

Business Mission

(Overseas Market Workshop)

Exploring the Greater Bay Area - China Brands on the World Stage: Strategic Pathways and Emerging Opportunities

探索大湾区— 中国品牌全球化：战略与机遇

Nov 22 – 27, 2026 | Guangzhou • Shenzhen • Hong Kong

The Business Mission (OMW) is organised by Singapore Chinese Chamber of Commerce & Industry (SCCCI) and supported by Enterprise Singapore (EnterpriseSG)

Conducted in Mandarin

As Chinese brands accelerate their global expansion, the Guangdong–Hong Kong–Macao Greater Bay Area (GBA) has emerged as a key hub for innovation, international business and cross-border collaboration. This Business Mission offers first-hand insights through expert briefings, company visits and networking sessions, exploring how leading Chinese enterprises leverage AI, cross-border e-commerce, digital marketing and integrated supply chains to expand into global markets.

Why should I participate?

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

- **Explore China's Global Growth** — Understand the shift from “Made in China” to “Branded in China” and uncover GBA opportunities in innovation, advanced manufacturing and the digital economy.
- **Build International Business Capabilities** — Gain practical insights into cross-border e-commerce, overseas market expansion, localisation and global branding.
- **Unlock New Global Opportunities** — Learn from leading technology and innovation companies and identify strategies for international growth and market expansion.

What will it cover?

The programme combines expert-led lectures, case studies, company visits, and networking sessions to provide practical insights and facilitate knowledge exchange.

- **Expert Lectures & Case Studies** - Gain insights into the latest trends in Chinese enterprises' global expansion, covering brand building, cross-border marketing, supply chain strategies, and international market development.
- **Company Visits** - Visit leading companies in technology innovation, smart manufacturing, cross-border e-commerce, and consumer brands to discover innovative business models and internationalisation strategies.
- **Practical Business Insights** - Learn from real-world success and failure cases in overseas market expansion, and gain practical strategies for risk management, market entry, and international growth.
- **Singapore-GBA Business Collaboration** – Take part in business networking and matching sessions to connect with potential partners, share resources, and explore opportunities in trade, investment, and innovation.

***Site Visits and sharing sessions with:** Guangzhou Automobile Group, Guangzhou EHang Intelligent Technology, Arashi Vision Inc.(Insta360), Shenzhen FUTU Network Technology, EngineAI Robotics Technology, BYD, Hong Kong Trade Development Council, Television Broadcasts Limited (HKTVB), Networking sessions with Sun Yat-sen University and entrepreneurs specialising in brand globalisation.

**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\$5,755# per participant

(inclusive of lectures, business meetings, seminars, corporate visits, networking sessions, 5 nights' hotel accommodation & partial meal arrangements)

##Admin Fee: S\$200 (Member)

S\$250 (Non-Member)

Final fee after deducting government funding is

S\$1,927 per participant (Member)

S\$1,977 per participant (Non-Member)

Airfares & personal expenditures are not included. These expenditures shall be borne by participants.

#Government Funding Support

This programme is supported as a Business Mission by Enterprise Singapore. To qualify for government subsidy on the Course Fee, participants must be 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, 30 October 2026**
or when participation numbers reach 20 before the closing date.

For enquiries

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Scan the QR Code to Register



Programme Itinerary (accurate at time of print)

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

Date	Programme
Sunday 22 Nov 2026	Arrival at Guangzhou Baiyun International Airport Flight: Singapore Airlines SQ850 SIN/CAN Departure: 08:05 Arrival Time: 12:10 Check-in to Four Points by Sheraton Guangzhou Financial City, Tianhe or equivalent
	Networking dinner for delegates
Monday 23 Nov 2026	Session 1: Lecture: Marketing Innovation and Brand Breakthrough for Chinese Enterprises Going Global <u>Learning Points:</u> • Discovering value in global expansion: Customer insights • Global-market marketing strategy: Delivering customer value <u>Lecturer: Professor He Yun</u> - Professor, School of Business Administration, Sun Yat-sen University; Doctoral Supervisor, Sun Yat-sen University - Engaged in teaching and research in marketing. Has published more than 140 papers in journals including Acta Psychologica Sinica, Management World and Journal of Research. - Research focuses on corporate marketing management, covering marketing strategy, brand strategy and brand equity formation & management.
	Lunch
	Session 2: Lecture: Opportunities and Challenges for the Guangdong-Hong Kong-Macao Greater Bay Area as a Pilot Demonstration Zone <u>Learning Points:</u> • Profound global shifts: Long-term development trends of China's economy • Current macro-economic conditions and policies • Future growth engine: The Guangdong-Hong Kong-Macao Greater Bay Area <u>Lecturer: Professor Zhang Xuezhi</u> - Professor, Doctoral Supervisor & Vice-Dean, International School of Finance, Sun Yat-sen University - Vice-Dean, Belt and Road Institute, Sun Yat-sen University - Expert, Guangdong Provincial Economic Situation Reporting Group - Teaches postgraduate courses including Management, Managerial Economics, Corporate Governance: Theory and Practice - Has published over 60 papers in economic journals such as Economic Research Journal, Management World, The World Economy, Journal of Banking & Finance and Journal of Business Ethics.
	Dinner

