

# GLOBAL EXCHANGE CATALOGUE

Discovering Technology Innovations through  
Global Immersive Learning Expeditions



**Spark**  
Global  
echange

**Contact Us**  
[globalexchange@wahspark.com](mailto:globalexchange@wahspark.com)



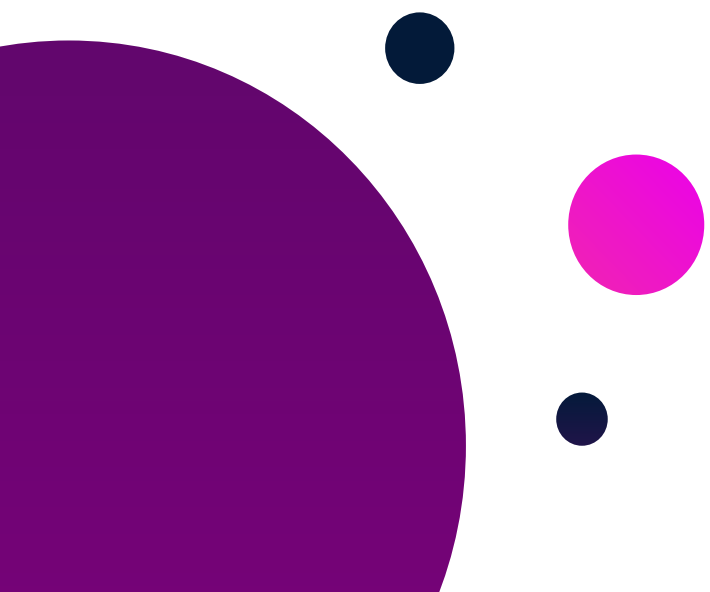
**More Information**  
[wahspark.com/globalexchange](http://wahspark.com/globalexchange)



The SPARK Global Exchange Programme is the first of its kind in Southeast Asia, that enables businesses, trade and industry associations, local and foreign governments, to visit the world's most innovative cities and discover the innovative companies that power them.

The best ways to learn about digital transformation journeys and discover how countries are leapfrogging economic growth through digital, is to experience it in person.

SPARK Global Exchange offers a new way for business and government leaders alike, to learn from the success of other organisations, by being on ground zero and meeting the very people who've made it possible .



*THERE'S  
ALWAYS  
SOMETHING  
TO LEARN  
AT EVERY  
CORNER OF  
THE WORLD*



Paris,  
France



Edinburgh,  
Scotland, UK



Guangzhou,  
China



Beijing,  
China



London, UK



Estonia



Suzhou,  
China



Hangzhou,  
China



Singapore



Bangkok,  
Thailand



Jakarta,  
Indonesia



Manila,  
Philippines



Washington DC  
/ New York



San Francisco



Hong Kong



Dubai, UAE



Shanghai,  
China



Shenzhen,  
China



Barcelona,  
Spain



Switzerland &  
Liechtenstein



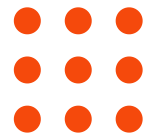
*Global Business  
Study Missions  
Offer Unparalleled  
Immersive Learning  
Experiences*



HANDS-ON  
EXPERIENCE  
W. TECH



IMMERSIVE  
NETWORKING  
OPPORTUNITIES



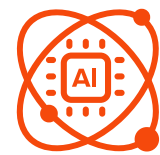
MULTI  
FULL-DAY  
AGENDA



5-STAR  
ACCOMMODATIONS  
& DINING



CROSS-INDUSTRY  
INNOVATION  
DISCOVERY



DISCOVER  
TECH THEMES  
(AI, FINTECH, ETC)



# CHINA

*EXCHANGE*



# WHY CHINA



Explore the dynamic landscape of innovation in China's megacities, providing a comprehensive view of technological advancements across key sectors. SPARK's GlobalExchange Programmes to China go beyond the surface, delving into practical solutions and real-world progress.

Visit Shenzhen's tech district, a hub for innovation where industry leaders, Tencent and Huawei quietly push tech boundaries. Experience the efficiency of logistics robots in Hangzhou, Alibaba's headquarters, showcasing the future of supply chains. Witness A.I. optimisation in Shanghai's financial district, playing a more influential role on global finance today more than ever.

Leave behind conventional boardroom discussions, connect with visionary entrepreneurs, study tangible solutions in detail, and understand the pragmatism behind China's technological progress.

## What makes China so Innovative, so Fast?

- 74% internet penetration with 1.1 billion users, providing a vast consumer base for innovative solutions.
- \$449 USD billion committed in 2023, surpassing the global average by 9%
- Over 500 smart cities as a testing ground for interconnected urban solutions with global applications.
- Global e-commerce leadership from companies like Alibaba, Tencent, and JD.com, offering practical insights into the future of retail.
- China's leadership in industrial robotics and AI in manufacturing, providing valuable models for production efficiency.

Witness the future of tech unfold through open innovation in China. Gather insights that can shape your organisation's tomorrow. Step beyond the familiar and embrace China's innovation landscape, where grounded solutions have the potential to propel your business forward.

# KEY THEMES



FINTECH  
INNOVATION



ADVANCED  
MANUFACTURING



CONNECTED  
LOGISTICS



GLOBAL  
E-COMMERCE



A.I. & ENTERPRISE  
TECH INNOVATION



SMART CITY &  
GOVERNMENT



## CITIES TO VISIT

Beijing (Open Now!)

Shanghai (Open Now!)

Shenzhen (Open Now!)

Hangzhou (Open Now!)

Guangzhou (Comming Soon)

Suzhou (Coming Soon)



# GET STARTED

FOR INDIVIDUALS:  
- JOIN A GROUP

*Enrol into our  
Business &  
Technology  
Study Mission*

*Multiple enrolment Dates & 4 Key  
Cities are available for 2024!*

FOR CORPORATE

*Fully Customised,  
Thematic Business  
Study Mission for  
Leadership Executives*

MORE DETAILS 

# CHINA

## Open Enrolment

# 4D3N



### Business & Technology Study Mission

| Beijing      | Shenzhen  
| Hangzhou    | Shanghai

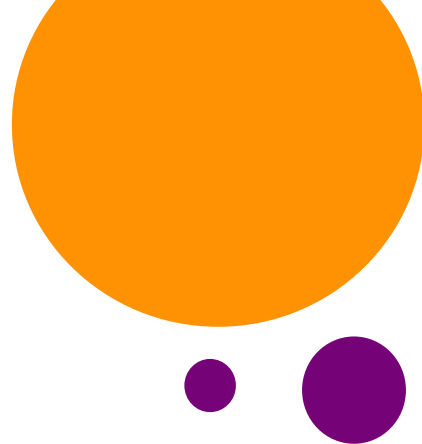
Visit min. **8-10 leading companies in diverse sectors** incl. Government Agencies, Public Listed Companies & tech start-ups/unicorns.

Experience **deep networking** with like-minded business and technology leaders from **corporate organisations, board leadership & public service leaders**.

Interact with **senior executives** from host companies and **understand first hand the operating models** that contributed to the success of **digital innovation & transformation**.

### Open Enrolment Schedule - 2024

	<b>1st Enrolment Closing Date</b>	<b>1st Enrolment Travel Dates</b>	<b>2nd Enrolment Closing Date</b>	<b>2nd Enrolment Travel Dates</b>
<b>Beijing</b>	<b>1 May</b>	3-7 June	<b>11 Oct</b>	11-15 Nov
<b>Shenzhen</b>	<b>29 Feb</b>	4-8 March	<b>5 Jul</b>	5-8 August
<b>Hangzhou</b>	<b>8 Mar</b>	8-12 April	<b>13 Sep</b>	14-18 Oct
<b>Shanghai</b>	<b>12 Apr</b>	13-17 May	<b>16 Aug</b>	16-20 Sept



# SHENZHEN

Open Enrolment

## 4D3N Itinerary\*

*\*Subject to change based on host company availability, for demonstration purposes only.*

Itinerary · 4D / 3N

City · Shenzhen



**THEME: A.I. & ENTERPRISE  
TECH INNOVATION**



**Build Your Dreams (BYD)**  
Electric Vehicle Manufacturing

Discover the latest Innovation in large-scale global auto-manufacturing, electric vehicle production, sustainability, cutting-edge technology showcase.

