

# 亚太财经智库

## APER ASIA-PACIFIC ECONOMIC REVIEW

Vol.4  
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### 美国资本市场与投资 及发展趋势的若干思考

The U.S. Capital Market and  
Future Global Trend

### 中国央行数字货币 与人民币国际化探析

Analysis of China's Digital Currency  
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### RCEP生效后的中日韩 及东盟经贸关系展望

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### 封面专题:

## “我们都是一家人”

## “外交乱局”中的马中坚定兄弟情

### “We Are All One Family”

### Malaysia-China Cordial Relationship Cuts Through Chaos



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*Photo: Xinhua News Agency*



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# NEW CHAPTER OF APER: THE ESTABLISHMENT OF A NEW BUSINESS CENTRE IN WISMA RAND, KUALA LUMPUR, MALAYSIA

Lee Pey Ying, Editor for APER

In view of the need to expand and promote its Think – Tank initiatives, the Asia Pacific Economic Review (APER) under the ASEAN – Malaysia Belt and Road Research Academy (AORA) has established a new Business Centre located at Wisma Rand, Kuala Lumpur, Malaysia in 2021. The new Business Center serves to complement its current Editorial Centre located at Xinhua News Agency Silk Road Media Centre Malaysia and its Publishing Centre located at Bandar Botanic, Klang.

Established by AORA and supported by the Rand Group, the new Business Centre strives to provide its liaison partners from 10 ASEAN countries and prospective business visitors with modern facilities and amenities such as a dedicated private concierge services, meeting rooms, high speed internet and VIP lounge area.

The Rand Group was founded by its Executive Chairman, Ts. Harald Chia Khin Chow in 1994. Built on a solid foundation of 27 years, the Rand Group has been involved in the business of Nation Building. The five core businesses of the Rand Group comprise International Trading, Garment and Textile Manufacturing, Entrepreneurship Development Based Education, Infrastructure Construction and Real Estate Development and Asset Management.

## **Stepping Stone: International Trading Business**

The journey of the Rand Group began in 1994 when Rand Asia Sdn. Bhd. was appointed as the Sole Distributor of the Computerized Embroidery Digitizing Software for the Malaysia, Indonesia, Thailand, Singapore and Brunei Market by GMI Srl (Italy). Within the same year, Rand Asia was appointed as the Sole Distributor of the Industrial and Commercial Computerized Embroidery Machine



by Aisin Seiki Co. Ltd. (Toyota Group) and Brother Industries Ltd. (Japan) for the Malaysia, Singapore and Brunei Market.

Rand Asia rode on a new phase of growth in 2008 when it was appointed as the Sole Distributor of the aforementioned products by HappyJapan Incorporation (Japan), Wilcom International Pty. Ltd. (Australia), Ricoma International Corporation (USA) and Tianjin Richpeace Co. Ltd. (China) for the Malaysia and Brunei market. Within the same year, Rand Asia has also successfully launched its "GMI" branded Original Equipment Manufacturing Industrial Embroidery Machine to the worldwide market.

To date, Rand Asia has obtained approximately 68% of the Industrial and Commercial Computerized Embroidery Machine and Software market shares in Malaysia. The presence of renowned international partners, world class products, expertise and support have enabled the Rand Group to build a solid foundation for expansion.

### **Catalyst for Growth: Garment and Textile Manufacturing Business**

In 1996, Rand Asia was commended and

listed in the Malaysia Book of Records for being the first company in Malaysia to win awards in the prestigious international embroidery competitions. Back in 1995, Rand Asia has won two 1st Prize in the Grand Eurostitch Embroidery Competition held in Birmingham, United Kingdom. Apart from that, Rand Asia has also won the Gold Star Award for Quality in the 24th International Gold Star Award held in Geneva, Switzerland in 1999. These achievements have led to the establishment of Dr. Stitch Sdn. Bhd., the Garment and Textile Manufacturing arm of the Rand Group in 1997.

Currently led by Executive Director Minlyi Chia, Dr. Stitch is Malaysia's leading Garment and Textiles Manufacturer. Dr. Stitch is dedicated to provide high quality products and services with a competitive price. The range of services being offered include high quality embroidery and dye – sublimation printing services. Its clientele ranges from renowned fashion houses and institutions, government – linked – corporations, non – governmental organization to multinational corporations. In recent years, Minlyi has been instrumental in expanding Dr. Stitch's portfolio into the high – end fashion production segment.



