



THE NEW ROUTES OF BUSINESS IN CHINA

HONG KONG, GUANGZHOU, CHONGQING

August 29 - September 10, 2013

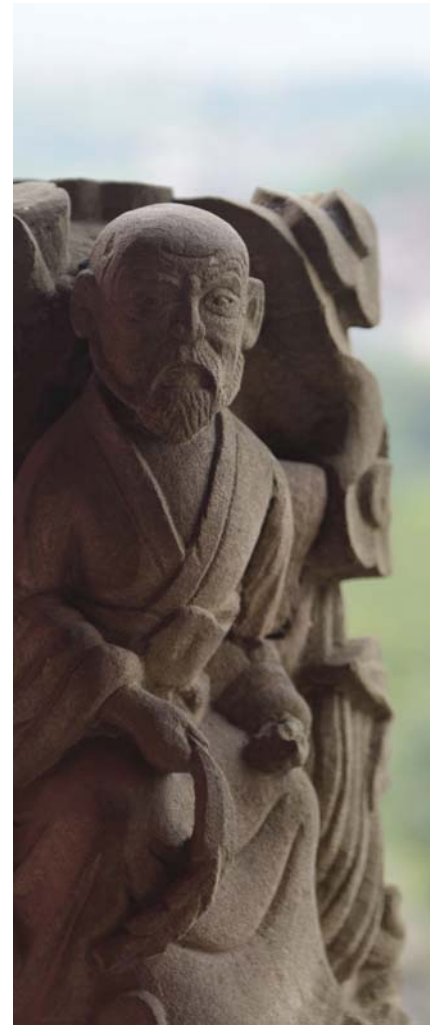


THE NEW ECONOMIC GEOGRAPHY OF CHINA

In the past thirty years, China has represented one of the main destinations of the international investments in the manufacturing sector, thanks to its low labor costs and the high level of the Country's infrastructure. More recently, due to the increasing share of population with high purchasing power, China has become one of the most promising markets for the western products and a valuable platform for R&D activities.

The city of Hong Kong has been - for a long period - the door to the Chinese market, thanks to its close economic and cultural relations with the Mainland and its special "autonomous" status. In the meantime, the nearby province of Guangdong has seen a rapid growth, pulled by the Special Economic Zones and marked, first, by the boom of Shenzhen and, then, by the surge of all the Pearl River Delta and the city of Guangzhou. The closeness to two outposts of western capitalism, like Hong Kong and Macau, has spread, all around this region, a climate of marked entrepreneurship and a rich heritage of trade and manufacturing know-how.

Until some years ago, the South-East has been - together with the East Coast - the area with the highest economic growth and foreign investments. Today, the economic geography of China is in a phase of profound transformation. In addition to the still significant development of the coastal regions, we observe a fast catching-up of the internal parts of the Country. Among these, the metropolitan area of Chongqing has recently acquired a special statute, surpassing the capital Beijing for the volume of foreign investments. It is in such new central areas of China that we can find, now and in the future, the most interesting business opportunities for the Western companies.



THE ORGANIZERS



MIB School of Management is based in Trieste (Italy) and is one of the main centers for managerial and entrepreneurial education at the Italian and European level. It offers several degree programs, ranging from MBAs (Master of Business Administration) to Specialized Masters in the Insurance and Risk Management areas. MIB has developed strong relationships with a wide network of companies, with the aim of supporting them in their development strategies and facilitating the recruitment and retention of highly skilled managerial profiles. The School is, thus, an example of the fruitful collaboration between the business and the academic worlds.



Within **Scuola Superiore Sant'Anna di Pisa** (Italy), the **Istituto di Management** (IdM) operates in the field of management in private and public organizations, with a particular focus on the management of innovation, sustainability and health services. Beyond its first aim of conducting scientific research activities at international level, IdM offers graduate programmes (Master and PhD) and executive education (such as DBA and tailored courses) as well as support to public and private organizations in the design and implementation of innovative projects. It has a wide network of partnerships with universities, research centers and companies in several countries, including a branch (Galileo Galilei Italian Institute) at Chongqing University.



Chongqing

PROGRAM OBJECTIVES

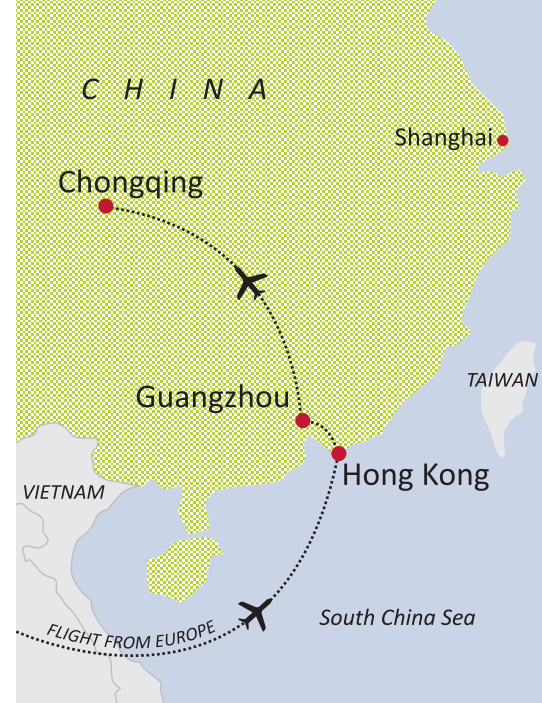
The program is meant to be a real “exploration”, in the geographical sense - from East to West, from Hong Kong to Shenzhen, from Guangzhou to Chongqing - of the areas of China that are today showing the highest economic dynamism. Our main objective is to evaluate their current transformations and identify the business opportunities that are available for Western companies.