**中国平安 PingAn Group**  
**PINGAN** Digital Financial Services

Learn about Innovative finance, technology, insurance, healthcare advancements, and sustainable business practices.

**ZTE中兴** ZTE Corp  
Telecommunications

Delve into telecommunications technology, 5G discover use-cases, understand corporate strategy driving ZTEs' global scale

 **HUAWEI** Huawei Technologies  
Multi-Technologies

Understand industry use-cases around A.I, global connectivity, telecommunications advancements and consumer technologies.

 **DJI Corp**  
Drone Manufacturing

Discover how drone technologies are applied to various enterprise use-cases, how A.I drastically improves drone-use augmented with robotics and advanced computer vision.

 **Longgang Smart Government**  
Smart-City Management  
深圳·龙岗

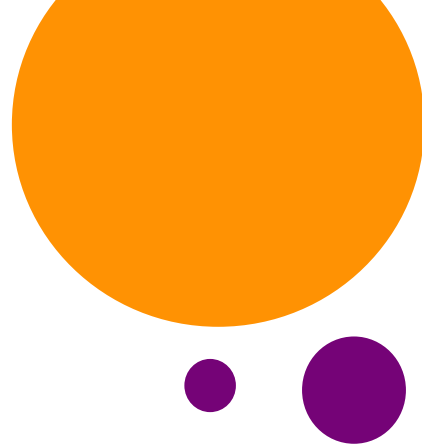
Understand how Shenzhen's Longgang District Government integrates seamlessly with everyday apps and smart-city innovations to govern and serve citizens

**CIMC中集** CIMC Group  
Equipment Manufacturing

Learn more about the use of A.I. in advanced manufacturing, global logistics solutions, and discover the next frontier of global supply-chain management

**WeBank** WeBank China  
**微众银行** Digital Financial Services

Use of A.I. in operating self-regulating, self-healing digital banking tech-stack, managing cost to serve at China's scale, use of A.I. in customer acquisition and product innovation.



# SHENZHEN

Open Enrolment

## 4D3N Itinerary\*

*\*Subject to change based on host company availability, for demonstration purposes only.*

Itinerary · **4D / 3N**

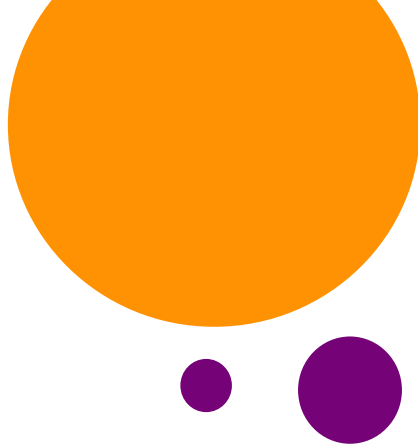
City · **Shenzhen**



**THEME: A.I. & ENTERPRISE  
TECH INNOVATION**

 **ByteDance**  
**字节跳动** **Bytedance**  
Consumer Media Tech

Explore cutting-edge advancements A.I. and consumer media technologies. Deep dive into innovative AI applications and the evolving landscape of digital content creation and consumption



# SHENZHEN

Open Enrolment

## 4D3N Itinerary\*

\*Subject to change based on host company availability, for demonstration purposes only.

Itinerary · 4D / 3N

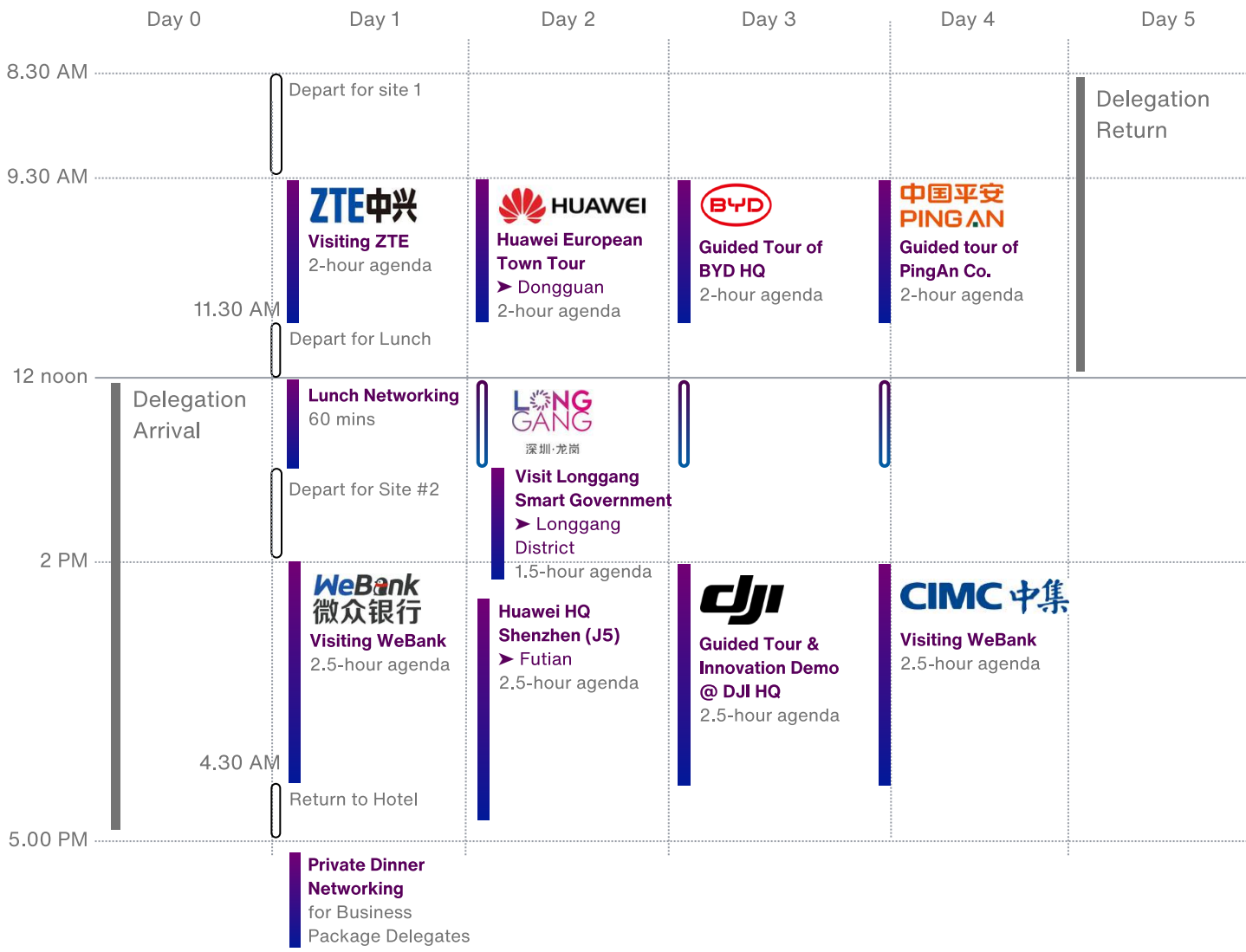


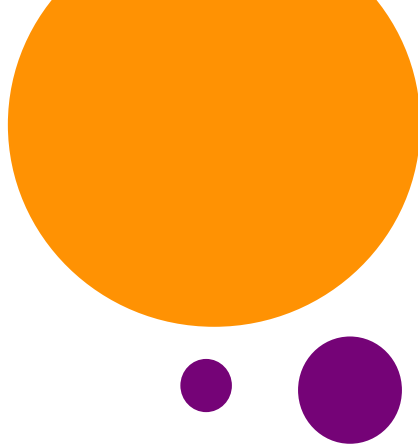
THEME: A.I. & ENTERPRISE  
TECH INNOVATION

