

# 亚太财经智库

## APER ASIA-PACIFIC ECONOMIC REVIEW

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# Rand Development and Huawei Enter Partnership for Smart City Ecosystem Development

## -Interview with Marcus Chia Zeng Yik, Managing Director and CEO of Rand Development Sdn Bhd

Chen Jia Xi, Reporter of APER Magazine

The adoption of digital transformation among traditional enterprises is paramount and necessary due to the changes in lifestyle that were brought about by the COVID-19 pandemic. In this regard, Rand Development Sdn Bhd, the real estate development arm of the Rand Group Malaysia, has partnered up with Huawei Technologies (Malaysia) Sdn Bhd to expand the application of artificial intelligence (AI) in its upcoming real estate projects and to provide the market with practical and diversified smart services.

### *Innovate and Transform Family Firms Intelligently*

In Malaysia, a certain group of next-generation business owners has opted to work for multinational or large corporations after graduating in order to hone their skills and experiences prior to joining their family firms. Having been exposed to the intricacies of real-world business, this group of next-generation leaders would be equipped with more feasible ideas and solutions to transform and expand their family firms. There is nevertheless another group that chooses to either climb the corporate ladder or to establish their own businesses. Indubitably, taking over the family business and carrying on the family legacy are significant characteristics of Asian societies.

Marcus Chia Zeng Yik is a fourth generation Malaysian Chinese. He received a master's degree in Management with a specialization in

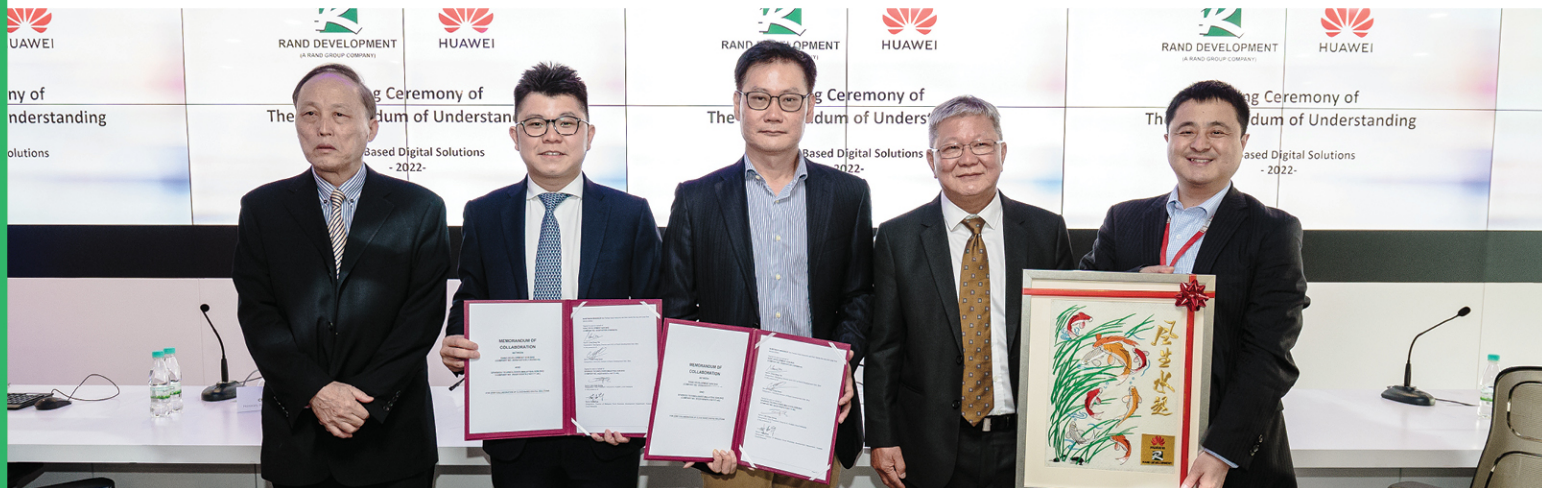
Finance from University College London (UCL) and a bachelor's degree in Economics with a specialization in Finance from Pennsylvania State University, University Park.

Marcus completed the Economics of European Integration Program at Maastricht University in the Netherlands, where he gained an understanding of the European Union's economic history, institutions, and policies.

He has worked in a renowned Boutique Investment Bank in Manhattan, New York City, and subsequently worked at Malaysia's top management consulting and real estate development firms upon returning to the country. Presently, Marcus is instrumental in expanding the real estate development portfolio of the Rand Group Malaysia founded by his father, Ts. Harald Chia Khin Chow, back in 1994.

Similar to many next-generation business leaders, Marcus was tasked with an uphill challenge to improve and elevate the family business to a greater level. In order to achieve optimal results for enterprise transformation, Marcus opined that existing resources should first be utilized to increase production and productivity prior to enacting changes that may incur additional costs.

