

LEARNING EXPEDITION CHONGQING – CHENGDU (CHINA)

SEPTEMBER 09 – 13, 2024



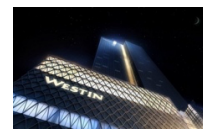
Discovering Digitization and Digital Transformation in China – explore the Digital Horizons of Chongqing and Chengdu with Us!

Overview:

Embark on an insightful and exciting learning expedition to Chongqing and Chengdu in China, highlighting these cities as hubs of technological evolution and digital innovation. The journey promises participants a firsthand exploration of advanced digital initiatives shaping the future. The focus includes smart urban planning, artificial intelligence, and big data integration. The expedition aims not only to observe but to immerse participants in the challenges and opportunities of China's digital transformation. Through interactions with local experts, leaders, and innovators, attendees will gain insights into strategies, collaborations, and key factors propelling China toward a digitally-driven future. The expedition targets business leaders, academics, and technology enthusiasts, offering a transformative experience to understand the global digital landscape and position oneself at the forefront of innovation.

Agenda:

DAY 0: SUNDAY, SEPTEMBER 08 - CHONGQING



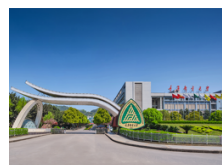
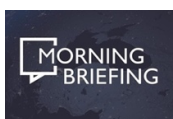
- Participants arrive individually at **Chongqing Jiangbei International Airport** and are picked up by our local staff at the airport with an identification sign, who organize the transfer to the five-star hotel "**The Westin Chongqing Liberation Square**".
- In the evening, there will be a **welcome reception** with a **briefing** followed by a **networking dinner**.

DAY 1: MONDAY, SEPTEMBER 09 - CHONGQING



- Wake-up briefing & review
- Seminar: Digital Transformation China – Status Quo**
- Lunch**
- Transfer to and presentation by **China Telecom 中国移动**
- Transfer to and introduction by **Sino-Swiss Technopark 中瑞产业园**
- Dinner** at Sino-Swiss Technopark
- Transfer back to hotel

DAY 2: TUESDAY, SEPTEMBER 10 - CHONGQING



- Wake-up briefing & review
- Transfer to and presentation by **Chang'an Global Innovation Center 长安求发展中心**
- Lunch**
- Transfer to and seminar by **Chongqing University of Posts and Telecommunication 重庆邮电大学**
- Transfer and visit to **Chongqing City Planning Exhibition Hall 重庆市规划展览馆**
- Dinner**
- Night river cruise Chongqing**
- Transfer back to hotel

DAY 3: WEDNESDAY, SEPTEMBER 11 – CHONGQING / CHENGDU



- Wake-up briefing & review
- Transfer to and presentation by **People's Insurance Company of China 中国人保**
- **Lunch**
- *Transfer by high-speed train from Chongqing to Chengdu*
- Check-in **Hotel Chengdu Shangri-La**
- **Networking dinner** with SwissCham members at Shangri-La

DAY 4: THURSDAY, SEPTEMBER 12 – CHENGDU



- Wake-up briefing & review
- Transfer to and presentation by **Mettler-Toledo Chengdu 梅特勒托利多**
- **Lunch**
- Transfer to and presentation by **China-Europe Center Chengdu 中国欧洲中心**
- Transfer and visit to **Chengdu Tianfu International Bio-town 成都天府国际生物城**
- Evening tourism program & **dinner** at **Lan Kwai Fong 兰桂坊成都**
- Transfer back to hotel

DAY 5: FRIDAY, SEPTEMBER 13 – CHENGDU



- Wake-up briefing & review
- Transfer to and presentation by **JP Morgan Chengdu Branch 摩根大通**
- **Lunch**
- Transfer and visit to **Chengdu Panda Base 成都熊猫基地**
- Transfer and visit to **Kuan Zhai Alley 宽窄巷子**
- **Farewell dinner**
- Transfer back to hotel

DAY 5: SATURDAY, SEPTEMBER 14 – DEPARTURE

- **Individual departure from Chengdu Airport**

Key Features:

- **Insider Perspectives:** Gain insights from local experts, industry leaders, and innovators on the digital landscape.
- **Site Visits:** Explore state-of-the-art tech facilities and witness real-world applications of digitization.
- **Networking Opportunities:** Connect with like-minded professionals, establish collaborations, and exchange ideas.
- **Cultural Experiences:** Immerse yourself in the rich culture and history of Chongqing and Chengdu during evening events.

Embarking on this Learning Expedition to China promises a multifaceted exploration into the realm of digitalization and digital transformation within one of the world's most dynamic economies. However, beyond the digital landscape lies an even richer tapestry waiting to be unraveled. While the focus may initially center on technological advancements and innovation, the true essence and unparalleled value of such an expedition lie in the opportunity it presents to intimately engage with China's culture, society, economy, and political landscape. Beyond the confines of conference rooms and digital hubs, participants are poised to delve deep into the heart of China, gaining invaluable firsthand experiences and personal insights that transcend the realms of bytes and algorithms. This journey promises not just a glimpse, but an immersive encounter with the essence of China – a nation shaped by millennia of history, propelled by unparalleled growth, and defined by its resilient spirit and unwavering dynamism. Thus, while the digital realm may serve as the backdrop, it is the rich tapestry of China's multifaceted identity that truly elevates the value of participating in such an expedition.

