

Overseas Market Workshop



Entering the Greater Bay Area: Exploring Business Opportunities for Win-Win Cooperation

走进大湾区探索合作共赢潜在商机

Aug 27 – Sep 01, 2023 | Shenzhen • Zhuhai • Hong Kong

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

Conducted in Mandarin

The Greater Bay Area (GBA), which includes Guangdong, Hong Kong and Macau, is one of the most dynamic and prosperous regions in China. With the central government's recent push to accelerate its development, Singapore enterprises can seize numerous opportunities in the GBA. The GBA's focus on Artificial Intelligence, big data and innovative technologies, as well as talent recruitment and development, cross-border trade, supply chain logistics, and services, makes it an attractive market for Singapore businesses. With the GBA's rapid development, there is no better time than now for Singapore companies to venture into this vibrant market.

Why should I participate?

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

- Gain insight into the content and overview of Guangdong-Hong Kong-Macau GBA Plan
- Get updates on developments, future directions and potential investment opportunities in the GBA
- Explore potential business opportunities brought about by the rapid development of the GBA
- Strengthen links with the GBA Business Association and forge links with forward-looking local partners
- Experience the economic development potential of the Hong Kong-Zhuhai-Macau Bridge

What will it cover?

- Lessons will be conducted by industry experts and practitioners
- Topics include:
 - How Shenzhen has shifted from innovation manufacturing to scientific discovery
 - Understanding and getting an overview of the Outline Development Plan for the GBA
 - Explore new developments and opportunities available in GBA's Services Industry.

*Site Visits and sharing sessions with:

BYD Auto Co Ltd, UBTECH, Sunwoda Electronic Co Ltd, Shenzhen Lianchuang Technology Group Co Ltd, Zhuhai Cariad Medical technology Co Ltd, Yum Cha (Hong Kong) Co Ltd, Shenzhen Qianhai Planning Exhibition Hall, China (Guangdong) Pilot Free Trade Zone – Zhuhai Hengqin New Area of China, Shenzhen Commercial Federation, Shenzhen Technology Enterprises 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 within China's Greater Bay Area are encouraged to participate.

Course Fee

S\$4,880 per participant

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

Admin Fee: S\$250

Final fee after deducting government funding is

S\$1,714 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, 28th July 2023**, or when participation numbers reach 20 before the closing date.

For enquiries

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Organised by



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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 27 Aug 2023	Arrival at Hong Kong International Airport Flight: SQ892 – SIN/HKG Departure: 09:40 hrs Arrival: 13:55 hrs Transfer to Shenzhen through land transport Check-in to Hyatt Place Shenzhen Dongmen or equivalent
	Session 1: Networking Session with Shenzhen Commercial Federation
Monday 28 Aug 2023	Opening Ceremony
	Session 2: Lecture: To create another “Miracle of Shenzhen” - From Innovative manufacturing to scientific discovery <u>Learning Points:</u> <ul style="list-style-type: none">• History and Development Plan of “Miracle of Shenzhen”• The four phases of “Miracle of Shenzhen”• Understand how Shenzhen created this miracle of growth and transformation within 40 years• Gist of “Miracle of Shenzhen” and its significance <u>Lecturer:</u> Professor Song Xiaodong Director of the Political Economy Teaching and Research Department, Party School of the Shenzhen Municipal Committee of the CPC
	Session 3: Networking Session with Lecturers

Programme Itinerary (accurate at time of print)

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

Date	Programme
Monday 28 Aug 2023	<p>Session 4: Lecture: Overview of the GBA – New Developments & Business Opportunities under the Service Industry</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Competitive Advantage of Service Industry within the GBA region• Type of Professional Services available in the GBA region• Importance of the ecosystem within the GBA region• Learn how Service Industry can improve and strengthen developments within the GBA region <p><u>Lecturer:</u> Prof Liu Ming Professor of Chinese University of Hong Kong, Project Director of Shenzhen Business School</p>
	<p>Session 5: Mobile Classroom - Shenzhen Qianhai Planning Exhibition Hall Lecture: Overview of The Outline Development Plan for Guangdong-Hong Kong-Macau Greater Bay Area (GBA) <i>(By providing on-site teaching, we can effectively enhance participants' comprehensive understanding of the crucial strategic significance of Qianhai in the rapid development of the Guangdong-Hong Kong-Macao Greater Bay Area.)</i></p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Understand China's journey of economic reform and liberation through GBA• Learn the unique demographics of individual cities within the GBA region• Understand the strategic developments that GBA aims to adopt to develop a quality living circle for living, working and travelling <p>Lecturer: TBC</p>
	Free & Easy

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Date	Programme
Tuesday 29 Aug 2023	<p>Session 6: BYD Auto Co Ltd Company Visit + Presentation + Seminar</p> <p>BYD DiLink offers a wide range of features that enable users to connect their cars with the latest mobile connectivity technologies, smart AI, voice recognition, car networking, and Big Data. This makes it easier for people to fully integrate their cars into their daily lives, and to interact with their vehicles in a more intuitive and efficient way.</p> <p>BYD DiLink is a sophisticated and comprehensive system that could have a significant impact on the future of smart car technology.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Learn from BYD Auto's example and focus on incorporating sustainable practices into the business• Discover how BYD invests heavily in research and development to stay at the forefront of the electric vehicle industry• Explore in forming partnerships to share resources, knowledge and expertise
	<p>Lunch</p>
	<p>Session 7: UBTECH Company Visit + Presentation + Seminar</p> <p>A global leading AI and humanoid robotics company. Bringing intelligent robots into every family. Making everyday life more convenient and intelligent are the mission of UBTECH. With intelligent robot as the carrier and AI technology as the core, UBTECH aim to build an intelligent eco-system with hardware, software, service and content all integrated together.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Visit UBTECH's latest robot and its advanced technology.• Exchange UBTECH's operation, research and development, market and other topics• Explore cooperation opportunities in the robotics industry
	<p>Session 8: Networking Session with Shenzhen Technology Enterprises Association</p>

