

Overseas Market Workshop



Exploring New Opportunities in Chengdu-Chongqing Economic Circle and New Western Land-Sea Corridor

探索成渝双城经济圈和西部陆海新通道的新机遇

May 26 – 31, 2024 | Chongqing · Chengdu

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

Conducted in Mandarin

Chongqing and Chengdu are pivotal cities at the intersection of the New Western Land-Sea Corridor and Yangtze River Economic Belt, driving Western China's development. The Chengdu-Chongqing Twin City Economic Circle boosts them as economic centers, fostering innovation and openness.

The China-Singapore (Chongqing) Demonstration Initiative on Strategic Connectivity has further facilitated Chongqing's development into a leading regional hub for connectivity and modern service economy in western China. This initiative has enhanced trade routes and strengthened connections with Singapore and other regions worldwide.

Why should I participate?

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

- Understand the role of the "New Western Land-Sea Corridor" initiative in promoting the development of emerging industries in the western region
- Gain insights into the development potential of the Chengdu-Chongqing Economic Circle and the new direction of industrial layout
- Recognize the importance of the Chongqing-Singapore Connectivity Initiative for the future development and promotion of Chongqing and Singapore
- Explore new opportunities for integrating local and international economies

What will it cover?

- Lessons will be conducted by industry experts and practitioners
- Topics include:
 - Development model, latest progress, and opportunities in the Chengdu-Chongqing twin-city economic circle
 - Construction and impact of the New Western Land-Sea Corridor, as well as the role of policy support in promoting corridor construction
 - New business opportunities brought by the New Western Land-Sea Corridor and global resource allocation
 - On-site visits to the supply chain, financial payment, artificial intelligence, and modern service industries

*Site Visits and sharing sessions with:

China-Singapore (Chongqing) Strategic Interconnection Demonstration Project – Chongqing Logistics Center, Mashang Consumer Finance Co Ltd, Hongjiu Fruit, SASSEUR REIT, Perfect World Culture & Creativity, Chengdu Yiming Semiconductor Milan Baiyu, Chongqing Federation of Industry and Commerce, and Chongqing Logistics Association, 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.

*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.

Course Fee

S\$4,300# per participant

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

##Admin Fee: S\$250 (Member)

S\$300 (Non-Member)

Final fee after deducting government funding is

S\$1,540 per participant (Member)

S\$1,590 per participant (Non-Member)

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 for the Course Fee, 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.

##Admin Fee is payable to SCCCI and is not eligible for funding support from EnterpriseSG

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, 3rd May 2024,**

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

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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 2024	Arrival at Chongqing Jiangbei International Airport Official Flight Flight: Singapore Airlines SQ818 – SIN/CKG Departure: 20:20 hrs Arrival: 01:15 hrs (+1) Check-in Hyatt Regency Metropolitan Chongqing or equivalent
Monday 27 May 2024	Session 1: Networking Session with Lecturers Session 2: Lecture: Analysis of the Development Model and Opportunities of the Chengdu-Chongqing Economic Circle <u>Learning Points:</u> <ul style="list-style-type: none">• Origin, Historical Development, and Core Characteristics of the Chengdu-Chongqing Economic Circle• Analysis of the Positions and Roles of Chengdu and Chongqing, and their Cooperation and Competitive Relationship• Opportunities faced by the Chengdu-Chongqing Economic Circle under the “New Western Land-Sea Corridor” Strategy <u>Lecturer:</u> TBC Session 3: Lecture: New Western Land-Sea Corridor: Construction and Impact <u>Learning Points:</u> <ul style="list-style-type: none">• Understanding the progress and factors influencing the construction of the New Western Land-Sea Corridor, covering land, rail, sea and air transport• Analyzing the potential impact of the corridor on the Chengdu-Chongqing Economic Circle and nearby regions• Exploring the significance of domestic and international cooperation, along with policy support, in advancing corridor construction <u>Lecturer:</u> TBC Session 4: Networking Session with Chongqing Federation Industry and Commerce