City · Shenzhen

Time · Daily / 8.30am - 5.00pm

Visit Agenda · ZTE中兴 HUAWEI BYD 中国平安 PINGAN DJI CIMC中集 WeBank 微众银行





# SHENZHEN

Open Enrolment

## 4D3N Itinerary\*

*\*Subject to change based on host company availability, for demonstration purposes only.*

Itinerary · 4D / 3N

City · Shenzhen



**THEME: A.I. & ENTERPRISE  
TECH INNOVATION**

Time · Daily / 8.30am - 5.00pm

Visit Agenda · **ZTE中兴**  **HUAWEI**  **中国平安 PINGAN**  **CIMC中集** 



**Private Group  
Transport Provided**



**Epicurean Lunch  
Networking**



**5-Star Hotel  
Accommodations**

*\*Only for Business  
Package Delegates*



# SHENZHEN

1st Enrolment | Travel Dates: 4-8 March

## Early Bird Enrolment Packages

For more information, visit [wahspark.com/globalexchange/china/shenzhen](http://wahspark.com/globalexchange/china/shenzhen)

RECOMMENDED



### EXECUTIVE PACKAGE

- Visit min. 2 companies a day
- Group bus transportation provided daily
- Networking lunch provided daily at local restaurants
- Local guide provided at all company visit sites

*\*Site tours will be conducted bin English, where needed, translation services during site tours will be available.*

#### Early Bird Rate

**USD 3,699 / Delegate**

*Usual Delegate Fee: USD 4,800*

**Enrol by 19 Jan '24** to enjoy SPARK's limited time Early Bird Discount

*Delegate fee excludes flight, visa fess, hotel accommodations and prevailing government taxes.*



### BUSINESS PACKAGE

Offerings from the Executive Package included,

**In addition, the Business Package include:**

- **3 Nights 5-star Hotel Accommodations**
- **1 x Private Dinner Networking** among C-level business package delegates along with invited Chinese business, tech and academic leaders
- **Full Report** of key learning insights from all company visits provided in word doc format
- **Complimentary** email connect service to host companies post-trip

#### Early Bird Rate

**USD 5,299 / Delegate**

*Usual Delegate Fee: USD 6,400*

**Enrol by 19 Jan '24** to enjoy SPARK's limited time Early Bird Discount

*Delegate fee excludes flight, visa fess, hotel accommodations and prevailing government taxes.*

# CHINA

## Corporate Learning



### Corporate (Customised) Business & Technology Study Mission

| Beijing | Shenzhen

| Hangzhou | Shanghai

Visit **leading companies across diverse sectors** incl. Government Agencies, Public Listed Companies & tech start-ups/unicorns.

Experience **team bonding & group learning beyond the traditional classroom**, witness in-person the intelligent use of technologies across industry sectors.

**Interact with senior executives** from host companies and **understand first hand the operating models** that contributed to the success of **digital innovation & transformation**.

## CURATED THEMES



FINTECH  
INNOVAATION



GLOBAL  
E-COMMERCE



ADVANCED  
MANUFACTURING



A.I. & ENTERPRISE  
TECH INNOVATION



CONNECTED  
LOGISTICS



SMART CITY &  
GOVERNMENT



# Beijing 北京

Beijing, heralded as China's preeminent metropolis, stands as the vanguard of digital technology innovation and smart city evolution. A crucible of technological ingenuity, the city seamlessly intertwines cutting-edge advancements in artificial intelligence, data analytics, and connectivity to epitomize the zenith of urban intelligence and redefine the modern urban landscape.



- Site tours will be conducted in English, translation will be provided otherwise

## Most popular companies to visit

### Tech (Enterprise)



### Tech (Consumer)



### Industrial Manufacturing



### E-commerce



### Consumer Retail



### Public Sector (Gov)



### Property Development



### Agriculture





拼多多 (Pinduoduo) is a Chinese e-commerce platform that utilizes group buying to offer discounted products. It enables users to form purchasing groups for better deals, fostering social commerce. Pinduoduo focuses on affordability, engaging users through interactive features, making it a popular platform for cost-conscious consumers in China.

**Innovation, Cultural & Leadership Learning Areas:** Social e-commerce, explosive product creation, marketing model, building a pain-point focused mindset.  
*In Mandarin:* 社交电商、爆品打造、营销模式、痛点思维



Bilibili is a Chinese company known for its online entertainment platform, offering a diverse range of user-generated and professionally produced content, including animation, gaming, and live broadcasting. It fosters a vibrant community where users can engage with content and each other, primarily targeting China's youth demographic.

**Innovation, Cultural & Leadership Learning Areas:** Second-dimensional operation, Bilibili's innovation model, user experience innovation  
*In Mandarin:* 二次元运营、B站模式创新、用户体验



Baidu, a leading technology firm, specialises in internet-related services and artificial intelligence. Renowned for its search engine, akin to Google, it also delves into other areas like cloud computing and autonomous driving. Baidu plays a pivotal role in China's technological landscape, driving innovation and digital advancement.

**AI Innovation, Innovation & Consumer-focused Learning Areas:** Artificial intelligence, innovation management, Internet thinking & understanding user experience  
*In Mandarin:* 人工智能、创新管理、互联网思维、用户体验



Meituan, a major Chinese e-commerce platform, excels in providing a variety of local services. It's particularly known for food delivery, but also offers hotel bookings, movie tickets, and travel services. Meituan's integration of technology with local commerce significantly influences China's lifestyle services market, promoting convenience and digital accessibility.

**Operational & Process Driven Learning Areas:** Brand operation, process management, service system and after-sales guarantee  
*In Mandarin:* 品牌运营、流程管理、服务体系、售后保障



DiDi Chuxing, China's leading mobile transportation platform, offers a range of ride-hailing services, including taxis, private cars, and bikes. It's akin to Uber, but with a broader service range. DiDi plays a key role in urban mobility in China, enhancing transportation efficiency and pioneering in the smart transportation sector.

**Operational & Innovation Learning Areas:** Operation method, ecosystem, innovation and formulating a competitive strategy  
*In Mandarin:* 运营之道、滴滴生态、滴滴创新、滴滴竞争策略





Alibaba Group is a Chinese multinational conglomerate specializing in e-commerce, retail, internet, and technology. It operates various online and mobile commerce platforms, including Taobao and Tmall, offering a wide range of products and services. It also ventures into cloud computing, digital media, and entertainment industries, significantly influencing China's economic and digital landscape.

**Leadership Learning Areas:** Cadre Management, Three-Pronged Practical Approach and building a Strategic Ecosystem

*In Mandarin:* 干部管理、三板斧实操、铁军文化、战略生态



Lenovo, a Chinese multinational technology company, is renowned for its extensive range of electronics, primarily focusing on personal computers, laptops, tablets, and smartphones. In China, it dominates the PC market and actively competes in the global tech arena. Additionally, Lenovo invests in innovative technology sectors like AI and cloud computing.

**Management & Leadership Learning Areas:** Cultural integration, innovative management, group control and review culture

*In Mandarin:* 文化融合、创新管理、集团管控、复盘文化



iFlytek, a prominent technology company, specializes in voice recognition and artificial intelligence. In China, it leads in developing voice-based software and hardware products, including smart speakers and translation devices. Its technology is widely used in education, healthcare, and customer service, showcasing China's advancement in AI and speech processing technologies.

**Innovation & Advanced Manufacturing Learning Areas:** Artificial intelligence, speech recognition technology, empowered education, medical manufacturing

*In Mandarin:* 人工智能、语音识别技术、赋能教育、医疗制造



SenseTime is a leading Chinese artificial intelligence company specializing in computer vision and deep learning technologies. In China, it focuses on developing innovative AI applications for facial recognition, autonomous driving, and smart city initiatives. Its cutting-edge technology supports various industries, including security, finance, and healthcare, driving AI advancements in the region.

**Strategy Formulation Learning Areas:** Road, platform thinking, blue ocean strategy and core talent strategy

*In Mandarin:* 商汤之路、平台思维、蓝海战略、核心人才战略



SinoVation Ventures is a notable venture capital firm, founded by Kai-Fu Lee, focusing on developing the next wave of Chinese high-tech companies. Specializing in AI, they invest in start-ups across sectors like education, healthcare, and consumer tech, playing a key role in shaping China's technology and innovation landscape.

