



# Internationalisation Series: Learning from One of the World's Fastest Evolving Digital Ecosystems, Shenzhen, China

PROFESSIONAL



## OVERVIEW

Companies elsewhere, even if they don't currently have a presence in China, might consider using the China experience as a reference point. The sheer speed and scale at which China's digital ecosystem players are driving innovations is redefining what it means to manage a company today's globalised, increasingly digitalised economy.

Integrating participant-centred principles, emerging technologies and cutting-edge theory on Chinese management and economic issues with best management practices, this programme seeks to prepare executives and business leaders to not only meet the challenges of a dynamic and complex global landscape, but to also drive success in their organisations in the digital economy. The programme brings in business leaders and top experts from companies such as China's largest Integrated Internet Service Provider, Tencent; one of the world's most innovative companies, Huawei; the largest unicorn in the world, ByteDance, etc. to provide an unparalleled learning experience that extends beyond the four walls of the classroom.

## Fee

SGD10,355 incl. GST  
As low as SGD1,206.50 incl.  
GST (for Singapore Citizens/  
PRs) after maximum funding

## Programme Schedule

This programme consist of 3 Pre-Trip Workshops before the Overseas segment. Please refer to the programme webpage for the current intake dates.

## Registration

For enquiries, please email  
[enquiries.academy@smu.edu.sg](mailto:enquiries.academy@smu.edu.sg)

## PRE-TRIP WORKSHOPS

Session 1: China's Unique Culture in Business

Session 2: An Overview of History and Culture in China: From Traditional to Contemporary

Session 3: China's Social Etiquettes in Business

## WHO SHOULD ATTEND

- Business Owners
- Business Senior Leadership Teams
- Anyone responsible for digital business strategy

## LEARNING OBJECTIVES

- Gain a comprehensive understanding of the Chinese culture and mindset and the changing values of Chinese citizens and how these shape business and corporate attitudes and strategising
- Appreciate the factors shaping and influencing social and interpersonal relationships, business culture and negotiation practices in China
- Understand the practice and experience of Shenzhen's industrial transformation and innovative development over the past 40 years
- Understand China's digital economy: policies, opportunities and challenges
- Learn about the current technical achievements and solutions of China's digital, intelligent and cloud platforms, as well as its important achievements and valuable experience in digital transformation in various fields
- Build their China network as they share experiences and build strong connections with other participants

## PROGRAMME AT SHENZHEN:

DAYS		PROGRAMME
DAY 1	FULL DAY	Arrive at Shenzhen
DAY 2	MORNING	<b>Opening Ceremony</b> <b>Lecture</b> New Trends of Investments in China - Investment Choices of MNCs from E&Y's Perspective
	AFTERNOON	<b>Site Visit</b> Shenzhen's Largest E-commerce and Industrial Park - Zhi Mei - Hui Zhi Industrial Park
DAY 3	MORNING	<b>Lecture</b> Business Model Innovation of Internet Celebrity (WangHong 网红) Economy
	AFTERNOON	<b>Mobile Learning</b> A magnificent forty years with a lead demonstration before setting off - interpreting the path of high-quality development in Shenzhen
DAY 4	MORNING	<b>Site Visit</b> Top ten companies in the world by market capitalisation/ China's largest integrated Internet service provider - Tencent
	AFTERNOON	<b>Case Study</b> Learn the underlying logic of Internet development from Tencent and analyse the digital business model
DAY 5	MORNING	<b>Site Visit</b> The global leader in the field of drones - DJI
	AFTERNOON	<b>Site Visit</b> Developing China's leading AI application and large language models (LLMs) - Baidu International Technology (Shenzhen)
DAY 6	MORNING	<b>Site Visit</b> One of the World's Most Innovative Companies - Huawei Shenzhen Headquarter
	AFTERNOON	<b>Lecture</b> Huawei's Globalisation Strategy
		<b>Presentation &amp; Assessment</b>
DAY 7	FULL DAY	Head back to Singapore

## TRAINER PROFILE



### Dr Foo Suan Fong

Executive Director, Singapore Centre for Chinese Language

*Lecturer for Pre-Trip Workshop 2 - An Overview of History and Culture in China: From Traditional to Contemporary*

Dr Foo Suan Fong is a respected senior educator and author in Singapore. He was the Principal of the renowned Dunman High School from 2009 to 2016 before taking the helm of Singapore Centre for Chinese Learning. He had also held senior administrative and teaching appointments at other schools as well as with the Ministry of Education and the National Institute of Education. For his many contributions to Singapore, Dr Foo was awarded the Public Administration Medal (Silver, 2018). He holds a PhD from Fudan University, China, an MPhil from the University of Hong Kong and a BA from the National University of Singapore.



### Dr Zhang Limei

Dean of Academic Affairs, Singapore Centre for Chinese Language

*Lecturer for Pre-Trip Workshop 1 - China's Unique Culture in Business*

Dr Zhang Limei is Dean of Academic Department at the Singapore Centre for Chinese Language, Nanyang Technological University. She received her Ph.D. from the National Institute of Education, Nanyang Technological University. She has been a language teacher and language teacher educator for more than twenty years in Singapore and China.



### Dr Gong Cheng

Lecturer, Singapore Centre for Chinese Language

*Lecturer for Pre-Trip Workshop 3 - China's Social Etiquettes in Business*

Dr Gong Cheng is a Lecturer with Singapore Centre for Chinese Language and she got her PhD and Master's degree from Nanyang Technological University. She holds an international teacher qualification certificate for teaching Chinese as a foreign language and has more than 20 years of tertiary level second language teaching experience in Singapore and China. Her current research interests include teaching of writing, assessment for learning, oral communication, inquiry-based learning and ICT-assisted language learning.

## PROGRAMME PARTNERS:



新加坡新华国际教育集团  
SINGAPORE SING-CHINA INTERNATIONAL TRAINING GROUP PTE.LTD.



新汇点  
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