This includes further strengthening and integrating existing human capital and financial and other relevant resources prior to expanding into new business areas. In essence, enterprise transformation shall be implemented in a scientific manner to ensure stability and sustainability moving forward.



Left to Right: Professor Albert Chen Yong Quan, Honorary Advisor of Rand Development Sdn Bhd; Marcus Chia Zeng Yik, Managing Director and CEO of Rand Development Sdn Bhd; Lim Chee Siong, Vice President of Huawei Cloud Malaysia; Ts. Harald Chia Khin Chow, Chairman of Rand Development Sdn Bhd; and Roy Hu Hai Hua, Director of Huawei Cloud Malaysia

Marcus believes that next-generation business leaders should commit to quick mobilization and the flexible use of available resources. His contention is that a strong corporate culture that emphasizes innovation may boost the output and creativity of an organization and depict its genuine worth at the same time.

He places great emphasis on constantly developing morally upright employees, establishing a positive corporate culture, developing new business opportunities, and creating quality employment opportunities for society.

Professor Dr. Albert Chen Yong Quan, Honorary Advisor of Rand Development Sdn Bhd and CEO of the Asia Pacific Economic Review, recounted his first visit to the headquarters of Rand Group in Kuala Lumpur, Malaysia.

Chen has worked for the Industrial and Commercial Bank of China (ICBC), the largest bank in the world by market capitalization, for 36 years. According to his analysis on numerous corporations, a successful firm is not correlated with its size of operations. He views the Rand Group as an up-and-coming group of companies supported by its diverse history.

Adhering to the corporate philosophy of nurturing people with virtue, the Rand Group is still being served by many employees from its early days. The Rand Group has a wide range of clientele, a high level of internationalization due to its partnership with world-renowned corporations, and rising growth value as a result of an increase in successful corporate dealings.

From the perspective of Chen, the ex-Senior Economist and Senior Corporate Financial Planner of ICBC, the Rand Group has enormous potential for growth moving forward.

Established in 1994, the Rand Group has been involved in a wide array of business interests that include international trading, garment and textile manufacturing, real estate development and asset management, infrastructure and construction, and entrepreneurship education (embroidery industry) for the past 28 years.

Specifically, Rand Development Sdn Bhd is a premier integrated real estate development company under Rand Group Malaysia with the vision and passion to develop state-of-the-art properties within the prime and strategic areas of Malaysia. The areas of interest of Rand Development comprises of residential, commercial, hotel, industrial, large-scale township, mixed development, and infrastructure projects.

As the next-generation leader of the Rand Group, Marcus has established a mission to integrate Rand's upcoming real estate development projects with technology, which is in line with the global digital transformation initiatives and increasing demand of the market.

### **Smart City Solutions to Elevate Quality of Life**

Huawei Technologies (Malaysia) Sdn Bhd and Rand Development Sdn Bhd have recently signed a Memorandum of Collaboration (MoC) to jointly develop a Smart City Ecosystem, which will be adopted in Rand's upcoming real estate projects.



Witnesses of the MoC Signing Ceremony

Huawei Malaysia will provide Rand with a wide assortment of industry-leading ICT products and solutions, including IoT communications modules and operating systems, wired and wireless access, agile networks, cloud-based distributed data centers, and big data platforms. The collaboration between Rand and Huawei could lead to a new leap in project intelligence and data transformation.

According to Marcus, the strategic collaboration between Rand Development and Huawei is fostered by the combination of policy, environment, and technology. The partnership between both parties is in line with the policies of the Malaysian government to advance the nation's digital transformation.

Rand Development aims to provide customers with high-value smart lifestyle concepts, such as smart buildings, smart asset management, smart hospitality, smart living, smart retail, and intelligent connectivity. These initiatives reaffirm Rand's commitment to adopt and promote good Environment, Social and Governance (ESG) practices by leveraging innovation and technology to enhance its business capabilities as the company moves forward with its mission to build a better and sustainable future.

When discussing the collaboration between Rand Development and Huawei, Marcus stated that artificial intelligence (AI) has become progressively ingrained in people's daily lives as a result of the COVID-19 pandemic and advancements in technology. For instance, AI could provide assistance in areas such as daily care, parental and geriatric care, and healthcare, among others. The partnership with Huawei is timely as it could offer Rand Development's consumers practical,

innovative services that help to relieve people's daily burden of life.

According to Mr Lim Chee Siong, the Director of Huawei Cloud Malaysia, cloud is the way of the future. Huawei expects that by 2025, 95 percent of all new digital workloads will be deployed directly onto the Cloud.

