

Overseas Market Workshop

The Digital Economy and Smart Era: New Development, Trends and Opportunities

数字经济与智能时代：新进展 · 新趋势 · 新机遇

26 May – 1 June 2019 • Beijing & Tianjin

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

Conducted in Mandarin

Technological innovation has entered its most dynamic phase in the 21st century. A new round of technological revolution and industrial transformation has now redefined global innovation and the global economy. Smart industry is drastically changing the modes of business production and social lifestyle. The knowledge-based economy and information economy have created the smart economy which is distinguished by the exponential growth of IT transformation and disruptive innovation.

Why should I participate?

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

- Understand the latest development of China's digital economy and smart industries
- Gain insights into smart solutions and practical case studies (smart manufacturing, smart education, smart medical care, smart eldercare etc.)
- Learn about the integration of China's digital economy and the real economy
- Explore potential business opportunities for Singapore companies in China

What will it cover?

- Lessons and case study analyses will be conducted by academic professionals and industry leaders
- Topics include:
 - Macro Digital-Economy and Business Transformation
 - Business Innovation in the Smart Economy Era
 - Blockchain and China's Digitalisation Strategy
 - Artificial Intelligence and Its Future Applications
 - Case Studies and Analyses on Business Innovation

*Site Visits and sharing sessions with:

Lenovo, iCenter, Yanda International Health City, Haidilao Smart Restaurant, Sino-Singapore Tianjin Eco-city, JD.com, Taiji Smart City Operation Service (Tianjin) Co Ltd and many more.

*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 digital economy and new market opportunities are encouraged to participate.

Course Fee

S\$4,420 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\$1,326.00

(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, 4th May 2019**
or when participation reaches 20 before the said 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
Sunday 26 May 2019	Arrival at Beijing Capital International Airport Flight: CA 976 (Air China) Departure: 0900 hrs Arrival: 1530 hrs Check in to Crowne Plaza Beijing Zhongguancun Welcome Dinner
Monday 27 May 2019	Session 1: Lecture: Macro Economy and Business Transformation <u>Learning Points:</u> <ul style="list-style-type: none">• Understand China's current economic scenario• Business transformation and industrial trends in China• Companies' development strategy in the Big Data era Lunch Session 2: Lecture: Artificial Intelligence and Its Future Applications <u>Learning Points:</u> <ul style="list-style-type: none">• Concept of AI and its evolution and development trends• Application scenarios and future development of AI• Integration of AI and physical economy Dinner

Programme Itinerary (accurate at time of print)

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

Date	Programme
Tuesday 28 May 2019	Session 3: Lecture: Business Model Innovation in the Smart Era <u>Learning Points:</u> <ul style="list-style-type: none">• Business trends in the smart era• Business model and innovation development in the smart era
	Lunch
	Session 4: Lenovo Corporate Visit + Presentation + Seminar In 2018, Lenovo announced the integration of its Personal Computer and Intelligent Devices Group with its Mobile Business Group, creating the Intelligent Devices Group (IDG). This new group will further help the company to achieve innovation leadership in the market and establish substantial growth across the full spectrum of smart devices. <u>Learning Points:</u> <ul style="list-style-type: none">• Gain insights into Lenovo's digital and smart strategies Session 5: iCenter Site Visit + Presentation + Seminar iCenter serves the mission of cultivating students to be 'Dream Realising Pioneers'. It provides comprehensive creativity and idea realisation services, from the various perspectives of engineering, sciences, arts, humanities, architecture and many more. iCenter is an important institution to cultivate the creative spirit of the University's students and enable the entrepreneurship education ecosystem of University to thrive. <u>Learning Points:</u> <ul style="list-style-type: none">• Experience and understand the latest development and trends of China's intelligent technologies• Understand iCentre's approaches in cultivating innovation and creativity
	Free and Easy