**Start Up Focused Learning Areas:** Ecosystem construction, innovation strategy, talent training and new recruitment, entrepreneurial services

*In Mandarin:* 生态圈构建、创新战略、人才培养新招、创业服务





Yunji Technologies specialises in developing autonomous robotic systems. Their expertise lies in creating service robots for a variety of applications such as delivery, hospitality, and healthcare. These robots are designed to operate in complex environments, emphasising Yunji's commitment to advancing robotics and AI technology in practical settings.

**AI Innovation, Robotics & Strategic Learning Areas:** AI innovation, robot revolution, operator model innovation and fostering a customer-thinking mindset  
In Mandarin: AI创新、机器人革命、运营商模式创新、客户思维



ByteDance is a Chinese internet technology company globally recognised for its leading social media platforms, including TikTok and Douyin. Specialising in content platforms driven by advanced AI algorithms for personalised feeds, ByteDance is a major player in the digital content and entertainment industry, influencing global social media trends and user engagement.



**Marketing & Consumer Business Learning Areas:** Content marketing, big data algorithm, user experience and using short video marketing  
In Mandarin: 内容营销、大数据算法、用户体验、短视频营销



Xiaomi is a globally recognised Chinese electronics company primarily known for its smartphones, which blend high quality with affordability. Beyond mobile phones, Xiaomi's product range includes smart home devices, wearables, and consumer electronics. Its innovative approach and user-centric business model have made it a major player in the tech industry.

**Ecosystem and Retail Learning Areas:** Ecological chain layout, Internet thinking, explosive product thinking and Xiaomi new retail  
In Mandarin: 生态链布局、互联网思维、爆品思维、小米新零售



Kuaishou is a leading technology company, primarily renowned for its popular short-video social platform comparable with Douyin. This platform facilitates user-generated content, offering a diverse range of videos, live streaming, and interactive features such as e-commerce purchasing. It's particularly noted for its appeal among a wide demographic, significantly contributing to the digital and social media landscape in China.



**Marketing & Branding Learning Areas:** Content marketing, innovative spirit, IP creation, brand strategy  
In Mandarin: 内容营销、创新精神、IP打造、品牌战略

Tencent, a multinational conglomerate, is a titan in technology and entertainment. Best known for its social media platform WeChat and its significant stakes in various video game companies, Tencent also delves into fintech, AI, and cloud computing. Its vast influence spans across digital content, online services, and technology investments globally.

**HR, Innovation & Consumer-focused Learning Areas:** Talent training, innovation management, Internet thinking, explosive thinking & understanding user experience  
In Mandarin: 人才培养、创新管理、互联网思维、爆品思维、用户体验





Siemens plays a significant role in China across various sectors. It focuses on electrification, automation, and digitalization, providing innovative solutions in energy, healthcare, and infrastructure. Siemens' commitment to sustainability and technology makes it a key contributor to China's industrial and technological advancement.

**Manufacturing & IoT Learning Areas:** Intelligent manufacturing and digital factory  
In Mandarin: 智能制造、数字化工厂

## SIEMENS



## Mercedes-Benz

Mercedes-Benz in China is intensively focusing on local innovation and technology development, reflecting its strong commitment to the Chinese market, which is a crucial hub in the automotive industry's transformation. The company has established a comprehensive Research and Development (R&D) hub in China, making it the most extensive R&D centre outside Germany. This hub covers a wide range of areas including advanced design, intelligent connectivity, electric mobility, automated driving, and vehicle testing.

**HR, Innovation & Quality-focused Learning Areas:** Lean production, quality control, corporate culture and innovation management  
In Mandarin: 精益生产、品质管控、企业文化、创新管理



BOE Technology Group is an electronics company that specialises in developing innovative display technologies, including LCD, OLED, and flexible screens. It's a global leader in screen production, catering to various sectors like smartphones, televisions, and medical devices. BOE focuses on cutting-edge research and manufacturing, driving technological advancements in display solutions.

**Manufacturing, Innovation & Management Learning Areas:** Innovation management, intelligent manufacturing, organizational change, talent motivation  
In Mandarin: 创新管理、智能制造、组织变革、人才激励

## 京东方 BOE



Schneider Electric is a leader in energy management and automation that operates extensively in China. It specialises in providing integrated solutions for power distribution, industrial automation, and smart building management. Focused on sustainability and efficiency, Schneider Electric supports China's energy transition, enhancing infrastructure and industrial productivity with innovative technologies.

**Manufacturing, Production & Innovation Learning Areas:** Lean production, energy efficiency management, digital transformation and process control  
In Mandarin: 精益生产、能效管理、数字化转型、流程管控

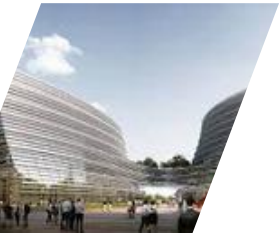


COFCO, a state-owned food processing giant in China, engages in diverse operations spanning grain, oilseed processing, food manufacturing, and international trading. It plays a key role in ensuring national food security, promoting sustainable agricultural practices, and leading the modernisation of China's agribusiness sector, significantly impacting the global food industry.

**Manufacturing & Management Learning Areas:** Strategic management, talent approach, crisis management and control and smart farm  
In Mandarin: 战略管理、人才之道、危机管控、智慧农场

## 中粮 COFCO

自然之道 智慧农业



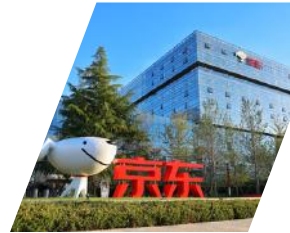
Mars Incorporated, a global confectionery, food, and pet care products company, has a significant presence in China. It manufactures and markets diverse products including chocolates, chewing gum, pet foods, and other food items. Mars focuses on innovation, sustainability, and adapting to local tastes, contributing significantly to China's consumer goods sector.



**People, Product & Process Learning Areas:** Corporate culture construction, product innovation, marketing characteristics, and lean methods  
*In Mandarin:* 企业文化建设、产品创新、营销特色、精益之道



JD.com, a major Chinese e-commerce company, operates one of China's largest online retail platforms, offering a wide range of products from electronics to apparel. Known for its rapid delivery and robust logistics network, JD.com heavily invests in technology and AI to enhance the shopping experience and operational efficiency.



**Logistics & Retail Learning Areas:** Intelligent supply chain, unbounded retail, JD Financ and platform innovation  
*In Mandarin:* 智能供应链、无界零售、京东金融、平台创新



58.com, a prominent Chinese online marketplace, operates as a classified ads platform, offering services in real estate, jobs, and consumer goods. Known for connecting buyers and sellers directly, it facilitates various transactions and services, playing a vital role in China's digital economy by making trade more accessible and efficient.



**Management, People & Process Learning Areas:** Operator services, team management, brand communication and legendary culture  
*In Mandarin:* 运营商服务、团队管理、品牌传播、传奇文化



Ganji.com, a significant online classifieds platform in China, provides localised advertisements and information services in various categories, including jobs, real estate, and services. It facilitates direct connections between users and service providers, playing a key role in the digital marketplace by streamlining access to goods and services across diverse sectors.



**Management, People & Process Learning Areas:** Operator services, team management, brand communication and legendary culture  
*In Mandarin:* 运营商服务、团队管理、品牌传播、传奇文化



Jiuxian.com, an online retailer in China, specialises in selling alcoholic beverages. It offers a vast selection of wines, spirits, and other liquors, focusing on both domestic and imported brands. Jiuxian.com is known for its e-commerce platform that provides convenient access to a wide range of alcohol products for consumers.



**Innovation & Marketing Learning Areas:** Value creation, product development, brand promotion and model innovation  
*In Mandarin:* 价值观打造、产品开发、品牌宣传、模式创新



Dmall, a pioneering e-commerce platform in China, specialises in providing online-to-offline (O2O) retail services. It integrates digital technology with physical supermarkets, offering customers a seamless shopping experience. Known for its efficiency and convenience, Dmall significantly enhances the retail sector, merging traditional and digital commerce effectively.

