CHINA RETAIL STUDY TOUR
May 9–29, 2014
Hong Kong, Shanghai, Beijing, Shenzhen, Guangzhou, Dongguan

PROGRAM OVERVIEW
This study tour is designed to give students, academics, and retail professionals opportunities to learn and experience retailing in China firsthand. The program will focus on learning diverse and dynamic Chinese consumer markets, and business practices of multinational companies and domestic companies in retailing related industries.

WHY A CHINA STUDY TOUR?
• 1.4 billion consumers with rising disposable income
• 10% GDP growth over 30+ years
• 2nd largest and the fastest growing economy in the world
• $$$ opportunities for US companies

ACTIVITIES
On-site visits to China’s top corporations and meetings with company executives, government officials and other influential economic decision makers; various retail development visits; cultural site visits:

Business Visits: e.g., JC Penney | Ocean Park | Dick’s Sporting Goods | Fossil | Wal-Mart | Umbra Brown Shoe | C&A | Chimelong Hotel | Starwood | Young & Republicam Advertising Costa Coffee | Toys-R-Us | Outback Steakhouse | Mark Fairwhale | Lenovo JD.com | Hyundai | Perry Ellis | Olympic Xin Ao Group

Cultural Visits: e.g., Great Wall of China | Hong Kong Light Show | Victoria’s Peak Chinese Acrobats | TheBund | Hutong Tour | Forbidden City | Tiananmen Square Summer Palace | Shanghai Water Town | Li Gardens | Beijing Olympic Stadium

REGISTRATION/FEE AND DEADLINES
• Academics: $6,800 Industry: $7,000
• Registration and deposit ($400) due by Feb. 20th to China Sense
• Single occupancy fee: $1,810
• Fee due by March 20th, 2014

PROGRAM FEE INCLUDES
Intra-country airfares, 4-5 star hotel accommodations in premier locations, most meals, business visits, factory/distribution center tours, and cultural site visits, visa application and processing fee, tips, cellular phone. The fee does not include airfare between China and US.
May 9: US departure

May 10: Arrive in Hong Kong

May 12-13: Hong Kong
Company visits: DFS, Fossil, JCP, Ocean Park
Cultural visits: Victoria Peak, Stanley Market, Repulse Bay & Aberdeen Village – Afternoon sightseeing and ferry

May 14-15: Shenzhen and Dongguan
Company visits: Wal-mart headquarter, Umbra, Brown Shoe

May 16-19: Guangzhou company visit—Fly to Shanghai
Company Visit: Starwood Hotels and Resorts, Y&R, Chimelong Hotels and Resorts, US Commercial Service
Cultural visits: Chimelong Circus, Family Chen’s Courtyard Home, Yuexiu Park, Night Boat Tour on Pearl River

May 20-23: Shanghai
Company Visits: Coach, Outback Steakhouse, Toys R Us, Mark Fairwhale,

May 24-29: Beijing
Company visits: Lenovo, McDonald, Zhongguancun Science Park, IBM Innovation Center, JD.com, Horizon Consulting, Hyundai, Perry Ellis International
Cultural visits: Huton tour, Great Wall, Forbidden City, Tiananmen Square, Beijing Olympic Stadium

May 29: US departure
Hong Kong is one of the world’s leading international financial centers. With low taxation and free trade, Hong Kong plays a major role in supply chain management between manufacturing in the mainland China and retailers in the US. In addition, multinational companies’ expansion in China is often arranged and managed by companies in Hong Kong. The dense space led to a highly developed efficient transportation and logistics network that facilitates the international trades.

Shenzhen is the largest city in southern China and most known for its role as a manufacturing hub. With the location immediately north of Hong Kong, one of the most successful Special Economic Zones, and rapid foreign investment, Shenzhen became the one of fastest growing cities in the world.

Dongguan is an important industrial city known for a manufacturing hub with foreign direct investment. It is also home to one of the world’s largest (but largely empty) shopping mall, New South China Mall.

Guangzhou is the frontier of the economic development, with its close connection to Hong Kong. It exhibits a dramatic difference in consumer behavior and needs compared to Beijing and Shanghai.

Shanghai is the finance and trade center of China and it illustrates a good blend of the Western and Eastern culture.

Beijing is the capital city and the political center of China, representing the major northern cities. Beijing is famous for its innovative entrepreneurs and high-growth start-up companies.
INTENDED AUDIENCE

• Students who want to become a business leader in a global economy
• Industry practitioners who want to understand diverse consumer demands, regional differences, and market competitiveness for product development and doing successful business in China
• Retailing faculty who want to add China content into their courses International Business faculty to their knowledge of China and political, economic, and business developments
• Anyone who want to understand competitiveness and the role of China in the global economy

“A tremendous opportunity of a lifetime! The China Retail Study Tour presented a fantastic opportunity to witness first-hand the emergent trends in China retail market. The itinerary was well thought through, the organization excellent, and the participants were from diverse backgrounds ensuring a range of perspectives on the companies visited. It provided me with an invaluable wealth of knowledge of retail best practice in China, which I have shared with my organization. I’d recommend it to anyone in the retail industry.”

Carlos Domínguez, Director. MHE . Retail Consultancy

DIVERSE INDUSTRY SECTORS IN RETAILING ARE COVERED:

Luxury sector; supermarket sector, specialty retailing sector, consumer electronics sector, e-commerce sector, real estate sector, shopping center, entertainment sector, law firm, advertising and PR sector, manufacturing sector, and sourcing sector.

CHINASENSE

Based in Beijing, ChinaSense is a one-stop service provider that facilitates international business school study programs in China by delivering top quality business visits and seamless logistics supports. ChinaSense currently serves over 40 American business schools. In 2012 & 2013, ChinaSense worked closely with Miller Center and delivered a fantastic China retail learning experience.

Chinasense website: chinasense.cn

FOR MORE INFORMATION, PLEASE VISIT:
warrington.ufl.edu/centers/retailcenter