

Overseas Market Workshop



New Frontiers, New Collaborations and New Opportunities in China's Thriving Economy

中国经贸新趋势：新前景 新协作 新机遇

Oct 22 – 27, 2023 | Shanghai

The Overseas Market Workshop is organised by Singapore Chinese Chamber of Commerce & Industry (SCCCI) and supported by Enterprise Singapore (Enterprise SG)

Conducted in Mandarin

With the continuous evolution of the current economic and geopolitical landscape, as well as changes in consumer behavior, Singaporean companies planning to enter China's emerging market need new insights. Shanghai, a prominent international metropolis with strong innovation and openness, offers valuable opportunities. This trip aims to help participants understand Eastern and Western ideologies, gaining a comprehensive view of China's evolving business environment. Through workshops and interactions with local businesses, they can grasp developmental trends in the China market, preparing for successful overseas expansion.

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 will be conducted by industry experts and practitioners
- Topics include:
 - Analysis of China's macroeconomic trends and political-economic situation.
 - Understand China's business transformation and development trends and innovation and breakthroughs.
 - Exploring Shanghai as a city of innovation, culture, and ecology.
 - Site visits to advanced technological enterprises to discover new opportunities for collaboration.

*Site Visits and sharing sessions with:

SAIC Volkswagen Automotive, Baidu, Ctrip HQ, Tencent, G60 Innovation Centre, West Bund Area of Xuhui District, Shanghai DHGE, Shanghai Commerce Bureau, Business Associations in Shanghai, 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 exploring business opportunities in China are encouraged to participate.

Course Fee

S\$4,850 per participant

(inclusive of lectures, business meetings, seminars, corporate visits, networking sessions)

Admin Fee: S\$250

Final fee after deducting government funding is

S\$1,705 per participant

Airfares, accommodation & 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. To qualify for government subsidy, participants must be Singaporean or Singapore PR that are employed by companies incorporated/registered and based in Singapore with at least 3 core business functions/activities* operated from Singapore.

Payment

Full payment of the programme fee must be paid within 7 working days upon successful registration of the programme with SCCCI.

Registration is now open!

Closing Date: **Friday, 29th September 2023, or when participation numbers reach 20 before the closing date.**

For enquiries

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Organised by



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

Supported by

**Enterprise
Singapore**



*Core business functions/activities include (1) Market development and planning; (2) Logistics and shipping management; (3) Research and development and design functions; (4) Manufacturing and other value-added activity; (5) Business and investment planning; (6) Banking, financial and treasury functions.

Programme Itinerary (accurate at time of print)

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

Date	Programme
Sunday 22 Oct 2023	<p>Arrival at Shanghai Pudong International Airport</p> <p>Official Flight Option 1 Flight: SQ828 – SIN/PVG Departure: 08:05 hrs Arrival: 13:25 hrs</p> <p>Official Flight Option 2 Flight: MU546 – SIN/PVG Departure: 10:10 hrs Arrival: 15:40 hrs</p> <p>Check-in to Crowne Plaza Shanghai or equivalent</p> <p>Session 1: Networking Session with Shanghai Commercial Federation</p>
Monday 23 Oct 2023	<p>Opening Ceremony</p> <p>Session 2: Lecture: Analysis of China's Macroeconomic Trends and Domestic & International Political Economic Situations</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• China's Macroeconomic Regulation and Key Areas of National Support• Hot Topics in China's Economy: Infrastructure, Consumption, Trade, and more• China's Macroeconomic Situation: Domestic and International Macroeconomic Forecasts, Real Economic Conditions, Domestic and International Dual Circulation• Analysis of Chinese Financial Policies, Real Estate, Industrial Investment, and Key Points <p><u>Lecturer:</u> Professor Yu Tao</p> <ul style="list-style-type: none">- EMBA Distinguished Visiting Professor at Shanghai Jiao Tong University- Independent Economist & Former Researcher at a National Think Tank- Professor Yu has taught extensively at various universities, including Shanghai Jiao Tong University, Zhejiang University, Sun Yat-sen University, and Nongye University <p>Session 3: Networking Session with Lecturers</p>

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Monday 23 Oct 2023	<p>Session 4: Lecture: Business Transformation and Development Trend, Innovation and Breakthrough</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Understanding the New Business Environment• Emerging Trends in Consumer Behavior in the New Era• Trends and Opportunities in Digital Marketing• Five Major Consumer Trends and Trend Scenarios• How Industries and Brands Can Adapt <p><u>Lecturer:</u> Prof Fang Baoqing</p> <ul style="list-style-type: none">- Vice Director/Professor, ICCD Institute of Chinese Business Development, Shanghai Jiao Tong University- Vice Dean/Professor, Winston Financial Management School, Shanghai- Expert Committee Member, Emerging Industries, Macau Business Association- Director, Pacific Group Investment Management Co Ltd <p>Dinner</p>
Tuesday 24 Oct 2023	<p>Session 5: Lecture: Redefining Products with Explosive Thinking</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Definition of Explosive Products• How to Identify Product Categories, Target Users, Pain Points, and Competitive Objects• The unexpectedly exceptional experience represented by best-selling innovative products• Building a Product Matrix <p><u>Lecturer:</u> Mr Guo Wenqi</p> <ul style="list-style-type: none">- Co-founder of Pure Rice Technology (Shanghai) Co Ltd / Vice President of Innovation Design Center,- Expert Committee Member, IXDC International Experience Conference- Bachelor's degree in Interior Design from Chung Yuan Christian University in Taiwan- Master's degree in Design from Domus Academy in Milan, Italy- Design Director of ASUS- Design Director of Pegatron Shanghai <p>Session 6: Networking Session with Lecturers</p>

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Tuesday 24 Oct 2023	<p>Session 7: Exploring SAIC Volkswagen - Unveiling the Intelligent Factory Company Visit + Presentation + Seminar</p> <p>Shanghai Automotive Group Co Ltd (SAIC Group), a prominent automotive company, is actively adapting to industry trends, shifting from traditional manufacturing to a comprehensive mobility service provider. It embraces technological advancements, changing markets, and industry trends. SAIC Group pursues the "New Four Modernizations" strategy—Electrification, Intelligent Connectivity, Sharing, and Internationalization—aiming to enhance performance and foster innovation. In restructuring the global automotive value chain, it seeks advantageous positions, accelerates transformation, and aspires to become a globally competitive world-class automotive company.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Gain an understanding of SAIC Volkswagen's benchmark intelligent factory through sandbox explanations, watching company introduction videos, and visiting the production workshops• Discover the secrets behind SAIC Volkswagen's high-quality production• Theme Presentation: "Lean Production Management and Improvement at SAIC Volkswagen"
	<p>Session 8: CEO Networking Dinner with Shanghai Donghua Global Enterprise Development Group Co Ltd</p>

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

Date	Programme
Wednesday 25 Oct 2023	<p>Session 9: Exploring Baidu Paddle Artificial Intelligence Industry Empowerment Center Company Visit + Presentation + Seminar</p> <p>The Baidu PaddlePaddle Artificial Intelligence Industry Empowerment Center is a collaborative initiative between Baidu PaddlePaddle and its ecosystem partners. It leverages the PaddlePaddle deep learning platform and the Wenxin large model, integrating Baidu's AI technology services, solutions, and ecosystem resources. The center's mission is to facilitate the widespread and efficient adoption of AI technology in the regional industry-academia-research ecosystem. Together, their goal is to foster the growth of AI talent and drive the intelligent transformation of key industries, ushering in a new era of high-quality development in the region.</p> <p><u>Learning Points:</u></p> <p>Section (1) :-</p> <ul style="list-style-type: none">• Tour of Baidu Future World Exhibition Hall• Introduction to the "PaddlePaddle" Algorithm Platform Technology• Demonstration and Explanation of the "Smart City" Sandbox• Demonstration of Speech and Semantic Comprehension• Demonstration of the Structure and Principles of the "Wenxin" Large Model Product• Exhibition and Explanation of Kunlun Chips and their Principles <p>Section (2) :-</p> <ul style="list-style-type: none">• Sharing of Baidu Wenxin Yiyao Technology Principles and Applications
	Lunch
	<p>Session 10: Exploring Ctrip Headquarters at Sky SOHO" Company Visit + Presentation + Seminar</p> <p>As a leading comprehensive travel services company in China, Ctrip (now known as Trip.com Group) has successfully integrated the high-tech industry with the traditional travel sector. Guided by the principle of "customer-centricity," Ctrip provides a full range of travel services to over 250 million members, including mobile applications, hotel reservations, flight bookings, vacation packages, corporate travel management, and travel information. It is acclaimed as a model for seamlessly combining the internet and traditional travel industries. Ctrip was listed on the NASDAQ stock exchange in the United States in December 2003 and holds a leading position in the online travel services market, ranking among the top three global online travel services companies by market capitalization.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Visit the Ctrip headquarters located at Sky SOHO - Historical and Cultural Wall• Gain in-depth knowledge of the system management in the Network Operations Center (NOC)• Share and exchange on the theme of "Customer First"
	Free Activities

