

# Overseas Market Workshop



## China's New AI and Advanced Manufacturing

中国新一代人工智能与先进制造

17 – 22 November 2019 | Shanghai • Suzhou

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

Conducted in Mandarin

The integration of new generation information technology and the manufacturing industry is triggering far-reaching industrial changes, creating new production methods, industrial forms, business models and economic growth areas. Countries continue to drive the innovation agenda in science and technology, incorporating cutting-edge technologies such as automation, artificial intelligence (AI) and data analytics into the production and reconfiguration of the product and services mix. Intelligent manufacturing application, such as smart factories, is leading the way forward in the manufacturing sector. Crowdsourcing, collaborative design and e-commerce are also reshaping the industrial value chain. The transformation and rise of China's new AI and advanced manufacturing industries has built on the trend of Smart City innovation to bring immense opportunities to the business community.

### Why should I participate?

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

- Grasp the latest development and trends of China's new generation AI, AR, 5G technologies, cloud computing, big data, and advanced manufacturing industries
- Learn about new technologies, new applications and new solutions of AI, AR, 5G & IOT industries
- Explore business opportunities in China's New AI and advanced manufacturing industries

### What will it cover?

- Lessons and case study analyses will be conducted by university lecturers and industry professionals
- Topics include:
  - The development and future of artificial intelligence applications
  - Big data analysis and application
  - Potential business opportunities for smart manufacturing
  - Industrial Intelligent Development Potential in Suzhou Industrial Park
  - China's artificial speech intelligence industry and operating landscape
  - How AI shapes smart manufacturing

### \*Site Visits and sharing sessions with:

Shanghai Jiao Tong University (Suzhou) AI Research Institute, Xuhui Binjiang West Bank Area, West Bank Art Center, CNC Center, DeepBlue Technology (Shanghai), Suzhou Industrial Park, iFlytek (Suzhou) etc.

*\*Tentative Programme; actual company visits might differ.*

### Who should participate?

Business owners and professionals, senior executives and representatives from different industries who are interested in China's new generation of artificial intelligence and advanced manufacturing technologies are encouraged to participate.

### Course Fee

**\$S\$4,800-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\$1,440.00**

(For participants eligible for ESG's grant)

**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, 11<sup>th</sup> Nov 2019**, or when participation numbers reaches **20 before the closing date.**

### For enquiries

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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
<b>Sunday</b> <b>17 Nov 2019</b>	<p>Arrival at Shanghai Pudong International Airport <b>Flight:</b> MU 546 (China Eastern Airlines) – SIN/PVG Departure: 1010 hrs   Arrival: 1515 hrs <b>Flight:</b> SQ 830 (Singapore Airlines) – SIN/PVG Departure: 0920 hrs   Arrival: 1435 hrs (Check-in to Crowne Plaza Shanghai Hotel or equivalent)</p> <p><b>Dinner</b></p>
<b>Monday</b> <b>18 Nov 2019</b>	<p><b>Opening Ceremony</b></p> <p><b>Session 1:</b> <b>Lecture: Trends and Opportunities of China's Advanced Manufacturing Industry</b></p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Understand the differences between traditional and advanced manufacturing</li><li>• Understand the latest development in China's advanced manufacturing industry</li><li>• Future trends in China's advanced manufacturing industry</li></ul> <p><u>Lecturer:</u> Prof Hua Guest Lecturer, Overseas Education College, Shanghai Jiao Tong University Professor, China Executive Leadership Academy in Pudong Vice Dean, Zhejiang Intercity Digital Innovation Research Institute Principal Economist, Hua Xia Think Tank</p> <p><b>Lunch and Shanghai Jiao Tong University Campus Visit</b></p> <p><b>Session 2:</b> <b>Lecture: Big Data Analytics and Application</b></p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Collecting and extracting big data</li><li>• Interpreting and applying big data analytics</li><li>• Data visualisation for business decision making</li><li>• Big data as a basis for business change</li><li>• Implementing enterprise business analytics</li></ul> <p><u>Lecturer:</u> Mr Nie Guest Lecturer, Overseas Education College, Shanghai Jiao Tong University Member, National E-Commerce Professional Skills Development Member, Expert Committee of the Ministry of Education Internet, Innovation and Entrepreneurship Competition Deputy Secretary General, China Electronic Commerce Association Lecturer, Zhejiang e-commerce skills development and special projects team leader</p> <p><b>Welcome Dinner</b></p>

