



NEXT
Summit
Jakarta 2025
国际航联大会(2025)2025

Voyage Beyond
远航时代

Voyage Beyond

NEXT SUMMIT

(Jakarta 2025)

25 September 2025

Hosts

NEXT Federation

National Research and Innovation Agency of Indonesia

Voyage Beyond

Background

The world is embarking on a new voyage through an era of uncertainty. As the global economic and trade landscape undergoes accelerated transformation, regional free trade agreements and digital trade rules are continuously reshaping international commercial routes. Confronted with the reefs of protectionism and the surging tides of technological change, the international community must chart its course guided by openness and inclusiveness, and powered by cooperation and mutual trust. By aligning economic exchange with cultural dialogue, we can jointly forge a new path toward mutual benefit and shared prosperity.

Forging Ahead Amid Challenges, Co-Creating a New Era

Despite turbulent waters, the path forward is becoming increasingly clear. We must remain steadfast in strengthening the multilateral trading system, refining the governance framework for digital trade, and deepening cooperation to enhance the resilience and security of industrial and supply chains — all essential to navigating global uncertainties and potential risks.

History teaches us that the true essence of the Age of Discovery was not conquest, but connection. It was sustained cultural exchange and mutual understanding that built trust and consensus across borders, laying a solid social foundation for international economic and trade cooperation. We firmly believe that in this challenging “Voyage Beyond” era, openness and inclusiveness, along with innovation-driven collaboration and dialogue among civilizations, are the guiding forces that will carry us through the storms — toward the vast, shared horizon of sustainable development.

Equator Lighthouse – Jakarta

As the world’s fourth most populous metropolis, the heart of ASEAN, and the dynamic engine of Indonesia, Jakarta’s significance extends far beyond its geographic coordinates. Standing at the crossroads of the Pacific and Indian Oceans, it is a modern embodiment of millennia-old maritime civilizations. Jakarta’s open and inclusive maritime heritage represents the very wisdom the world needs to meet today’s global challenges. This is the nerve center of regional cooperation, where “archipelagic connectivity” is thriving. It is also a living example of harmonious coexistence among diverse civilizations.

8th NEXT Summit Jakarta 2025

NEXT Summit (Jakarta 2025) aims to bring together global political and business leaders, along with industry experts, to draw wisdom from intercivilizational dialogue, seek certainty through economic and trade cooperation, and jointly explore new pathways in this era of global voyage.

NEXT Summit (Jakarta 2025)

Date: Thursday, 25 September 2025

Venue: Headquarters of the National Research and Innovation Agency, Jakarta

High-Level Site Visits: 21–26 September 2025

Expected output

1. Unite to Create, enhance the understanding and confidence of the international community in promoting global innovation, cooperation and development, and identify project opportunities and strategic opportunities in international cooperation;
2. Gather industry experts and talents in booming fields, share the latest scientific and technological research results and productive practices around the world, deliver cutting-edge speeches and share use cases in different industrial areas, and provide world-class knowledge and information;
3. Explore and share leading innovative enterprises and platforms for technology R&D transformation, look at top trends in key industries, and explore the development directions of international cooperation;
4. Provide an international platform for the exchange and cooperation of high-level talent, knowledge, technology, capital and other industrial development factors, expand the global cooperation network, and boost the cooperation level and global impact of public and private sectors.

Agenda Framework

Departure from China: Sunday, 21 September 2025	
Monday, 22 September	
All day	VIP High-Level Visits: Indonesian Ministries Proposed visits to 2–3 ministries, including the Coordinating Ministry for Economic Affairs, the Coordinating Ministry for Infrastructure and Regional Development, and the National Research and Innovation Agency of Indonesia.
Tuesday, 23 September	
All day	VIP High-Level Visits: Leading Indonesian Enterprises Proposed visits to 2–3 organizations, including the Indonesian State-owned Department Store - Sarinah, Yantaitai's Bird's Nest Group, and the Kawasan Industrial Park.
Wednesday, 24 September	
All day	VIP High-Level Visits: Chinese Institutions in Indonesia Proposed visits to 2–3 organizations, including the Chinese Embassy in Indonesia / Economic and Commercial Counselor's Office, Jakarta-Bandung High-Speed Railway (China Railway No.4 Engineering Group), China-Indonesia Dual Industrial Parks, and China National Machinery International Engineering Co., Ltd.
Thursday, 25 September	
09:30-12:00	Keynote Speech: Voyage Beyond
	Dialogue with Minister
	Global Road Show for International Projects
12:30-14:00	VIP Luncheon with the BRIN
14:30-17:00	China-Indonesia Investment and Trade Promotional Event
18:00-20:30	VIP Gala Dinner & Hurricane Lamp Award Ceremony
Friday, 26 September	
All day	VIP High-Level Visits: Natural and Cultural Heritage Proposed visits to Merdeka Square, the National Museum of Indonesia, Istiqlal Mosque, and other sites.
	Return Flights

Opening Ceremony

01

**Keynote Speech
Voyage Beyond**

Voices of Wisdom

02

Dialogue with Minister

Dialogue between Leading
Entrepreneurs and Ministers

03

**Global Road Show for
International Projects**

Global Frontier Projects and City Showcase

04

**Hurricane Lamp Award
Ceremony**

Best Practices in International Cooperation



China-Indonesia Investment and Trade Promotional Event



We plan to invite high-level guests including **Indonesian ministry leaders, provincial and municipal officials, heads of research institutes and think tanks, industrial park directors, and CEOs of leading enterprises** to engage in in-depth discussions on new opportunities for investment and trade in Indonesia, addressing practical challenges such as market access and localized operations.

Investment Hotspots

- New Capital Construction
- New Energy and Green Economy
 - Artificial Intelligence
- Infrastructure Development and Upgrading
- Agricultural Modernization and Food Security
 - Mining and Resource Development
 - Digital Economy and E-commerce
 - Healthcare and Pharmaceuticals
- Educational And vocational training Partnership
- Waste Management And Circukar Economy

Premium Baijiu Tasting & Gala Dinner



(Example of Baijiu brand sponsorship)

We plan to invite **Indonesian political and business leaders** to attend, using China's millennia-old brewing culture as a bridge to create a unique platform for cross-cultural dialogue.

✓ Cultural Icebreaker

Using Baijiu as a medium to promote dialogue between Chinese and Indonesian traditional cultures, strengthening the concept of "Harmony in Diversity" through mutual cultural exchange.

✓ Bridge Between Government and Business

Creating informal diplomatic settings to provide a relaxed and efficient communication platform for senior Chinese and Indonesian leaders.

✓ Industry Empowerment

Supporting the Baijiu industry's expansion overseas, tapping into the high-end Southeast Asian consumer market, and promoting the internationalization of the industry chain.

✓ Brand Enhancement

Elevating the global high-end brand image and market recognition of Chinese Baijiu through endorsements by international dignitaries during tastings.

Dedicated Promotion Event for the Global Expansion of China's Premium Products

With faster global economic integration and rising consumer demand, Chinese premium products have new opportunities to expand overseas. Supported by initiatives like the Belt and Road and RCEP, Chinese manufacturing is upgrading to focus on strong brands and high quality.

Using a structured, branded, and international promotion platform, we help Chinese premium products reach global markets, boosting both business growth and the global reputation of Chinese brands.