Huawei aims to help partners in the region achieve their goals. Their industrial strategy is simple: they focus on infrastructure as a service and technology as a service and a win-win ecosystem with our partners to continuously improve the core competitiveness of Huawei Cloud.

### **Smart Technology Brings Convenience to People's Lives**

The witness of the signing ceremony, Professor Dr. Albert Chen Yong Quan, stated that the COVID-19 pandemic has accelerated digital transformation, which had filled every aspect of people's lives besides altering economic, social, and structural domains. It has led to the rise of digital technologies that have supported businesses and governments in adopting agile and adaptive responses.

He believes that Rand Development is able to create a comprehensive smart ecosystem for its projects and materialize the concept of smart living with optimal quality through the deployment of Huawei's smart city solutions.

According to Marcus, Rand Development and Huawei will play their part in promoting digital literacy and improving the quality of living of Malaysians. This initiative also aligns with the Malaysian government's mission to transform the country into an intelligent, data-driven society.

企业数字化转型：产业优势互补，增值服务社会

# 大马丰裕引进华为智能 提升家居生活品质

——访马来西亚丰裕发展控股有限公司总裁谢正一先生

本刊记者陈嘉曦

当下传统企业数字化创新转型已成为一种大趋势。大马丰裕发展控股有限公司对接吉隆坡华为亚太总部，拓展人工智能技术应用于房地产领域，为居民提供实用化、多样化、便利化的智能技术服务。

通过企业双方的高质量合作，实现优势互补，惠及马来西亚居民的美好生活。本刊记者专访了大马丰裕发展控股有限公司总裁谢正一先生，从多个角度探讨这项技术合作所带来的企业转型及社会革新。

## 家族新一代推动企业转型

企业转型方面，谢正一认为，传统企业转型有两大主因，分别为受疫情的影响而使企业被迫转型的被动式转型，以及新一代家族企业管理人才的注入，给企业带来发展新思路的主动式转型。在大马，这一情况尤为明显。

据了解，大马大部分家族企业的后代，在大学生毕业后，一般会选择进入跨国企业磨练自我，然后再进入家族企业推动转型。另一部分人则选择了继续留在跨国企业打拼或自主创业。

新一代人才的注入，使家族企业再度焕发活力。子承父业，薪火相传已成为大马华商的一大特点。

谢正一是大马华人的第四代，本科留学于美国宾夕法尼亚州立大学，就读经济学金融专业，并

到英国伦敦大学学院UCL深造，获取管理学硕士学位。

除此之外，他也完成了荷兰马斯特里赫特大学的欧洲一体化经济学课程，这使他对欧盟的经济历史、制度和政策有了广泛的了解。

曾在美国纽约曼哈顿一家知名投资银行工作的他，非常注重理论与实践的结合。回国后，他在大马知名房地产公司和管理咨询公司累积经验，而后在其父亲谢权超创办的丰裕集团主管房地产及科技智能业务。

## 创造就业机会乃企业责任

对很多传统企业来说，当企业面临转型或受到外界不可抗力因素的影响时，裁员是一个不可避免的选项，但对于谢正一来说，企业裁员是一件有极其坏的传导力的事情。

裁员会导致很多人失业，增加家庭负担，导致社会不稳定，甚至还会降低人民的消费力度，使国民经济逐渐失去活力，乃至危及国家财政。

在他眼里，好的企业转型应该充分利用现有资源进行扩大再生产，并通过整合企业现有的人、财、物等存量资源，深入挖掘企业的潜能，拓展新业务领域，而不是大幅度裁员。企业领导人的责任，是必须在伤害最小化的基础上，实现企业的安全转型。

“当新一代企业管理者在做出决策时，应致力



从右到左：陈永权博士，马来西亚丰裕发展控股有限公司名誉顾问兼亚太财经智库CEO；谢正一先生，马来西亚丰裕发展控股有限公司总裁；林志雄先生，马来西亚华为云副总裁；胡海华先生，马来西亚华为云董事

于快速调动、灵活运用、利用现有资源，实现企业利益最大化。好的企业创新文化可无形中提升企业的生产力和创造力，实现企业的内含价值。”

他举例，美国有一位很有名的首席执行官Dan Price，他主动为员工加薪，并不断削减自己的薪水，让企业获得了比以往更高的生产效率。由此可见，企业文化创新和有效管理能激励员工的积极性和创造性，将使企业盈利最大化。

因此，他注重以德养工，塑造企业形象，开发新的业务领域，为社会提供更多就业机会。

丰裕企业名誉顾问暨亚太财经智库CEO陈永权博士，在回忆起他初次访问丰裕企业的场景时说，当时谢正一有些不好意思，认为自己的公司是“小庙”，与陈博士这尊“大佛”不甚匹配。

