

# **30<sup>th</sup> World Hakka Conference, Kuala Lumpur, Malaysia Summary and Results**

**February 10, 2020  
Development Services Committee**

# 30<sup>th</sup> World Hakka Conference

## Kuala Lumpur, Malaysia - October 16-21, 2019

- The World Hakka Conference, held every two years in different countries, is a prestigious global event for the international Hakka community.
- In October 2017, supported by the City of Markham, the “Hakka Canadian Association” was awarded the hosting rights for the 31<sup>st</sup> World Hakka Conference in Markham in 2021.
- It will be the first World Hakka Conference ever hosted in Canada.
- 2,000 to 3,000 global Hakka business and community leaders are expected.
- In April 2019, Council approved that Markham be represented by Mayor Frank Scarpitti, Regional Councillor Joe Li and Sandra Tam, Senior Business Development Officer at the 30<sup>th</sup> World Hakka Conference in Kuala Lumpur, Malaysia from October 16-21. 2019.

## Business Trip Objectives

- To introduce Markham, the host city for the next World Hakka Conference to the attendees at the 30<sup>th</sup> World Hakka Conference
- To support Hakka Canadian Association, official organizer for the 31<sup>st</sup> World Hakka Conference in Markham in 2021
- To observe and share best practices with previous World Hakka Conference organizers
- To promote attendance at the 31<sup>st</sup> World Hakka Conference in Markham
- To solicit support for the 31<sup>st</sup> World Hakka Conference in Markham.
- To raise Markham's profile internationally

# Canadian Delegation Overview

Total: 52 members -

- **City of Markham**
  - Mayor Frank Scarpitti, Lead of the delegation
  - Regional Councillor Joe Li
  - Sandra Tam, Senior Business Development Officer
- **Honorary Consul of Malaysia in Toronto**
- **Senior Executives representing 10 Hakka groups in GTA, west Canada and New York:**
  - Hakka Canadian Association, 31<sup>st</sup> World Hakka Conference organizer
  - Established Hakka associations in the GTA area (Tsung Tsin Association of Ontario, Toronto Hakka Heritage Alliance, Toronto Hakka Conference, Ganzhou Hakka Association of Canada)
  - West Canada: Canada United Hakka Association, Vancouver Tsung Tsin Association, Canadian Longyan Fellowship Association, The Chinese Benevolent Association of Vancouver
  - President, Vice President and members of New York Hakka Conference



Canadian Delegation at the 30<sup>th</sup> World Hakka Conference

# Kuala Lumpur World Hakka Conference Overview

- October 18-20, 2019, Kuala Lumpur
- Organizer: Federation of Hakka Associations of Malaysia (68 member associations)
- Participants: over 2,500 representatives of 158 Hakka associations from China, Canada, US, France, Taiwan, Britain, Mexico, Singapore, Thailand, South America and Africa, etc.



30<sup>th</sup> World Hakka Conference Program & Publications

## Summary of Meetings in Kuala Lumpur

High profile program -

- **Welcome Dinner**
- **Opening Ceremony** – Guest of Honour: Prime Minister of Malaysia, YAB Tun Dr. Mahathir Bin Mohamad
- **Award Presentation:** “Global Outstanding Hakka Personality” and “Outstanding Malaysian Hakka” Awards
- **Global Hakka Leaders’ Forum**



Opening Ceremony and Award Presentation



## Summary of Meetings – Cont'd

- **Chief Delegates Luncheon** co-hosted by City of Markham and Hakka Canadian Association
  - Over 300 global Hakka business and community leaders attended
  - Markham successfully promoted as a major innovation and cultural centre in Canada



Markham bi-lingual video and Destination Markham videos presented to Chief Delegates



Mayor Scarpitti and Regional Councillor Li delivered keynote address at the Chief Delegates Luncheon

## Summary of Meetings – Cont'd

- **World Hakka Conference Chief Delegates' Meeting**
  - Attended by world's leading Hakka association representatives
  - 123 representatives from 16 Hakka associations/groups from different countries
  - Exchanged best practices in advancing World Hakka Conference goals
  - A new “World Hakka Conference Coordination Committee” was set up



Regional Councillor Joe Li provided updates about the 31<sup>st</sup> World Hakka Conference in Markham in 2021



Mayor Scarpitti representing Markham at the World Hakka Conference Chief Delegates' Meeting

## Summary of Meetings – Cont'd

- **30<sup>th</sup> World Hakka Conference Gala**
  - Attended by over 2,500 participants
  - Fusion of traditional Hakka and Malaysian cuisines served
  - Hakka heritage and culture celebrated: folk songs, dances and musical performed by Hakka artists from Shenzhen, Ruijin, Ganzhou etc.
  - Malaysian culture showcased: Peranakan Nyonya fashion shows, dances and choir



Traditional Hakka Rice Wine Celebration Ceremony



Performance by the Federation of Hakka Associations of Malaysia Choir

## Summary of Meetings – Cont'd

- **30<sup>th</sup> World Hakka Conference Gala**
  - Young Hakka talents highlighted
  - World Hakka Conference theme song presented



Traditional Malaysian dances



Mayor Scarpitti and the World Hakka Conference theme song producers



Mayor Scarpitti, Dato' Ir. Steve Chong, Conference Chair, and Guest of Honour, Deputy Prime Minister Malaysia YAB Dato' Seri Dr. Wan Azizah Binti Dr. Wan Ismail at the Conference Dinner