- **Supporting Brand Internationalization:** Build international recognition for China's premium brands and enhance enterprises' brand premium capabilities.
- **Expanding Diversified Markets:** Facilitate product entry into more segmented overseas markets and develop a multi-layered export ecosystem.
- **Enhancing Trade Resilience:** Reduce international market risks through diversified market layouts and improve the stability of export structures.
- **Exporting Cultural Soft Power:** Convey cultural connotations through products to strengthen national cultural influence and international image.
- **Promoting Industry Chain Upgrading:** Drive integrated development to increase the overall value added of the supply chain.



Permanent Collection of Indonesian Museums



Hong Xifeng Baijiu was permanently inducted into the collection of the Indonesian Presidential Museum during the NEXT Summit (Bali 2022)

Indonesian Presidential Museum

Located within the Presidential Palace complex in Bogor, West Java Province, the museum is a national institution established to commemorate the former presidents of Indonesia. Through photographs, artifacts, manuscripts, and multimedia displays, it showcases the lives and achievements of presidents such as Sukarno and Suharto. The museum aims to promote the spiritual heritage and historical contributions of the nation's leaders.



National Museum of Indonesia

Nicknamed the “Elephant Museum” for the bronze elephant statue at its entrance, this museum serves as a key window into Indonesia’s rich history and culture. It houses over 140,000 artifacts, including ancient stone tools, Hindu-Buddhist bronze statues, Javanese shadow puppetry props,

and traditional costumes from across the archipelago. The top-floor Treasure Room is a must-see, featuring royal gold jewelry and nationally treasured relics.

Government

The Coordinating Ministry for Economic Affairs of Indonesia



Directly under the President of Indonesia, this core economic policy coordination body was established in 1999. **Its primary function is to oversee, integrate, and coordinate national economic policies, facilitating cross-sector collaboration among 14 key economic ministries, including the Ministry of Finance, Ministry of Industry, and Ministry of Trade.** The ministry ensures the effective implementation of macroeconomic strategies and promotes sustainable economic growth and a favorable investment climate. Actively engaged in international forums such as the G20, it serves as a crucial hub for advancing Indonesia's economic development.

The Coordinating Ministry for Maritime Affairs and Investment of Indonesia



Established in 2019, this key policy coordination body operates directly under the President of Indonesia. Led by Minister Luhut Binsar Pandjaitan, **the ministry focuses on the integrated management of maritime resources, investment acceleration, and the development of regional economic corridors.** It coordinates the efforts of 12 relevant ministries and agencies, including the Ministry of Marine Affairs and Fisheries, the Ministry of Energy and Mineral Resources, and the Ministry of Investment.

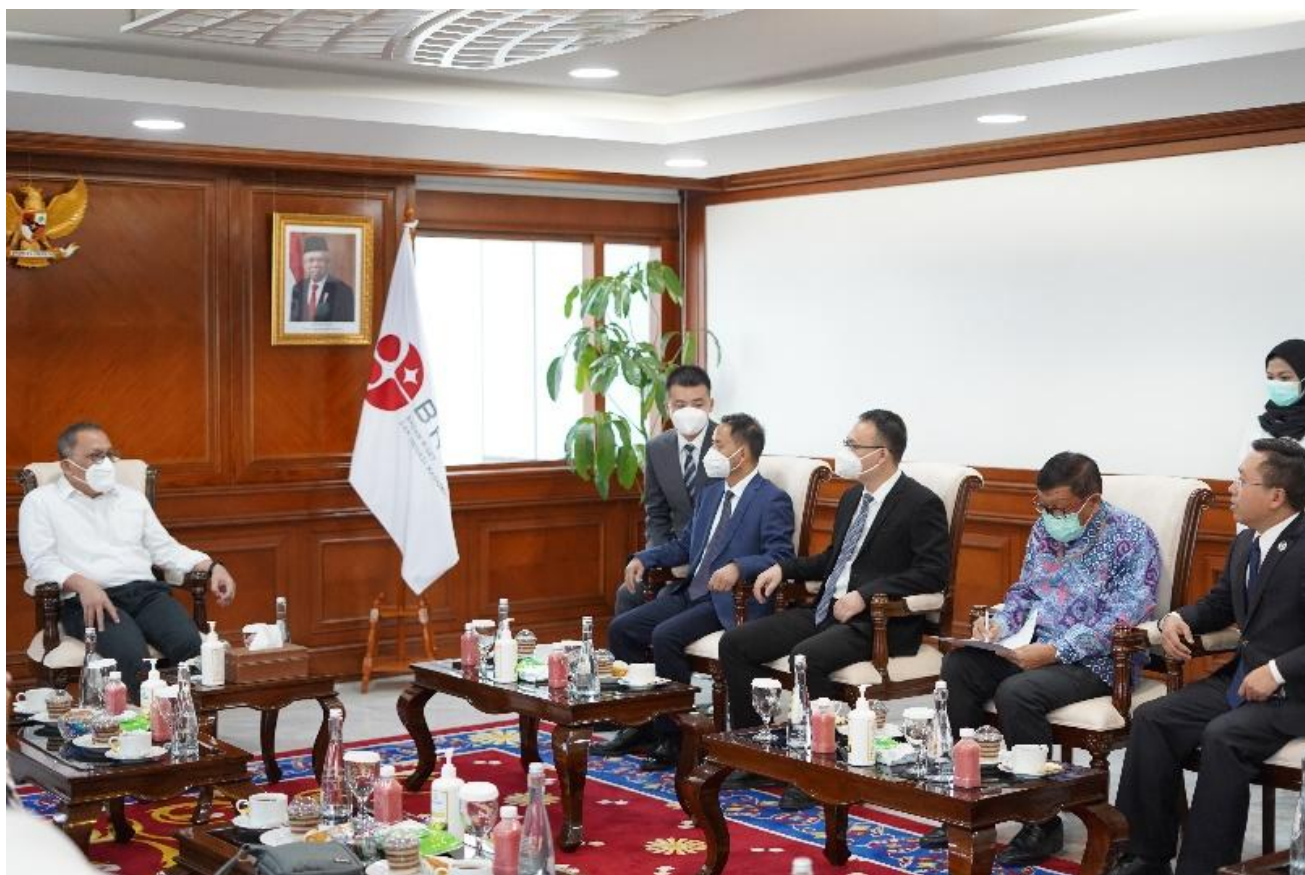
A central driver of Indonesia's "Global Maritime Fulcrum" strategy, the ministry plays a vital role in facilitating major foreign investment projects. In recent years, it has led the coordination of strategic national investments, including Belt and Road Initiative cooperation and the country's transition to green energy.

The Ministry of Trade of Indonesia



As the central authority responsible for formulating and regulating national trade policy, the Ministry of Trade reports directly to the President. **Its core functions include import and export control, trade licensing, anti-dumping investigations, and maintaining domestic market stability.** The ministry also leads Indonesia's participation in multilateral trade negotiations such as the ASEAN Free Trade Area (AFTA) and the Regional Comprehensive Economic Partnership (RCEP), ensuring national trade competitiveness and supply chain security. The Ministry plays a vital role in shaping Indonesia's strategy on free trade agreements, digital trade, and trade balance, making it a key pillar of the country's broader economic policy framework.

The National Research and Innovation Agency of Indonesia



Established on April 28, 2021, BRIN is a national-level research institution directly under the Indonesian government. It was formed through the integration of several former research bodies, including the Indonesian Institute of Sciences (LIPI), the National Institute of Aeronautics and Space (LAPAN), and the National Nuclear Energy Agency (BATAN).

