

# Overseas Market Workshop

## China's Service Sector: New Formats, New Models and New Industries

中国服务业新业态、新模式、新产业

7 – 12 July 2019 • Chengdu

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

Conducted in Mandarin

Chengdu is the western hub of China's commercial and financial activities and also serves as an important base for China's enterprises to engage with companies from all over the world. As China's fourth most-populous city, Chengdu is blessed with a vast market hinterland and tremendous consumer market in China's western region. Equipped with different established business platforms, Chengdu is becoming one of the favourite cities for investment in Central and Western China.

### Why should I participate?

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

- Learn about the new formats and trends of Chengdu's service industry, e.g. smart service, experience service, customised service, shared services, green services, and cross-border services.
- Understand Chengdu's "Big Health" Industry, Cultural and Creative Industries+ ("CCI") and Scenario Creation innovation models and cases
- Gain insights into future developments of Chengdu's middle and high-end consumption and green consumption
- Explore collaboration opportunities in Chengdu's CCI, ICT, logistics, transportation, food and retail industries

### What will it cover?

- Lessons and case study analyses will be conducted by academic professionals from Sichuan University
- Topics include:
  - New Formats, New Models and New Industries of China's Service Sector
  - Experience Economy and Case Studies
  - Marketing and Business Model Innovation in the Big Data Era
  - China's CCI+ and Scenario Creation Innovation Models

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

Sichuan University, Sino Singapore-Sichuan Hi-Tech Innovation Park, AI Innovation Centre and Singapore Innovation Centre, Keruyun Chengdu R&D Centre, Perennial International Health and Medical Hub, 321 Cultural and Creative Park, Chengdu IFS + Taikoo Li, The Chengdu International Railway Port 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 new service industry market opportunities are encouraged to participate.

### Course Fee

**S\$4,400** 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\$1,320.00**

(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: **Monday, 17<sup>th</sup> June 2019**  
**or when participation reaches 20 before the said date.**

### For enquiries

Mr Zekson Tan

E-mail: [zekson@sccci.org.sg](mailto: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
<b>Sunday</b> <b>7 July 2019</b>	Arrival at Chengdu Shuangliu International Airport  Flight: SQ 5136 (Singapore Airlines) Departure: 1245 hrs   Arrival: 1720 hrs Check in to Shangri La Hotel Chengdu  <b>Dinner</b>
<b>Monday</b> <b>8 July 2019</b>	<b>Session 1:</b> <b>Lecture: New Formats and New Trends of China's Modern Services</b>  <u>Learning Points:</u> <ul style="list-style-type: none"><li>• Understand new development trends of China's modern service industry</li><li>• Explore potential business and investment opportunities in China's service industry</li><li>• Future developments and outlook of modern service industry</li></ul> <b>Lunch and Sichuan University Campus Visit</b>  <b>Session 2:</b> <b>Lecture: Exploring Business Models for Cultural and Creative Industries</b>  <u>Learning Points:</u> <ul style="list-style-type: none"><li>• Development and outlook of cultural and creative industries</li><li>• Explore effective and creative business models for cultural and creative industries</li></ul> <b>Welcome Dinner</b>

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<b>Tuesday</b> <b>9 July 2019</b>	<b>Session 3:</b> <b>Lecture: Crossover Operation Model in the Era of Big Data</b>  <u>Learning Points:</u> <ul style="list-style-type: none"><li>• New opportunities of crossover business collaboration under the era of Big Data</li><li>• Understand the business and operation models of crossover business collaboration</li><li>• Case studies on crossover business collaboration</li></ul>
	<b>Lunch</b>
	<b>Session 4:</b> <b>Sino Singapore-Sichuan Hi-Tech Innovation Park</b> Visit + Presentation + Seminar  Located in the South Park of Chengdu Hi-tech Industrial Development Zone (CDHT), the 10.34 km sq m SSCIP is the first iconic integrated urban hi-tech innovation park project jointly invested by Singapore and Sichuan Province, China. SSCIP focuses on attracting innovation-centric enterprises in the fields of Information Communication Technology, Life Sciences and New Economy. 34 companies including Fortune 500 companies, leading innovation-centric enterprises, listed companies and dynamic start-ups, have set up their headquarters and R&D centers in SSCIP.  <u>Learning Points:</u> <ul style="list-style-type: none"><li>• Understand the industrial planning, ecosystem and investment policies of SSCIP</li><li>• Explore business opportunities</li></ul> <b>Session 5:</b> <b>AI Innovation Centre and Singapore Innovation Centre</b> Site Visit + Presentation + Seminar  Based on the AI Innovation Centre in the SSCIP, the Singapore Innovation Centre provides office space for Singapore enterprises to settle in Chengdu High-tech Zone, forming an industry aggregation effect.  <u>Learning Points:</u> <ul style="list-style-type: none"><li>• Understand the industrial policies and services of AI Innovation Centre and Singapore Innovation Centre</li></ul>
	<b>Dinner</b>