**People, Product & Process Learning Areas:** Corporate culture construction, product innovation, marketing characteristics, and lean methods  
In Mandarin: 企业文化建设、产品创新、营销特色、精益之道



JD.com, a major Chinese e-commerce company, operates one of China's largest online retail platforms, offering a wide range of products from electronics to apparel. Known for its rapid delivery and robust logistics network, JD.com heavily invests in technology and AI to enhance the shopping experience and operational efficiency.

**Logistics & Retail Learning Areas:** Intelligent supply chain, unbounded retail, JD Financ and platform innovation  
In Mandarin: 智能供应链、无界零售、京东金融、平台创新



58.com, a prominent Chinese online marketplace, operates as a classified ads platform, offering services in real estate, jobs, and consumer goods. Known for connecting buyers and sellers directly, it facilitates various transactions and services, playing a vital role in China's digital economy by making trade more accessible and efficient.

**Management, People & Process Learning Areas:** Operator services, team management, brand communication and legendary culture  
In Mandarin: 运营商服务、团队管理、品牌传播、传奇文化



Ganji.com, a significant online classifieds platform in China, provides localised advertisements and information services in various categories, including jobs, real estate, and services. It facilitates direct connections between users and service providers, playing a key role in the digital marketplace by streamlining access to goods and services across diverse sectors.

**Management, People & Process Learning Areas:** Operator services, team management, brand communication and legendary culture  
In Mandarin: 运营商服务、团队管理、品牌传播、传奇文化



Jiuxian.com, an online retailer in China, specialises in selling alcoholic beverages. It offers a vast selection of wines, spirits, and other liquors, focusing on both domestic and imported brands. Jiuxian.com is known for its e-commerce platform that provides convenient access to a wide range of alcohol products for consumers.

**Innovation & Marketing Learning Areas:** Value creation, product development, brand promotion and model innovation  
In Mandarin: 价值观打造、产品开发、品牌宣传、模式创新





Wanda Group operates in diverse sectors including real estate, entertainment, and sports. Renowned for its large commercial properties and shopping plazas, Wanda also invests in cultural tourism projects, cinemas, and sports clubs. It focuses on creating integrated urban lifestyle experiences, significantly impacting China's economic landscape.



**Culture & Property-focused Learning Areas:** Military culture, execution, business model and order-based real estate operation

In Mandarin: 军队文化、执行力、商业模式、订单式地产运营



Longfor Group, a prominent real estate developer specialises in residential and commercial properties. It's known for building high-quality urban housing, shopping malls, and office spaces. Committed to sustainability and innovation, Longfor plays a significant role in urban development, enhancing living standards and contributing to the country's growing property sector.



**People & Management Learning Areas:** Corporate culture, talent building, marketing model innovation and Longfor management characteristics

In Mandarin: 企业文化、人才建设、营销模式创新、龙湖管理特色



Beijing Public Transport, operating in China's capital, provides an extensive network of buses and trams, crucial for the city's daily commute. It offers efficient, affordable transport services, facilitating easy movement across Beijing. Emphasising sustainability and accessibility, it plays a key role in the city's urban mobility and environmental initiatives.



**People & Process Learning Areas:** Party building, strategic layout, refined services, and cultural construction in the new era

In Mandarin: 新时代党建、战略布局、精细服务、文化建设





JD.com, a self-operated e-commerce enterprise in China, was founded by Liu Qiangdong, who serves as the Chairman and CEO of JD Group. In 2021, the annual net income reached 951.6 billion Chinese Yuan. JD.com encompasses various subsidiaries, including JD Mall, JD Finance, Paipai.com, JD Intelligence, O2O, and Overseas Business.

By continuously strengthening its infrastructure, enriching operational experience in physical scenes, and applying technological innovations, JD.com consistently provides solid supply chain technology and services for its partners.

In the 2022 Fortune Global 500, JD.com ranks 46th, maintaining its position as the leader in the domestic industry for six consecutive years and being one of the few companies in the industry to enter the top 50 globally.



## Visit Programme

9.00am -  
9.30am

### Jingdong and Jingdong No. 1 benchmark learning pre-departure guidance

Introduction to JD's Learning Tour and Overview of JD Group, highlighting key points of the JD Group Learning Tour. The tour consultant presents the focal points and learning objectives, guiding participants to reflect on the on-site management of JD Group and encouraging them to enter the JD Group tour with specific questions.

### Visit to JD Group Headquarters in Beijing:

- Tour of JD self-pickup points and pickup cabinets, understanding the mechanism of express delivery and distribution operations.
- Visit to JD Home to explore the practical implementation of JD's "Boundaryless Retail."

9.30am -  
10.10am

### Visit to Unmanned Aircraft Exhibition Hall:

- Understanding the development history and future direction of JD's unmanned aircraft through the introduction of unmanned aircraft, unmanned vehicle models, and usage scenarios.

### Visit to JD X Unmanned Supermarket:

- Understanding various technologies such as JD's pure visual recognition technology and shelf weight sensing.

10:10am  
-11:40am

### Visit to JD Cultural Exhibition Hall:

- Experiencing the cultural connotations of JD, which emphasizes customer-first, integrity, collaboration, gratitude, striving, and responsibility.

### Theme Discussion: "Decoding JD's E-commerce Business Model"

- Interpretation of JD's development journey and its latest strategic planning.
- Analysis of JD's core competitiveness: the construction of the "ecosystem" in JD's e-commerce business model.

11.40am -  
12.40am

### Dining at JD Employee Restaurant:

- Experiencing JD's food culture.

### Visiting JD Asia No.1 Intelligent Logistics Full Process

1.30pm -  
3.00pm

#### Comprehensive Tour of Asia No.1 Highlights:

- Close encounter with the three-dimensional warehouse area of Asia No.1, the multi-level mezzanine picking area, production operation zone, and shipment sorting area.
- In-depth understanding of the logistics center's operations, experiencing highly automated workflow.
- Highlight: A comprehensive visual experience of the entire operation of JD Asia No.1, including inbound processes, intelligent sorting, packaging, inspection, loading, and more.

3.00pm -  
4.30pm

### Decoding JD Asia No.1 Cold Chain Rapid Delivery

- Development Journey of JD Logistics
- Overall Architecture and Operations of JD Cold Chain Logistics
- How JD Cold Chain Achieves 2-Hour Rapid Delivery
- Innovative Practices in JD Logistics"



Baidu is a leading AI company with a strong foundation in the internet. Baidu's vision is to become the world's top high-tech company that understands users the most and helps people grow.

Baidu has tens of thousands of research and development engineers, making it one of the top technology teams in China and the world. This team possesses world-leading search engine technology, making Baidu a high-tech enterprise mastering cutting-edge scientific and core technologies globally. China, through Baidu, is one of the only four countries in the world, alongside the United States, Russia, and South Korea, that has the core technology of search engines outside of these nations.



## Visit Programme

### Introduction Brief for Learning and Guided Tour

9.00am -  
10.00am

Introduction to the Background and Visiting Journey of Baidu, Highlights of Baidu Visits, and Learning Points. The accompanying consultant guides everyone to understand Baidu's AI applications, leading technologies such as Baidu Intelligent Driving, and encourages everyone to contemplate why Baidu defines its mission as "To become the world's top high-tech company that understands users the most and helps people grow."

### Tour of Baidu Hall

10.00am -  
11.00am

- Conversation and photo with Baidu's robot "Xiaodu" in the Baidu Hall.
- Visit to Baidu Cultural Exhibition Hall with reception by Baidu staff
- Tour of Baidu Intelligent Application Exhibition Hall, deeply experiencing the operation and control of various AI intelligent products
- Group photo for commemoration

11.00am -  
12.00pm

### Baidu's Big Data Applications and AI Ecosystem Capabilities Showcase

Baidu's Big Data Transmission, Four Key Capabilities of Baidu's Big Data Applications, Baidu Executives, and Baidu's Big Data Marketing

12.00pm -  
1.15pm

### Lunch & Rest

# Shenzhen 深圳

After over 40 years of development, Shenzhen has started from almost zero foundation, with weak technological infrastructure, scarce scientific and educational resources, and a shortage of scientific and technical talents. It has moved from the previous stage of following and industrial innovation efforts to the current stage of leading and originating innovative breakthroughs. Today's Shenzhen is building a globally innovative city for sustainable development with ample confidence.