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Date	Programme
Wednesday 30 Aug 2023	<p>Session 9: Sunwoda Electronic Co Ltd (Green Energy Company) Company Visit + Presentation + Seminar</p> <p>Sunwoda specializes in the design and manufacture of rechargeable lithium-ion batteries, as well as other electronic components. Being selected as a Forbes China Sustainable Industrial Enterprise in 2022 is a great achievement and reflects the company's commitment to sustainability and responsible business practices.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Learn about the Company's green supply chain management system, which includes responsible sourcing of raw materials, energy conservation, and waste reduction.• Explore trade & partnerships opportunities with this leading company
	<p>Lunch</p>
	<p>Session 10: Shenzhen Lianchuang Technology Group Co Ltd Company Visit + Presentation + Seminar</p> <p>Lianchuang Technology Group was established in Shenzhen in 1993. It is a modern comprehensive enterprise group that integrates household appliances, public enterprise services, and industrial investments. It is also a national high-tech enterprise that specializes in the research, development, and manufacturing of small home appliances, dedicated to providing professional product solutions to global customers. With a focus on the small home appliance industry, the company emphasizes professional manufacturing and service, continuous innovation, and leading the industry's technological development. It provides competitive products and services to customers in over 160 countries and regions worldwide.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Gain an in-depth understanding of the company's market operations, and its industrial layout centered around the small home appliance industry in China.• Learn about work methods related to meticulous management, cost control, talent management, and other aspects.
	<p>Dinner</p>
	<p>Depart to Zhuhai Check-in to the following hotel: Holiday Inn Express or equivalent</p>

Programme Itinerary (accurate at time of print)

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

Date	Programme
Thursday 31 Aug 2023	<p>Session 11: Zhuhai Cariad Medical technology Co Ltd (located at Zhuhai National Hi-Tech Industrial Development District) Company Visit + Presentation + Seminar</p> <p>Cariad is a high-tech medical company integrating research and development, production, sales and service. It provides global high-value-added reproductive medicine diagnosis and treatment products for hospitals. It assists doctors in providing cutting-edge and effective reproductive medicine diagnosis and treatment programs for patients.</p> <p>Covering an area of approximately 46 square kilometers, the Zhuhai Hi-Tech Zone is strategically positioned in the Pearl River Delta region, which is known for its economic vitality and proximity to Hong Kong and Macau. This advantageous location offers numerous advantages for businesses, including access to a vast consumer market, a highly skilled workforce, and excellent transportation infrastructure.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Gain insights into the latest advancements in medical technologies• Understand the innovative approaches and technologies that contribute to improving the overall quality of life through medical services• Exchange the development trend of the technology industry with Zhuhai High-Tech Zone• Explore and discuss business opportunities with potential partners in the High-Tech Zone
	<p>Lunch</p>
	<p>Session 12: China (Guangdong) Pilot Free Trade Zone – Zhuhai Hengqin New Area of China Visit + Presentation + Seminar</p> <p>Zhuhai Hengqin New Area of China focuses on the development of tourism, leisure, professional financial services, cultural education and high-tech industries. This new free trade zone will promote and diversify the developments of the Macau economy.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Learn about latest developments in the free trade zone and preferential investment policies for foreign investors.• Explore new trade opportunities within the free trade zones
	<p>Session 13: Networking Session with Zhuhai Enterprises</p>

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

Date	Programme
Friday 01 Sep 2023	<p>Check-out Hotel</p> <p>Depart for Hong Kong via the Hong Kong–Zhuhai–Macau Bridge</p> <p>Ride across the world’s longest sea-spanning bridge, Hong Kong–Zhuhai–Macau Bridge (also known as HZMB). Hong Kong–Zhuhai–Macau Bridge is a large cross-sea passage connecting the three major cities in China’s GBA, namely Hong Kong’s Lantau Island, Zhuhai and Macau. The travelling time is only around one hour, which forms a “one-hour living circle” for the three major cities that enhance the Outline Development Plan within the GBA region.</p> <p>Objective: To have a firsthand experience of this magnificent bridge, one of China’s new landmarks and admire its landscape.</p>
	<p>Session 14: Yum Cha (Hong Kong) Co Ltd Visit + Presentation + Seminar</p> <p>Yum Cha (Hong Kong) Co Ltd have a unique concept of combining pasta with traditional Chinese cuisine. The homemade noodles and traditional dim sum offerings are a nice touch, as they showcase the restaurant's commitment to quality and attention to detail. Yum Cha is doing a great job of standing out in a crowded food scene.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Learn about latest and the future of modern and creative dining services, and rejuvenate traditional restaurants with creative repackaging• Explore new business concept and cooperation opportunities
	<p>Depart from Hong Kong to Singapore</p> <p>Airport: Hong Kong International Airport</p> <p>Flight: SQ 895 (Singapore Airlines) Departure: 18:50 hrs Arrival: 22:40 hrs</p>