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Thursday 26 Oct 2023	<p>Session 11: Exploring Tencent - Learning Internet Innovation Thinking from Tencent Company Visit + Presentation + Seminar</p> <p>Tencent, founded in 1998 and headquartered in Shenzhen, China, is a global technology leader focused on enhancing people's lives through innovation. With a mission to use technology for the greater good, Tencent's communication and social services connect over one billion users worldwide, offering convenience in travel, payments, and entertainment. The company is renowned for its globally popular video games and high-quality digital content, delivering interactive entertainment experiences. Additionally, Tencent provides enterprise services such as cloud computing, advertising, and financial technology to support partners in their digital transformation and business growth efforts.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Experience on-site teaching at Tencent in Shanghai, with insights into Tencent's development history, latest strategic planning, innovative product experiences, talent development at Tencent, and team building among employees• Learn about work methods related to meticulous management, cost control, talent management, and other aspects
	<p>Lunch</p>
	<p>Session 12: Entering G60 Innovation Centre – Cloud Convergence for Innovation, Shaping the Future Company Visit + Presentation + Seminar</p> <p>G60 Innovation Centre is located at the leading high-tech industrial parks in the G60 Sci-Tech Corridor of the Yangtze River Delta. It is located in Xinqiao Town, Songjiang District, Shanghai, serving as the starting point of the "One Corridor, Nine Cities" initiative within the G60 Sci-Tech Corridor. The park boasts convenient transportation and significant locational advantages.</p> <p>The industrial focus of the park includes artificial intelligence, smart manufacturing, high-end equipment, robotics, biopharmaceuticals, integrated circuits, new energy, new materials, smart cars, digital economy, and headquarters economy.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Understand the latest achievements in Shanghai's efforts to establish a global science and innovation center• Get acquainted with G60 Innovation Centre positioning and development goals in the fields of artificial intelligence and industrial internet• Explore how to seize the development opportunities presented by the Yangtze River Delta G60 Science and Innovation Corridor
	<p>Session 13: Networking with representatives of Shanghai Federation of Returned Overseas Chinese Youth Association</p>

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

Date	Programme
Friday 27 Oct 2023	<p>Check-out from Hotel</p> <p>Session 14: Visit to West Bund Area of Xuhui District Visit + Presentation + Seminar</p> <p>The West Bund Area in Shanghai's Xuhui District is a vital hub located at the southern end of the Huangpu River's development axis. It shares borders with the World Expo Park, Xujiahui Commercial District, and South Station Commercial District, making it a key player in Xuhui District's urban transformation and growth.</p> <p>Notably, this area is seeing the emergence of commercial real estate ventures like the Shanghai Greenland Center and high-end residential projects along the Xuhui Riverside. It's also home to cultural events such as the West Bund Architecture and Contemporary Art Biennale and the Shanghai West Bund Music Festival.</p> <p>For those interested, there's a Xuhui Riverside Planning Exhibition Center situated on Ruining Road, at the boundary between Xuhui District and Huangpu District. During visits, entrepreneurs and company executives present project details, followed by discussions.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Visit the Planning Pavilion of the park, listen to explanations, and take a comprehensive tour of Xuhui West Bund
	<p>Session 15: Networking: Entrepreneurial Round Table Discussion</p> <p>Round Table Discussion Chaired by: Mr Xu Bin</p> <ul style="list-style-type: none">- Founder of Shanghai Fubing Cultural Broadcasting Co Ltd- Chief O2O Expert at Microsoft (China) Innovation Center- Consultant for BP Oil E-commerce- Advocate of the Dream Community Entrepreneurship Tutor's Five- End Framework- Creator of the Comprehensive Internet and Multi-End Digital Media Marketing Model
	<p>Depart from Shanghai to Singapore</p> <p>Airport: Shanghai Pudong International Airport</p> <p>Official Flight Option 1 Flight: SQ833 - PVG/SIN Departure: 16:50 hrs Arrival: 22:20 hrs</p> <p>Official Flight Option 2 Flight: MU543 - PVG/SIN Departure: 23:50 hrs Arrival: 05:25 hrs (+1)</p>