



**UNIVERSITY
OF MALAYA**



北京外国语大学
BEIJING FOREIGN STUDIES UNIVERSITY

International Conference

21st Century Maritime Silk Road and Chinese Soft Power: Review and Prospect

回顾与前瞻：中国文化、软实力与海上丝绸之路建设



DATE: 25-26 November 2015

TIME: 9:00 am

VENUE: Auditorium, Asia-Europe Institute (AEI)

University of Malaya

Kuala Lumpur, Malaysia

Any inquiry please call 03-7956 5663

Responsible Units



马来亚大学孔子学院
KONGZI INSTITUTE, UNIVERSITY OF MALAYA



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International Conference

“21st Century Maritime Silk Road and Chinese Soft Power: Review and Prospect”

jointly organized by

Institute of China Studies, University of Malaya

and

**International Institute of Chinese Studies,
Beijing Foreign Studies University**

25-26 November 2015

Venue: Auditorium, Asia-Europe Institute (AEI)

TENTATIVE PROGRAMME

Day 1

25 November 2015 (Wednesday)

Time	Details
9.00am – 9.30am	Arrival of guests and Registration
9.30am – 10.30am	<u>Opening Ceremony</u> Chair and Introductory Remarks by <i>Professor Dr Danny Wong Tze Ken, Director, Institute of China Studies, University of Malaya, Malaysia.</i> Welcoming Address by <i>Representative from Beijing Foreign Studies University, China.</i> Opening Remarks by <i>Mr Wu Zhengping, Consular, Embassy of the People Republic of China in Malaysia.</i> Officiating Speech by <i>Professor Dato' Dr. Mohd Amin Jalaludin, Vice-Chancellor, University of Malaya, Malaysia.</i>
	Photo Session
10.30am – 11.00am	Tea Break

11.00am – 12.45pm	Panel 1 (AEI)	
Chair: Professor Danny Wong Tze Ken 黄子坚教授	Professor Zhang Xiping 张西平教授	满刺加与葡萄牙：海上丝路史的个案研究 Malacca and Portugal: A Case Study on the history of Maritime Silk Road
	Dr Lee Kam Hing 李锦兴博士	China's One Belt One Road Initiative: A Historical Perspective 从历史看“一带一路”倡议
	庄钦永教授 Professor David Chng Khin Yong	《察世俗每月统记传》和《东西洋考每月统纪传》停刊日期再考
12.45pm – 2.00pm	Lunch	
2.00pm – 3.30pm	Panel 2 (AEI)	
Chair:	Cdr Ang Chin Hup	The 21 st Century Maritime Silk Road – Proposed Strategy for Malaysia 21 世纪海上丝绸之路：给马来西亚提供的建议
	Dr Zhang Miao 张淼博士	Chinese Multinational Enterprises and SMEs Participation in ASEAN and East Asian Regional Economic Integration 中国跨国企业与中小型企业东盟与东亚区域经济整合中的角色
	Dr Li Ran Dr Cheong Kee Cheok 李冉博士 张琪倬博士	Localization of Chinese Enterprises in Malaysia – Two Case Studies 中国企业在马来西亚的本土化历程—两个案例的探讨
2.00pm – 3.30pm	Panel 3 (KZI)	
Chair: Prof. Zhang Xiping 张西平教授	Mr Chen Zhong 陈忠	Chinese Language Teaching to Student in Malaysia
	Dr Fan Pik Shy 潘碧丝博士	马中教育历史与现状
	Ms Han Xiao 韩笑	新时代背景下中华文化在马来西亚华裔青少年中的传播 The Transmission of Chinese Culture among Chinese Malaysian Teenager in the New Era
3.30pm – 3.45pm	Tea Break	

3.45pm – 5.30pm	Panel 4 (AEI)	
Chair:	Professor Anuson Chinvarno	“Maritime Silk Road: A View from Bangkok” “海上丝绸之路”：一个来自曼谷的观点
	高媛 Ms Gao Yuan	俄罗斯中国学研究现状/中国“一带一路”战略与俄罗斯欧亚经济联盟对接研究（待定）
	贺艳青博士 Dr He Yanqing	走出“冷战”心理——从 20 世纪 70 年代末到 80 年代的中马关系看“一带一路”政治互信的构建 Out of the Cold War: From the Perspective of the late 70s to 80s Sino-Malaysia Relationship, a Review of the “One Belt One Road” Effort to Construct Mutual Political Trust.
3.45pm – 5.30pm	Panel 5 (KZI)	
Chair:	Dr Elaine Tolentino	China's Grand Strategy Meets a Regional Organization: OBOR, ASEAN and Prospects of Cooperation 中国“一带一路”大计划寻求东盟合作的探讨
	Professor Zhou Wenhua 周文华教授	中共十八大以来新加坡对中共执政方略的研究 Post 18 th National Congress: A Study of Singapore Response to The CCP Ruling Strategy
	Jona Widhagdo Putri	<i>-To be Confirmed-</i>
6.00pm	Welcoming Dinner	

