

Overseas Market Workshop



Exploring New Business Opportunities in Innovation and Cooperation in the Greater Bay Area

探索大湾区创新与合作发展新机遇

November 17 – 23, 2024 | Guangzhou · Zhaoqing · Shenzhen · 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 Guangdong-Hong Kong-Macao Greater Bay Area (GBA), which includes nine cities in Guangdong Province as well as Hong Kong and Macao, is poised to become a global leader in technological innovation. The region's technological advancements are expected to have a profound impact on various industries, particularly in areas where it already has a strong foundation. This market study aims to guide participants in exploring the economic growth, technological innovation, and market opportunities within the GBA, with a focus on the transformation and upgrading of traditional manufacturing industries, cross-border trade and investment opportunities, and the prospects for smart city development.

Why should I participate?

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

- Strengthen ties between Singapore and GBA enterprises to enhance cross-border trade and cooperation
- Identify market opportunities in the GBA and establish connections with suitable business partners
- Understand the GBA's innovation ecosystem and use its resources and insights to drive the growth of Singaporean businesses in China

What will it cover?

- Lessons will be conducted by industry experts and practitioners
- Topics include:
 - Evaluate the economic development and future trends of the GBA
 - Explore the technological innovation strengths of the GBA and their potential for collaboration with local businesses
 - Gain an in-depth understanding of the GBA's policies and the business opportunities they offer
 - Discuss how traditional manufacturing industries in the GBA can upgrade through innovation

*Site Visits and sharing sessions with:

Sino-Singapore Guangzhou Knowledge City, Inspur, Xpeng Motors Intelligent Connected Technology Industrial Park, Vipshop (Zhaoqing) E-Commerce Co Ltd, Sannuo Group, Huawei Songshan Lake Base, Langmafeng Venture Capital, Yum Cha, Networking Sessions with Business Committee Representatives from Guangzhou & Shenzhen, and The Chinese General Chamber of Commerce, Hong Kong 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\$4,880# per participant

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

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

S\$250 (Non-Member)

Final fee after deducting government funding is

S\$1,664 per participant (Member)

S\$1,714 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: **Thursday, 31st October 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

Supported by

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Singapore**

Register



Programme Itinerary (accurate at time of print)

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

Date	Programme
Sunday 17 Nov 2024	<p>Arrival at Guangzhou Baiyun International Airport Official Flight Flight: SQ 850 SIN/CAN Departure: 08:05 hrs Arrival: 12:10 hrs</p> <p>Check-in Shangri-La Hotel, Guangzhou or equivalent</p> <p>Welcome Dinner</p>
Monday 18 Nov 2024	<p>Session 1: Lecture: Innovative Collaboration Leading to New Development Opportunities in the Greater Bay Area (GBA)</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• The coordinated and integrated development of the "three-in-one" approach combining education, technology, and talent• Building and optimising the innovation ecosystem within the GBA• Exploring development opportunities for emerging industries in the GBA• Strategies for financial support and capital alignment in innovation cooperation <p><u>Lecturer:</u> TBC</p> <p>Session 2: Networking Session with Industry Experts and Practitioners</p> <p>Session 3: Lecture: Advantages of the “Greater Bay Area Model” for New-Quality Productivity”</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Analysis of the concept and key characteristics of new-quality productivity• The critical role of technological innovation in driving new-quality productivity• Exploring the relationship between new-quality productivity and industrial upgrading• Synergistic effects between new-quality productivity and sustainable development <p><u>Lecturer:</u> TBC</p> <p>Session 4: Networking session with representatives from the Guangzhou High-Tech Enterprise Association and the Guangzhou Federation of Industry and Commerce</p>

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Tuesday 19 Nov 2024	<p>Session 5: China-Singapore Guangzhou Knowledge City Company Visit + Presentation + Seminar</p> <p>The China-Singapore Guangzhou Knowledge City, jointly developed by China and Singapore, aims to become a top-tier international knowledge economy zone, with a focus on technological innovation, education and training, and intellectual property protection.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Gain an understanding of the overall planning and development prospects of the China-Singapore Guangzhou Knowledge City• Learn about the successful strategies and methods employed in establishing the Knowledge City as a “global hub for knowledge and innovation”• Explore potential cooperation opportunities and channels with Singaporean enterprises <p>Lunch</p> <p>Session 6: Inspur Group Guangdong Company Company Visit + Presentation + Seminar</p> <p>Inspur Group Guangdong Company established its operations in Guangzhou in 2000. Over the past two decades, the company has significantly expanded its presence in the Guangdong market, with business coverage now extending to over 20 cities in the Pearl River Delta region, including Guangzhou, Shenzhen, Dongguan, and Macau. As a leading provider of cloud computing solutions and services in China, Inspur Group Guangdong Company is dedicated to promoting smart city development and actively supporting the growth of Guangdong's information industry.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Gain insights into Inspur Group's history, innovation journey, and latest developments• Understand Inspur's achievements in cloud computing, big data, smart city construction, and enterprise digital transformation• Explore Inspur's cooperative ecosystem and evaluate potential opportunities for diverse collaborations
	Free Activities

