



# Internationalisation Series: Innovating China Strategy and Growing Companies in the Digital Economy, Suzhou/ Hangzhou

PROFESSIONAL



## OVERVIEW

In a relatively short span of time, China has transitioned from a technological backwater to become one of the world's largest digital economies. On the back of its base of nearly one billion internet users, China's ecommerce sales grew to \$1.7 trillion in 2020, a number that is equivalent to 30 percent of all retail sales in China. But this is not just a story of size. It is, above all, a story of innovation and disruption.

In omnichannel retail, social media, on-demand services, mobility, fintech, healthtech and other domains, the country is developing many "China-first" innovations. The paths taken by Chinese companies have relevant implications for other digital and traditional players as they craft their strategies. This programme is designed to provide executives and business leaders with a comprehensive view of leading and managing business effectively in the fast-changing context of China, in a manner that is compatible with Chinese business practices, regulatory frameworks and consumer expectations.

With a blended format, through lectures, case studies, interactive learning and site visits to companies such as Alibaba, Douyin, etc., participants acquire skills necessary for evaluating business opportunities and developing business strategies for operating, competing, collaborating and/ or further expanding in China. The programme draws on faculty, as well as guest speakers from key government institutions and/ or leading Chinese and multinational companies, to facilitate gainful interactions with Chinese decision makers, and thought leaders in academia and industry.

## Fee

SGD10,355incl. 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 component. 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: An Overview of History and Culture in China: From Traditional to Contemporary

Session 2: China's Unique Culture in Business

Session 3: China's Social Etiquettes in Business

## 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
- Gain a deeper understanding of the institutional logic and structure, policy frameworks and trends in the Chinese economy, as well their implications for global business and the opportunities and risks of doing business in China
- Dive deep into the ecosystems of China (especially in Suzhou and Hangzhou) to understand the country's technology and innovation, and their impact on the economy and on entrepreneurship
- Build their China network as they share experiences and build strong connections with other participants

## WHO SHOULD ATTEND

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

## PROGRAMME AT SUZHOU/ HANGZHOU:

DAYS		PROGRAMME
DAY 1	FULL DAY	Arrive at Suzhou
DAY 2	MORNING	Opening Ceremony
		<b>Lecture</b> Analysis of China's Political and Economic after the 20th National Congress
	<b>Lecture</b> "Innovating China" Strategy and China's New Economy and New Industry Development	
	AFTERNOON	<b>Mobile Learning</b> Practice new development concepts and promote high-quality development – Interpretation of the Development of China-Singapore Suzhou Industrial Park
<b>Site Visit</b> The first overseas enterprise cooperation center of A*Star – A*STAR Partners' Centre		

DAYS		PROGRAMME
DAY 3	<b>MORNING</b>	<p>Lecture</p> <p>RCEP and China's Capital and Talents Attraction with ASEAN: Interpretation of Investment Policies in China and Risk Prevention</p>
	<b>AFTERNOON</b>	<p>Site Visit</p> <p>Leading new media IP incubation platform – Suzhou Dayu Technology Co. Ltd.</p>
		<p>Site Visit</p> <p>Leading Enterprise in Intelligent Voice and Artificial Intelligence – iFlytek (Suzhou) Technology Co. Ltd.</p>
DAY 4	<b>MORNING</b>	<p>Lecture</p> <p>Enterprise Strategic Planning and Cultivation of Core Competitiveness</p>
	<b>AFTERNOON</b>	<p><b>In-depth Study &amp; Tour</b></p> <p>Analysis of China's Political and Economic after the 20th National Congress</p>
	<b>EVENING</b>	Head to Hangzhou
DAY 5	<b>MORNING</b>	<p>Lecture</p> <p>Best-selling Products Strategy and User-Centered Thinking</p>
	<b>AFTERNOON</b>	<p>Site Visit</p> <p>World's leading online transaction platform – Alibaba Hangzhou (Headquarters)</p>
DAY 6	<b>MORNING</b>	<p>Site Visit</p> <p>Best model of China's e-commerce live broadcasting industry – Hangzhou Douyin E-commerce Live Broadcasting Base</p>
	<b>AFTERNOON</b>	<p><b>Presentation &amp; Assessment</b></p> <ol style="list-style-type: none"> <li>1. Based on the training, present business plan proposals in groups</li> <li>2. Question and Answer session</li> <li>3. Mentor evaluation and feedback</li> </ol>
	<b>EVENING</b>	<p><b>Round Table</b></p> <p>Round table discussion with enterprise and industry leaders from Hangzhou on the theme 'The Differences and Inspirations in the Digital Business Models of Singapore and Hangzhou Enterprise Leaders'.</p>
DAY 7	<b>FULL DAY</b>	Head back to Singapore

## TRAINER PROFILE



### Dr Foo Suan Fong

Executive Director, Singapore Centre for Chinese Language

*Lecturer for Pre-Trip Workshop 1 - 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 2 - 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:

