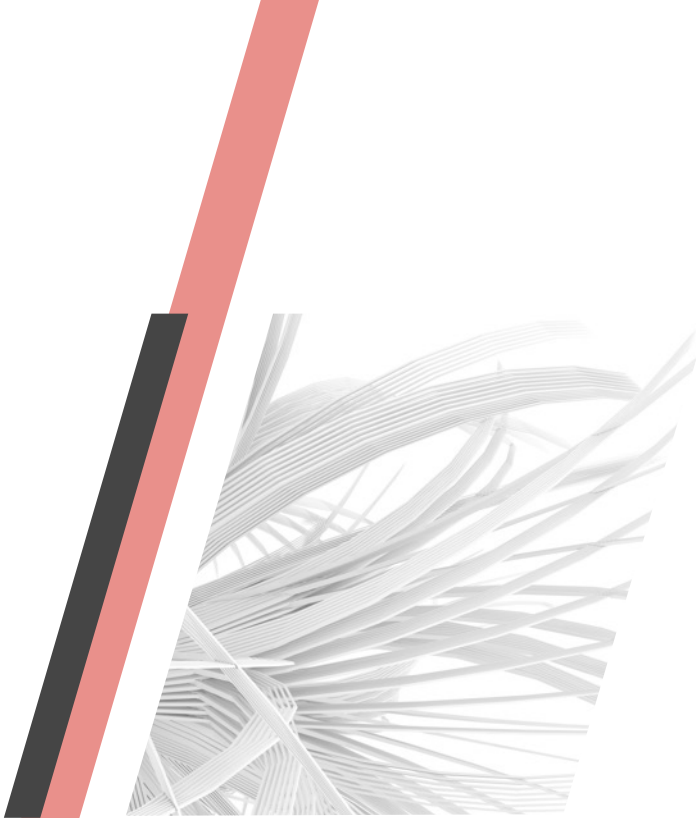




# **CHINA** LEARNING EXPEDITION 2020

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# DISCOVER & INNOVATE OUTSIDE YOUR COMFORT ZONE

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Thinking in traditional business routines and patterns hamper creativity, curiosity and the ability to think outside the box.

To escape from the standard, you can make a deep dive and join the China Learning Expedition 2020 to push your boundaries.



## WHY CHINA?

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China is currently one of the largest emerging markets. Copy cat and cheap production was yesterday. Cities such as Shanghai and Shenzhen have recently developed into the most important technology drivers. Elite students found start-ups and change both the local and the international market in a very short time.

It is important for European companies to understand the image of China and thus to see it with their own eyes. From a media perspective, China is shown distorted from different directions. It is generally questionable whether unprepared companies will survive in the future; companies with fast adjustment rates will probably be the quickest to react positively to these times. These international market changes have already affected European companies and will increase enormously in the next few years.



### **PARTNERSHIP:**

Leading Start-up Hub and Innovation Lab in China. Company visits to rising China-Stars. Speaker and company release coming soon. Save a seat now!

# **DISCOVER & INNOVATE OUTSIDE YOUR COMFORT ZONE**

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### **PROGRAM STANDARD:**

Workshops, onsite visits (start-ups & corporates), knowledge exchange, networking. Focus is on doing, self-experience and challenging yourself.

### **ADD-ON:**

Personal Business Model Innovation Coaching, preparation and goal alignment before, during and after the expedition.

### **WHO:**

C-Level, BMI Decision Maker, Digital Company Transformation Lead, Curious People.

# CHINA AGENDA (DRAFT)

SUN	TIME	MON SHANGHAI INNOVATION	TUE SHANGHAI WORKSHOP	WED SHANGHAI WORKSHOP	THU SHANGHAI VISIT	FRI SHANGHAI FREE	SAT/SUN SHENZHEN	MON SHENZHEN	TUE SHENZHEN	WED SHENZHEN
Arrive at the destination	AM	Warming-up the team [Keynote] Innovation in China [Keynote] Startup eco-system and Launch in China	[Workshop] Business Model Canvas for China	[Keynote] Legal / IP / Government	[Visit] Chinese company in automotive or industrial business	Free	flight to Shenzhen	[Visit] Incubator/Startups, understanding the fast-development speed in Shenzhen	[Workshop] Distill your learnings and define the next-day actions	Departure
	PM	[Visit] meet startups in Shanghai	[Workshop] Digitalization in China	[Workshop] Market Research	[Visit] Chinese company in automotive or industrial business			[Visit] Shenzhen company		

\* This is a preliminary agenda. The modules are flexible and to be designed together with you.



WORKSHOP



ONSITE VISITS



INTERACTIVE ROUNDTABLE



SOCIAL



### **GOALS:**

- Extended point of view
- Trends and new digital technology in the real-time field
- Your own Business Model Innovation Project
- One step ahead of your local competitors

# **DISCOVER & INNOVATE OUTSIDE YOUR COMFORT ZONE**

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### **WHEN:**

Expected in October 2020

### **WHERE:**

4 days in Shanghai and 2 days in Shenzhen China.

### **NO. OF PARTICIPANTS:**

6 to 9

### **NEXT STEP:**

Call +43 660 65 73 000 or  
E-Mail [josef@product-xyz.com](mailto:josef@product-xyz.com)



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*THE SECRET KEY: BUSINESS MODEL INNOVATION FOR  
ESTABLISHED COMPANIES*



NEW BOOK



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