## Summary of Meetings – Cont'd

- **World Hakka Conference Flag Handover Ceremony**

- Mayor Scarpitti and Regional Councillor Joe Li accepted the World Hakka Conference Official Seal and Flag on behalf of the Hakka Canadian Association
- Markham officially became the hosting city for the 31<sup>st</sup> World Hakka Conference in 2021
- Markham and the 31<sup>st</sup> World Hakka Conference was promoted to the 2,500 gala attendees



World Hakka Conference Seal and Flag



Markham promoted at the World Hakka Conference Gala

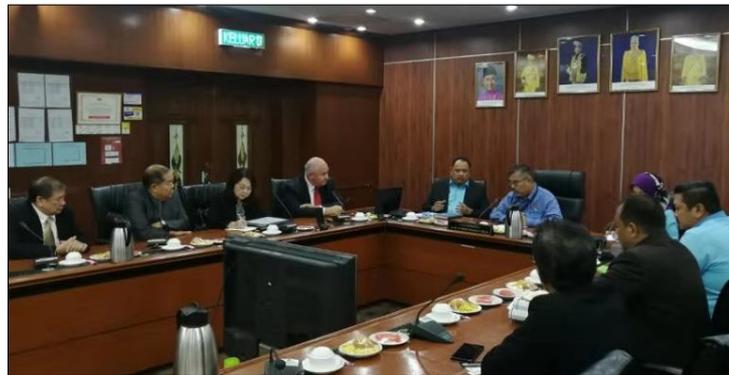
## Summary of Meetings – Cont'd

### Discussion of Markham Investment Opportunities:

- City of Seremban Municipal Council
- ASEAN-China Economic and Trade Promotion Association (ACETP), Malaysia



Dato' Tee Eng Hak, Dato Ng Kek Kiong, Presidents of ACETP, Malaysia proposed programs to foster bi-lateral trade between Canada and Malaysia



Meeting with City of Seremban Mayor YB Datuk Haji Zazali Bin Salehudin and Senior Officials



Mayor Scarpitti at City of Seremban Council

# Summary of Meetings – Cont'd

## Site Visits:

- Subang Olives Residences
- High Commission of Canada in Malaysia – Her Excellency Julia Bentley, High Commissioner and her team
- Sunway Group – awards winning community developer established in 1974; operates in 50 locations worldwide; ranked as one of the top 3 conglomerates in Malaysia; focuses on sustainable development



Business Meeting with Dato' Chew Chee Kin, President, Sunway Group, facilitated by Henry Lee, Hon. Malaysian Consul in Toronto



Canadian International Matriculation Program offered at Sunway University



Tour of Sunway University and Sunway Hospital

## Positive Mission Outcomes

- Markham investment opportunities promoted to 300+ global Hakka business leaders at the Chief Delegates Luncheon
- Markham's cultural diversity and sustainable growth showcased to 2,500+ conference participants during the Conference and Gala
- Made business connection with potential investors
- Built relations with Canadian Trade Commissioners for future investment leads



Markham promotional videos presented at Chief Delegates luncheon

Mayor Scarpitti interviewed by Malaysian media and CCTV



## Positive Mission Outcomes Cont'd

- Learned best practices that ensure conference success
- 31<sup>st</sup> World Hakka Conference in Markham, 2021 well promoted to over 2,500 participants
  - presence of political leaders (Mayor Scarpitti and Regional Councillor Li) proved to be exceptionally effective
  - video, printed materials and on social media
- Strengthened support by Hakka associations in Canada – offered to assist in planning and organizing the conference

Dato' Steve Chong, President, The Federation of Hakka Associations of Malaysia shared best practices about organizing World Hakka Conference



Canadian Delegation proudly on stage during the World Hakka Conference Flag Handover Ceremony



## Positive Mission Outcomes Cont'd

- Identified and met key World Hakka Conference supporters and donors
- Successful in soliciting committed donors
- Made connections with overseas Hakka leaders, e.g. Meizhou, Longnan and Yingde Hakka leaders agreed to lead large delegations to attend the 31<sup>st</sup> World Hakka Conference in Markham in 2021
- Meizhou and Longnan agreed to send cultural delegations to perform at the 31<sup>st</sup> World Hakka Conference

Zhang Ying Hong, Vice Chairman of Meizhou Federation of Returned Overseas Chinese committed to supporting World Hakka Conference in Markham



Mayor Scarpitti and Regional Councillor Joe Li met major donors from Hong Kong, China and Malaysia, etc.



## Follow-Up Actions

- Internal debrief to share observations and discuss recommendations
- Request Hakka Canadian Association to develop critical path and budget in preparing the World Hakka Conference in Markham
- Maintain engagement in the planning and organizing of the 31<sup>st</sup> World Hakka Conference – Staff (Economic Development and other Dept as required) to participate in regular Organizing Committee meetings to provide input and to report back
- Support Hakka Canadian Association in its efforts to outreach to potential partners and Federal and Provincial funders
- Maintain contact with potential investors who are interested in investment opportunities in Markham
- Maintain contact with Canadian Trade Commissioner Service and Ontario Commercial Officers for bi-lateral trade opportunities

