Bhd was incorporated to take over the business of Bersatu Kilang Bihun.

As part of the EKA (KBB) Group’s diversification plans, Bersatu Sago Industries Sdn Bhd and Kilang Bihun Bersatu (East Malaysia) Sdn Bhd were incorporated on 23 December 2000 and 18 April 2001 respectively. Subsequently, Bersatu Noodles Industries Sdn Bhd, a newly acquired subsidiary company, was set up in 29 August 2006 for the Group to venture into noodles and related products. In line with the EKA Group’s expansion plan, Bersatu Sago Industries (Mukah) Sdn Bhd and Bersatu Biotechnology (Johore) Sdn Bhd were incorporated on 26 June 2007 and 24 October 2007 respectively for the manufacturing and marketing of all types of sago starch and related products. EKA Foodstuff Sdn Bhd was incorporated on 2014 to handle all marketing campaigns.

### BOARD OF DIRECTORS

Chairman / Non-Independent Non-Executive Director  
Y. Bhg. Tan Sri Dato’ Seri Tan King Tai @ Tan Khoon Hai

#### Executive Director

Fong Yit Meng

#### Independent Non-Executive Directors

Leong Woay Hong @ Neoh Woay Hong

Prof. Dato’ Dr. Chin Yew Sin, JP

Lim Choo Hooi



## GENESIS SPECTRUM SDN BHD

Prof. Dato' Dr. Chin Yew Sin, JP is the Executive Chairman of Genesis Spectrum Sdn. Bhd. This company is a specialised air-conditioning and mechanical ventilation company which is managed by a team of highly experienced and competent engineers, supervisors and technicians to participate in this challenging mechanical and electrical engineering industry. The technical and project management team has more than 50 years of combined experience in the ACMV industry. We are involved in all mechanical and electrical engineering works and we specialise in the design, installation, testing and commissioning of the following services:

1. Centralised Air-Conditioning System;
2. Mechanical Ventilation System;
3. Car Park Smoke Spill and Energy Control System;
4. Kitchen Equipment and Kitchen Ventilation System;
5. Smoke Ventilation and Pressurisation System;
6. Building Automation System;
7. Repairing and Refurbishment of M&E Plant Equipments;
8. Service and Maintenance of M&E Services;
9. Green Building Index (Features) Related System;
10. District Cooling System With Thermal Energy Storage;
11. Electrical Services;
12. Fire Fighting Services; and
13. Plumbing and Sanitary Services.

Our experienced and highly skilful technical staff are ready to serve all our valued customers and we would be able to deliver the best service needed. We are very confident that we will successfully complete and deliver all projects and services handled by our capable and responsible team.



## GUANGDONG DULONG AUTOMOBILE MACHINERY AND EQUIPMENT MANUFACTURING CO., LTD.

在2007年之前，吴跃东一直从事机械的研究和修理工作，并小规模运作。2007年左右，吴跃东成立跃兴汽车修理厂，个体户经营，类似小作坊生产，规模较小，但这奠定了未来企业的发展方向，那时条件艰苦，机械化不成熟，摸着石头过河，边学边用，度过公司的初步方向。

2009年11月13日，吴跃东建立广东杜龙车厢厂，初具规模，因为自己有着“诚信”和“品牌”意识，“讲诚信，重质量”，生意一下子红火起来，虽然只有10多亩地的生产规模，但货源总是供不应求，不断有来自远方的客人找上门来寻求合作和购买产品，可见即使是口碑相传，也足见其影响力。

2014年，成立现在的广东杜龙汽车机械设备制造有限公司，前期试探，不断尝试，办理企业的资质，花了很长时间思考公司未来的前进方向。虽然遭遇过挫折，不过经过多年行业的摸爬滚打再加上自己的雄心壮志，杜龙公司正在变得壮大，未来也要打造汽车行业的“行业标准”，未来的3~5年，广东地区必将产生新的企业新星，那就是由吴跃东打造的“杜龙”汽车公司，包括含有品牌分量的整套汽车配件生产，整车改装和散装汽车销售，维修等等一系列标准化，规模化，机械化生产的配套汽车服务。