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Date	Programme
<b>Tuesday</b> <b>19 Nov 2019</b>	<b>Session 3:</b> <b>Lecture: The Past and Present of Artificial Intelligence</b>  <u>Learning Points:</u> <ul style="list-style-type: none"><li>• Understand artificial intelligence</li><li>• Opportunities and challenges in the era of artificial intelligence</li><li>• Key technologies and development of artificial intelligence</li><li>• Global development of artificial intelligence in various fields</li></ul> <u>Lecturer:</u> Dr. Gu Associate Dean, Overseas Education College, Shanghai Jiao Tong University / PHD in Management, University of Manchester, UK Main research interests: artificial intelligence, digital transformation, intelligent manufacturing
	<b>Lunch</b>
	<b>Session 4:</b> <b>Xuhui Binjiang West Bank Area</b> Visit + Presentation + Seminar  Located on the Xuhui Riverside area, the West Bank has a coastline of approximately 11.4 kilometres and an area of approximately 9.4 square kilometres. It is the most vibrant new waterfront city in Shanghai's downtown area. As one of the six functional areas in Shanghai's 12 <sup>th</sup> Five-Year Plan, the West Bank takes "planning, cultural leadership, and industry-led" as its overall development concept, building up the West Coast Cultural Corridor brand. Projects include the West Bank Media Port and the Shanghai Dream Center. With the aim of creating a new international waterfront urban area integrating culture, art, information, media, innovative financing, commerce, trade, and living, the West Bank has become a unique landmark of urban culture comparable to the Left Bank of Paris and the South Bank of London.  <u>Learning Points:</u> <ul style="list-style-type: none"><li>• Trace the development process of the smart industry park and explore potential business opportunities</li><li>• Understand the modern digital control model of the West Coast Park</li></ul>

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Date	Programme
<b>Tuesday 19 Nov 2019</b>	<p><b>Session 5: DeepBlue Technology (Shanghai)</b> Company Visit + Presentation + Seminar</p> <p>DeepBlue Technology (Shanghai) Co Ltd is a fast-growing leading company in the AI (artificial intelligence) industry. As a platform-oriented world-class AI Maker, it was founded by a team of PhD returnees in 2014. Since then, adhering to the concept of “AI serves people’s livelihood”, the company has dedicated all efforts to fundamental research and practical development of AI and, relying on its solid technologies with proprietary intellectual property rights, dominated the output of intelligent software and the design and manufacturing of independent hardware in the AI industry chain. Using deep learning architecture, machine vision, biological intelligent recognition and other core AI technologies with proprietary intellectual property rights, DeepBlue has been deeply rooted in such fields as intelligent driving &amp; vehicle manufacturing, intelligent robots, AI CITY, biological intelligence, retail upgrade, intelligent voice, security, chips and education, making it a leader in the industry.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Study the operational model of China’s AI enterprises</li><li>• Explore modern AI applications, and the AI revolution and development trend</li></ul> <p><b>Dinner</b></p>

