

Overseas Market Workshop



New Era, New Mindsets and New Milestones for the New China Economy

中国：新时代 新思想 新征程

14 – 19 October 2018 • Shanghai

The Overseas Market Workshop is jointly organised by Enterprise Singapore (ESG) and Singapore Chinese Chamber of Commerce & Industry (SCCCI).

Conducted in Mandarin

Due to changes in economic and geopolitical conditions, global competition and changes in consumer behaviour, it is very crucial for Singapore entrepreneurs to be equipped with fresh insights and ideas while entering the new China market. This programme allows participants to integrate Eastern and Western ideologies and gain new strategic perspectives while revisiting the China market.

Why should I participate?

At the end of the programme, participants will be able to:

- Understand the current economic scenario of China
- Gain global insights into new consumer and “New Retail” trends
- Gain insights into the classic features of China’s current society, business and culture, and identify practical market strategies that target China’s young consumers
- Understand the new development trends of China’s Artificial Intelligence (AI) industry, innovative business operations and management and the value of business innovation

What will it cover?

- Lessons and case study analyses will be conducted by academic professionals from Shanghai Jiao Tong University
- Topics and case studies include:
 - New trends, new models, new future
 - Interpretation of Artificial Intelligence (AI)
 - Development and evolution of China’s Fintech Industry
 - Targeted Marketing utilising Big Data
 - Internet Thinking and Innovative Business Model

*Site Visits and sharing sessions with:

Shanghai Starbucks Flagship Store/Fantasy Starbucks Baking Workshop, Xiaomi Flagship Store, Amazon Fulfilment Centre in Kunshan, iRock Technologies

**Programme is tentative and company visits might differ from actual.*

Who should participate?

- Business owners and professionals, senior executives and representatives from different industries who are interested in business innovation and China’s new market are encouraged to participate.

Course Fee

S\$4,280 per participant

(inclusive of lectures, business meetings, seminars, corporate visits, scheduled meals, ground transport and 5 nights’ hotel accommodation with daily breakfast). Final course fee due per participant after deducting government subsidy is

S\$1,284.00

(Final amount to be confirmed by ESG)

Air fares & personal expenditures are not included. These expenditures shall be borne by participants.

Government Support

This programme is supported as an Overseas Market Workshop by Enterprise Singapore up to 70%. Singaporeans/PRs from Singapore-registered companies may apply for this grant.

Payment

A **S\$150.00 Registration Fee** must be paid within **3 working days** upon successful registration of the programme with SCCCI. This will be deducted from the total Course Fee payable afterward. Full payment of the programme fee must be received by SCCCI **15 days prior to the departure date.**

Registration is now open!

Closing Date: **Saturday, 22nd Sep 2018**
or when participation reaches 20 before the said date.

For enquiries

Mr Zekson Tan

E-mail: zekson@sccci.org.sg

Tel: +65 6430 8335

In Partnership with:

**Enterprise
Singapore**

Organised by

 **新加坡中華總商會**
Singapore Chinese Chamber of Commerce & Industry

Programme Itinerary (accurate at time of print)

The following is an indicative programme and may be changed without prior notice:

Date	Programme
Sunday 14 Oct 2018	<p>Arrival at Shanghai Pudong International Airport</p> <p>Flight: MU 546 (China Eastern Airlines) Departure: 1010 hrs Arrival: 1535 hrs Check-in to Hotel</p> <hr/> <p>Welcome Dinner</p>
Monday 15 Oct 2018	<p>Session 1: Lecture: New Era, New Trends, New Business Opportunities</p> <p><u>Topics Covered:</u></p> <ul style="list-style-type: none">• Changes in China's Economy and Society after 40 years of reform• Trends in the Global Economy, Technology and Economic Development• Healthcare Industry and Information Services• Leveraging on Shanghai's Innovation arising from Big Data, Cloud Computing, Platformisation, and Mobile Data• New Technologies, New Industries, New Models, New Business Behaviours <p><u>Lecturer:</u> Prof Chen, Shanghai Jiao Tong University (SJTU) Overseas Education College</p> <hr/> <p>Lunch</p> <p>Session 2: Lecture: Current and Future Development Outlook for China's Artificial Intelligence (AI)</p> <p><u>Topics covered:</u></p> <ul style="list-style-type: none">• Concept of AI and its Current Development• Types of AI and their applications, such as language and sound integration, graphic identification, and all kinds of AI applications in real-life situations• AI's new technology and its functions in security, finance, healthcare, transportation and various other areas• Analysis of AI's development and outlook moving forward <p><u>Lecturer:</u> Prof Jin, Shanghai Jiao Tong University (SJTU) Overseas Education College</p> <hr/> <p>Dinner</p>

