

# Overseas Market Workshop



## New Trends and Opportunities in Hainan's Offshore Duty-Free Market, Healthcare & Cultural Tourism Industries

### 海南离岛免税市场、康养及文旅产业的新趋势与机遇

Jul 28 – Aug 02, 2024 | Haikou · Danzhou

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

#### Conducted in Mandarin

Since the Chinese central government proposed the complete closure and operation of Hainan Island, the province has been gradually preparing for this initiative, which is planned to start at the end of 2025. After the closure, Hainan will implement a "first-line opening, second-line control, and free movement within the island" system for the import and export management of goods. This will promote economic exchanges between Hainan and the world, optimise the industrial structure, and drive economic development. The closure will also facilitate the entry and exit of residents and tourists, as well as economic and trade activities, thereby improving the quality of life and the tourism experience. The health and wellness tourism industry will become a pillar of Hainan's economy.

#### Why should I participate?

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

- Understand the preferential policies of Hainan Free Trade Port and key industry investment opportunities
- Learn about the offshore duty-free shopping policy in Hainan and the current state and development potential of the market
- Explore the business opportunities brought by Hainan's healthcare and wellness, cultural tourism industries, and offshore duty-free consumption

#### What will it cover?

- Lessons will be conducted by industry experts and practitioners
- Topics include:
  - Preferential policies of Hainan Free Trade Port and key industry investment opportunities
  - Analysis of the market potential of Hainan's offshore duty-free sector
  - Hainan's health and wellness, and cultural tourism industries: new developments and new opportunities

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

Haikou Jiangdong New Area, Haikou International Duty-Free City, Haikou Union Work·Ucommune, Hainan Jincheng Agricultural Development Co Ltd, Yangpu Economic Development Zone, Yangpu International Healthy Food Port, Hainan Ausca Intl Oil & Grains Company, Dongpo Academy, Hainan Jiahe Shared Farm, Networking Sessions with Government and Business Committee Representatives from Haikou & Danzhou 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\$4,260<sup>#</sup> 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\$1,528 per participant (Member)**

**S\$1,578 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, 12<sup>th</sup> July 2024,**

**or when participation numbers reach 20 before the closing date.**

#### For enquiries

Mr Zekson Tan

Tel: +65 6430 8335

E-mail: [zekson@sccci.org.sg](mailto:zekson@sccci.org.sg)

Organised by



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

Supported by

**Enterprise  
Singapore**

Register



## 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>28 Jul 2024</b>	<p>Arrival at Haikou Meilan International Airport <b>Official Flight</b> Flight: Hainan Airlines HU 748 SIN/HAK Departure: 12:05 hrs   Arrival: 15:45 hrs</p> <p><b>Check-in Hilton Haikou Hotel or equivalent</b></p> <hr/> <p><b>Welcome Dinner</b></p>
<b>Monday</b> <b>29 Jul 2024</b>	<p><b>Session 1:</b> <b>Lecture: Preferential Policies and Key Industry Investment Opportunities in Hainan Free Trade Port</b></p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Gain understanding of the business opportunities presented by the policies of the Hainan Free Trade Port</li><li>• Emphasise industries suitable for foreign investment</li><li>• Facilitate interactive exchanges</li></ul> <p><u>Lecturer:</u> <b>Prof Liu Jiacheng</b></p> <ul style="list-style-type: none"><li>- PhD in Management from Southwest Jiaotong University</li><li>- "Leading Talent" &amp; "Hainan Distinguished Figure" in Hainan Province</li><li>- Editor-in-Chief of Hainan University Journal, and Professor and Doctoral Supervisor</li><li>- Serves as Director of Xiamen Industrial Company, Chairman of the Board of an Investment Company, and Director of Xiamen Young Entrepreneurs Association</li></ul> <hr/> <p><b>Session 2: Networking Session with Industry Experts and Practitioners</b></p> <hr/> <p><b>Session 3:</b> <b>Lecture: "Promoting the Integration of Danzhou and Yangpu"</b></p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• How to promote the Integration of Danzhou and Yangpu to establish the third growth pole for Hainan's development</li><li>• What roles do Danzhou and Yangpu play in constructing the Hainan Free Trade Port</li><li>• What preferential policies does the Hainan Provincial Government provide to support the integrated development of Danzhou and Yangpu</li></ul> <p><u>Lecturer:</u> <b>Prof Lin Guangming</b></p> <ul style="list-style-type: none"><li>- Guest Professor at the China Academy of Urban Planning and Design, Ministry of Housing and Urban-Rural Development</li><li>- Foreign Expert at the China-Singapore (Chongqing) Demonstration Initiative on Strategic Connectivity</li><li>- Chief Planner of the Yangpu Economic Development Zone Administration Committee</li><li>- Deputy Chief Representative of the Singapore Representative Office of the Hainan International Economic Development Bureau</li><li>- Former Official of the Ministry of National Development of Singapore</li></ul> <hr/> <p><b>Session 4: Networking session with representatives from the Government and business community in Haikou</b></p>

