

Exclusive mission to China

B2B mission to Chongqing and Shenzhen with a focus on innovation and e-commerce, led by Governor Cathy Berx

FROM OCTOBER 14 TO 21, 2017

Voka – KvK Mechelen,
your international
partner with more than
**7 years of
experience in Asia!**

From 'made in China' to 'designed in China'! Why China is the land of opportunities.

The Chinese government's thirteenth five-year plan (2016-2020) aims at creating new jobs, at improving infrastructures, at further extending new Silk Roads or the One Belt One Road strategy, at reducing the surplus production capacity, but especially at stimulating an innovation-driven development. Thanks to this strong plan, China will become a powerful economic model. The country focuses on five leading industries: IT, high-quality production, biotech, carbon and digital innovation.

And there is more! The Chinese market is very advantageous to companies. In addition to the size of its economy, China is home to 415 million educated millennials who are environmentally and health conscious and interested in technology. 40% of the purchases in China are made online and more than 1.2 billion Chinese use cellphones. Therefore, there is a gigantic market prospect through cross-border e-commerce or by directly setting up in China.

Why come? With this mission, you will have the chance to:

- Learn about and get acquainted with two really important areas
- Have tailored, one-on-one meetings with local business partners
- Explore the largest waste-to-energy plant in the world
- Get in touch with interesting interlocutors whether they are participants of the delegation or not
- Expand your network and meet government's officials
- Try the entertainment industry of Macau, also known as the Chinese Las Vegas



2 important regions: Chongqing – Shenzhen

Seize the chance to learn more about modern China and discover the opportunities this country has to offer for your business!

Chongqing, a municipality of more than 31 million inhabitants, is located at the junction of some essential transport routes. The Yangtze (Blue River) is an important transportation artery which flows through the region and links the inland China to the coast. A visit to the terminal of the Chongqing-Antwerp railway connection which has been in use since 2011, is planned. There are opportunities in the logistics sector, in agriculture and horticulture, as well as in the car and, given the region's growth, the construction industries. Chongqing is also one of the fastest-growing cities in the economic field where a strong emphasis is put on e-commerce.

Shenzhen is the world capital of electronics in the Pearl River Delta. Most of the digital devices are assembled in companies in and around Shenzhen. Whether you consider it as the Mecca of hardware or the Silicon Valley of Asia, Shenzhen is the place to be for entrepreneurs interested in innovation, think tanks, local technology facilitators, for producers of prototypes and hardware as well as for new business models, investments, crowdfunding platforms and venture capital. Approx. 4% of Shenzhen's GDP each year are spent on research and development and only South Korea and Israel spend as much money in this field.

Programme

Sat 14 oct | Brussels – Helsinki – Chongqing

→ Departure from Brussels Airport, flight to Chongqing with Finnair, with a stop in Helsinki

Sun 15 oct | Chongqing

📅 Arrival in Chongqing and check-in at Westin Chongqing Liberation Square***** hotel

📍 City tour

> The ancient town 'Ciqikou' which owes its name to the porcelain production in the Ming and Qing dynasties. Formerly a busy port located at the lower reaches of the Jialing River, the town remains today a symbol and microcosm of old Chongqing.

> The trendy district of 'Jiefangbei', the People's Liberation Monument and the Three Gorges Museum.

> The Hongya cave and the souvenir streets with their traditional houses.

Mon 16 oct | Chongqing

- 📍 Visit of the “Chongqing International Intermodal Terminal” which links the region to Antwerp.
- 📍 Visit of the Xiyong Comprehensive Logistic Park, located in the free-trade zone, with high-tech manufacturing clusters in the electronics sector such as Cisco, HP, Foxconn.
- 📍 Euro Brand Centre (EBC), a shopping centre of 73.000 m² which sells European products but is also the heart of an e-commerce platform. It is one of the seven pilot projects launched by China aiming at raising benefits in e-commerce. Through the New Silk Road, the shipping time is only two weeks! There are opportunities in particular for our food industry, confectionery, care and luxury products.
- 📍 Tailored, business-to-business meetings (interpreters will be available).