## Most popular companies to visit

Tech  
(Enterprise)



Tech  
(Consumer)



Industrial  
Manufacturing



Consumer  
Travel



Consumer  
Retail



Public Sector  
(Gov)



Property  
Development



Other  
Industries





Ping An Bank is a leading smart retail bank with technology-driven advances in retail and corporate banking. It emphasises data-driven operations, financial risk management, and support for small and micro-businesses. The bank has expanded its digital platform, including a popular banking app, and has significantly grown in the Fixed Income, Currencies, and Commodities (FICC) market, positioning itself as a key player in China's evolving financial sector.

**Overall Management & Innovation Learning Areas:** Corporate culture, process management, human resources, overseas marketing, and R&D management  
*In Mandarin:* 企业文化、流程管理、人力资源、海外营销、研发管理



Huawei specialises in telecommunications and consumer electronics. In China, Huawei leads in developing and providing advanced telecommunications networks, produces a wide range of smartphones and smart devices, and is at the forefront of 5G technology. It also invests heavily in research and development, driving innovation in the tech sector.

**Innovation, HR & Management Learning Areas:** Innovation management, R&D management, talent management and change management  
*In Mandarin:* 创新管理、研发管理、人才管理、变革管理



HUAWEI



招商銀行  
CHINA MERCHANTS BANK

China Merchants Bank is a prominent financial institution that offers a comprehensive range of services including retail banking, corporate banking, and wealth management. It's known for pioneering internet banking in China and focuses on innovative financial solutions, emphasising customer service and digital technology to enhance user experience and financial inclusivity.

**Operational, HR and Business Model Learning Areas:** Talent training, service innovation, financial supply chain and financial retail transformation  
*In Mandarin:* 人才培养、服务创新、金融供应链、金融零售转型



Ricoh, a global technology company, operates extensively in China, focusing on office solutions, commercial and industrial printing, and IT services. It provides innovative digital workplace technologies, including multifunction printers and managed document services, while emphasising sustainability and digital transformation to cater to the evolving needs of diverse business sectors.

**Process & Strategy Learning Areas:** Lean approach, production management, Ricoh's value focus and business model  
*In Mandarin:* 精益之道、生产管理、理光的价值关注、商业模式

RICOH



WeBank, China's first digital-only bank, offers online banking services without physical branches. It specialises in personal banking, wealth management, and lending, leveraging advanced technologies like AI, blockchain, and cloud computing. It emphasises financial inclusion, providing accessible, efficient, and low-cost services to a broad, often underserved, customer base.

**Business Model, HR & Process Learning Areas:** Project management, risk control, talent management and light asset model  
*In Mandarin:* 项目管理、风险管控、人才管理、轻资产模式





BGI, a leading biotechnology company that specialises in genomic sequencing and genetic research. It offers services in clinical diagnostics, agricultural breeding, and environmental testing. Known for large-scale genome projects and precision medicine, BGI plays a pivotal role in advancing genomics and contributing to global biotechnological innovation.

**Management & Innovation Learning Areas:** Industry-university-research strategy, MGI manufacturing, talent concept, organisational management  
In Mandarin: 产学研战略、华大智造、人才理念、组织管理



ByteDance is a Chinese internet technology company globally recognised for its leading social media platforms, including TikTok and Douyin. Specialising in content platforms driven by advanced AI algorithms for personalised feeds, ByteDance is a major player in the digital content and entertainment industry, influencing global social media trends and user engagement.

**Marketing & Consumer Business Learning Areas:** Content marketing, big data algorithm, user experience and using short video marketing  
In Mandarin: 内容营销、大数据算法、用户体验、短视频营销



China Star Optoelectronics Technology (CSOT), a significant player in China's tech industry, specialises in developing and manufacturing advanced display panels. Their products, including LCD and OLED screens, are integral to televisions, smartphones, and other electronic devices. CSOT focuses on innovation in display technology, driving growth in the high-tech sector.

**Innovation & Organisational Design Learning Areas:** Technological innovation, operational management, leading strategy and cultural innovation  
In Mandarin: 科技创新、运营管理、领先战略、文化创新



Lenovo, a Chinese multinational technology company, is renowned for its extensive range of electronics, primarily focusing on personal computers, laptops, tablets, and smartphones. In China, it dominates the PC market and actively competes in the global tech arena. Additionally, Lenovo invests in innovative technology sectors like AI and cloud computing.

**Management & Leadership Learning Areas:** Cultural integration, review mechanism, talent training and innovative management  
In Mandarin: 文化融合、复盘机制、人才培养、创新管理



Tencent, a multinational conglomerate, is a titan in technology and entertainment. Best known for its social media platform WeChat and its significant stakes in various video game companies, Tencent also delves into fintech, AI, and cloud computing. Its vast influence spans across digital content, online services, and technology investments globally.

**HR & Innovation Learning Areas:** Product culture, Internet economy, talent training and big data  
In Mandarin: 产品文化、互联网经济、人才培养、大数据





BYD is a leader in manufacturing electric vehicles (EVs) and batteries. It specialises in eco-friendly cars, buses, and trucks, alongside developing renewable energy storage solutions. Emphasising sustainable transport, BYD plays a vital role in China's shift towards green energy and reducing carbon emissions.

**Management & Innovation Learning Areas:** Innovation management, human resources, change management and R&D management  
In Mandarin: 创新管理、人力资源、变革管理、研发管理



DJI is a global leader in developing and manufacturing civilian drones and aerial imaging technology. Renowned for its innovation in drone design, camera stabilisation, and flight control systems, DJI caters to both consumer and professional markets, significantly influencing photography, filmmaking, and surveillance sectors.

**Innovation & Technology Advancement Learning Areas:** Disruptive innovation, artificial intelligence, product innovation and R&D strategy  
In Mandarin: 颠覆式创新、人工智能、产品创新、研发战略



Foxconn operates extensively in China as a leading electronics contract manufacturer. It specialises in producing a vast range of products, from smartphones to computers for global brands. Foxconn is renowned for its large-scale manufacturing capabilities, emphasising efficiency and supply chain management in the tech industry.

**Management & Manufacturing Learning Areas:** Industrial Internet, manufacturing transformation, digital upgrade & employee management  
In Mandarin: 工业互联网、制造业转型、数字化升级、员工管理



China International Marine Containers (CIMC), a world-leading logistics and energy equipment supplier in China, specialises in manufacturing containers, vehicles, and energy equipment. It plays a crucial role in global trade by providing innovative and reliable transportation solutions, focusing on container manufacturing and diversifying into maritime, road, and energy sectors.

**Management, Innovation & Process Learning Areas:** Management philosophy, logistics system, technology research and development and safety control  
In Mandarin: 管理理念、物流体系、技术研发、安全管控



China General Nuclear Power Group (CGN) is a key state-owned enterprise in China, focuses on developing and operating nuclear power plants. It plays a significant role in China's energy sector, contributing to clean energy production and reducing carbon emissions. CGN also engages in nuclear technology research and development, enhancing energy security and sustainability.

**HR, Process and Construction Learning Areas:** Corporate culture, safety management, talent training and corporate university construction  
In Mandarin: 企业文化、安全管理、人才培养、企业大学构建





Shenzhen Airlines, a Chinese air carrier, operates extensive domestic and international flights. Based in Shenzhen, it provides passenger and cargo services, contributing to China's aviation sector. Known for its efficient service and expanding network, the airline plays a vital role in connecting China's cities and enhancing global travel links.

**Management & Innovation Learning Areas:** Team management, service innovation, talent training, and culture creation  
In Mandarin: 班组管理、服务创新、人才培养、文化打造



Donghai Airlines, a Chinese airline based in Shenzhen, operates a mix of passenger and cargo services. Focusing mainly on domestic routes, it's expanding into international markets. Known for its efficient operations and growing fleet, Donghai Airlines enhances connectivity within China and increasingly, to overseas destinations, supporting China's aviation growth.