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Date	Programme
<b>Tuesday</b> <b>30 Jul 2024</b>	<p><b>Session 5:</b> <b>Lecture: Exploring the Commercial Opportunities of Hainan's Health Tourism and Cultural Tourism Industry, driven by Offshore Duty-Free Consumption</b></p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Hainan Free Trade Port enjoys special open policies in duty-free shopping, international healthcare, and other areas</li><li>• Offshore duty-free consumption brings business opportunities for foreign investors</li><li>• Hainan has advantageous conditions for developing health tourism and cultural tourism industries, as well as opportunities suitable for foreign investment</li></ul> <p><u>Lecturer:</u> <b>Dr Tong Zelin</b></p> <ul style="list-style-type: none"><li>- Vice Dean of the School of Management, Hainan University</li><li>- Director of the Executive Development Programs (EDP) Center; Professor, and Doctoral Supervisor</li><li>- Leader of the Business Environment and Brand Management Team at Hainan University</li></ul>
	<p><b>Session 6: Networking Session with Industry Experts and Practitioners</b></p>
	<p><b>Session 7:</b> <b>Haikou International Duty-Free City</b> Company Visit + Presentation + Seminar</p> <p>Hainan International Duty Free City is located on the east side of the New Harbour in the west coast of Haikou, covering an area of approximately 675 acres, with a planned total construction area of approximately 930,000 square meters. It is the world's largest single-duty-free shop, operated by China Duty Free Group. The duty-free commercial center has a total construction area of 289,000 square meters, with a two-story underground reinforced concrete structure covering approximately 140,000 square meters, and a four-story above-ground all-steel structure covering approximately 150,000 square meters. It is the largest duty-free shopping mall in Asia, featuring over 800 brands.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Visit the world's largest single-duty-free shop</li><li>• Understand why this cultural and tourism complex has become the most important element of Haikou tourism</li><li>• Experience the high-quality services that Duty Free City is dedicated to providing to customers</li></ul>

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<b>Tuesday</b> <b>30 Jul 2024</b>	<p><b>Session 8:</b> <b>Haikou Jiangdong New Area</b> Company Visit + Presentation + Seminar</p> <p>On June 3, 2020, Haikou Jiangdong New Area was inaugurated as a key zone of the Hainan Free Trade Port, along with ten other key zones. Over the past two years, Haikou Jiangdong New Area has closely aligned itself with Hainan's strategic positioning as the "Three Zones and One Center," emphasizing its roles as the "Central Exhibition Area of the Hainan Free Trade Port" and the "Demonstration Area for Modern Service Industries." The area has made significant and accelerated progress in green and low-carbon development, the execution of major projects, and the attraction of investment and talent, steadily advancing its development and construction.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Understand the investment advantages, development plans, investment environment, and business opportunities of Haikou Jiangdong New Area</li><li>• Learn about the relevant policies of the Hainan Free Trade Port</li><li>• Explore more feasible cooperation directions and channels together</li></ul> <p><b>Free Activities</b></p>

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Date	Programme
<b>Wednesday 31 Jul 2024</b>	<p><b>Check-out from Hotel</b></p> <p><b>Session 9: Haikou Union Work - Ucommune</b> Company Visit + Presentation + Seminar</p> <p>Haikou Union Work - Ucommune is situated adjacent to West Coast Bin Hai Avenue, in close proximity to the Haikou Municipal Government, Hainan International Convention and Exhibition Center, and Haikou International Duty-Free City. Positioned as an international youth cultural and creative community, Union Work aims to integrate international perspectives, foster creative concepts, and establish a resource-sharing platform embodying the openness and inclusiveness characteristic of China's free trade port. With a focus on innovative culture, it attracts innovative enterprises in cultural investment, cultural tourism, innovative technology, internet self-media, new e-commerce, and other sectors to cultivate an international business and social platform for resource sharing and future development.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Visit various facilities of Union Work</li><li>• Get to know the flagship community of the Union Work which adheres to the business service concept of "sharing, service, empowerment, and ecology"</li><li>• Understand the unique policies such as various tax benefits, talent guarantees for resident enterprises, and relevant policies for foreign enterprises</li></ul> <p><b>Session 10: Hainan Jincheng Agricultural Development Co Ltd</b> Company Visit + Presentation + Seminar</p> <p>Hainan Jincheng Agricultural Development Co Ltd is developing a project called Hainan Jincheng Shared Farm, located beside the Tanni Reservoir in Bohou Town, Lingao County. The project aims to create a comprehensive rural complex that integrates fruit cultivation, ecology, tourism, and culture, injecting vitality into rural revitalization efforts.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Understanding Hainan's agricultural policies and the concepts of sustainable development for green and organic fruits</li><li>• Learning about scientific management in companies and exploring new forms of online fruit sales</li><li>• Exploring opportunities for international procurement cooperation</li></ul> <p><b>To Danzhou after Lunch</b></p>

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Date	Programme
<b>Wednesday 31 Jul 2024</b>	<p><b>Session 11: Yangpu Economic Development Zone</b> Company Visit + Presentation + Seminar</p> <p>The Yangpu Economic Development Zone, located on the northwest coast of Hainan Province, was approved by the State Council in 1992 as China's first national-level development zone with preferential policies akin to a bonded zone. It's a hub for industrialization, circular economy, and green initiatives, boasting excellent port conditions with over 300 operational days annually. Its strategic location as China's southernmost national-level development zone and bonded port area, along with proximity to key international ports, makes it an ideal entry point for oil and gas resources from the Middle East and Africa. Managed by the Yangpu Economic Development Zone Working Committee and the Management Committee, it oversees development and investment attraction in the Dongfang Lingang Industrial Park and Lingao Jingang Port Development Zone, ensuring top-notch environmental quality.</p> <p><b><u>Learning Points:</u></b></p> <ul style="list-style-type: none"><li>• Visit and explore the exhibition gallery of the Yangpu Economic Development Zone</li><li>• Gain insights into the development history and future planning of Yangpu Port</li><li>• Discuss with the Management Committee of the Yangpu Economic Development Zone regarding spatial layout, strategic positioning, industrial development, management and operation mechanisms, talent attraction, environmental assessment, integrated development of port-industry-city, foreign investment policies, etc</li></ul>
	<p><b>Session 12: Networking Session with representatives from Danzhou Government and Business Community</b></p>
	<p><b>Check-in Hilton Hainan Ocean Flower Hotel or equivalent</b></p>