Renderings subject to change.

### **Foundation for Growth: Entrepreneurship Development Based Education Business**

The Rand Group's Entrepreneurship Development Based Education business is the backbone of its international trading and garment and textile manufacturing businesses. Supported by its principals and partners, Rand Academy was established in 1997 as the education arm to provide Entrepreneurship Development Based Education, Training and Consultancy to prospective entrepreneurs whom aspire to own a Computerized Embroidery business. Throughout the years, Rand Academy has also been providing continuous training and support to existing business owners whom aspire to uplift their Computerized Embroidery business.

Since its inception, Rand Academy has been working closely with the Government of Malaysia to help improving the social and economic development of Malaysia by producing more Entrepreneurs among the Bumiputras, Medium 40 (M40) and Bottom 40 (B40) groups. In particular, 75% and 80% of Rand Asia's clients are Bumiputras and first-time business owners respectively. These group of clients have enrolled in Rand Academy's "Computerized Embroidery Entrepreneurship Development Program" and the success rate of

these clients remaining in the business to date is as high as 80%. Presently, Rand Academy has integrated digital -related contents in its program to better assist clients in preparing for and adapting to Malaysia's digital economy transformation initiatives.

### **New Opportunity for Growth: Infrastructure Construction Business**

JVC Bintang Sdn. Bhd. is the Infrastructure Construction arm of the Rand Group. Currently led by Dato' Seri Ts. PC Chia, JVC is involved in the Engineering, Procurement, and Construction of the Oil and Gas and Energy related infrastructure works.

JVC is fully committed to the highest standards of Health, Safety and Environment. There was zero occurrence of Lost Time Incidents and that most of the projects undertaken to date have been completed on time with zero punch list prior to handing over to the clients. JVC has also been engaged by clients to rescue delayed projects with tight schedule and difficult environment.

JVC has expanded its scope of services that include the design, construction, operations, maintenance and management of buildings, transportation, power services, communications, land reclamation and other civil and infrastructure related works.



**Catalyst for Future Growth:  
Real Estate Development and Asset  
Management Business**

Established in Year 2016, Rand Assets Sdn. Bhd. and Rand Development Sdn. Bhd. are Malaysia’s Premier Integrated Real Estate Development Companies with the vision to develop State of the Art properties within the Prime and Strategic areas in the country. Currently led by Managing Director and CEO Marcus Chia Zeng Yik, both companies strive to maximize the extrinsic and intrinsic values of every project through creation and integration of Aesthetic Designs, Concepts, Functionality, Sustainability, Viability, Value Engineering and Good Branding.

The Rand Group via both Rand Assets and Rand Development have been working closely with its Investors and Joint Venture Partners alike by undertaking every aspect of Developments as follows:

- Project Origination and Promotion (Creation of Development Concept, Site Identification, Detailed Feasibility Studies, Development Planning and Strategy and Government Liaison)
- Project Financing (Attract investments via Foreign Direct Investment, Public and Private Financial Institutions and Private Placement)
- Project Development Management

- Project Construction Management
- Project Sales, Marketing and Leasing (Local and International)
- Project Auxiliary Services (Malaysia My Second Home Programme, Property Tourism, Lifestyle Concierge and Corporate Support Services)
- Real Estate Asset Management

The Rand Group is currently planning to develop a new iconic landmark project within the vicinity of KLCC in Malaysia. The proposed mixed development is slated to have an estimated Gross Development Value of RM 2.63 Billion, which comprise a boutique lifestyle mall, convention and exhibition halls, luxury five-star hotel and high – end serviced apartments. Moving forward, the group will continue to work closely with its group of investors and partners to develop high quality projects within the prime and strategic areas in Malaysia.