Target Audience:

- **Business Leaders and Executives:** Companies and organizations looking to expand their understanding of China's digital landscape, gain insights into market trends, and explore potential business opportunities arising from digital transformation.
- **Technology and Innovation Professionals:** Individuals working in the technology sector, including IT professionals, software developers, and engineers, who want to stay abreast of the latest advancements in Chinese technology and innovation.
- **Academics and Researchers:** Scholars and researchers in fields such as digital studies, innovation, and technology management, seeking firsthand experiences and case studies for academic purposes.
- **Government Officials and Policymakers:** Representatives from governmental bodies interested in understanding the policies, regulations, and strategies that China is implementing to drive its digital transformation.
- **Entrepreneurs and Start-up Enthusiasts:** Individuals exploring potential opportunities for entrepreneurship and start-up ventures in the context of China's evolving digital ecosystem.
- **Global Business and Strategy Consultants:** Professionals offering strategic advice to businesses on a global scale, seeking insights into China's digital landscape to better advise their clients.

- **Investors:** Venture capitalists and investors interested in gaining a deeper understanding of the digital markets in Chongqing and Chengdu for potential investment opportunities.
- **Innovation Enthusiasts:** Individuals with a general interest in innovation and technology, curious to explore the digital transformation journey of Chongqing and Chengdu.

Participation cost: CHF 4,800 includes:

- **Highly professional learning journey program:** meetings with and presentations by Chinese and international corporations, lecture at University, meetings with business executives and government officials, networking and learning immersion, etc.
- **Airport transfers** (1) Chongqing airport – hotel Chongqing; (2) hotel Chengdu – Chengdu airport
- **Local transportation** in Chongqing and Chengdu (September 09 – September 13, 2024): luxury coach with driver and guide
- **High-speed-train transfer** from Chongqing – Chengdu: first-class high-speed train ticket
- **Food & beverages:** daily lunch and dinner (September 09 – September 13, 2024)
- **Leisure and tourism activities:** river cruise Chongqing, Panda Base Chengdu
- **Accommodation:** 6 nights single-room at Five-Star-hotels in Chongqing (Chongqing Westin or Hotel Ascott Raffles) and Chengdu (Chengdu Shangri-La) including breakfast
- **Networking event** with SwissCham in Chengdu
- **Not included:** international flights.

Visa for China:

WA-SDT will take care of the invitation letters and all necessary formalities from China and forward them to the participants so that they can apply for the visa without any problems.

Registration:

Note: As the number of participants is limited to 25 in order to make the Learning Expedition as efficient as possible, we kindly ask you to register as soon as possible.

To register for participation in this Learning Expedition, you can either use the registration (ticket) process on website, or send an E-Mail to info@wa-sdt.org and provide the following information: **full name, company name, job title, email address, cellphone number, nationality AND passport number** (vor visa application processing).

Should you have any inquiries or need further information, please don't hesitate to contact us also at +41 79 8163352.

Note: due to the high organizational and logistical costs of the learning expedition, it will only take place with a minimum of 15 participants.

Your accompanying hosts:

During the entire Learning Expedition trip, you will be accompanied by two selected experts in order to guarantee the high standards you set for the content and professional planning and implementation of this learning and exploration trip. These two experts will be available to you daily throughout the trip for morning meetings and any questions that may arise during the trip.



Ali A. Gündüz is Assistant Professor of Digital Government, Vice-Director IMP-HSG and is head of the Smart Government Lab at the University of St. Gallen. His research interests are digital government, digital transformation, public sector innovation, public policy and technology adoption in public administration. He is founding member and academic director of the international initiative "Smart Government Akademie Bodensee" which aims to exchange knowledge and experiences on smart government between nine cities and four universities from Germany, Austria, and Switzerland.



Mr. Mondl is an Economist and Sinologist, who has diverse and rich experience as former Diplomat in Asia and Africa, entrepreneurship, and the academic environment, where he established the China Competence Center at the University of St. Gallen. He is a frequent lecturer and keynote speaker on Asia related issues at various Universities and Business Schools as well as business organizations in Switzerland and other European countries, provides tailor-made Executive Development Programs for financial institutions, corporations, government organizations and educational bodies. Mr. Mondl has published different articles on China's and Asia's economic and cultural development.

Join us as we unravel the digital tapestry of **Chongqing** and **Chengdu**, where tradition meets technology on an unparalleled scale. Don't miss this opportunity to be at the forefront of the digital revolution!

For any inquiry, please don't hesitate to contact us at:

WORLD ASSOCIATION FOR SUSTAINABLE DIGITAL TRANSFORMATION WA-SDT



in cooperation with



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