



MOORE STEPHENS

The Beijing Business Discovery Tour

13 - 18 October 2019



Program Price: \$7,500 (6-Day Full Program) | \$6,000 (3-Day Program)

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MOORE STEPHENS



The Beijing Business Discovery Tour

China has a population of more than 1.37bn people – or about 57 times that of Australia – and an economy that is on track to become the world’s largest.

In addition, the burgeoning middle class of more than 300 million people is forecast to reach 70 per cent of China’s population by 2030, bringing with it rising income levels and demand for a higher standard of living

The Keys to Success in China

Deep Knowledge - of China’s economy, business, government and culture.

Thorough Market Research - the market, industry and competition.

Strong Relationships - with key decision makers in business & government.

Engage Professionals - marketing, legal, accounting, recruitment etc.

Take a Long Term View - dedicate resources and energy - make China a long term strategic priority.

Tour Benefits

- ⇒ Enjoy unparalleled access to executives and leaders of global companies, from a cross section of industries
- ⇒ Have privileged meetings with Chinese government officials
- ⇒ Deepen your knowledge of the Chinese market, and the opportunities it presents
- ⇒ Build your China networks whilst also building networks with your fellow delegates
- ⇒ Immerse yourself in a truly amazing city

Beijing Business Discovery Tour

Indicative Programme

Sunday 13th October

Location – Airport - Hotel

- ⇒ Delegates arrive at the Beijing International airport – VIP airport transfer to **Grand Hyatt Hotel Beijing** (or equivalent 5-Star hotel)

5:00pm - delegates networking drinks

6:00pm - informal business dinner

Monday 14th October

Sites Visited: Xiaomi Corporation – Zhongguancun Technology District – Haidian District Government – Daoxiang Lakeview hotel

09:30 Welcome to Xiaomi Corporation

- ⇒ **Yan Qi** – Senior Vice president, Xiaomi Corporation
- ⇒ The Xiaomi business model and business strategy
- ⇒ Presentation – Xiaomi new products and services
- ⇒ Latest trends in Smart Devices

12:00 Lunch - Start-Up Restaurant

- ⇒ Lunch with Technology professionals and start-up owners

13:30 Welcome to Zhongguancun Innoway

- ⇒ **Lixia Nie** – CEO, Zhongguancun Innoway
- ⇒ The history of Zhongguancun Innoway & Zhongguancun V Silicon Valley

15:00 Zhongguancun Tour

- ⇒ Visit start-ups/VCs/incubators and coffee houses

17:30 Transfer to Dinner

18:00 Dinner - Daoxiang Lakeview Hotel

18:10 Welcome to Haidian District

Shuang Chen - Deputy Head of District Government & Chair of the Chamber of Industry and Commerce – Haidian District

Tuesday 15th October

09:30 Welcome to JD.com

Director – JD Logistics & JD International

- ⇒ The History of JD.com
- ⇒ Cross border ecommerce & cold chain logistics

11:00 JD.com HQ Tour

- ⇒ Explore JD.com and gain a deep understanding of the e-commerce market

12:00 Lunch

13:30 Welcome to Beijing Business Today

PENG YU, CEO and Chair - Beijing Business Today

13:45 Keynote and Q&A

Mark Pownall - CEO of Business News WA

- ⇒ WA media and business

14:30 Keynote and Q&A

PENG YU, CEO and Chair - Beijing Business Today

- ⇒ The Beijing market, new economy, new opportunities & the role of media

15:30 BBT media interviews

- ⇒ Delegates and sponsors to gain media exposures via BBT (and affiliates)

16:00 BBT & Business News

- ⇒ Business News WA & Beijing Business Today formal agreement

16:30 Travel

17:30 Welcome to The Huaxi Live District

XIAOHENG JI – CEO, Huaxi Live Entertainment District

- ⇒ The Beijing market & investment opportunities"

18:00 Dinner - nbeer craft brewery

Wednesday 16th October

10:00 Welcome to Beijing Municipal Government

RAO SUN, Deputy Head - Beijing Municipal Government - Bureau of Commerce

WEIMI GONG, Chief of Staff - Beijing Municipal Government - Commission of Science and Technology

- ⇒ Beijing city's regulations, strategies, foreign investment policy and opportunities

11:00 Keynote and Q&A

Marion Fulker, CEO of Committee for Perth

Mark Pownall, CEO of Business News WA

- ⇒ What is happening in Perth and WA (TBD)