**Management & Innovation Learning Areas:** Team management, service innovation, talent training, and culture creation  
In Mandarin: 班组管理、服务创新、人才培养、文化打造



Muji operates a variety of retail operations through its diverse ventures including Café & Meal Muji, offering healthy, minimalist cuisine, and Muji Hotel, embodying the brand's eco-friendly, simplistic design. Additionally, it provides interior design services and robust online sales, expanding its lifestyle brand beyond mere product offerings to encompass a holistic living experience.

**Consumer-focused & Marketing Learning Areas:** Cross-border product thinking, immersive marketing, display aesthetics and consumer psychology  
In Mandarin: 跨界产品思维、沉浸式营销、陈列美学、消费心理学



TCL, a leading multinational electronics company, specialises in manufacturing a wide range of consumer electronics, notably TVs, mobile phones, and household appliances. Renowned for its innovation and quality, TCL plays a crucial role in China's tech industry, focusing on smart manufacturing and expanding into global markets.

**Expansion, Innovation & Process Learning Areas:** Lean production, process optimisation, international strategy and supply chain management  
In Mandarin: 精益生产、流程优化、国际化战略、供应链管理



Xibei Youmian Cun is a firm that manages restaurants. It provides assistance with meat processing. The company produces cooked beef products for nearby retailers. It offers Halifax food from Nova Scotia prepared in a traditional French cuisine style. Many restaurants offer take-out and delivery alternatives for their products, even though they are frequently served and eaten on the premises.

**HR and Management Learning Areas:** Corporate culture, organization building and talent training  
In Mandarin: 企业文化、组织建设、人才培养





Overseas Chinese Town (OCT) Group, based in China, primarily operates in real estate development and hospitality. It's renowned for integrating culture and tourism into its projects, including theme parks, hotels, and scenic towns. OCT's innovative approach has made it a leader in creating cultural experiences and boosting urban development.

**Management, Innovation & Property Management Learning Areas:** Cultural industry innovation, group management and control, tourism, internet, new urbanization

In Mandarin: 文化产业创新、集团管控、旅游+互联网、新型城镇化



The Shenzhen Stock Exchange, a key financial marketplace in China, facilitates the trading of stocks, bonds, and other securities. It plays a vital role in China's economic growth by providing a platform for capital raising and investment, focusing on innovative and high-tech industries, and supporting small and medium-sized enterprises.

**Investment & Innovation Learning Areas:** Listing training, asset evaluation, talent training, party building

In Mandarin: 上市培训、资产评估、人才培养、党建



Eternal Asia, a leading supply chain management company in China, specialises in integrated logistics and distribution solutions. It caters to diverse industries, offering services like warehousing, transportation, and supply chain financing. Renowned for efficiency and technological innovation, Eternal Asia plays a crucial role in streamlining China's complex supply chains.

**Logistics Learning Areas:** Supply chain strategy, supply chain transformation

In Mandarin: 供应链战略、供应链变革







JD.com, a self-operated e-commerce enterprise in China, was founded by Liu Qiangdong, who serves as the Chairman and CEO of JD Group. In 2021, the annual net income reached 951.6 billion Chinese Yuan. JD.com encompasses various subsidiaries, including JD Mall, JD Finance, Paipai.com, JD Intelligence, O2O, and Overseas Business.

By continuously strengthening its infrastructure, enriching operational experience in physical scenes, and applying technological innovations, JD.com consistently provides solid supply chain technology and services for its partners.

In the 2022 Fortune Global 500, JD.com ranks 46th, maintaining its position as the leader in the domestic industry for six consecutive years and being one of the few companies in the industry to enter the top 50 globally.



## Visit Programme

9.00am -  
9.30am

### Jingdong and Jingdong No. 1 benchmark learning pre-departure guidance

Introduction to JD's Learning Tour and Overview of JD Group, highlighting key points of the JD Group Learning Tour. The tour consultant presents the focal points and learning objectives, guiding participants to reflect on the on-site management of JD Group and encouraging them to enter the JD Group tour with specific questions.

### Visit to JD Group Headquarters in Beijing:

- Tour of JD self-pickup points and pickup cabinets, understanding the mechanism of express delivery and distribution operations.
- Visit to JD Home to explore the practical implementation of JD's "Boundaryless Retail."

9.30am -  
10.10am

### Visit to Unmanned Aircraft Exhibition Hall:

- Understanding the development history and future direction of JD's unmanned aircraft through the introduction of unmanned aircraft, unmanned vehicle models, and usage scenarios.

### Visit to JD X Unmanned Supermarket:

- Understanding various technologies such as JD's pure visual recognition technology and shelf weight sensing.

10:10am  
-11:40am

### Visit to JD Cultural Exhibition Hall:

- Experiencing the cultural connotations of JD, which emphasizes customer-first, integrity, collaboration, gratitude, striving, and responsibility.

### Theme Discussion: "Decoding JD's E-commerce Business Model"

- Interpretation of JD's development journey and its latest strategic planning.
- Analysis of JD's core competitiveness: the construction of the "ecosystem" in JD's e-commerce business model.

11.40am -  
12.40am

### Dining at JD Employee Restaurant:

- Experiencing JD's food culture.

### Visiting JD Asia No.1 Intelligent Logistics Full Process

1.30pm -  
3.00pm

#### Comprehensive Tour of Asia No.1 Highlights:

- Close encounter with the three-dimensional warehouse area of Asia No.1, the multi-level mezzanine picking area, production operation zone, and shipment sorting area.
- In-depth understanding of the logistics center's operations, experiencing highly automated workflow.
- Highlight: A comprehensive visual experience of the entire operation of JD Asia No.1, including inbound processes, intelligent sorting, packaging, inspection, loading, and more.

3.00pm -  
4.30pm

### Decoding JD Asia No.1 Cold Chain Rapid Delivery

- Development Journey of JD Logistics
- Overall Architecture and Operations of JD Cold Chain Logistics
- How JD Cold Chain Achieves 2-Hour Rapid Delivery
- Innovative Practices in JD Logistics"

# Shanghai 上海

Shanghai, transforming from a historic trade center to a global finance and tech hub, excels in artificial intelligence, green technology, and the digital economy. Its iconic skyline mirrors this economic and technological surge. Balancing modernity with rich cultural heritage, Shanghai fosters a dynamic ecosystem of innovation and sustainability. This fusion of progress and tradition positions it uniquely as a city emblematic of China's forward-looking aspirations.



## Most popular companies to visit

Tech  
(Enterprise)



Tech  
(Consumer)



Industrial  
Manufacturing



E-commerce



Consumer  
Retail



Property  
Development





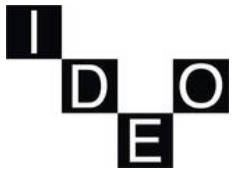
Huawei specialises in telecommunications and consumer electronics. In China, Huawei leads in developing and providing advanced telecommunications networks, produces a wide range of smartphones and smart devices, and is at the forefront of 5G technology. It also invests heavily in research and development, driving innovation in the tech sector.

**People & Management Learning Areas:** Leadership, change management, iron triangle and marketing, cadre management  
In Mandarin: 领导力、变革管理、铁三角与市场营销、干部管理



General Electric (GE), a global industrial conglomerate, operates extensively in China across various sectors, including aviation, healthcare, power, and renewable energy. It provides advanced technology and services, focusing on innovation and sustainability. GE plays a crucial role in supporting China's infrastructure development and energy transition, contributing significantly to industrial growth.

**Innovation & Management Learning Areas:** Innovation strategy, lean management, leadership, corporate university  
In Mandarin: 创新战略、精益管理、领导力、企业大学



IDEO, an international design and consulting firm, operates in China, focusing on human-centered design and innovation. It collaborates with businesses to develop products, services, and strategies, integrating creativity and technology. IDEO's approach in China emphasizes designing solutions that resonate with local culture and consumer needs, influencing various industries.