BRIN is tasked with the centralized coordination of the country's research and innovation activities. **Its core responsibilities include formulating national science and technology policies, promoting the commercialization of research outcomes, fostering international cooperation, and supporting Indonesia's strategic goal of becoming an innovation-driven nation by 2045.**

Business

Sarinah



Established in 1962 under the direct initiative of Indonesia's first President, Sukarno, this retail group is the country's oldest and the only state-controlled enterprise in the sector. Operating under the Ministry of State-Owned Enterprises (BUMN), it plays a strategic dual role: stabilizing consumer goods prices and promoting national culture.

With a core mission of “**Proudly Made in Indonesia,**” the group operates through self-owned department stores, e-commerce platforms, and integrated cultural-tourism complexes. It focuses on incubating local MSME (UMKM) brands, serving as a key vehicle for empowering domestic industry and advancing Indonesia's cultural and economic presence both domestically and internationally.

Yantaitai Bird's Nest Group



Originating from Indonesia and backed by four generations of expertise, Yantaitai's is a well-established bird's nest brand. Its parent company, Yantaitai Group, is a fully integrated supplier in Indonesia's bird's nest industry, covering the entire value chain—from harvesting and primary processing to deep processing, international trade, and product innovation.

In 2009, the brand entered the Chinese market and established Shanghai Yanzitang Food Co., Ltd., offering a diverse product portfolio including ready-to-eat bird's nest, dried nest pieces, freshly stewed bird's nest, and bird's nest rice dumplings. **Upholding the philosophy of "Purely Indonesian, Truly Premium," the brand is committed to delivering high-quality bird's nest products and professional services to customers worldwide.**

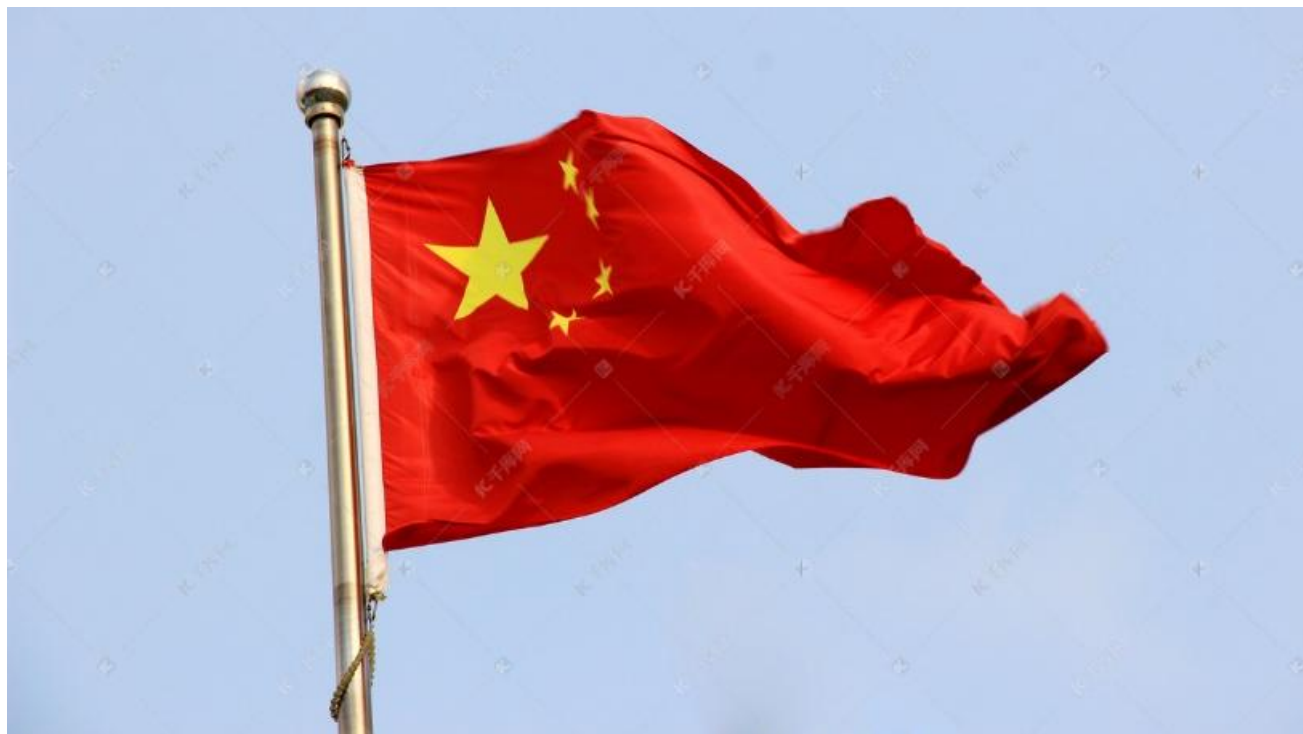
Kawasan Industri Cikarang, Jababeka



Developed by the publicly listed company PT Jababeka Tbk in 1989, Jababeka Industrial Estate covers 5,600 hectares and hosts over 2,500 multinational corporations, including Panasonic, Samsung, and IKEA. The estate integrates **manufacturing clusters, bonded logistics, a commercial CBD, education and healthcare facilities**, as well as eco-friendly residential areas. Known as the "Industrial Engine of Indonesia," it boasts core advantages such as one-stop infrastructure services, proximity to Jakarta (a 40-minute drive), and designation as a National Strategic Project (PSN) with direct presidential support.

Chinese Institutions in Indonesia

Embassy of the People's Republic of China in the Republic of Indonesia



The official diplomatic mission of the People's Republic of China in Indonesia, located at Mega Kuningan No. 2, South Jakarta. The embassy comprises multiple departments, including Political, Economic and Commercial, Cultural, and Consular sections. **It is responsible for promoting bilateral relations between China and Indonesia, providing services to Chinese citizens residing in Indonesia, and facilitating economic, trade, and cultural exchanges.**

In addition to the embassy in Jakarta, China also maintains Consulates General in Surabaya, Medan, and Denpasar to assist with consular services and regional affairs.

Jakarta-Bandung High-Speed Railway



The Jakarta-Bandung High-Speed Railway is Indonesia's first high-speed rail line and the first of its kind in Southeast Asia. Spanning 142.3 kilometers with a design speed of 350 km/h, it connects the capital city Jakarta with Bandung in West Java Province, reducing travel time from approximately three hours to around 40 minutes.

The project is constructed and operated by PT Kereta Cepat Indonesia China (KCIC), a China-Indonesia joint venture, and utilizes Chinese standards and technology.

This railway marks the first overseas full-system, full-element, and full-industry-chain implementation of China's high-speed rail.

Officially launched on October 2, 2023, the Jakarta-Bandung high-speed rail has significantly improved Indonesia's transportation infrastructure and boosted economic development along the route.

China–Indonesia “Twin Parks” Initiative



The China–Indonesia “Twin Parks” is a new platform for industrial cooperation launched under the joint initiative of the two governments, aiming to **achieve “park connectivity, industrial complementarity, and mutually beneficial cooperation.”**

The Chinese park is located in Yuanhong Investment Zone, Fuzhou, Fujian Province, focusing on industries such as food processing and the marine economy. The Indonesian counterpart is situated on Tarakan Island, North Kalimantan, with key development areas in resource processing, green energy, and industrial manufacturing.