12:00 Lunch

14:00 Welcome to Baidu

Senior engineer and scientist, Baidu

- ⇒ Baidu's AI strategic initiatives & Machine learning

15:00 Baidu HQ Tour

- ⇒ Explore Baidu

17:00 Travel

18:00 Dinner

Thursday 17th October

10:00 Welcome to The Australian Embassy, Beijing

TBA – Australian government official

10.15 Keynote and Q&A

John Boyle, Head of Country - China, National Australian Bank

- ⇒ Banking in China

Alex Shi - Managing Director – CXWA

Wayde Keyser- Director – CXWA

- ⇒ The CXWA business model and Beijing market opportunities

12:00 Lunch

13:00 Welcome to Moore Stephens Dahua Accounting Practice

Gaolei Li, International business partner - Moore Stephens Dahua

Wen Shen Chai, Head of Asia Desk, Moore Stephens, Perth

Partner, Herbert Smith Freehills

- ⇒ Introduction to the legal and administrative requirements associated with establishment of a business venture in Beijing
- ⇒ How a legal firm can assist companies doing business in Australia and China

16:00 Transfer back to Hotel

18:00 Dinner Exclusive Beijing Restaurant

- ⇒ Proposed WA Seafood & Wine / Beijing Media Industry dinner (TBC)
- ⇒ Wines from Calneggia Family Vineyards, Seafood from Austral Fisheries

Friday 18th October

This Day is deliberately left empty for elective meetings and site visits CXWA will provide programme detail in September following feedback from delegates.




Potential activities (TBD):

- ⇒ Site-visit: Chaoshifa supermarket chain
- ⇒ Site-visit: NIO cars showroom
- ⇒ Site visit: Haidilao smart restaurant
- ⇒ Private business meetings with Beijing companies (if arranged prior)
- ⇒ Site-visit: Cadillac Arena (Olympic Venue)
- ⇒ Beijing Football Association
- ⇒ Site-visit: Universities

Additional Destination Information

Destination	Notes
<p>Xiaomi Corporation</p> 	<p>Xiaomi is a Chinese electronics company that makes and invests in smartphones, mobile apps, laptops and related consumer electronics. China's #1 smartphone company</p> <p>https://www.mi.com/global/</p>
<p>Zhongguancun Technology District</p> 	<p>Zhongguancun is China's answer to Silicon Valley. It is home to nearly 9,000 hi-tech firms, including some of China's biggest internet firms, such as Nasdaq-listed Baidu and Sina Corp. Nearly half of China's 70 unicorns – start-ups with a valuation of more than US\$1 billion – are located in the area. As many as 80 tech start-ups are born there every day.</p>
<p>Haidian District Government, Beijing</p> 	<p>Haidian District is a district of the municipality of Beijing. It lies towards the north-western part of the urban core.</p> <p>It is 431 square km in area, making it the second-largest district in urban Beijing (after Chaoyang), and is home to 2,240,124 inhabitants.</p> <p>https://en.wikipedia.org/wiki/Haidian_District</p>
<p>Jingdong headquarters</p> 	<p>Jingdong (JD) is a Chinese e-commerce business headquartered in Beijing. It is the second largest B2C online retailer in China, by transaction volume and revenue.</p> <p>JD is a member of the Fortune Global 500 and a major competitor to Alibaba-run Tmall.</p> <p>https://www.joybuy.com</p>
<p>Beijing Business Today</p> 	<p>Beijing Business Today is one of Beijing's, and China's, most respected business publications. The coverage of BBT articles by China-wide news websites rate among the highest of any local paper, highlighting the quality of the articles published.</p> <p>http://www.bbtnews.com.cn/ (Mandarin only)</p>
<p>Zhongguancun Innoway</p> 	<p>Located in the heart of Zhongguancun, the home of tech and education in China, Innway was established by the Beijing and Haidian governments to foster entrepreneurship and to provide a platform for an open exchange between global players in the innovation ecosystem.</p> <p>Innoway has successfully incubated 2900 start-ups and raised a total of CNY 9.1bn</p> <p>http://en.z-innoway.com/pages/index.html</p>