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Tuesday 24 Nov 2026	Session 3: Guangzhou Automobile Group Co Ltd Company Visit + Presentation + Seminar Guangzhou Automobile Group CoLtd (GAC) is a leading Chinese automotive group engaged in vehicle manufacturing, new-energy vehicles, intelligent driving and smart mobility. Its brands include Trumpchi, AION and Hycan, alongside GAC-Honda and GAC-Toyota. GAC's global network spans 87 countries and regions, with 630 sales and service outlets and five overseas KD assembly plants. Singapore is a key Asia-Pacific market, offering GAC's new-energy models including the Trumpchi E9, AION V and Hycan HT. <u>Learning Points:</u> • China's automotive transformation and the rise of independent brands. • New-energy vehicle industrial-chain development and integration. • Internationalisation strategies for Chinese automotive enterprises. • Global approaches to brand building, R&D and market expansion.
	Session 4: Networking lunch with officials from the Guangzhou Municipal Bureau of Commerce and the Management Team of Songshan Lake Science & Technology Entrepreneurship Promotion Association
	Session 5: Guangzhou EHang Intelligent Technology Co Ltd Company Visit + Experiential Learning Guangzhou EHang Intelligent Technology Co Ltd (EHang) is a Guangzhou-based high-tech enterprise specialising in intelligent aviation, unmanned aerial vehicles (UAVs) and low-altitude economy solutions. As a pioneer in Urban Air Mobility (UAM), EHang develops autonomous eVTOL aircraft and promotes their global commercialisation through R&D, international certification and market expansion. Its solutions have been demonstrated and deployed across markets in Europe, the Middle East and Asia. <u>Learning Points:</u> • Development trends and opportunities in the low-altitude economy. • Commercialisation pathways for autonomous aerial vehicles. • International certification and overseas market expansion strategies. • Globalisation strategies of China's emerging technology enterprises.
	Dinner Board coach and travel to Shenzhen Check-in to DoubleTree by Hilton Shenzhen Nanshan Hotel & Residences or equivalent

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Date	Programme
Wednesday 25 Nov 2026	Session 6: Arashi Vision Inc (Insta360) Company Visit + Presentation + Seminar Arashi Vision Inc (Insta360) is a Shenzhen-based intelligent imaging-technology enterprise. Its flagship brand Insta360 has emerged as a global leader in panoramic and action cameras. Through indigenous R&D, product innovation and worldwide marketing systems, the firm translates China-based hardware innovation into internationally recognised consumer-brand influence. It cultivates overseas user communities and brand awareness, exemplifying Chinese tech firms' evolution from product exports to genuine global branding. The brand has consecutively secured the world's largest market share in panoramic cameras. <u>Learning Points:</u> • Pathways for Chinese consumer technology enterprises to evolve from product innovation to global brand building. • Globalisation strategies covering R&D, consumer insights, overseas distribution and brand marketing. • Building globally competitive consumer brands through technology-driven innovation.
	Session 7: Shenzhen FUTU Network Technology Co Ltd Company Visit + Experiential Learning Shenzhen FUTU Network Technology Co Ltd is a Shenzhen-originated fin-tech enterprise with Moomoo as its core product. Its parent entity Futu Holdings is NASDAQ-listed. Boasting a fully self-developed trading system and over 100 global financial licences, the company has built an integrated ecosystem covering trading, information and investor communities. Supported by fast trade execution, it delivers brokerage, wealth-management and corporate-service solutions and maintains high user stickiness. Continuing its global roll-out, Futu has established operations in Singapore, the United States, Malaysia, Australia, Japan and Canada, obtaining local licences and implementing region-adapted compliance frameworks. Singapore represents a standout success story: its offshore platform Moomoo Securities (Singapore) attained more than one million users within merely three years of operation. <u>Learning Points:</u> • Business models for fintech firms developing integrated product ecosystems through proprietary technologies. • Global licensing strategies and multi-jurisdictional regulatory compliance for cross-border financial services. • Market expansion from serving Chinese-speaking communities to reaching a global user base. • Strategies for overseas localisation, regulatory adaptation and rapid user growth.
	Lunch