Officially launched in 2021, this project serves as a flagship demonstration of aligning the Belt and Road Initiative with Indonesia’s “Global Maritime Fulcrum” strategy.

China National Machinery Industry Corporation



As a key member of China National Machinery Industry Corporation, this office focuses on international engineering contracting, investment, and trade. The Indonesia branch is primarily responsible for project development and management within the country.

Its core areas include energy and power (thermal power and biomass power plants), industrial manufacturing (sugar mills, cement plants, nickel smelting), and public infrastructure. Operating mainly under the EPC (Engineering, Procurement, and Construction) turnkey model, notable projects include the Takalar Sugar Mill—one of Southeast Asia’s largest—and the Sulawesi ferronickel industrial park. The office exemplifies the integration of Chinese standards with local practices, serving as a benchmark enterprise in advancing China’s overseas footprint.

Natural and Cultural Heritage

Merdeka Square



Located in the heart of Jakarta, Indonesia, the square covers approximately one square kilometer and is one of the largest city squares in the world. At its center stands the 132-meter-tall National Monument (Monas), symbolizing the spirit of the Indonesian people's struggle for independence.

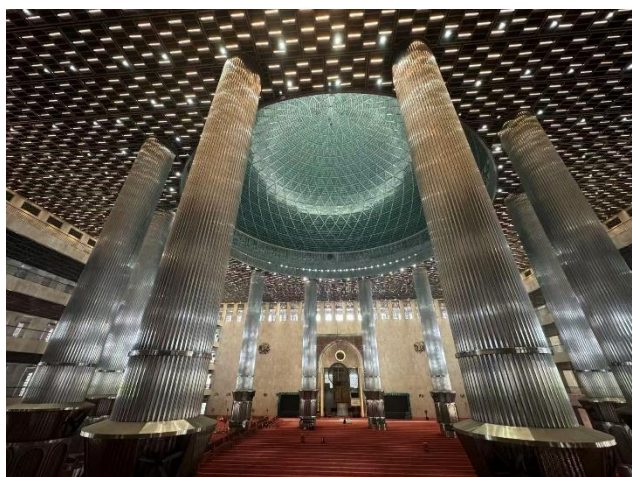
The monument's golden flame at the top is made of 14.5 tons of bronze covered with gold leaf, representing the eternal flame of independence. Inside the monument are a history museum and an observation deck, offering visitors panoramic views of Jakarta.

National Museum of Indonesia



Nicknamed the "Elephant Museum" for the bronze elephant statue at its entrance, this museum serves as a key window into Indonesia's rich history and culture. It houses over 140,000 artifacts, including ancient stone tools, Hindu-Buddhist bronze statues, Javanese shadow puppetry props, and traditional costumes from across the archipelago. The top-floor Treasure Room is a must-see, featuring royal gold jewelry and nationally treasured relics.

Istiqlal Mosque



The largest mosque in Indonesia and the biggest Islamic religious building in Southeast Asia, located in the heart of Jakarta near the National Monument. Completed in 1978, the mosque's name, "Istiqlal," means "independence," symbolizing Indonesia's liberation from colonial rule and the achievement of national independence.

The architecture blends modern design with Islamic elements and can accommodate over 120,000 worshippers. It stands as a significant religious and cultural symbol for Indonesian Muslims and is also open to the public, welcoming visitors from around the world.



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Strategic Values





Presenting a global platform
for industrial resource integration and transformation



**NEXT Federation was established in March 2017
during Premier Li Keqiang's official visit to New Zealand**

NEXT Federation is a global platform for industrial resources integration and transformation. We are seeking optimal practices, sharing advantageous resources, and improving public relations, to promote global innovation, cooperation and sustainability. Our headquarter is located in Auckland, New Zealand.

Service: One-stop, full-service, industrial-level

We offer one-stop, industrial-level international public relations, talent exchange, technology transformation, project introduction, investment promotion and industrial park management service based on our extensive global network of resources available for each of those fields.

Annual Summit: NEXT SUMMIT

- | | |
|------------------------------|-----------------------------|
| NEXT Summit (Auckland 2017) | NEXT Summit (Hangzhou 2018) |
| NEXT Summit (Dubai 2019) | NEXT Summit (Sky 2020) |
| NEXT Summit (Singapore 2021) | NEXT Summit (Bali 2022) |
| NEXT Summit (Astana 2023)) | |



Strategic Value

Exploiting the strategic significance of New Zealand as a global hub for innovation

New Zealand offers a unique and advantageous environment for global innovation and growth. This small island nation boasts a stable political climate, a robust legal system, a mature market mechanism, and a welcoming business culture.

New Zealand has a strategic location that bridges the gap between the east and west developed and developing nations, and continental and island nations. From a global development perspective, New Zealand is a vital component in driving innovation, collaboration, and progress.

New Zealand is a hub for global talent: particularly in the fields of biomedicine, agricultural science and technology, primary education, energy conservation and environmental protection, electronic information, the digital economy, and cultural and creative industries. With a population of around 5 million people comprising over 200 ethnic groups and 160 languages, New Zealand effortlessly embraces diversity and represents an ideal platform to unite global elites from affluent nations such as Europe and the United States, thereby driving exceptional innovation and development potential.

New Zealand has taken the lead in strengthening cooperation with China, creating a number of "firsts" and ahead in the world :

- The first to conclude bilateral negotiations with China on China's accession to the WTO
- The first recognizes China's full market economy status
- The first to start FTA negotiations with China
- The first to sign a free trade agreement with China
- The first to negotiate with China on the creation of the Asian Infrastructure Investment Bank and to become a founding member of the bank
- The first developed country to sign a memorandum of understanding with China on strengthening cooperation arrangements for the Belt and Road Initiative





Strategic Value

Craft a compelling narrative about successful international collaboration through the effective use of global platform

The NEXT Federation, headquartered in New Zealand, benefits from the country's unique position as a bridge between the east and west, developed and developing nations, and land and sea. The organization's ultimate goal is to foster global unity and strengthen collaboration with Western industrialized nations. By leveraging its resource-sharing platform that brings together both eastern and western nations, the NEXT Federation aims to promote sustainable societal and economic development on a global scale.

Sharing of global platform on a worldwide scale: This enables local economies to grow and develop over the long term, with the support of a global network of cooperation.

Create forums for international exchanges and cooperation, where success stories of collaboration can be shared and all-factor cooperation encouraged: In line with the Belt and Road Initiative, the NEXT Federation seeks to promote global innovation, collaboration, and development, and facilitate the sharing of global production elements including material resources, money, technology, talent, and knowledge.

The NEXT Federation has already hosted six successful summits in different cities, serving as a platform for highlighting success stories of cooperation and resource sharing on the international stage.

The organization actively promotes all-hands-on-deck cooperation by maintaining an international exchange and cooperation platform and encouraging nations, brands, and communities to participate in and become the next success story. Through these efforts, the NEXT Federation aims to continue to grow and maintain an ever-increasing pool of high-quality human and technological resources across borders and nations.



Strategic Value

A global network
of top experts and business resources



Use NEXT Federation's expertise and corporate resource network to trade industrial resources and boost technological transformation and project execution. Our goal is to encourage firms to interact and learn from each other, while also facilitating inbound and outbound investments to attract foreign capital.