For more Information, kindly visit  
<https://www.rand.com.my>

# 《亚太财经智库》 在吉隆坡丰裕商楼 设立崭新的商务中心

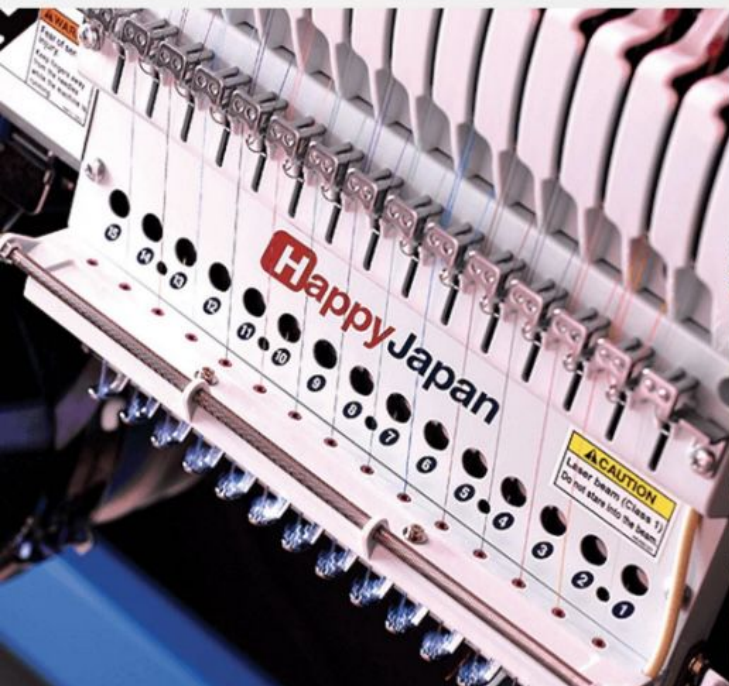
亚太财经智库编辑李佩芸（马来西亚）



鉴于业务规模扩展和促进其智囊团倡议所需，东盟一带一路研究院旗下的《亚太财经智库》已今年5月28日在马来西亚吉隆坡丰裕集团商楼成立了崭新的商务中心。新商务中心将辅助此智库位于马来西亚新华网丝路在线新媒体中心总部的编辑中心以及位于马来西亚雪兰莪巴生绿林镇的出版社中心。

由东盟一带一路研究院成立以及马来西亚丰裕集团提供支持的崭新商务中心将致力于为来自21个亚太国家包括10个东盟国家的智库伙伴以及潜在当地和国际商务访客提供现代化便利设施，其中包括专业私人礼宾服务、商务洽谈室、高速网络以及贵宾室。

丰裕集团是由集团董事长Ts. 谢权超企业家创办的。建立在长达27年的坚实基础上，丰裕集团一直都积极参与跟国家发展和建设有关的业务。持续性的为利益相关者创造价值是我们企业的核心价值。丰裕集团五大业务板块包括了国际贸易、服装与纺织品制造、企业家发展教育、基础设施建设以及房地产开发与资产管理。



**集团崛起点：**

**国际贸易业务板块**

丰裕集团的崛起点始于1994年。当年，亚洲丰裕有限公司被意大利GMI Srl集团委托为全马来西亚、印尼、泰国、新加坡和文莱市场的电脑刺绣数字化软件独家经销商。随后在同一年，亚洲丰裕被日本爱信精机有限公司（属日本丰田集团）和日本兄弟工业有限公司委托为马来西亚、新加坡和文莱市场的工业与商业电脑刺绣机独家经销商。

2008年系亚洲丰裕另一阶段增长期。当年，亚洲丰裕被幸福日本集团HappyJapan，澳大利亚 Wilcom 国际集团，美国Ricoma 国际集团和中国天津富怡有限公司委托为马来西亚和文莱市场的独家经销商。同年，亚洲丰裕成功将自家GMI 品牌的原始设备制造工业刺绣机营销到全球市场。

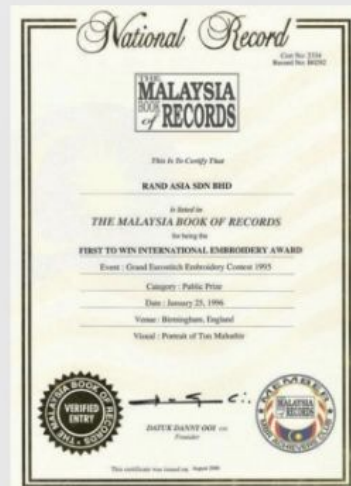
迄今为止，丰裕集团已在马来西亚获得了大约68%的工业和商业电脑刺绣机和软件市场份额。著名的国际合作伙伴，世界级产品，专业知识和支持的存在使丰裕集团得以坚实的基础向前迈进。

**集团增长点：**

**服装与纺织品制造业务板块**

在1996年，亚洲丰裕有限公司因成为了马来西亚第一家在享有盛誉的国际刺绣比赛中获奖的公司而被列入《马来西亚纪录大全》。亚洲丰裕于1995年在英国伯明翰举办的欧洲针线刺绣大赛中获得了两项一等奖。此外，亚洲丰裕也在1999年获得了在瑞士日内瓦举办第24届国际金星奖质量的金星奖。在1997年，这些小成就促成了丰裕刺绣与制造有限公司的成立。

