



CHINA ENTERPRISES GOING GLOBAL FORUM

中国企业出海论坛

11am-11.45am, Friday 20 September 2024

Event Space, Exhibition Centre, MCEC (Enter from Door 5)

MC: Mr Jordan Chen

President of Australia China Business and Culture Council (ACBCC)

President of Victoria Shandong Commerce Chamber (VSCC)

主持：陈广保，澳中商贸文化促进会（ACBCC）会长，澳大利亚维州山东商会（VSCC）会长

1. Welcome Speech by The Hon Bruce Atkinson

Acting Chair of the ACETIE Organising Committee

Vice President of the Australian China business Council Victoria

Former President of the Victorian Legislative Council

欢迎致辞：布鲁斯·阿金森

澳中博览会组委会执行主席

澳大利亚中国工商业委员会维州副主席

前维州上议院议长

2. Keynote Speech by Mr Jordan Chen

President of Australia China Business and Culture Council (ACBCC)

President of Victoria Shandong Commerce Chamber (VSCC)

主旨演讲：陈广保

澳中商贸文化促进会（ACBCC）会长

澳大利亚维州山东商会（VSCC）会长

3. Speech by Dr Choiphy Zhao

Founding Partner at Fujia Company

赵飞，福嘉奖公司创始合伙人

4. Panel Discussion: Chinese Brands Going Global

话题讨论：中国品牌出海

Moderator: Mr Jordan Chen

主持：陈广保

Panellists 讨论嘉宾：

- Ms Serena Li – General Manager for Australia and New Zealand at Xiaohongshu
李卓琦，小红书商业化澳新地区负责人
- Mr Luke Chi – Founder of Lovgistics
迟世林，Lovgistics 物流公司创始人
- Mr Sam Zhao – Founder and Director of Sam Zhao & Co
山姆·赵，昱铭会计事务所创始人兼董事
- Mr Fan Fan – Chair of Qingdao Allheart Marine Co., Ltd.
樊凡，青岛奥海特船舶有限公司董事长
- Mr Lei Zhang – ACBCC Shandong Chief Representative
张磊，澳中商贸文化促进会驻山东办事处负责人

MC 主持 & Keynote Speech 主旨演讲

Welcome Speech 欢迎致辞

Keynote Speech 主旨演讲



Mr Jordan Chen 陈广保
President of ACBCC & VSCC
ACBCC & VSCC 会长



The Hon Bruce Atkinson 布鲁斯·阿金森
Acting Chair of the ACETIE Organising Committee
Former President of the Victorian Legislative Council
澳中博览会组委会执行主席，前维州上议院议长



Dr Choiphy Zhao 赵飞
Founding Partner at Fujia Company
福嘉奖公司创始合伙人

Panel Discussion : Chinese Brands Going Global

专题讨论：中国品牌出海

Moderator 主持



Mr Jordan Chen 陈广保
President of ACBCC & VSCC
Former President of the Victorian Legislative Council
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Ms Serena Li 李卓琦
General Manager for Australia and New Zealand at
Xiaohongshu
小红书商业化澳新地区负责人



Mr Luke Chi 迟世林
Founder of Lovgistics
Lovgistics 物流公司创始人



Mr Sam Zhao 山姆·赵
Founder and Director of Sam Zhao & Co
昱铭会计事务所创始人兼董事



Mr Fan Fan 樊凡
Chair of Qingdao Allheart Marine Co., Ltd.
青岛奥海特船舶有限公司董事长



Mr Lei Zhang 张磊
ACBCC Shandong Chief Representative
澳中商贸文化促进会驻山东办事处负责人



主 营 业 务： 全球邮轮预定、
全球高端精品旅游订制、
全球高尔夫、摄影等特种游定制、
澳洲新西兰地接服务



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