- **Prepare project details** in advance by communicating effectively and interacting with foreign dignitaries, industry top experts, and business leaders.
- **Match critical resources to drive project success.**, provide methods and solutions for project development, and connect and match critical resources for success.
- NEXT Federation is committed to providing a platform for technological research and development, and we strongly support the Belt and Road Initiative for project collaboration and technological transformation. We also aim to promote **talent exchange and investment attraction** for all parties involved. By leveraging our network and expertise, we can help facilitate mutually beneficial partnerships and drive long-term success for all involved



Strategic Value

Improve the industrial value chain



Integrate and absorb global industrial resources, make use of industrial technologies, and improve the value chain.

High-quality innovation, collaboration, and development require reducing the incidence of basic trading for trading's sake as well as an entire upgrade of the industrial value chain. **We can tap into NEXT Federation's international industrial resources in:**



- Food safety
- Biomedicine
- Digital economy
- Cultural creativity
- Electronic information
- Intelligent manufacturing
- High-end equipment manufacturing
- Agricultural science and technology
- Energy conservation and environmental protection
- Scientific and technological innovation
- Introduce international leaders and industrial chain partners.
- Carry out practical cooperation across the industrial and technological value chains



Press Coverage

1. Expanding worldwide influence at home and abroad via global mainstream media
2. Bilingual reporting in Chinese and English to broaden the worldwide market's voice



Regarding the brands we are partnering with for the event, we offer them the following advantages:

1. Plan and deliver high-level visit according to the offline agenda
2. Communicate face-to-face with local government and business leaders to target high-end circles for brand promotion.
3. To increase brand exposure by widely displaying the brand logo offline at the venue chosen for the event.





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国际品牌大会 (2025.20.25)

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NEXT SUMMIT

Cases of Brand Cooperation



让理想飞扬



西鳳酒

XIFENG LIQUOR

NEXT Summit (Dubai 2019)

Principal partner was Hong Qi



让理想飞扬

- **Differentiation:** The brand was featured in a PR campaign that integrated it into advertisements showcasing culturally relevant aspects of Dubai, in order to boost its profile organically.
- **Continuous Exposure:** Even after the event had concluded, advertisements for the brand remain online on the NEXT Federation's site, corresponding to this particular Summit event page.
- **Exclusivity:** The brand was featured on an exclusive page for the NEXT Summit by Xinhua Silk Road.



焦点新闻

- 国致集团葛传宝：以创新驱动发展 推动海外新能源建设
- 走进迪拜，感受第三届国际展览大会的中东格调！
- 从法兰克福到迪拜，红旗再掀“中国风潮”
- 通向2020迪拜世博会：聚焦人才交流 共话合作商机
- 增进国际合作 构建全球化背景下的文明发展共同体
- 国际展览大会见证多方面重要研究合作成果落地

精彩视频



聚焦民族品牌



从法兰克福到迪拜，红旗再掀“中国风潮”

从法兰克福到迪拜，红旗再掀“中国风潮”

红旗联袂，迪拜尊享。[详情]

星迈黎亚总裁张颖法：打造跨境贸易综合服务平台 为中国企业“走出去”赋能

星迈黎亚希望通过自己布设在全球的专业商城及物流中心，整合线上线下。[详情]

西凤集团紧抓“一带一路”机遇 加速国际化布局

陕西西凤集团作为此次国际展览大会的官方品牌合作伙伴，积极融入“一。[详情]

千城攻略郑志军：构建央行主权货币通证驱动下的新经济

深圳千城攻略董事长郑志军在第三届国际展览大会（迪拜2019）发表主旨。[详情]

从法兰克福到迪拜，新红旗从容开启自由行

迪拜在汽车市场方面的监管非常严格，同时也是海湾地区的标杆，红旗进。[详情]

蓄力打造“中国汽车名片” 看新红旗赴迪拜再掀“中国风”

厚植中国品牌力量的中国一汽红旗品牌一路稳扎稳打，让世人见证，新红。[详情]

星迈黎亚：全球布局专业商城 创新跨境新零售模式

According to product characteristics You Get What You See



- **Leadership Endorsement:** showcased as a leading brand in its field.
- **Boost Brand Exposure:** The brand was promoted as a top-quality choice in the Dubai market and was presented to international guests, expanding its coverage to the Middle East and beyond.
- **Global Reputation:** Prominent figures in politics, business, academia, and the local community gathered at the event had the opportunity to experience the brand firsthand, which helped to increase awareness of it through positive word of mouth.



Yili: On-site exposure of its products to enhance international recognition.



Yili: On-site exposure of its products and used by participating guests to enhance its global reputation.

Partner since 2019 With brand upgrade



- **Brand upgrade:** be presented as an international partner, enjoying the boost in exposure that this title carries.
- **Globalisation:** be promoted in Dubai, New Zealand, Singapore, and Bali
- **Strengthen brand impression:** be tried out by international dignitaries and industry experts, raising its profile on the international stage and even becoming a permanent collection in official museums.



- The **3rd** NEXT Summit (Dubai 2019) was held in Dubai. As its official brand partner, Red Xifeng impressed participating guests by highlighting its status for "banquet" use.
- The **4th** NEXT Summit (Sky 2020), Red Xifeng appeared in the event as its main partner and official sponsored product. The brand was highly appreciated by guests. Dr Donald Brash, former Governor of the Reserve Bank of New Zealand and Chairman of ICBC New Zealand, signed his autograph on its bottle.
- The **5th** NEXT Summit (Singapore 2021) was held in Singapore. As its principal partner and official chief designated product, Red Xifeng enjoyed upgraded brand rights and interests. Through media coverage in both Chinese and English, it gathered support for its internationalization along with follow-up publicity afterward.
- **6th** NEXT Summit (Bali 2022), as the chief partner and official chief designated products, Red Xifeng brand equity has been upgraded. During the preparation of the G20 Summit in Bali, the customized display method was acquired by the Indonesian Presidential Museum and Museum Bali for permanent collection, which was welcomed by the local leaders of Indonesia.



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Highlight Review

Auckland

Hangzhou

Dubai

Sky

Singapore

Bali

Astana

2017

2018

2019

2020

2021

2022

2023

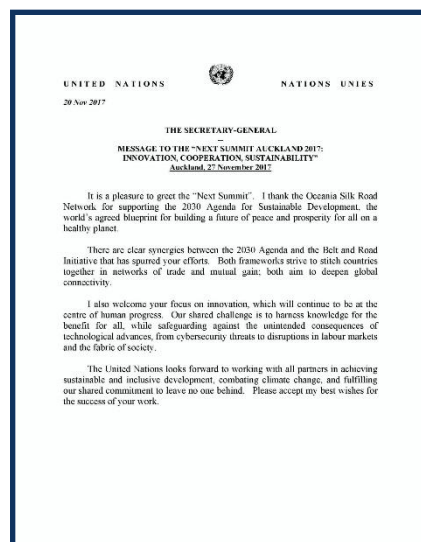
Highlight Review

Positive Participation of Global Leaders

H.E. António Guterres

The UN Secretary General

NEXT Summit (Auckland 2017)



H.E. Ban Ki-moon

The 8th UN Secretary General

NEXT Summit (Hangzhou 2018)

NEXT Summit (Dubai 2019)



“The conference will not only share between China and New Zealand, but will surpass the two countries and provide resources to the world; this conference provides a mechanism to provide a possibility to provide solutions to the world.”

“We need to better promote cooperation between countries, whether large or small. All world challenges will have corresponding world solutions.”