Destination	Notes
<p>Huaxi Live Entertainment District (dinner at nbeer craft brewery)</p> 	<p>The precinct consists of the multi-purpose Cadillac Arena, a concert hall, basketball stadium, ice hockey arena and multiple high-end bars and restaurants. It hosts hundreds of events each year, attracting millions of viewers.</p> <p>http://www.nbcraftbrewing.com</p>
<p>Beijing Municipal Government - Commission of Science and Technology</p> 	<p>The visit to Beijing Municipal Govt will allow for a deeper understanding of Beijing's investment policies.</p> <p>The commission for Science & Technology implements laws, regulations, strategies and policies concerning science and technology (S&T);</p> <p>They also organize the drafting of strategies and policies to develop S&T in order to promote economic and social progress in the city</p>
<p>Beijing Municipal Government - Bureau of Commerce</p> 	<p>The Bureau of Commerce will share insights into Beijing's current and future development strategies, local regulations, and foreign investment policy and opportunities.</p>
 <p>Australian Embassy China</p>	<p>Austrade Beijing will host our delegation at a special information session to be held within the Australian Embassy in Beijing. Information session agenda to be finalised closer to arrival.</p>
<p>Moore Stephens Dahua accounting practice</p> 	<p>The Moore Stephens Dahua team, along with other guest speakers (TBC) will provide an introduction to the legal and administrative requirements associated with establishment of a business venture in Beijing. This presentation will help provide clarity to businesses wanting to enter the Chinese market by detailing the steps required and highlighting the issues that may arise during the market entry process.</p> <p>http://www.dahua-cpa.com/en/</p>
<p>NIO cars showroom</p> 	<p>NIO is a Chinese automobile manufacturer, specialising in designing and developing smart, electric and autonomous vehicles. The company is also involved in the FIA Formula E Championship, the first single-seater, all-electric racing series.</p> <p>NIO set five records in their EP9 for the fastest lap by an electric-powered car in the Nürburgring Circuit Paul Ricard, Circuit of the Americas, and Shanghai International Circuit tracks</p> <p>https://www.nio.io</p>

Destination	Notes
<p>Haidilao smart restaurant (includes dinner)</p> 	<p>Haidilao, China's biggest hotpot restaurant chain, recently unveiled its first smart hotpot restaurant in Beijing.</p> <p>The kitchen, equipped with two rows of robotic arms, can automatically collect pre-packaged dishes from cold storage.</p> <p>According to Haidilao, the whole process, from placing an order to delivering food to customers, only takes two mins</p> <p>http://www.chinadaily.com.cn/a/201811/19/WS5bf24fa2a310eff3032898e8.html</p>
<p>Baidu headquarters</p> 	<p>Baidu is the 2nd largest search engine in the world, and holds a 76.05% market share in China's search engine market. In December 2007, Baidu became the first Chinese company to be included in the NASDAQ-100 index. In October 2018, Baidu became the first Chinese firm to join the United States-based computer ethics consortium Partnership on AI.</p> <p>https://en.wikipedia.org/wiki/Baidu</p>
<p>Chaoshifa supermarket chain</p> 	<p>Chaoshifa owns 74 directly operated stores with over 7,000 employees.</p> <p>It's distribution centre comprises more than 30,000 square meters and includes nearly 6,000 square meters of fresh food storage.</p>

Terms and Conditions

1. Deposit of \$1,000 payable within 3 days of acceptance. Full payment due 9 September 2019
2. Every effort will be made to deliver the advertised program, however, where situations arise outside of the organisers control, the listed program may change. Should this occur, delegates will be advised as soon as practically possible.
3. The price includes the following: airport transfers, accommodation in a 5 star hotel, fully hosted tours (including interpreters), all meals, coach transfers and any entry fees.
4. The price excludes the following: visa and passport costs, your flight to and from China, personal expenses (including accommodation incidentals), all telephone and internet expenses and travel insurance.
5. Travel and health insurance is compulsory and should cover at a minimum medical emergency including repatriation. The insurance should also cover personal liability, cancellation, curtailment and loss of luggage and personal effects. CXWA takes no responsibility for such unforeseen events
6. Delegates must adhere to all Chinese laws and customs whilst on the tour. Sharing any information that is related to Chinese politics, or other sensitive topics, is strictly forbidden. Failure to do so may result in serious consequences for the delegate and the tour hosts.
7. Additional nights' accommodation can be requested before the full payment received; additional accommodation costs will be added to the itinerary cost.
8. The itinerary cannot be reduced or broken into individual elements.
9. No refunds for any components of the program unless application for visa is refused. Delegates are advised to finalise their visa at least 30 days before departure.
10. Consent to Photography By attending the Tour, participants give permission to the organisers to use any event related photos taken during the Tour, in any media, for marketing purposes
11. Limit of Liability Without limiting any other provision of these Terms and Conditions, to the fullest extent permitted by law, the organisers shall not be responsible or assume any liability to any participant for: any injury, damage, loss or delay affecting any participant or their property not arising from its negligence or breach; any loss, damage, cost, expense or delay suffered or incurred due to circumstances beyond the organiser's reasonable control, including without limitation – actions or omissions of third party providers or other third parties, or failure by participants to follow reasonable instructions such as check-in and check-out and meeting places/times. In no event shall the organiser's be liable for any punitive, special, indirect or consequential loss or damage, including loss of production, profit, revenue or contract or loss of or damage to goodwill or reputation.

For further information contact:

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