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Date	Programme
Tuesday 28 May 2024	<p>Session 5: Lecture: The New Western Land-Sea Corridor and Global Resource Allocation</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Analyze international competitiveness under the "New Western Land-Sea Corridor."• Examine how the corridor expedites global resource distribution, notably in trade, logistics, and energy, and its effects on domestic and international markets.• Present case studies illustrating business prospects and collaboration opportunities facilitated by the corridor, along with industry benefits.• Discuss strategies for capitalizing on the corridor's business opportunities, such as investments and partnerships in logistics, fintech, big data, and aviation infrastructure. <p><u>Lecturer:</u> TBC</p>
	<p>Lunch</p>
	<p>Session 6: China-Singapore (Chongqing) Strategic Interconnection Demonstration Project – Chongqing Logistics Center Company Visit + Presentation + Seminar</p> <p>The China-Singapore Interconnection Project "Land-Sea New Corridor" is a vital initiative linking Southeast Asia with the Eurasian continent through Western China. It's a joint effort between China and Singapore, aimed at fostering economic growth through regional cooperation.</p> <p>In this project, the Chongqing Logistics Center plays a central role. Situated in the Guoyuan Yufu International Logistics Hub Center within the Liangjiang New Area, it will transform into a comprehensive transportation hub. This hub will seamlessly integrate land, rail, water, and air transportation services, featuring warehouses, parking facilities, and a high-rise building for various support services.</p> <p>Strategically located near major highways, railways, ports, and bonded zones, the center will facilitate efficient logistics operations, benefiting both the Western region of China and ASEAN countries.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• learning about the company's plans to redevelop its land for the 'New Western Land-Sea Corridor' initiative• Visit the facilities of the logistics center• Discussing topics such as the operation, research and development, and market development of the logistics center

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Tuesday 28 May 2024	<p>Session 7: Mashang Consumer Finance Co Ltd (MSCF) Company Visit + Presentation + Seminar</p> <p>MSCF is a technology-driven financial institution approved by the China Banking and Insurance Regulatory Commission, holding a consumer finance license. The company's mission is to simplify life through technology. MSCF prioritises user-centered, inclusive finance, striving to become a globally trusted financial service provider. Leveraging technology for innovation, they also offer small, dispersed consumer finance services to diverse social strata and groups with financial service needs.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Introduce the company's development history, core values, and mission• Product presentation on microloan services• Understand the classification, identification, assessment, and control methods of financial risks• Learn about advanced technological methods and innovations used in financial services, such as artificial intelligence, big data analysis, blockchain, etc
	<p>Session 8: Networking Session with Chongqing Logistics Association</p>

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Date	Programme
Wednesday 29 May 2024	<p>Session 9: Chongqing Hongjiu Fruit Co Ltd Company Visit + Presentation + Seminar</p> <p>Hongjiu Fruit Co Ltd was founded in 2002 and is a leading and rapidly growing multi-brand fresh fruit group in China. It specialises in the full industry chain operation of high-end imported fruits and high-quality domestic fruits. Through an advanced digital supply chain spanning from end to end, delicious and high-quality fresh fruit products are directly delivered from orchards around the world to fruit retail terminals nationwide.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Understand the operating model and core advantages of Hongjiu Fruit's business• Familiarize with its unique global procurement network and advanced supply chain management system• Share experiences in procurement strategy, supplier relationship management, and distribution network building• Demonstrate how the company utilises visual data analysis to optimise the supply chain, forecast market demand, and enhance decision-making efficiency
	<p>Lunch</p>
	<p>Session 10: SASSEUR REIT Company Visit + Presentation + Seminar</p> <p>SASSEUR REIT is Asia's pioneer outlet mall Real Estate Investment Trust (REIT). It offers investors a distinctive opportunity to tap into China's burgeoning retail outlet sector. With an initial portfolio of four premium outlet malls strategically located in high-growth cities like Chongqing, Kunming, and Hefei, SASSEUR REIT focuses on income-producing real estate assets primarily dedicated to outlet mall purposes. In 2016, they introduced the groundbreaking concept of the "Artistic Commercial Super Outlet," revolutionizing the outlet industry with their innovative A*(1+N)*DT business model. This innovation has positioned SASSEUR REIT Group as a leading outlet brand in Asia, contributing to the advancement of the global outlet industry.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Understand Sasseur's artistic commercial concept• Discover SASSEUR's innovative A*(1+N)*DT business model, featuring a revolution in China's retail landscape, anchored by physical outlets and complemented by a diverse offline social ecosystem. This includes super children's parks, sports arenas, and farms, offering activities aligned with middle-class interests and social needs. Leveraging big data, SASSEUR ensures precise marketing strategies for targeted outreach
	<p>To Chengdu by High-Speed Railway after Dinner</p> <p>Check-in to Sheraton Chengdu Lido Hotel or equivalent</p>