Highlight Review

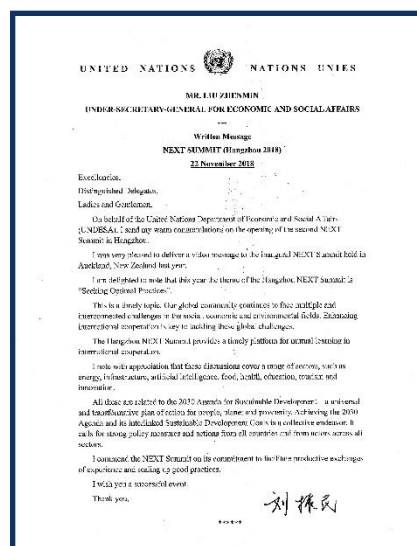
Positive Participation of Global Leaders

H.E. Liu Zhenmin

Former Under-Secretary General of
the UN

NEXT Summit (Auckland 2017)

NEXT Summit (Hangzhou 2018)



H.E. Jenny Shipley

Former Prime Minister of
New Zealand

NEXT Summit (Singapore 2021)

NEXT Summit (Bali 2022)



*"How to improve our productivity?
How to use our people more
effectively, our resources more
productively? and how to engage
both at home and internationally
for both developing and developed
economies."*

*"Probably never before has been the
greater lead. We can't leave the
successful economies bolting ahead
and the undeveloped economies
being lived behind."*

Highlight Review

Positive Participation of Global Leaders

“The world needs to establish a multilateral mechanism, not a country alone. We need to build a community of human destiny, the core of which is common development. We need to understand each other and this vision has been achieved through the reform of the global governance mechanism.”

“Countries around the world must establish interoperability with people, infrastructure, finance and the interconnection of various mechanisms. Diversity and harmony will make the world a better place.”



H.E. Dr Essam Sharaf

Former Prime Minister of Egypt

NEXT Summit (Auckland 2017)

NEXT Summit (Hangzhou 2018)

NEXT Summit (Dubai 2019)

NEXT Summit (Sky 2020)

NEXT Summit (Singapore 2021)

NEXT Summit (Bali 2022)

H.E. Luhut Binsar Pandjaitan

Coordinating Minister
for Maritime Affairs and Investment
(Deputy PM level)

NEXT Summit (Singapore 2021)



“Efforts to achieve higher productivity cannot be done in solitary. Cooperation with neighboring countries sharing the determination to move forward is a necessity. Cooperation between Indonesia and China had been ongoing for centuries, and were officially recognized after both countries achieve their independence.

International cooperation should be built upon mutual benefits, through cooperation and collaboration - not rivalry and competition – to make a world a better place to live.”

NEXT Summit Auckland 2017



The first NEXT Summit, which was themed "Innovation, Cooperation, Sustainability", took place on November 27th, 2017, in Auckland, the largest city in New Zealand. The summit was hosted by the Oceania Silk Road Network with support from the United Nations and relevant institutions from New Zealand and China, including the Chinese embassy in New Zealand and the Chinese Consulate General in Auckland.

The summit brought together approximately **500** representatives from the political, business, and academic communities, and was convened through both high-definition live broadcast and global VR live broadcast simultaneously.

List of Representatives (part) :

- H.E. António Guterres, Secretary-General of the United Nations
- H.E. Liu Zhenmin, Under Secretary-General of the United Nations
- H.E. Dr Essam Sharaf, former Prime Minister of Egypt.
- Hon Xu Yousheng, member of the CPC Central Committee, Party Secretary and Vice Minister of Overseas Chinese Affairs Office of the State Council of China; Vice President of the China Overseas Exchange Association.
- Hon Li Zhaoxing, Former Minister of Foreign Affairs of China, Honorary President of Chinese People's Institute of Foreign Affairs.
- Hon Paul Goldsmith, Member of Parliament, former Minister for Science and Innovation of New Zealand.
- HM King Tuheitia, his queen and Chief of Staff Rangi Whakaruru.
- Peter Goodfellow, President of the New Zealand National Party.
- Yang Jian, Member of Parliament of New Zealand.
- Tukoroirangi Morgan, former president of the Māori Party.
- Xu Erwen, Consul General of China in Auckland.

NEXT Summit Hangzhou 2018



From 22 to 23 November 2018, the NEXT Summit was held in Hangzhou, China, under the theme of **"Seeking Optimal Practice"**.

It was co-hosted by Zhejiang University, China Economic Information Service of Xinhua News Agency, and Oceania Silk Road Network, co-organised by Zhejiang University Center for Research Region Coordination Development, Preparatory Committee of NEXT Federation, and Zhejiang Foreign Trade Service Center, and supported by Zhejiang Federation of Industry and Commerce and Zhejiang Foreign Trade Public Service Platform. **800 representatives, including leaders of international organisations and political figures from New Zealand, China, Indonesia, the UAE, Egypt, and other countries, attended the Summit.**

List of Representatives (part) :

- H.E. Ban Ki-moon, the 8th Secretary-General of United Nations, Director General of Boao Forum for Asia.
- Hon Guo Yezhou, Deputy Minister of International Department of Central Committee of CPC.
- Hon Liu Zhengrong, Deputy President and Secretary General of Xinhua News Agency.
- Hon Zhu Congjiu, Vice Governor of Zhejiang Province of China .
- Hon Zou Xiaodong, Party Secretary of Zhejiang University.
- H.E. Dr Essam Sharaf, former Prime Minister of Egypt, President of the Sharaf Foundation for Sustainable Development.
- Peter Goodfellow, President of the National Party of New Zealand, Honorary President of OSRN.
- Yang Jian, Member of Parliament of New Zealand, President of OSRN.
- Hon Tuariki Delamere, Political Advisor and representative of HM Maori King.
- Hon Dr Gatot Dwianto, Deputy chair of BPPT Indonesia.
- Jawad Wehbi, Group Director of Operations of S.B.K. Holding Company of His Highness Dr Sheikh Sultan Bin Khalifa Bin Zayed Al Nahyan.
- Rashed H. S. Alketbi, representative of UAE Government.



On 25 November 2019, the NEXT Summit was held in Dubai with the theme of "Options at the Crossroads". It was co-hosted by **NEXT Federation**, **China Economic Information Service of Xinhua News Agency**, and **Dubai Department of Economic Development**, with Hong Qi as the principal partner. More than 20 international dignitaries and 700 industry experts and business representatives from China, New Zealand, Indonesia, South Korea, the UAE, Egypt, and other countries attended.

It sought to create a platform for policymakers and entrepreneurs to exchange views on economic and industrial issues through innovative interaction models. **40 "Optimal Practice" cases were invited for road shows with top industry experts serving as mentors** to put forward strategies and suggestions for project promotion, pair up key resources with projects, and promote pragmatic cooperation within the Belt and Road Initiative.

