

# SMART MANUFACTURING & GREEN ENERGY FORUM

## 智能制造与绿色能源论坛



Eureka Room 2, Exhibition Centre, MCEC

1.30pm-3pm, Friday 15 September 2023

**MC: Mr Jet Li, Secretary General of the Federation of Henan Chamber of Commerce Australia**

主持：李海，澳大利亚豫商总会秘书长

### 1. Welcome by The Hon Bruce Atkinson

Acting Chair of the ACETIE Organising Committee

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，前维州上议院议长

### 2. Speech by Mr Steve Maciver

Head of Marketing & Communications, GWM Australia and New Zealand

史蒂夫·迈斯福，长城汽车澳新公司营销总监

### 3. Speech by Mr Carl Frith

Sales Manager, Midea Australia

卡尔·弗雷斯，美的澳大利亚销售经理

### 4. Speech by Mr Leo Liu

Chinese Capital and Key Account Manager, LiuGong Machinery Australia

刘波，柳工机械澳洲公司中资及关键客户经理

### 5. Panel Discussion

**Moderator: Mr Jet Li**

#### Panelists:

· Mr Leo Liu – Chinese Capital and Key Account Manager, LiuGong Machinery Australia

刘波，柳工机械澳洲公司中资及关键客户经理

· Ms Anna Chen – CEO, Linksmart Technology (Zhongshan)

陈淑玲，联慧智能科技（中山）有限公司

· Mr Steve Maciver - Head of Marketing & Communications, GWM Australia and New Zealand

史蒂夫·迈斯福，长城汽车澳新公司营销总监

· Mr Jason Dong – Director, YAO Financial Technology

董朝晖，逸澳金融科技董事



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**MC: Mr Jet Li, Secretary General of the Federation of Henan Chamber of Commerce Australia**

主持：李海，澳大利亚豫商总会秘书长

Jet has a Master of Applied Microbiology and Biotechnology and has spent 20 years working in the quality and product innovation sectors across Australia and Asia. Jet is Agri-food committee member of Australia China Business Council. Jet also has vast network in Australia local Chinese community. Jet is the Director of Chinese Performing Arts Development Association in Melbourne, General Secretary of The Federation of Henan Chamber of Commerce Australia, Vice President of Burwood City Football Club and Vice Chairman of the Presidium of the Overseas Alumni Association of Hubei Universities.



**The Hon Bruce Atkinson**

Acting Chair of the ACETIE Organising Committee, Former President of the Victorian Legislative Council

布鲁斯·阿金森 澳中博览会组委会执行主席，前维州上议院议长

Hon Bruce Atkinson was the President of the Legislative Council in the Victorian State Parliament for eight years. He was a Member of Parliament for 30 years, retiring in November 2022. Bruce also served on the international executive of the Commonwealth Parliamentary Association. Bruce worked as a journalist before managing major shopping centres and then establishing in 1984 a marketing, publishing and strategic advisory company, Vynka Pty Ltd. A member of the Australia China Business Council and the Australian Institute of Company Directors, Bruce has been a strong supporter of Victoria's multicultural communities and is committed to developing trade and investment, cultural and political engagement between Victoria and its trading partners. Bruce is currently a Honorary Advisor of Asian Business Association of Wyndham (ABAW).



**Mr Steve Maciver**

Head of Marketing & Communications, GWM Australia and New Zealand

史蒂夫·迈斯福，长城汽车澳新公司营销总监

Steve Maciver has over 20 years global experience in the automotive industry and been Head of Marketing & Communications at GWM for the past 4 years. During his time at GWM, he has seen the company's sales grow by almost 900% as GWM has become one of Australia's fastest growing brands. With overall responsibility for brand, creative, media, PR, digital, CRM, social and sponsorship, Steve and the GWM marketing team are looking forward to helping the brand achieve its next stage of growth.



**Mr Leo Liu**

Chinese Capital and Key Account Manager, LiuGong Machinery Australia

刘波，柳工机械澳洲公司中资及关键客户经理

10 years of Liugong overseas marketing experience; To deepen the Australian market, assist Liugong to set up Australian Subsidiary, expand Liugong's influence in Oceania, and strive to enhance Liugong's brand image, promote Liugong to better serve Australian customers and dealers, promote Liugong's fully-electric products, and contribute to Australia's carbon neutrality goal faster and more efficiently.

## Panel Discussion



Moderator 主持

**Mr Jet Li 李海**

**Secretary General of the Federation of Henan Chamber of Commerce Australia**

澳大利亚豫商总会秘书长



Mr Leo Liu 刘波

Chinese Capital and Key Account Manager,  
LiuGong Machinery Australia  
柳工机械澳洲公司中资及关键客户经理



Ms Anna Chen 陈淑玲

CEO, Linksmart Technology (Zhongshan)  
联慧智能科技(中山)有限公司



Mr Steve Maciver 史蒂夫·迈斯福  
Head of Marketing & Communications, GWM  
Australia and New Zealand  
长城汽车澳新公司营销总监



Mr Jason Dong 董朝晖

Director, YAO Financial Technology  
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