**Product & Innovation Learning Areas:** Product thinking, humanistic design concepts, innovative collaboration, user research  
In Mandarin: 产品思维、人本设计理念、创新协作、用户研究



ByteDance is a Chinese internet technology company globally recognised for its leading social media platforms, including TikTok and Douyin. Specialising in content platforms driven by advanced AI algorithms for personalised feeds, ByteDance is a major player in the digital content and entertainment industry, influencing global social media trends and user engagement.

**Management, Innovation & Marketing Learning Areas:** Content marketing, big data algorithm, user experience, short video marketing  
In Mandarin: 内容营销、大数据算法、用户体验、短视频营销



Tencent, a multinational conglomerate, is a titan in technology and entertainment. Best known for its social media platform WeChat and its significant stakes in various video game companies, Tencent also delves into fintech, AI, and cloud computing. Its vast influence spans across digital content, online services, and technology investments globally.

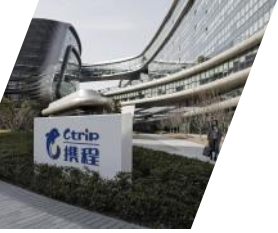
**People, Management & Innovation Learning Areas:** Internet culture, innovative management, talent creation, model innovation  
In Mandarin: 互联网文化、创新管理、人才打造、模式创新





Bilibili, a popular online entertainment platform, specialises in user-generated and professionally produced videos, livestreaming, and interactive content. It caters primarily to a young audience, offering a unique blend of anime, comics, and gaming cultures. Bilibili is known for its engaged community and creative, diverse content, significantly shaping China's digital media landscape.

**Process & Customer-focused Learning Areas:** Two-dimensional operation, station B model innovation, user experience  
In Mandarin: 二次元运营、B站模式创新、用户体验



Ctrip, now known as Trip.com Group, is a leading travel service provider, offering comprehensive services including hotel bookings, flight reservations, and tour packages. Renowned for its online platform, Ctrip caters to the evolving needs of travelers, focusing on convenience and customer experience, and driving innovation in China's travel industry.

**Innovation & Management Learning Areas:** Investment strategy, corporate culture, digital transformation, scale operation  
In Mandarin: 投资战略、企业文化、数字化转型、规模经营



Baosteel, part of China Baowu Steel Group, is a major state-owned steel manufacturer in China. It produces high-quality steel products used in various industries, including automotive, construction, and home appliances. Baosteel focuses on innovation and sustainability, playing a key role in China's industrial development and global steel market.

**Management, Innovation & Strategy Learning Areas:** Innovation management, team building, corporate culture, state-owned enterprise strategy  
In Mandarin: 创新管理、班组建设、企业文化、国企战略



Cadillac has a significant presence in China, offering a range of luxury vehicles. In this market, Cadillac focuses on manufacturing and selling cars tailored to local preferences, emphasising advanced technology, design, and customer service, thereby contributing to China's growing luxury car segment.

**People, Process & Innovation Learning Areas:** Human resources, lean production, innovation management, marketing  
In Mandarin: 人力资源、精益生产、创新管理、市场营销



Volkswagen operates extensively in China, producing and selling a wide range of vehicles, from economy to luxury cars. Focusing on innovation and sustainability, Volkswagen is committed to developing electric vehicles and new energy solutions, playing a significant role in China's automotive industry transformation.

**People, Process & Innovation Learning Areas:** Human resources, lean production, innovation management, marketing  
In Mandarin: 人力资源、精益生产、创新管理、市场营销





Sany, a leading Chinese heavy equipment manufacturer, specialises in producing construction machinery, including excavators, cranes, and concrete machinery. It's known for its innovation and quality, contributing significantly to infrastructure development in China. Sany focuses on advanced technology and sustainability, playing a crucial role in the global heavy machinery market.

**Process & Production Learning Areas:** Intelligent production, lean management, big data and cloud services, team building  
In Mandarin: 智能生产、精益管理、大数据与云服务、班组建设



Tai Tai Le in China specialises in producing and selling a variety of food seasoning products. They offer an array of spices, cooking sauces, and flavour enhancers, focusing on enhancing the taste of everyday cooking and catering to the domestic culinary market

**People, Process & Strategy Learning Areas:** Corporate culture, brand building, lean production, international strategy  
In Mandarin: 企业文化、品牌建设、精益生产、国际战略



Commercial Aircraft Corporation of China (Comac) designs and manufactures jet aircraft, aiming to reduce China's reliance on foreign aviation giants. Comac focuses on developing the C919 and ARJ21 airliners, positioning itself as an emerging player in the global aviation market, and bolstering China's aerospace industry capabilities.

**Process & Manufacturing Learning Areas:** Lean production, quality system, team building, safety precautions  
In Mandarin: 精益生产、质量体系、班组建设、安全防范



Shanghai Electric is a leading power generation and electrical equipment manufacturing company. It specializes in the design, manufacture, and sale of products for the power, energy and industrial sectors, including turbines, generators, and high voltage transmission equipment. The company plays a critical role in China's energy infrastructure development.

**People, Strategy & Innovation Learning Areas:** Corporate culture, brand strategy, technological innovation, sustainable development  
In Mandarin: 企业文化、品牌战略、技术创新、可持续发展



拼多多 (Pinduoduo) is a Chinese e-commerce platform that utilizes group buying to offer discounted products. It enables users to form purchasing groups for better deals, fostering social commerce. Pinduoduo focuses on affordability, engaging users through interactive features, making it a popular platform for cost-conscious consumers in China.

**Product & Marketing Learning Areas:** Social e-commerce, creation of hot products, marketing model, pain point thinking  
In Mandarin: 社交电商、爆品打造、营销模式、痛点思维





小红书

Xiaohongshu, also known as RED, is a social media and e-commerce platform that combines user-generated content with online shopping. Users share product reviews, lifestyle posts, and shopping experiences, while the integrated marketplace offers a range of lifestyle products, making it a hub for trends and consumer insights.

**Data & E-Commerce Learning Areas:** Social e-commerce operation, traffic strategy and big data application  
In Mandarin: 社交电商运营、流量策略、大数据应用



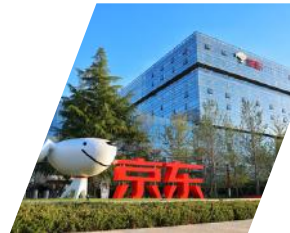
Bright Dairy & Food Co., one of the largest dairy companies that specialises in producing a wide array of dairy products, including milk, yogurt, and cheese. It's known for its focus on quality and innovation, contributing to China's food industry by meeting the growing demand for diverse and health-oriented dairy options.

**People, Process & Strategy Learning Areas:** Corporate culture, brand building, business model, crisis management  
In Mandarin: 企业文化、品牌建设、经营模式、危机管理



JD.com, a major Chinese e-commerce company, operates one of China's largest online retail platforms, offering a wide range of products from electronics to apparel. Known for its rapid delivery and robust logistics network, JD.com heavily invests in technology and AI to enhance the shopping experience and operational efficiency.

**Logistics & Retail Learning Areas:** Intelligent supply chain, unbounded retail, JD Financ and platform innovation  
In Mandarin: 智能供应链、无界零售、京东金融、平台创新



Pechoin, is a prominent Chinese cosmetics brand. It specialises in skincare products that incorporate traditional Chinese medicine. With a history spanning over a century, Pechoin is esteemed for blending heritage with modern beauty trends, significantly influencing China's cosmetic industry.

**Strategy & Innovation Learning Areas:** Innovation management, industry incubation, technological innovation, investment management  
In Mandarin: 创新管理、产业孵化、技术创新、投资管理



Zhangjiang Group operates primarily in high-tech parks development and management. It focuses on creating vibrant ecosystems for innovation by providing infrastructure and services to technology firms. The group plays a pivotal role in facilitating research and development, thereby bolstering China's status as a global tech hub.

**Innovation & Management Learning Areas:** Innovation management, industry incubation, technological innovation, investment management  
In Mandarin: 创新管理、产业孵化、技术创新、投资管理