List of Representatives (part) :

- H.E. Ban Ki-moon, the 8th Secretary-General of United Nations.
- H.E. Wu Hongbo, Special Representative of the Chinese Government for European Affairs, Former Under-Secretary-General of the United Nations, President of China International Public Relations Association.
- Peter Goodfellow, President of the National Party of New Zealand.
- H.E. Dr Essam Sharaf, former Prime Minister of Egypt.
- Hon Dr Jae-Hoon Yoo, former Director General and Controller of Asian Infrastructure Investment Bank, former Senior Advisor to the President of AIIB.
- Hon Dr Gatot Dwianto, Deputy Chairman of Agency for the Assessment and Application of Technology of Indonesia.
- Hon Rizal Primana, Special Advisor to Chairman of Ministry of National Development Planning of Indonesia.
- Hon Dr Delima Hasri Azahari, Special Advisor to Minister of Agriculture of Indonesia.
- H.E. Prof Bommer Pasaribu, Former Labor Minister of Indonesia
- Hon Dr Desi Albert Mamahit, Former Chief of Coast Guard of Indonesia

NEXT Summit Sky 2020



On 25 November 2020, the NEXT Summit themed **"Sharing Advantaged Resource"** was co-hosted by the NEXT Federation and China Economic Information Service of Xinhua News Agency, with Red Xifeng as the main partner. It sought ways to cope with the unprecedented COVID-19 epidemic, commemorate worldwide unity, courage and dedication during their fight against the epidemic, and jointly promote global innovation, cooperation and sustainability.

Over 60 political dignitaries, scholars, business leaders, and startup entrepreneurs from 12 countries, including **New Zealand, China, Indonesia, South Korea, Egypt, Pakistan, UAE, Singapore, Australia, the US, Japan, and Kazakhstan**, gave speeches and shared cases in various industrial fields. Xinhua Silk Road broadcasted the Summit worldwide, attracting **1.04 million viewers for the Chinese version and 1.02 million for the English version.**

List of Representatives (part) :

- H.E. Dr Essam Sharaf, Rotating President of NEXT Federation , former Prime Minister of Egypt.
- H.E. Saleem Mandviwala, Deputy Chairman of the Senate of Pakistan.
- Hon Dr Hammam Riza, Chairman of Agency for the Assessment and Application of Technology of Indonesia; Rotating President of Global Advisory Committee of NEXT Federation .
- Hon Gong Xixiang, Secretary-General of Xinhua News Agency.
- Hon Dr Don Brash, former Governor of the New Zealand Reserve Bank, Chairman of ICBC.
- H.E. Tony Browne, former New Zealand Ambassador to China.
- Hon Dr Jae-Hoon Yoo, Vice President of NEXT Federation , former Special Advisor to the President of the Asian Infrastructure Investment Bank .
- H.E. Mr Tantowi Yahya, Indonesia's Ambassador to New Zealand.
- Ping Ruan, China's Consul General to Auckland.
- Hon Oka Artha Ardhana Sukawati, Deputy Governor of Bali Province, Indonesia.
- Prof Chen Junshi, Academician of Chinese Academy of Engineering.
- Prof Bruce Baguley, Fellow of Royal Society of New Zealand.
- Prof Bill Denny, Fellow of Royal Society of New Zealand.
- Prof Wei Gao, Fellow of Royal Society of New Zealand.

NEXT Summit Singapore 2021



The 5th NEXT Summit was co-hosted by NEXT Federation and China Economic Information Service of Xinhua News Agency on 29 September, 2021. Against the backdrop of the global fight against the epidemic, it was themed "**Promoting Total-Factor Cooperation**". Red Xifeng appeared both online and offline as the main partner and the official sponsor of the Summit.

It was co-organised by Singapore Economics and Management Institute, Regional Coordination Development Research Center of Zhejiang University of China, China Academy of West Region Development of Zhejiang University, Deputy PKT-Agency for the Assessment and Application of Technology, Republic of Indonesia, Indonesia Research and Development International, New Zealand Chinese Scientists Association and Korea-China Capital Market Society. Over 70 representatives from the political, business, and academic community in **more than 10 countries** delivered remarks and shared cases centering on various industrial fields.

List of Representatives (part) :

- H.E. Luhut Binsar Pandjaitan, Coordinating Minister for Maritime Affairs and Investment of Indonesia(Deputy PM level).
- H.E Jenny Shipley, Former Prime Minister of New Zealand.
- H.E. Dr Essam Sharaf, Rotating President of NEXT Federation , former Prime Minister of Egypt.
- Hon Dr Jae-Hoon Yoo, Vice President of NEXT Federation , former Controller and Special Advisor to the President of the Asian Infrastructure Investment Bank(Republic of Korea); Chairman of the Korea China Capital Market Research Association.
- Hon Dr Hammam Riza, Rotating President of Global Advisory Committee of NEXT Federation ; Chairman of Agency for the Assessment and Application of Technology, Republic of Indonesia
- Hon Lee Jong-Kul, 16-20th Congressman of Korea, President of the Korea-China Cultural Association
- Hon Gong Xixiang, Secretary-General of Xinhua News Agency.
- Prof Chang Xiuze, Professor of Macroeconomic Research Institute of National Development and Reform Commission of China, famous economist.
- Prof Xie Hua'An, Fellow of the Chinese Academy of Sciences.
- Meidyatama Suryodiningrat, President & Chief Executive Editor of Antara News Agency of Indonesia.
- Prof Satryo Soemantri Brodjonegoro, President of the Indonesian Academy of Sciences.
- Prof Gabrielle Peko, Professor of University of Auckland of New Zealand.
- Lai Cheng Yi, Representative of Co-Organisers, Singapore Economics & Management Institute Director

NEXT Summit Bali 2022



The 6th NEXT Summit (Bali 2022) concluded successfully on September 29. The Summit was hosted by the NEXT Federation, Xinhua China Economic Information Service and Indonesia's National Research and Innovation Agency (BRIN), was themed "**Global Change and rebuilding Collaboration**".

More than 70 international politicians, renowned scholars and business leaders from more than 10 countries, including Indonesia and China, participated in the event.

Xinhua Silk Road, a platform of Xinhua News Agency, broadcast the event globally, attracting 1.68 million viewers in Chinese and 1.17 million viewers in English.

List of Representatives (part) :

- Hon Laksana Tri Handoko, Head of National Research and Innovation Agency of Indonesia
- Rt Hon Dame Jenny Shipley, Former Prime Minister of New Zealand
- H.E. Dr Essam Sharaf, Former Prime Minister of Egypt, the Rotating President of NEXT Federation
- Hon Jing Ruyue, Secretary-General of Xinhua News Agency
- Hon Prof Hammam Riza, Rotating President of Global Advisory Committee of NEXT Federation, Principal Engineer of the National Research and Innovation Agency of Indonesia
- H.E. Saleem Mandviwalla, Deputy Chairman of the Senate of Pakistan
- Meidyatama Suryodiningrat, President Director and Chief Executive Editor of Antara News Agency of Indonesia
- David Saganelidze, Chairman of the Partnership Fund of Georgia
- Hon Oka ArthaArdhanaSukawati, Deputy Governor of Bali Province, Indonesia
- Mr Made Dana Tangkas, Executive Chairman of Indonesia Research and Development International
- Mr Tony Browne , Former New Zealand Ambassador to China, Chairman of the Council of NEXT Federation
- Hon Mr Made Gunaja, Head of Agency for the Research and Innovation Bali Province (BRIDA-BALI), Republic of Indonesia
- Mr Guo Shuanxin, Deputy General Manager of Shaanxi Xi Feng Marketing and Management Co., Ltd
- Tjokorda Bagus Pelayun, Director of the Tourism Bureau of Bali, Indonesia
- Prof Jia Yinsuo, Member of the African Academy of Sciences

NEXT Summit Jakarta 2025



The 7th NEXT Summit (Astana 2023) took place from August 21st to August 25th. The summit was jointly organized by the NEXT Federation, Xinhua News Agency's China Economic Information Service, and the Ministry of Trade and Integration of Kazakhstan. The theme of the summit was "**Unite to Create**"