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

Date	Programme
Thursday 30 May 2024	<p>Session 11: Perfect World Investment & Holding Group Company Visit + Presentation + Seminar</p> <p>"Perfect World Culture & Creativity" drives digital innovation in the cultural industry by leveraging Perfect World Group's resources and expertise. The company focuses on cultural and creative industries, as well as cultural tourism, providing services such as brand IP shaping, immersive cultural experiences, and themed competitions. Through digital means, the company connects with the younger generation, injecting vitality into cultural traditions, and offering richer experiences to the public.</p> <p>Learning Points:</p> <ul style="list-style-type: none">• Understanding the latest trends in the development of the digital cultural industry• Listen to the development of cultural tourism in the new era and cultural tourism brand IPs• Understanding the digital transformation and upgrading of the cultural tourism industry, studying cultural output, and globalisation strategies• Learning about the latest trends in the integration of the cultural industry and the digital economy.
	<p>Lunch</p>
	<p>Session 12 Chengdu Yiming Semiconductor Co Ltd Company Visit + Presentation + Seminar</p> <p>Chengdu Yiming Semiconductor Co Ltd is a Sino-US joint venture established by Chengdu Yiming Optoelectronic Technology Co Ltd and Yuhang LED USA Inc. It is a professional LED lighting solutions provider that integrates research and development, production, and sales.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Listen to the unique product innovation model of Chengdu Yiming Semiconductor and the company's technological innovation and development in the LED lighting field• Understand the significant breakthroughs achieved by the company in the introduction of new materials, intelligent lighting fixtures, etc• Conduct on-site observation of the Internet of Things smart lighting control system and intelligent lighting control system
	<p>Session 13: Networking Session with representatives from the Chengdu Business Community</p>

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Date	Programme
Friday 31 May 2024	<p>Session 14: Milan Baiyu Company Visit + Presentation + Seminar</p> <p>Milan Baiyu was established in 2005, formerly known as "Milan Beauty Plastic Surgery Hospital." In 2013, it was upgraded to "Sichuan Milan Baiyu Medical Aesthetic Hospital." In 2020, Milan Baiyu expanded its operations to three cities - Chengdu, Xi'an, and Shenzhen, adopting a new business model with four stores in three cities. In January 2021, Milan Baiyu selected the core commercial district of Chengdu High-tech CBD and built its fourth hospital nationwide - Chengdu High-tech Milan Baiyu Medical Aesthetic Hospital. This marked the second hospital opened by Milan Baiyu in Chengdu. Additionally, Milan Baiyu pioneered the concept of "Neo-Generation" in the medical aesthetics industry, initiating a comprehensive brand strategy upgrade, laying a solid theoretical and practical foundation for entering the era of Medical Aesthetics 2.0.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Understanding the development trends of the medical beauty industry in China• Sharing experiences in quality control within chain operations• Discussing case studies of brand building
	<p>Lunch / Free Activities</p> <p>Check-out from Hotel</p> <p>Depart from Chengdu to Singapore</p> <p>Airport: Chengdu Tianfu International Airport</p> <p>Official Flight Flight: SQ 843 TFU/SIN Departure: 18:25 hrs Arrival: 23:30 hrs</p>