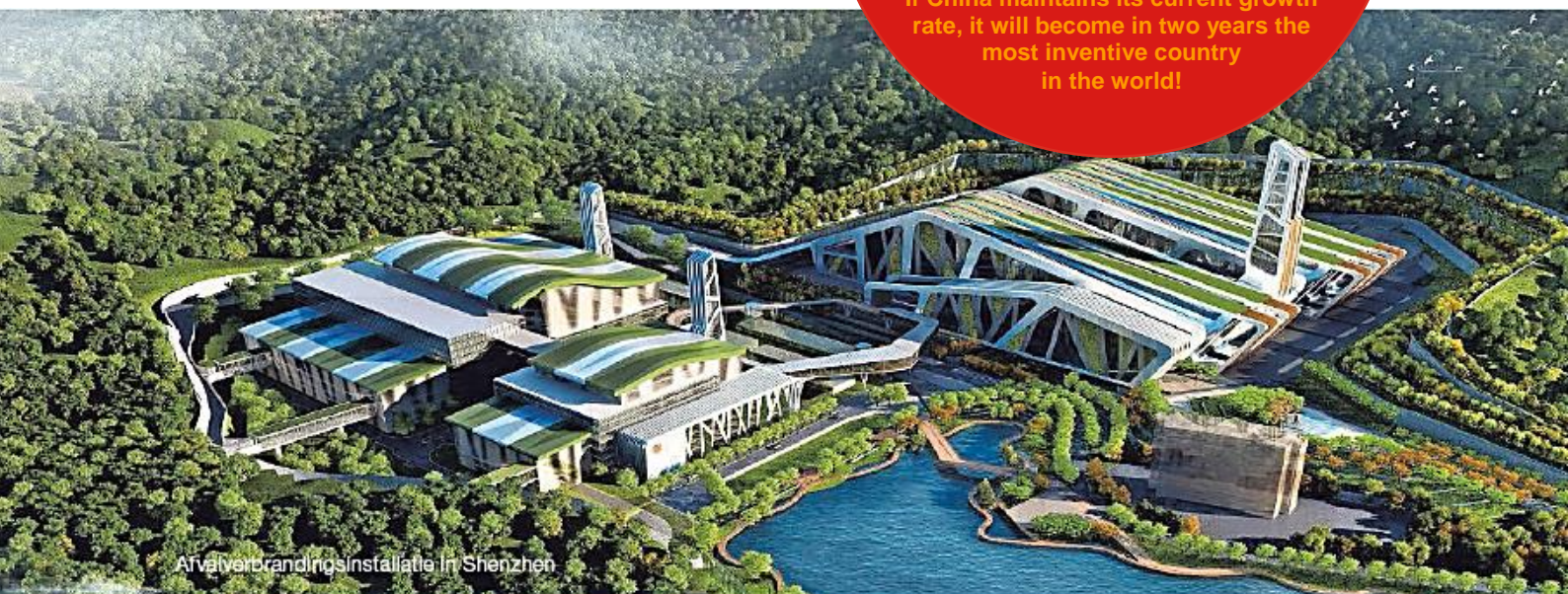
Tue 17 oct | Chongqing – Shenzhen

- 📍 Seminar at the hotel about the e-commerce legislation in China and the “New Century Department Store Company”, a company specialised in online sales of imported consumer goods established in 1996.
 - 📍 Tailored, business-to-business meetings (interpreters will be available).
 - 📍 Visit of the Science & Technology Park in Liangjiang New Area, established in 2010, with companies notably specialised in the development of data processing, the biomedical pharmaceutical industry, big data and robots manufacturing.
 - 📍 Visit of the state enterprise Chongqing Haizhuang Wind Power Equipment, established in 2004, and one the five largest manufacturers of offshore wind power equipment in China. They focus on research and development, production and assembling. They have seven assembly plants in China, a subsidiary in the US, a research and development centre in Denmark. They are currently building a large wind power project near the UK for a Swiss client.
- ➔ Arrival in Shenzhen and check-in at
🏨 Shangri-La Hotel Shenzhen*****

Wed 18 oct | Shenzhen

- 📍 Visit of the largest waste-to-energy plant in the world, built with a special unique technology of the Belgian company Keppel Seghers from Willebroek. The delegation will visit the most recent installation and the last phase under construction. By 2018, this plant which size will be of 18 football fields, will process 3 million tons of waste per year and deliver renewable energy to 1 million Chinese.
- 📍 Meeting with the R&D department of the University of Shenzhen.
- 📍 Dinner at the 360° restaurant of the hotel in the presence of Consul General Mr Joris Salden.

The companies which applied for the most international patents in 2016 are not Google, Tesla or Samsung, but two Chinese giants in the telecommunication and electronics sectors: ZTE and Huawei. And they were not the only ones! In total, Chinese companies and universities applied for more than 46.000 international patents and one million domestic ones. China has jumped to the top 3 worldwide, among Japan and the US. **If China maintains its current growth rate, it will become in two years the most inventive country in the world!**



Thu 19 oct | Shenzhen - Macau

- 📍 Due to the growing number of patent applications by Chinese companies, visit of one or two prominent high tech innovative companies such as ZTE, Ubtech Robotics Corps, Tencent, DJI...
- 📍 Meeting with the Shenzhen Venture Capital Service Platform, established in 1999, with a focus on IT, Internet, new media, renewable energy, clean technology, new materials and high-end products. The company has a good reputation on Bloomberg and serves as a case study at Harvard Business School. A pioneer in China's venture capital corporations, it is interested in overseas investments.
- 🚢 Ferry to Macau, a special administrative region of the People's Republic of China (like Hong Kong), also known as the Chinese Las Vegas.
- 🏨 Check-in at the Sheraton Grand Macau Hotel***** and free evening.

Fri 20 oct | Macau - Hongkong

- 📍 City tour in a rickshaw, climbing of the Macau Tower with a view of mainland China – optional walk on the edge of the tower.
- 📍 Lunch at the first-class Dim Sum restaurant 'Din Tai Feng'.
- 📍 Theatre show 'House of Dancing Water' by Franco Dragone (the Belgian-Italian theatre director who worked with Cirque du Soleil and Celine Dion).
- 🚢 Ferry to Hong Kong.

Sat 21 oct | Hong Kong - Helsinki - Brussel

- ➔ Departure from Hong Kong with Finnair to Brussels Airport, with a stop in Helsinki.

Price Voka & BCECC Members

Twin room: € 4275
Single room: € 4840

Price Voka & BCECC Non-Members

Twin room: € 4675
Single room: € 5240

*Prices are per person and incl. 0% VAT.

To access the full programme or to register:

Visit: <http://groups.alkreizen.be/vokamechelenchina>

For more info, contact Ms. Chen Si from the BCECC by e-mail at chen.si@bcecc.be or by phone: +32 2 345 25 54

Registration open until 10 June 2017

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The programme is subject to change. For a complete and up-to-date programme, conditions, practical information and formalities... please visit: <http://groups.alkreizen.be/vokamechelenchina>