Prominent international figures, experts, scholars, and business leaders from over ten countries and regions, including China, Kazakhstan, Indonesia, New Zealand, Singapore, the United Kingdom, Germany, Egypt, Pakistan, Armenia, and Malaysia, delivered cutting-edge speeches and shared case studies in various industry sectors. **Xinhua News Agency's Xinhua Silk Road platform provided global coverage, with 1.69 million Chinese viewers and 1.19 million English viewers, and several major international media outlets reported on the event.**

List of Representatives (part) :

- Kairat Torebayev, Deputy Minister of Trade and Integration of Kazakhstan
- Saleem Mandviwalla, Senator of Pakistan and Chairman of the Senate Committee on Finance (Ministerial Level)
- Prof Essam Sharaf, Rotating President of the NEXT Federation, and former Prime Minister of Egypt
- Jenny Shipley, former Prime Minister of New Zealand
- Prof Hammam Riza, Rotating President of the Global Advisory Committee of NEXT Federation and Chief Engineer of the National Research and Innovation Agency of Indonesia (Ministerial Level)
- Grigor Petrosyan, Chairman of the Armenian Peace Commission (Ministerial Level)
- Sultan Kinzhakulov, Deputy Chairman of the Investment Committee of the Ministry of Foreign Affairs of Kazakhstan (Deputy Ministerial Level)
- Tony Browne, Chairman of the Council of NEXT Federation and former New Zealand Ambassador to China
- Zhandos Temirgali, Deputy Chairman of the National Investment Corporation of Kazakhstan
- Saule Sabyr, Adviser to the Minister of Agriculture of Kazakhstan
- Zhao Dali, Executive Vice Chairman of the China International Public Relations Association



NEXT
Summit
Jakarta 2025
国际航海大会 (IHOA 2025)

Voyage Beyond
远 航 时 代

NEXT Federation Profile



We are



A global platform for integration and transformation of industrial resources

We want to



Promoting Global Innovation, Cooperation and Sustainability

We believe in



Unite to Create

Methodology



Initiate GMABC service model

Functions



Seeking Optimal Practices
Sharing Advantaged Resources
Improving Public Relations

A global platform for integration and transformation of industrial resources

Based on global network resources, we **provide one-stop, industrial-level** international public relations, talent exchange, technology transformation, project introduction, investment promotion and industrial park operation.

Client industries we have served: food safety, healthcare, agricultural technology, biomedicine, energy conservation and environmental protection, intelligent manufacturing, industrial Internet, digital finance, new energy, automobiles, real estate investment, metals, minerals & chemicals, building materials, cross-border e-commerce, etc.

Our partner are : government institutions, think tanks, industrial associations, financial institutions, social organizations, media, and international organisations.

GMABC



Methodology | GMABC Model

■ Government Accurate & Reliable Government Relations Service —

- Inviting global and domestic senior leaders to attend events
- Meet-up with policy researchers, makers & executives
- Authoritative interpretation of policy standards and procedures
- Researching & drafting official documents that conform to government vision & regulations
- Facilitating government officials to listen to customer demands and exchange opinions
- Market entry & procedure facilitation, such as filing, registration & approval
- Risk and resilience management by effective relations services
- GR service training & capacity building

■ Media Practical and Effective Media Resources Support —

- Researching, building & executing communications strategies
- Organising main stream and new media campaigns
- Media training for spokespeople and senior executives
- Content development for internal & external purposes
- Qualitative and quantitative market research & data analysis
- Digital Marketing and campaigning
- Managing effective communications during a crisis
- Communications review and update for your organisation

■ Academy International and Professional Academic Expert Resource —

- Invite international and domestic industry experts to give speeches
- Custom expert industry consulting research topics
- Establish an international talent introduction work station
- Flexibly introduce high-level talents at home and abroad
- Set up an international academican professor research and development site
- Guide the writing and publication of international academic journals
- Technology project evaluation transaction transfer conversion
- International exchange and learning training of scientific and technological talents

■ Business High-quality and Efficient Business Partner Development —

- Invite well-known entrepreneurs at home and abroad to give speeches
- Invited to attend the industry's global high-end events
- Carry out business management training for enterprise executives
- Organise industry benchmarking enterprises to visit and learn
- Customized key networking business visits and exchanges
- Exchange and promote international trade opportunities

■ Community Localised and Extensive Community Network —

- Invite well-known local folks to give speeches
- Lay the key network of people who landed the project
- Provide advice on the localization development of the project
- Conduct partner background checks neutrally
- Cooperate with third-party evaluation and supervision
- Assist in the implementation of corporate social responsibility projects

Leadership of NEXT Federation

Global Leadership



Rotating President
H.E. Dr Essam Sharaf

Former Prime Minister of Egypt
Chairman of the Egyptian Sharaf Foundation for
Sustainable Development
Professor at Cairo University



Vice President
H.E. Prof Bommer Pasaribu

Former Indonesian Labor Minister
Chairman of the Advisory Board of
Indonesia RDI



Vice President
Prof Felix Dapare Dakora

Fellow of the African Academy of Sciences
(FAAS), Member of the International
Advisory Board of the Chinese Academy
of Agricultural Sciences

Global Advisory Committee



Rotating President
Hon Dr Hammam Riza

Former Chairman of Agency for the
Assessment and Application of Technology,
Principle Engineer Of National Research and
Innovation Agency Republic of Indonesia



Vice President
Hon Dr Desi Mamahit

Former Chief of Indonesian
Coast Guard, President of
National Docks of Indonesia,
Chairman of Indonesian
Research Development
International



Vice President
Rashid Al Ketbi

Member of the royal family of
the United Arab Emirates and
Chairman of the DEVAR group



Vice President
Omer Kouassi Kokou-Tchri

Founder / Chair ASDB GROUP UK LIMITED
Africa/Developing Countries Political and
Social Changes Advisor/ Creative and
Political Talents Manager / Campaigner.
Founder of Africa Sustainable Board



Vice President
Suhail Zarooni

Renowned businessman and
collector in the United Arab
Emirates (UAE), Guinness
World Record holder



Vice President
Prof Jung Yoo-shin

Professor of Sogang
University, CEO of Fintech
Center of Financial Services
Commission of Korea



Vice President
Dr Im Byungik

President of China Innovation
Economy Institute of Korea

Leadership of NEXT Federation

Council , Supervisors, Board of Directors



Tony Browne

Chairman of the Council
Former New Zealand
Ambassador
to China



William Zhao

**Executive Chairman of the
Council Chairman of the
Board of Directors**



Yuan Guobao

**Vice Chairman of the
Council (China)**
President of Hubei
Association of Technology
and Market
Expert entitled to
Government Special
Allowance



Wang Leyong

**Vice Chairman of the
Council (UAE)**
Chairman of UAE Leyong
Group



Dr Jun Chen

**Vice Chairman of
the Council
Deputy Chairman of
the Board of
Directors
Secretary General
of Executive
Committee**



Charles You

Chief Supervisor
Chairman of Travelmore
International Group
Chairman of Apiculture New
Zealand
President of New Zealand
Chamber of Commerce
Jiangsu

NEXT Federation (Indonesia)



**Chairman
Dr Gatot Dwianto**



**Secretary General
Indah Morgan**

NEXT Federation (Singapore)



**Chairman
Lai Chengyi**



**Secretary General
Xu Fang**



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Voyage Beyond
远航时代



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