丰裕刺绣与制造目前由执行董事谢敏俐管理。贵公司是马来西亚领先的服装和纺织品制造商，致力于以具有竞争力的价格提供高质量的产品和服务。丰裕刺绣与制造提供的服务范围包括了高质量的刺绣和染料升华印刷服务，客户群包括从著名的时装公司和机构，政府联系公司，非政府组织到跨国公司。近年来，谢敏俐已将贵公司的产品组合扩展到高端时装生产领域。





**集团崛起基础：**

**企业家发展教育业务板块**

丰裕集团的国际贸易以及服装和纺织品制造业务今天所享有的成就是建立于其企业家发展教育业务板块所打造的基础。在丰裕集团成立于1997年，并由其国际合作伙伴提供支持。丰裕教育致力于为拥有自己电脑刺绣业务的准企业家提供教育，培训和咨询服务。此外，丰裕教育也为有意提升其电脑刺绣业务的现有企业主提供了持续性的培训和支持。

自成立以来，丰裕教育一直与马来西亚政府紧密合作，致力于协助马来西亚土著群，中等收入群和低等收入群里培养更多的企业家来帮助改善并提升马来西亚整体的社会和经济。特别是在亚洲丰裕的客户群里，有75%和80%分别是土著和初次拥有企业的业主。这些客户群都参加了丰裕教育所创造的“电脑刺绣企业家发展计划”课程。迄今为止，这些客户在企业中的存活成功率高达80%。目前，丰裕教育已在其课程中整合了与数字营销相关的内容，以更好地协助客户准备与适应国家数字经济转型的趋势。

**集团增长转折点：**

**基础设施建设业务板块**

丰裕建设有限公司是丰裕集团旗下的基础设施建设公司，现由拿督斯里Ts. PC 谢管理。多年来，丰裕建设参与了多项与石油，天然气和能源基础设施建设有关的工程，采购，建设EPC项目。

丰裕建设是由在石油与天然气和建筑业具有丰富经验且合格的工程师和项目团队管理，并由各内部专家和企业网络资源提供支持。丰裕建设非常重视项目质量，进度与安全的控制，并为了可采用行业最佳实践而给予团队持续性的培训。迄今为止，凭着丰裕建设致力于达到健康，安全和环境的最高标准，所有项目均已按时并以“零损失工时事故”顺利完成。

目前，丰裕建设已扩展其服务范围，其中包括设计、建造、运营、维护和管理与建筑物，还有交通、运输、电力、电信、填海以及其他与民用和基础设施相关的工程。



\*效果图有可能更改

### 集团未来新机遇：

#### 房地产开发与房地产资产管理业务板块

由董事总经理谢正一管理，丰裕国际资产有限公司是马来西亚一家高端综合房地产开发商，倾向于在马来西亚主要城市和战略地区开发标志性项目。丰裕国际资产致力于开发创新，可持续和增值的产品，以提高大众生活方式和福祉，并通过创建和整合美学设计、概念、功能、可持续性，以及可行性、价值工程和良好品牌效应来最大化每个项目的整体价值。

丰裕国际资产一直都与跨国投资商和合资伙伴们保持着密切和良好的合作关系。公司所孵化项目的整体开发过程如下：

- **项目发起与推广**  
(项目开发概念孵化，物业选择和审核，可行性研究，开发规划与策略，政府关系)
- **项目融资**  
(外商直接投资，公共和私人金融机构，私募)

- **项目开发与建设管理**
- **项目销售，营销与租赁**  
(当地和国际)
- **项目一站式辅助服务**  
(马来西亚第二家园计划，产业旅游，生活方式礼宾服务，企业支援服务)
- **房地产资产管理**

目前，丰裕集团正在筹备开发位于马来西亚吉隆坡KLCC区域的一组新标志性地标项目。此项目总开发价值为马币26.3亿，其中将包含精品生活方式商城、会展厅、豪华五星级酒店和高端服务式公寓。展望未来，丰裕集团将继续与其投资者和合资伙伴合作开发马来西亚主要战略地区高质量高档次高品位的项目。

欲知更多，请游览

[HTTP://WWW.RAND.COM.MY](http://www.rand.com.my)