曾在全球市值最大银行中国工商银行（ICBC）工作过36年，阅“企”无数的陈永权，以他作为高级经济师和高级企业理财师的视角看来，好的企业并不在于公司规模大小，丰裕企业作为一家有历史的集约化企业，秉承以德养人的企业理念，不但拥有不少老员工，且客户资源丰富，国际化程度高，具有一定的发展价值和业务前景，

是一家有极大发展潜能的实体企业。

据谢正一介绍，丰裕企业成立于1994年，至今已有28年的历史，目前拥有五大业务板块，包括服装与纺织品制造、基础设施建设、房地产、国际贸易、电脑刺绣企业发展培训。

丰裕发展控股是一家隶属于马来西亚丰裕企业旗下的高端综合房地产开发公司。它所参与的项目类型包括住宅、商业、酒店、工业、大型城镇、混合式开发以及基础设施开发与建设项目。

作为丰裕企业新一代的决策者，谢正一决定顺应大数字时代步伐，通过丰裕发展控股开发智能化房地产项目，并从房地产板块逐步推进丰裕集团的人工智能化转型。

### 华为技术合作提升附加值

日前，丰裕发展控股有限公司与马来西亚华为技术有限公司携手签署了战略合作备忘录，计划在丰裕发展控股即将开发的房地产项目中，采用华为的智慧城市生态系统。

华为技术将为丰裕发展控股提供其领先的ICT产品和解决方案，包括物联网通信模块和操作系统、有线和无线接入、敏捷网络、云端数据中



马来西亚丰裕发展控股有限公司总裁谢正一先生

心，以及大数据平台，协助后者实现项目智能化和数据化转型的新飞跃。

谢正一表示，此次丰裕与华为的技术合作，可謂是“政策+大环境+科技”应运而生的产物，不但顺应新一波工业革命，并且迎合大马政府积极推动的智能化、数据化转型政策，为大马居民普及智能数字化知识及提高生活的便利度，更为客户提供智能建筑、智能管理、智能零售、智能生活等高附加值的智慧生活服务。

“在不知不觉中，人工智能已成为人们生活的一部分，尤其是受疫情的影响和人工智能技术的突破，使人工智能技术不再遥不可及乃至高高在上。人工智能在一些人们看不见的地方，如楼房的基础设施，已悄悄发挥着作用。”

例如，老人可与人工智能对话来缓解寂寞；小孩可与人工智能聊天来玩耍，缓解父母的育儿压力；智慧家居服务可把家庭主妇的双手从繁重的家务活中解放出来，减少日常生活中的负担。

华为技术将人工智能技术与日常生活结合在一

起，为丰裕的客户提供能满足他们生活需求的便利化服务，造福社会。

“房地产开发不能只顾着短期导向，长期导向是在战略方面尤其重要。丰裕并非只是为了开发房地产而开发房地产，比这更重要的是，我们为客户提供一种附加值高的新型生活方式。我们与华为进行技术方面的合作，为客户提供健康高效率的智能生活方式。”

丰裕发展控股借此次与华为合作所提供的智能化技术，力求做到精准设计，准确定位，为客户提供量身定制的智能生活技术方案，以更好贴合客户生活中的各种需求，使客户获得物超所值的优质附加服务。

这项合作计划显示丰裕集团致力于推进良好的环境、社会和治理（ESG），并通过创新和技术来加强其业务能力与促进项目可持续发展。

另一方面，马来西亚华为云副总裁林志雄则表示，华为致力于协助区域合作伙伴实现他们的目标。

“我们的行业战略很简单，即专注于提供‘基础设施即服务’、‘技术即服务’，与合作伙伴共赢生态，并不断提升华为云的核心竞争力。”

华为云董事胡海华则表示：“我们的职责是为社会提供人工智能增值服务”。

在丰裕发展控股与华为技术的合作签约仪式上，特邀为见证人代表的陈永权如是说：“众所周知，这次疫情出现人与人、人与物、物与物的病毒传染风险，而可以杜绝病毒传染的是人工智能产业。因而，后疫情时代是社会经济数字化转型的时代，是企业从资本和劳动密集型向科技智能型转变的时代，是家庭智能化转型的时代。”

他进一步表示，丰裕发展控股的房地产开发项目通过引入华为的人工智能数字化产品，将为社会大众提供智慧生态系统的增值服务，实现有质量、有温度、有品质的智能居家生活。

随着智能产品的推广和落户的深化，大马老百姓将在日常生活中享受到科技产品的智能化应用和数字化生活的便利。



RAND DEVELOPMENT  
丰裕发展控股

QUALITY . PRECISION . VALUE  
品质 精确 价值

A Premier Real Estate Development Company Under Rand Group Malaysia  
属马来西亚丰裕集团旗下高端房地产开发公司



RAND GROUP MALAYSIA  
马来西亚丰裕集团