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

Date	Programme
<b>Wednesday 20 Nov 2019</b>	<b>Breakfast and Check-out from Hotel Travel to Suzhou</b>  (Check in Hyatt Regency Suzhou or equivalent)
	<b>Session 6: Suzhou Industrial Park AI Expo</b> Company Visit + Presentation + Seminar  Suzhou Industrial Park is located in east Suzhou City, Jiangsu Province. An important cooperation project between the China and Singapore governments, it is an important window for China's reform and opening up, and a successful example of international cooperation. With AI as its focal developmental direction and blueprint, the AI Expo is based on the main application of AI technology. The expo is divided into seven sections, namely smart living, intelligent services, intelligent medical centre, intelligent security centre, intelligent manufacturing, intelligent transportation and smart education. The expo showcases the current state of development, classic application, success stories and the future potential of AI.  <u>Learning Points:</u> <ul style="list-style-type: none"><li>• Understand China AI application and its potential</li><li>• Understand the integration of AI into advanced manufacturing products and its development trend</li></ul>
	<b>Lunch</b>
	<b>Session 7: iFlytek (Suzhou)</b> Company Visit + Presentation + Seminar  iFlytek, formerly Anhui Keda Xunfei Information Technology Co Ltd specialises in speech recognition and natural language processing research, software and chip products development, voice services and government systems integration. With its intelligent voice assistant, input keyboard and other solutions, iFlytek is the largest provider of intelligent voice technology in China. With its strong foundation in research, iFlytech is an international leader in voice-based technology such as Chinese speech synthesis, voice recognition, oral examination assessment.  <u>Learning Points:</u> <ul style="list-style-type: none"><li>• Study the operating landscape of China's voice-based artificial intelligence industry</li><li>• Exploring the opportunities and future of smart voice in business application</li></ul>
	<b>Dinner</b>

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Date	Programme
<b>Thursday 21 Nov 2019</b>	<p><b>Session 8:</b> <b>Shanghai Jiao Tong University (Suzhou) AI Research Institute</b> Visit + Presentation + Seminar</p> <p>SJTU (Suzhou) AI Research Institute was jointly founded by Shanghai Jiao Tong University (SJTU), Suzhou government and Suzhou Industrial Park (SIP) Administrative Committee in SIP. With perceptive and cognitive technologies as its core, the centre focuses on the development and demonstrative showcase of AI technologies in industrial application in areas such as language and visual processing, megamedia, machine-human interaction, parallel computing, data analytics, chips, sensors and robotics. With the strong research capabilities and extensive global influence of SJTU, the AI Research Institute gathers foreign and domestic resources within SIP to become the leading, internationally-renowned AI technology and innovation centre.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Explore the latest technological development and business potential in AI application</li><li>• Understand the growth direction and future of advanced manufacturing</li></ul>
	<p><b>Lunch</b></p>
	<p><b>Session 9:</b> <b>How AI shapes Intelligent Manufacturing Seminar</b> Discussion + Business Networking</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Get a market overview and understand the potential of AI in manufacturing</li><li>• Exchange investment cooperation opportunities</li></ul> <p><u>Lecturer: Mr Xu Bin</u> Guest Lecturer, Overseas Education College, Shanghai Jiao Tong University Founder, Fu Bing Culture Communication Chief 020 Expert, Microsoft (China) Innovation Center</p>
	<p><b>Free and Easy</b></p>



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Date	Programme
<b>Friday 22 Nov 2019</b>	<b>Breakfast and Check-out from Hotel</b>
	<b>Session 10: Gfocus Technologies Co Ltd</b> Company Visit + Presentation + Seminar  Gfocus Technologies is a technology provider of smart camera and machine vision solutions for industries such as electronics, food, pharmaceuticals, and automation. Its products include smart cameras, fixed-mount code scanner and automated optical inspection equipment. Product features include part positioning, ID verification (reading and OCR), dimension measurement and appearance defect inspection. Staffed with a professional and experienced R&D team whose average experience spans more than 10 years with 50% having a master's degree or above, Gfocus is committed to continuous innovation to enhance and perfect its intelligent manufacturing and smart logistics solutions. It aims to provide customers with professional, high-quality products and services to help customers improve product quality, production efficiency and reduce costs.  <u>Learning Points:</u> <ul style="list-style-type: none"><li>• Understand the application of new technologies (machine vision) in advanced manufacturing companies</li><li>• Understand the excavation of Industry 4.0 data and machine vision technology applications in industrial quality inspection</li><li>• Exchange pointers and explore collaboration opportunities</li></ul>
	<b>Farewell Lunch</b>
	Depart from Shanghai to Singapore  Airport: Shanghai Pudong International Airport  Flight: MU 545 (China Eastern Airlines) Departure: 1620 hrs   Arrival: 2200 hrs  Flight: SQ833 (Singapore Airlines) Departure: 1625 hrs   Arrival: 2215 hrs