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Wednesday 29 May 2019	<p>Session 6: Yanda International Health City Site Visit + Presentation + Seminar</p> <p>Yanda International Health City is located in Yanjiao. It is at the east of Beijing, and 30 kilometres away from Tian'anmen Square and 25 kilometres away from Beijing Capital International Airport. This RMB15 billion investment project comprises six different parts: Yanda International Hospital, Yanda Golden Age Health Nursing Center, Yanda Medical Research Institute, Yanda Medical and Nursing Training Institute, Yanda Guobin Hotel & Conference Center and Yanda International Medical College.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Gain insights into the usage of technology such as Internet, IOT and Big Data for the eldercare service industry in China
	<p>Lunch</p>
	<p>Session 7: Roundtable Meeting with Chinese Entrepreneurs Presentation + Seminar + Networking</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Introduction of Sino-Singapore Tianjin Eco-city• Learn from Singapore companies in Beijing on their experiences of doing business in China <p>Session 8: Haidilao Smart Restaurant Corporate Visit + Networking Dinner</p> <p>Haidilao opened its first smart restaurant in October 2018 to entice more customers, using a wall-length screen, QR code games, and an automatic reservation system to greet their customers. Inside the restaurant, robotic arms pick out the correct dishes from a constant temperature storage in the kitchen, while AGV (automated guided vehicle) robots whiz around the restaurant to deliver orders to customers.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Gain insights into how technology can help restaurants improve customer experience and operation efficiency
	<p>Dinner</p>

Programme Itinerary (accurate at time of print)

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Date	Programme
Thursday 30 May 2019	Hotel Breakfast and Check-out Travel to Tianjin via coach Check in to Hilton Tianjin Eco City
	Lunch
	Session 9: Sino-Singapore Tianjin Eco-city Site Visit + Presentation + Seminar Founded in July 2009, the Sino-Singapore Tianjin Eco-City Investment and Development Co Ltd (SSTEC) is the master developer of Tianjin Eco-City. It is a 50-50 joint venture between a Chinese Consortium led by Tianjin TEDA Investment Holding Co Ltd and a Singapore Consortium led by the Keppel Group. As master developer, SSTEC works closely with the governments and private sectors of China and Singapore, as well as other international partners, to plan and develop the Eco-City. SSTEC is committed to building a sustainable Eco-City that is ecologically friendly, socially harmonious and resource efficient. Its role includes the development of infrastructure, residential, industrial and commercial properties. <u>Learning Points:</u> <ul style="list-style-type: none">• Experience the smart city application within the eco-city (smart transportation, smart home, smart energy, passive building, etc.)• Understand the incorporated community and fintech service platform as well as the incubation platform and other entrepreneurship support systems within the eco-city• Explore potential business opportunities for Singapore companies
	Dinner

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Date	Programme
Friday 31 May 2019	Breakfast at Hotel and Check-out
	Session 10: JD.com Corporate Visit + Presentation + Seminar In January 2018, JD announced a strategic cooperation with Tianjin Economic-Technological Development Area (TEDA), to leverage its big data, AI and other advanced technologies to make the city more efficient. Tianjin will serve as a research, manufacturing and testing base for JD's smart logistics technology including robots, drones, and autonomous delivery vehicles. The company also launched two of its unmanned convenience stores in Tianjin. <u>Learning Points:</u> <ul style="list-style-type: none">• Gain insights into JD's creative initiatives regarding smart logistics, AI, and smart city.
	Lunch
	Session 11: Taiji Smart City Operation Service (Tianjin) Co Ltd Corporate Visit + Presentation + Seminar Taiji Smart City Operation Service (Tianjin) Co Ltd is a wholly owned subsidiary of Taiji Computer Corporation Limited. The company engages primarily in the provision of smart city solutions and services, which uses Big Data, cloud computing, Internet of Things and AI technologies, to provide innovative products and services. <u>Learning Points:</u> <ul style="list-style-type: none">• Understand the business model and solutions of smart city
Saturday 1 June 2019	Dinner Check in at Airport for return flight to Singapore Airport: Beijing Capital International Airport Flight: CA 975 (Air China) Departure: 0010 hrs Arrival: 0630 hrs