

Conference Tentative Program 研讨会暂定程序

Conference Location 会议地点 : Shangri-La Hotel, Kuala Lumpur

Day 1 第1天: November 12 (Wednesday) 11月12日 (星期三)

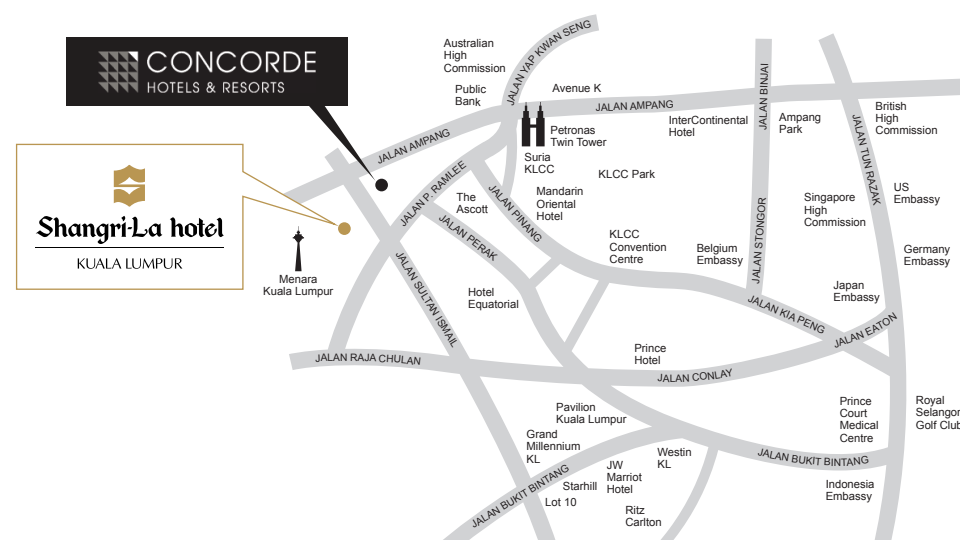
18:00 - 22:00 Welcome Reception 欢迎招待会
18:30 - 21:30 Chief Delegates Meeting 团长会议

Day 2 第2天: November 13 (Thursday) 11月13日 (星期四)

09:00 - 11:15 Opening Ceremony 开幕仪式
11:30 - 12:15 Plenary Session 主题演讲
12:30 - 13:30 Network Luncheon 社交餐会
14:00 - 16:30 Workshop 1 (Manufacturer Group 制造商小组)
Workshop 2 (Retail & Distribution Group 零售及营销小组)
17:00 - 18:00 Conclusion of workshop 研习会总结
18:30 - 22:00 Welcome Dinner 欢迎晚宴

Day 3 第3天: November 14 (Friday) 11月14日 (星期五)

08:30 - 15:00 Study Tour 考察团 / Golfing 高尔夫球
18:00 - 22:00 Closing Ceremony 闭幕式 / Farewell Dinner 欢送晚宴



Contact 联系方法

20th AHTIPC Secretariat Office

第二十届亚洲钟表工商业促进研讨会秘书处

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20th Asian Horological Trade and Industry Promotion Conference 第二十届亚洲钟表工商业促进研讨会

12 - 14 Nov, 2014 • Shangri-La Hotel, Kuala Lumpur

From Commodities,
Goods, Services
to Lifestyle Experiences

由原产, 成品, 服务
至时尚体验



Hosted by :
主办机构:



马来西亚钟表公会
MALAYSIA WATCH TRADE ASSOCIATION
PERSATUAN PENJUAL JAM MALAYSIA

Conference Invitation 研讨会邀请



It will soon be forty-three years since the visionary Dr. Samson Sun and the late Mr. Lun-hsiang Yang initiated the concept of The Asian Horological Trade & Industry Promotion Conference (AHTIPC). With Asia Pacific growing steadily to become the largest market for the timepiece industry over the past 4 decades, the role and contribution of this biennial conference has become even more influential and meaningful globally.

The aim of the conference is:

- to facilitate the development of Asia's horological industry
- to promote the use of advanced industrial technology
- to encourage communication between the members and
- to enhance the cooperation among the Asian partners

Our country is proud to be one of the principal members of AHTIPC and our association, the Malaysia Watch Trade Association (MWTa), is committed to do our part to promote this noble tradition come November.

The Malaysia's timepiece industry, generally catered more to retailing than production, has grown leaps and bounds over the last four decades to be a multi-billion-ringgit market today. We believe the adaptability of the local retailers to generate the economic value expected by the end-consumers when buying a timepiece is the key factor. Thus we have selected the theme of the 20th AHTIPC to be "From Commodities, Goods, Services to Lifestyle Experiences".

On behalf of the organizing committee, I wish to extend our sincere invitation to all of you to Malaysia from 12 – 14 November, 2014.

Selamat Datang ke Kuala Lumpur (Welcome to Kuala Lumpur)!

Faithfully yours,
Bernard Yong
Organising Chairman, 20th AHTIPC

由具有远见的孙秉枢博士和已故杨伦祥先生所创始的亚洲钟表工商业促进研讨会已经踏入第四十三年。同时亚洲太平洋区在这四十几年里逐渐地成为全球最大的钟表市场，致使此每两年一届之研讨会在今时国际上更具有影响力及意义。

此研讨会之目的为：

- 促进亚洲钟表界之发展
- 提倡采用新技术科技
- 提供资讯，助长同业交流
- 致力加强亚洲区同业的合作

我国很荣幸是此研讨会之主要成员之一，而马来西亚钟表公会也将全力于今年十一月继续推广此神圣的任务。

马来西亚钟表工业，一路走来以零售业主导整个钟表市场。四十多载里，我国钟表营业额几经考验而最终成长为数十亿马币之工业，皆因在业零售商都能一直适应市场变化及满足消费者对钟表产品的需求。特此本筹委会决定第二十届研讨会之标题为“由原产，成品，服务至时尚体验”。

本人仅代表筹委会们诚挚地邀请诸位于今年十一月十二至十四日光临马来西亚。

Selamat Datang Ke Kuala Lumpur! (欢迎您来吉隆坡！)

第二十届亚洲钟表工商业促进研讨会
筹备委员会主席
杨昭明 敬邀



Conference partner