Programme Itinerary (accurate at time of print)

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Date	Programme
Tuesday 10 July 2018	Session 3: Lecture - China's Fintech Industry Development Roadmap <u>Topics Covered:</u> <ul style="list-style-type: none">• Different Business Models in China's Digital Economy• Evolution of Finance Industry in the Internet Era• Finance Technology (Fintech) & Innovation• China's Fintech Case Scenarios <u>Lecturer:</u> Mr Liu, Shanghai Jiao Tong University (SJTU) Overseas Education College
	Lunch
	Session 4: Lecture – Targeted Marketing from utilising Big Data <u>Topics covered:</u> <ul style="list-style-type: none">• The Core of Targeted Marketing – Insights into User Methods• Basic Features of Society, Business and Culture in Mobile Internet• Case analysis: consumer insights into new media marketing trends <u>Lecturer:</u> Mr Zhu, Shanghai Jiao Tong University (SJTU) Overseas Education College
	Dinner

Programme Itinerary (accurate at time of print)

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Date	Programme
Wednesday 16 Oct 2018	Session 5: Lecture: Internet Thinking and Innovative Business Model <u>Topics covered:</u> <ul style="list-style-type: none">• Identify the fundamentals of business innovation in the Internet era• Understand the creative approaches of business operations and management and the value of business innovation• Understand the customer, and promote consumer engagement and sharing of feedback <u>Lecturer:</u> Mr Xu Bin, Shanghai Jiao Tong University (SJTU) Overseas Education College; Founder of Shanghai Fu Bing Culture Communications
	Course Certificate Presentation Ceremony
	Lunch
	Session 6: Starbucks Reserve Shanghai Roastery (https://roastery.starbucks.com.cn/en/) Corporate Visit + Presentation Starbucks Reserve is the complete and total commitment to the immersive experience of coffee craft and the ongoing pursuit of the world's rarest, most exalted, most sought-after small-lot coffees. It is the acknowledgement, the wonder and the intuition of knowing that everything you taste, smell, see and touch is the result of the vigorous pursuit of a new definition of quality, craftsmanship and innovation. <u>Learning Points:</u> <ul style="list-style-type: none">• To harness the past, present and future of Starbucks.• Total understanding of the business model of Starbucks
	Free & Easy

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Thursday 17 Oct 2018	<p>Session 7: Amazon Fulfilment Centre in Kunshan Corporate Visit + Presentation</p> <p>The Amazon Fulfilment Centre in Kunshan is Amazon's largest fulfilment centre beyond the United States. It has a land area of 75,000 square metres, 12 warehouse areas, and has greatly improved distribution and speed of delivery of goods within the Huadong district. On an average daily it handles 230,000 tonnage of goods, and serves the goods distribution for Shanghai, Jiangsu, Zhejiang and Anhui within the Huadong district.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Understand the entire workflow process of the Fulfilment Centre, including orders, collection of goods, businesses, warehousing, management, retrieval, packing, distribution, etc• Highlights the Amazon Fulfilment Centre's three areas of warehousing, Inbound and Outbound.
	<p>Lunch</p>
	<p>Session 8: Xiaomi Flagship Store Corporate Visit + Presentation</p> <p>Xiaomi's only official physical retail location in Shanghai is located in the Joy City mall. Just about every Xiaomi gadget is available for purchase on the spot -- TVs, phones, laptops, household appliances, and accessories. All these items are on display. However, you can have the chance to play with the device before you decide to buy.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Xiaomi's Innovative Business Model <p>iRock (http://www.irock.ren/) Corporate Visit + Seminar + Business Networking</p> <p>iRock, established in 2015, is an innovative technology enterprise specialising on R&D and development of virtual reality content, entertainment robots and solutions for related industries. iRock's vision is to "enable everyone to enjoy the pleasures derived from technology". Since its establishment, it has maintained rapid advancement, and provided excellent products and solutions for scientific learning, city planning exhibitions, and large-scale amusement projects.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Understand iRock's core business, providing insight into the quality services and totally new experience it provides
	<p>Dinner</p>

Programme Itinerary (accurate at time of print)

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Date	Programme
Friday 19 Oct 2018	Session 10: Innovative Business Thinking and Model Seminar + Networking <u>Learning Points:</u> <ul style="list-style-type: none">• Experience and understand the latest market trends such as how China's new thinking changes business models and consumer behaviour across different industries.
	Farewell Lunch
	1330: Depart from Hotel to airport Airport: Shanghai Pudong International Airport Flight: MU 545 Departure: 1630 hrs Arrival: 2155 hrs