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Date	Programme
Wednesday 25 Nov 2026	Session 8: EngineAI Robotics Technology Co., Ltd. Company Visit + Presentation + Seminar EngineAI Robotics Technology Co., Ltd. is a Shenzhen-based technology company specialising in humanoid robotics and embodied AI. With full-stack proprietary capabilities spanning joint modules, motion control and AI algorithms, the company develops humanoid robots for applications across research and education, industrial manufacturing, commercial services and home companionship. Its product portfolio includes the SE01, PM01, SA01, T800 and S2 series, with an expanding focus on international markets. <u>Learning Points:</u> • Industry outlook for embodied AI and humanoid robotics, and Shenzhen's role in developing the robotics ecosystem. • Growth pathways from core technology R&D and product design to commercial deployment. • How Chinese robotics enterprises integrate AI with intelligent solutions to expand into global markets.
	Session 9: Networking Dinner with the Management Team of GBA Capital Association and the Secretary-General of Hong Kong Small and Medium Listed Companies Association

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Date	Programme
Thursday 26 Nov 2026	Session 10: BYD Company Limited Company Visit + Presentation + Seminar BYD Company Limited stands as one of China's representative enterprises in the global-oriented new-energy automotive industry. Starting from battery manufacturing, BYD has expanded into diversified businesses covering new-energy vehicles, energy storage and rail transit. It has achieved an upgrade from core-technology breakthroughs to global brand building, with its footprint extending to Europe, Asia, Latin America and other regions. Through localised production, channel development and brand operation, BYD explores new pathways for Chinese manufacturing to go global, serving more than 100 countries and territories worldwide. <u>Learning Points:</u> • New-energy vehicle industrial-chain development and the international expansion of Chinese NEV enterprises from R&D to overseas deployment. • Enhancing global competitiveness through core-technology innovation, industrial-chain integration and overseas localisation. • Practical experience in brand building, industry partnerships and market operations in Europe and other overseas markets.
	Lunch Board coach and travel to Hong Kong Check-in to Harbour Plaza North Point or equivalent
	Session 11: Hong Kong Trade Development Council (HKTDC) Organization Visit Hong Kong Trade Development Council (HKTDC) is a statutory body established in 1966 to promote Hong Kong's international trade and support the global growth of local enterprises, particularly SMEs. It focuses on promoting Hong Kong's services, developing new markets and enhancing SME competitiveness. With more than 50 overseas offices and over 30 international trade fairs annually, HKTDC serves as a two-way business and investment gateway connecting Hong Kong with global markets and facilitating international trade and collaboration. <u>Learning Points:</u> • How Greater Bay Area institutions leverage their regional hub advantages to connect local enterprises with global markets. • Practical approaches to supporting overseas expansion through international offices, trade fairs and business-matching services. • How Greater Bay Area enterprises can leverage cross-border platforms and resources to expand into Southeast Asian, Middle Eastern and European markets.
	Free Activities

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Date	Programme
Friday 27 Nov 2026	Check-out from Hotel
	Session 12: Television Broadcasts Limited (TVB) Organization Visit TVB is Hong Kong's leading integrated media group, with strong in-house capabilities in drama and variety production and an extensive portfolio of content IP. Its international arm, TVBI, manages global content distribution, streaming, IP commercialisation and talent development. With a presence in over 200 countries and regions, TVB works with international broadcasters and streaming platforms to distribute and promote Chinese-language content. Its OTT platform, TVB Anywhere, further expands the global reach of Hong Kong and Chinese-language entertainment through licensing, co-production and overseas marketing. <u>Learning Points:</u> • Global cultural-export strategies for Hong Kong media groups leveraging local IP and content. • Practical approaches to international content distribution and IP commercialisation through overseas offices, OTT platforms and strategic partnerships. • Strategies for adapting Chinese-language cultural content to overseas markets and engaging global Chinese-speaking audiences.
	Lunch
	Depart from Hong Kong to Singapore Airport: Hong Kong International Airport Flight: Singapore Airlines SQ893 HKG/SIN Departure: 15:45 hrs Arrival: 19:50 hrs