Doing business in China represents, today, a strategic perspectives that includes all the activities of the value chain, from supplying to manufacturing, from sales to research & development. Thus, the program is aimed at offering the participants a wide overview of case histories, representing different and complementary examples of international presence in China. Besides the encounters with western managers and entrepreneurs, there will be moments of exchange with the Chinese entrepreneurial community and special educational sessions on “Doing business in China”.

OTHER INFORMATION

The program will be very intensive and - besides the visits and educational sessions - will include meetings and events with representatives of the diplomatic corps and with other institutions involved in the promotion of the trade relations with China. The program will also include “extra-curricular” social activities and convivial events aimed at exploring the Chinese culture and traditions and at facilitating the integration with managers, entrepreneurs and the local community.

At the end of the Tour the participants will receive a formal certificate, sealed and undersigned both by S.S.S. Anna and MIB.



TARGET PARTICIPANTS

The program is targeted to entrepreneurs and managers of Western companies interested in gaining useful knowledge of China and in evaluating opportunities and operational modes of entry in the Chinese market, either for manufacturing, supplying, selling or research and innovation purposes.

The program is suitable, as well, to anyone desiring to learn more about the recent transformations of China, both at the economic and the cultural level.



Hong Kong



CALENDAR *(This schedule is subject to changes)*

HONG KONG » GUANGZHOU » CHONGQING

August 29 - September 10, 2013

29 THURSDAY

» Departure and flight to Hong Kong.

30 FRIDAY

» Arrival to **HONG KONG** and hotel check-in.

» Free tour of the city.

» Welcome dinner and informal meeting with the expatriates community in HK.

31 SATURDAY

» Visit to **GENERALI ASIA** (Insurance): "The Asian financial and insurance landscape".

» Seminar at a local university "One country, two systems: HK and Mainland China".

1 SUNDAY *Free program*

2 MONDAY

» Departure to **SHENZHEN**.

» Visit to **ESA OTE** (Medical Equipment): "Using China as an R&D platform".

» Departure to **DONGGUAN**.

» Visit to **TRISTAR-LUXOTTICA** (Eyeglasses): "Off-shoring manufacturing to China: drivers and challenges".

» Departure to Guangzhou and hotel check-in.



"An excellent program with a perfect balance between company visits, lectures and meetings with the local community. A great opportunity to dive into the Chinese culture and business environment from which sourcing ideas and lessons for the future".

Piero Iacomoni
Chairman, Monnalisa S.p.A.



"A fantastic experience that gave me a great opportunity to discover, explore and learn about the Chinese culture. The passion, the enthusiasm and the dedication of the participants contributed to make this journey terrific and unforgettable, under several points of view".

Vasilica Marinela Ardelean
Export Manager Europe, Foss Marai S.p.A.

3 TUESDAY

GUANGZHOU

- » Study program and visits organized in collaboration with **LINGNAN (University) COLLEGE**.
- » Visit to **MAGNETI MARELLI (Automotive Electronics)** and **VIBRAM TECH CENTER (Footwear)**: "Manufacturing and R&D activities in China".
- » Visit to **PIAGGIO (Scooters and Motorbikes)**: "Partnering with Chinese industrial companies".
- » Visit to **ESQUEL (Textiles)** and **MIDEA (Home Appliances)**: "Chinese firms go Global".
- » Seminar "The Evolution of Chinese Consumer Behavior".
- » Seminar "Chinese Traditional Culture and its Impact on Management".
- » Flight to Chongqing and hotel check-in.

6 FRIDAY

CHONGQING

- » Study program and visits organized in collaboration with the **GALILEO GALILEI ITALIAN INSTITUTE**.
- » Visit to **SAIC-IVECO-HONGYAN (Commercial Vehicles)**: "Managing Joint Ventures in Western China".
- » Visit to **ZONGSHEN INDUSTRIAL GROUP (Motorcycles)**: "Chinese firms go Global".
- » Introductory seminar on "Chongqing business environment" held by **CHONGQING INVESTMENT PROMOTION ASSOCIATION**.
- » Seminar "Chongqing: its fast development and its role as crossroad towards West China".
- » Visit and introduction to **LIANGJIANG NEW AREA** and the **FREE TRADE PORT AREA**.

7 SATURDAY

8 SUNDAY *Free program*

9 MONDAY

10 TUESDAY

- » Flight and return to Europe.

DEADLINE REGISTRATION: May 15, 2013
PARTICIPATION FEE: EUR 2.600 (VAT exempt)

The fee includes:

- domestic flights in China
- hotel accommodation
- local transportation
- seminars and visits
- most meals (during the scheduled activities)

The fee doesn't include:

- international flights
- entrance visa to China
- personal insurances
- non-scheduled excursions

CONTACTS



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With the support of



Organization



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