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Date	Programme
Wednesday 20 Nov 2024	Check-out from Hotel Depart to Zhaoqing Session 7: XPeng Motors Intelligent Connected Technology Industry Park Company Visit + Presentation + Seminar XPeng Motors specializes in the research, development, and production of intelligent electric vehicles. The industry park is committed to advancing the application of electric vehicles and autonomous driving technologies, fostering the deep integration of automotive intelligence with internet technology. <u>Learning Points:</u> <ul style="list-style-type: none">• Tour XPeng Motors Intelligent Connected Technology Industry Park• Study XPeng Motors' innovative achievements in the intelligent connected vehicle sector• Understand XPeng Motors' development model as a pioneer in the full industry chain• Explore potential opportunities for collaboration
	Lunch
	Session 8: Vipshop (Zhaoqing) E-Commerce Co Ltd Company Visit + Presentation + Seminar Vipshop (Zhaoqing) E-Commerce Co Ltd is primarily responsible for Vipshop's warehousing and logistics operations. As one of the core logistics centers in southern China, it is dedicated to providing fast and secure delivery services. <u>Learning Points:</u> <ul style="list-style-type: none">• Tour Vipshop's warehousing and logistics facilities to gain an in-depth understanding of e-commerce logistics operation models• Learn about the warehousing management and distribution systems of e-commerce platforms• Discuss the latest trends in the e-commerce sector and Vipshop's innovative services
	Leaving Zhaoqing after dinner and traveling to Shenzhen via high-speed train Check-in JEN Shenzhen Qianhai by Shangri-La or equivalent

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Thursday 21 Nov 2024	<p>Session 9: Sannuo Group Company Visit + Presentation + Seminar</p> <p>Founded in 1996, Sannuo Group is dedicated to creating a smart living ecosystem industrial chain. Its business areas include sound and acoustics, information technology, and smart health. Sannuo Biotech, a subsidiary, was listed on the Shenzhen Stock Exchange in 2012 and focuses on developing a comprehensive diabetes management ecosystem.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Understand the development of Sannuo's smart living ecosystem industrial chain• Learn about Sannuo's unique OPM (Original Product Manufacturer) business model• Explore strategic planning and potential cooperation opportunities within the Smart Technology Industrial Park
	<p>Lunch</p>
	<p>Session 10: Huawei Songshan Lake Base Company Visit + Presentation + Seminar</p> <p>Huawei, founded in 1987, is a global leader in ICT infrastructure and smart devices. The Huawei Songshan Lake Base, located in Dongguan, features a European architectural style, embodying Huawei's commitment to innovation in the technology sector.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Explore the unique design and cultural atmosphere of the Huawei Songshan Lake Base• Gain comprehensive insights into Huawei's development history, corporate culture, and core values• Discover Huawei's practices and success stories in the field of digital health services
<p>Dinner</p>	

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Friday 22 Nov 2024	<p>Session 11: Langmafeng Venture Capital Company Visit + Presentation + Seminar</p> <p>Founded in 2007, Langmafeng Venture Capital manages assets totaling 12 billion RMB. The company's investment scope spans across the country, focusing on strategic emerging industries such as healthcare, semiconductors, and information technology. Langmafeng has invested in 144 enterprises, with 32 successfully going public, and has received numerous awards in the investment industry.</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• Gain a comprehensive understanding of Langmafeng Venture Capital and its successful track record in supporting enterprise growth• Explore Langmafeng Venture Capital's investment philosophy and its approach to leading companies within specific sectors• Examine the development prospects in major investment fields such as pharmaceuticals, semiconductors, and Information technology• Discuss potential cooperation opportunities in capital investment
	<p>Lunch</p>
	<p>Session 12: Lecture: Silicon Valley of Asia: Innovation and Entrepreneurship in Shenzhen</p> <p><u>Learning Points:</u></p> <ul style="list-style-type: none">• The development and evolution of Shenzhen's innovation ecosystem• The rapid rise of startups and tech companies in Shenzhen• Future Outlook: Shenzhen's position in the global innovation landscape and the challenges ahead <p><u>Lecturer:</u> TBC</p>
	<p>Session 13: Network Session with the Shenzhen Chamber of Commerce and Business Representatives</p>

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Date	Programme
Saturday 23 Nov 2024	Check-out Hotel Depart for Hong Kong via Coach Session 14: Yum Cha (Hong Kong) Co Ltd Visit + Presentation + Seminar Yum Cha (Hong Kong) Co Ltd offers a unique dining experience by combining pasta with traditional Chinese cuisine. Their homemade noodles and traditional dim sum offerings highlight the restaurant's commitment to quality and attention to detail. Yum Cha effectively stands out in a competitive food scene. <u>Learning Points:</u> <ul style="list-style-type: none">• Discover the latest trends and future directions in modern and creative dining services, and explore how traditional restaurants can be rejuvenated through innovative repackaging• Explore new business concepts and potential cooperation opportunities
	Session 15: Network Session with The Chinese General Chamber of Commerce, Hong Kong
	Depart from Hong Kong to Singapore Airport: Hong Kong International Airport Flight: SQ 895 (Singapore Airlines) Departure: 18:50 hrs Arrival: 22:50 hrs