Day 2
26 November 2015 (Thursday)

9.00am – 9.30am	Welcome Refreshments	
9.30am – 11.00am	Panel 6 (AEI)	
Chair:	Professor Vivian Forbes	<i>-To be Confirmed-</i>
	Dr Lee Poh Ping 李宝平博士	Reflections on the 'One Belt, One Road' Initiative “一带一路”的省思
	Professor Su Yingying 苏莹莹教授	论 20 世纪以来的中马文化交流与文化外交 A Review of Sino-Malaysia Cultural Exchange & International Relations since the 20 th Century
9.30am – 11.00am	Panel 7 (KZI)	
Chair: Dr Chin Chong Foh 陈中和博士	Professor Zhang Zhizhou 张志洲教授	中国文化特质与海上丝绸之路建设 A Study of the Uniqueness of Chinese Culture and the Contruction of Maritime Silk Road
	Professor Yang Baoyun 杨保筠教授	东南亚：振兴中国文化与海上丝绸之路联系的支点 Southeast Asia: The Nexus between Reviving Chinese Culture and Connecting the Maritime Silk Road
	Dr Ngeow Chow Bing 饶兆斌博士	<i>-To be Confirmed-</i>
11.00am – 11.15am	Break	
11.15am – 1.00pm	Panel 7 (AEI)	
Chair:	Professor Azirah Hashim	ASEAN and China in the Context of Maritime Silk Road Initiative
	Professor Mohamad Mokhtar Bin Abu Hassan	The Teaching of Malay Language to Students from China
	Dr. Suffian Mansor	An Aspect of Islam in China

11.15am – 1.00pm	Panel 9 (AEI)	
Chair:	Professor Guo Lei 郭磊教授	《四书》与英华学院 The Relation between “The Four Books” and Anglo-Chinese College
	Professor Kang Youn.C 姜允玉教授	韩日珍藏汉语文献与近代中国语言文化传播研究的价值 The Value of Researching Korea & Japan Collection of Han Language Documents and The Transmission of Early Modern Chinese Language & Culture
	Dr Peter Chang 张添财博士	Maritime Silk Road in the 21 st Century: Towards Sustainable Collaboration
1.00pm – 2.00pm	Lunch	
2.00pm – 3.30pm	Panel 10 (AEI)	
Chair:	Dr Chin Chong Foh 陈中和博士	“从他乡到故乡：从人口统计看百年马来西亚华人的生根与发展” "From settlement to Homeland: A Statistical Review on Development of Chinese Malaysian during the Last Hundred Years"
	Mr Zhong Shaohua 钟少华先生	中文“伦理、道德”概念史研究 A Conceptual, Historical Analysis of Chinese Ethic and Morality
3.30pm – 4.00pm	Closing Remarks by <i>Deputy President, Beijing Foreign Studies University, China.</i> <i>Mr Chen Zhong, Chinese Director of Kong Zi Institute, University of Malaya.</i>	
4.00pm	Refreshment and End of the Conference	



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Registration Fees:

(including 2 days entrance, 2 lunches, tea breaks and materials)

Registration Type	Registration Fee	
Public (per person)	RM 150	
Public in groups of 3	RM 400	
Student	Free	

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- Contact Institute of China Studies (ICS), University of Malaya, at
Tel No: (+603-7956 5663/7967 7288 or email to chinastudies@um.edu.my
- Fax the registration form to (+603-7956 5114) or email to chinastudies@um.edu.my
- You may send the registration form with crossed Cheque/Bank Draft/Money Order made payable to **Bendahari Universiti Malaya** before the Conference to guarantee your reservation, to

Conference Secretariat,
Institute of China Studies,
4th Floor, Block B, Institute of Graduate Studies (IPS),
University of Malaya,
50603 Kuala Lumpur, Malaysia

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