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<b>Wednesday 10 July 2019</b>	<p><b>Session 6:</b> <b>Keruyun Chengdu R&amp;D Centre</b> Site Visit + Presentation + Seminar</p> <p>Keruyun Technology (Beijing) Co Ltd founded in 2012, is the world's leading and China's largest cloud-based SaaS company. Keruyun is devoted to providing new generations of intelligent management systems integrating software and hardware to merchants engaging in catering, retailing and other service businesses.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Gain insights into how intelligent management systems can improve operational efficiency for catering, retailing and other service businesses</li></ul>
	<p><b>Lunch</b></p>
	<p><b>Session 7:</b> <b>Perennial International Health and Medical Hub ("PIHMH")</b> Site Visit + Presentation + Seminar</p> <p>Perennial International Health and Medical Hub ("PIHMH") is positioned to be the first healthcare cum retail integrated development in Chengdu and Sichuan Province. The health and medical hub spans over 300,000 sq m in total gross floor area (GFA) with more than 50% of its GFA anchored by seven local and international medical tenants. PIHMH also hosts a holistic suite of lifestyle, wellness and children-related retail trades and services, as well as food and beverage offerings to cater to the needs of the communities in the precinct and beyond.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Gain insights into the healthcare cum retail business model</li></ul>

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<b>Wednesday 10 July 2019</b>	<p><b>Session 8: 321 Cultural and Creative Park</b> Site Visit + Presentation + Seminar</p> <p>By utilising the existing development advantages of Chengdu's cultural, creative and art industries, 321 Cultural and Creative Park adopt creative design as its main industrial concept and forms an aggregation effect with the existing cultural and creative parks in eastern Chengdu. The park's three major sections of creative centre, entrepreneurship incubation and sharing land, bring together the six functional formats of the creator tribe, the slow city literary garden, the maker cradle, the maker living room, the maker movement, and the source of creation.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Gain insights into the integration and innovation of creative, music, technology, art, tourism and leisure industries.</li></ul> <p><b>Dinner</b></p>
<b>Thursday 11 July 2019</b>	<p><b>Session 9: Pre-school / Kindergarten</b> Presentation + Seminar</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Experience sharing about running pre-school / kindergartens in China</li><li>• Explore collaboration opportunities</li></ul> <p><b>Lunch</b></p>

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<b>Thursday</b> <b>11 July 2019</b>	<p><b>Session 10:</b> <b>Chengdu IFS + Taikoo Li</b> Site Visit + Presentation + Seminar</p> <p>Adjacent to the ancient Daci Temple and Chunxi Road commercial area, Sino-Ocean Taikoo Li Chengdu represents an open-plan low-rise shopping mall, which takes on a traditional architectural style accomplished by a pioneering modern approach. Wide international perspective with innovative design philosophy reinterprets this traditional shopping area as a new dynamic cultural and commercial landmark, and reinvigorates the townscape of Chengdu. A premium mix of global retail outlets, eateries and cultural brands deliver a premium, vibrant and fun leisure experience.</p> <p>Chengdu International Finance Square (Chengdu IFS) is the most international urban complex in Western China. It occupies the most coveted location within the Hongxing Road's core business district in the heart of Chengdu, which is at the intersection of the city's two main bustling arteries.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Overview of Chengdu commercial and retail environment</li><li>• Retail trends and insights shared by JLL</li></ul> <p><b>Free and Easy</b></p>
<b>Friday</b> <b>12 July 2019</b>	<p><b>Breakfast at Hotel and Check-out</b></p> <p><b>Session 11:</b> <b>The Chengdu International Railway Port</b> Site Visit + Presentation + Seminar</p> <p>The Chengdu International Railway Port, part of the China (Sichuan) Pilot Free Trade Zone, is the backbone of the region's plan to establish a global logistics system and booming trade with countries along the route of the Belt and Road Initiative, a local official said. Located at the junction of China's Silk Road and Yangtze River economic belts, the 9.68 sq m port in the free trade zone focuses on services, including collecting and transporting international goods, bonded logistics storage, international freight forwarding and financing. It also focuses on modern services such as information, technology and exhibition.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Gain insights into the strategic position and logistics network of the Chengdu International Railway Port and its planning</li><li>• Explore collaboration opportunities</li></ul>

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Date	Programme
<b>Friday 12 July 2019</b>	<b>Lunch</b>
	Check in at Airport for return flight to Singapore  Airport: Chengdu Shuangliu International Airport Flight: SQ 5135 (Singapore Airlines) Departure: 1825 hrs   Arrival: 2320 hrs