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

Date	Programme
<b>Thursday 1 Aug 2024</b>	<p><b>Session 13: Yangpu International Healthy Food Port</b> Company Visit + Presentation + Seminar</p> <p>In recent years, Yangpu has focused on developing its international health food port, targeting four key sub-industries: functional foods, specialty health foods, premium meats, and healthy oils and fats. Plans include establishing a "demonstration zone" covering nearly 3,000 acres in the Yangpu Free Trade Port Area and surrounding development zones, with a total investment of 10.7 billion yuan. Construction is underway for nine projects, including those by China Grain Reserves Corporation, Longda Foods, and Dongyi Foods, while seven projects are already in production, expected to generate over 5 billion yuan in output value. This development is creating a health food industry cluster with a total output value exceeding 10 billion yuan, boosting the competitiveness of the industrial system.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Understand the favorable conditions for establishing factories in the Yangpu Free Trade Port Area, including policies for processing and value-added tax exemption, as well as the well-developed shipping industry at Yangpu Port</li><li>• Understand how the health food industry can benefit from the policy advantages of the Hainan Free Trade Port and the incentive mechanisms that support enterprise innovation and development</li></ul> <p><b>Session 14: Hainan Ausca International Oil and Grains Company (AUSCA)</b> Company Visit + Presentation + Seminar</p> <p>AUSCA is situated in the Yangpu Economic Development Zone, within the Free Trade Port Area. With a total investment of 3.5 billion yuan and spanning an area of 208 acres, the factory is designed in accordance with the standards of "Made in China 2025". It has incorporated internationally advanced grain and oil processing series supporting equipment to ensure that product quality meets international standards. Ausca Grain and Oil deeply integrates informatization and industrialization, utilizing technologies such as big data, the industrial internet, and enterprise cloud to achieve the digitisation and visualisation of the factory.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Share experiences of businesses operating in the International Health Food Port</li><li>• Understand how Oscar, as a "Pioneer of the Free Trade Zone," is building a world-class smart factory with "Free Trade Port Speed"</li></ul> <p><b>Lunch</b></p>

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

Date	Programme
<b>Thursday 1 Aug 2024</b>	<p><b>Session 15: Dongpo Academy</b> Company Visit + Presentation + Seminar</p> <p>Su Dongpo, a globally influential figure, and Dongpo culture represent a significant aspect of Hainan's rich historical heritage. It plays a crucial role in supporting the cultural development of the Hainan Free Trade Port and contributes to the province's cultural strength. Dongpo culture's charm resonates both nationally and internationally. Ronald Egan, Director of the Chinese Studies Department at Stanford University, regards Su Dongpo's writings and thoughts during his time in Hainan as worthy of study. Su Dongpo lectured at the Dongpo Academy in Danzhou, leaving behind the essence of his life's thoughts in Hainan.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Understand how Hainan promotes the complementary advantages of Dongpo culture with tourism, cultural creativity, and educational tourism industries</li><li>• Strengthen potential opportunities for deepening cultural and tourism exchanges and cooperation with relevant parties in Hainan</li></ul> <p><b>Session 16: Hainan Jiahe Shared Farm</b> Company Visit + Presentation + Seminar</p> <p>Rural sharing is an innovative development model aimed at revitalising rural areas by leveraging village communities, farmers, and internet technology. In Hainan Province, the concept of "shared farms" was pioneered, with Jiahe Shared Farm being a prime example. Located in Youwen Village, Nanfeng Town, Danzhou City, it focuses on tropical fruits, offering market-oriented experiences such as dining, leisure, recreation, and education. Originally a 5,000-acre brickyard and wasteland purchased by Mr and Mrs Zhou Jinzhi from Zhejiang in 2013, it has since transformed into a thriving rural tourism destination integrating agriculture, processing, and sightseeing industries. In 2022, it earned the prestigious title of Golden Coconut Award for Shared Farm.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none"><li>• Learn the theme of tropical fruit IP in Hainan, and create the "first tropical agricultural Disneyland in China" as a shared rural project</li><li>• Understand the development model and successful experiences of Jiahe</li></ul> <p><b>After Dinner back to Haikou via Coach</b></p> <p><b>Check-in Hilton Haikou Hotel or equivalent</b></p>



## Programme Itinerary (accurate at time of print)

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

Date	Programme
<b>Friday 2 Aug 2024</b>	<b>Check-out from Hotel</b>  Depart to Haikou Meilan International Airport  Depart from Haikou to Singapore Airport: Haikou Meilan International Airport  Official Flight Flight: Jetstar 3K818 HAK/SIN Departure: 12:00 hrs   Arrival: 15:30 hrs