



**HKU
BUSINESS
SCHOOL**
港大經管學院

Executive
Education
高層管理教育



**DOING
BUSINESS
WITH
CHINA 2.0**

Why China 2.0

China has undergone a fundamental shift, and so must your approach to doing business with China. Once known primarily as the world's factory, China is now a global engine of technology and innovation. From AI and electric vehicles to robotics and smart manufacturing, the rapid rise of these sectors has reshaped China's position in the global economy.

Moving beyond dated assumptions, **Doing Business with China 2.0** is about strategically engaging with a country at the forefront of industry trends and geopolitical influence. As technologies accelerate and business models evolve, leaders who understand China's new realities will gain a decisive advantage in positioning their organisations for the decade ahead.

The possibilities and challenges China presents are immense. You need more than conventional information to navigate this complexity. Now is the time to reframe your China strategy, anchored in fresh insights, fuelled by innovation, and ready to seize the next wave of global opportunities.



The Programme Experience

Designed for senior executives and emerging business leaders, **Doing Business with China 2.0** blends academic rigour with hands-on engagement, a hallmark of HKU Business School. Building on the foundations of our previous offering, and leveraging our world-class faculty, deep China expertise, and powerful industry networks, this programme delivers insights and connections you cannot access anywhere else.

The Four-City Journey

Aug Hong Kong

3-5 Global financial hub and gateway to Chinese Mainland



Aug Shenzhen

6-8 Innovation powerhouse and China's Silicon Valley



Aug Shanghai

10-12 Advanced manufacturing and technology leadership



Aug Beijing

13-15 Governance, policy and macro trends



4 STRATEGIC CITIES	12 DAYS OF IMMERSION	10+ INDUSTRY VISITS	18+ WORLD-CLASS FACULTY
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**The programme can be taken as a full four-city itinerary or as individual city modules.*

What The Programme Offers

360° View of China	Innovation, advanced manufacturing, policy, and geopolitics in one integrated narrative
Four Strategic Hubs	Hong Kong - Finance Shenzhen - Innovation Shanghai - Advanced manufacturing Beijing - Policy
Neutral, Globally Minded Discussions	Debates anchored in real-world context, cutting through assumptions and political bias
Immersive Engagement	On-the-ground visits and direct dialogues with business and policy leaders

What You Will Take Away

Strategic Clarity	Understand China's tech, regulatory, and geopolitical shifts and their impact on your business
Growth Frameworks	Gain practical tools and tested frameworks to evaluate growth opportunities
Decision-Making Network	Connect with C-suite leaders, policymakers, investors, and industry experts
Actionable China Playbook	Translate insights into practical strategies for investment, partnership, or global adaptation

Customisable Programme Set-up



For corporate groups with shared interests or industry focuses, we offer flexible, tailored options. You may follow the full four-city itinerary, select specific cities, or customise the programme to emphasise the sectors most relevant to your organisation. Our team will partner with you to design a bespoke experience that delivers maximum relevance and impact.

Oldest Tertiary Education Institution in HK Established in 1911

10 Faculties

- Faculty of Architecture
- Faculty of Arts
- Faculty of Business and Economics (HKU Business School)
- Faculty of Dentistry
- Faculty of Education
- Faculty of Engineering
- Faculty of Law
- Li Ka Shing Faculty of Medicine
- Faculty of Science
- Faculty of Social Sciences



The University of Hong Kong

Founded on March 30th, 1911, the University of Hong Kong (HKU) is the city's first university and oldest tertiary institution. With a tradition of excellence in research, teaching, and knowledge transfer, HKU has nurtured over 310,000 alumni and cultivated global talent across disciplines. As a leading international university in Asia, HKU drives impact through internationalisation, innovation, and interdisciplinary research, while contributing to social progress through global engagement, regional initiatives, and close ties with the Chinese Mainland.

2026 QS World University Rankings



2026 Times Higher Education World University Rankings



(2025)

International Recognition



#1 MBA Programme in Asia for the 10th time

(The Economist MBA Ranking 2022)

#1 in Asia in UTD Research Rankings (2020 – 2024)

Strong Alumni Network



38,000+ alumni from
50+ countries

Strong Engagement with Industry



Close collaboration with the business community

HKU Business School

Established in 2001, HKU Business School is a premier business school with dual AACSB and EQUIS accreditation. Deeply rooted in Hong Kong, fully engaged with China, and truly international, it nurtures future-ready leaders through academic rigour, industry relevance, and global outlook. Its world-class faculty brings together leading scholars and seasoned industry experts, delivering research-driven insights and real-world impact, while shaping management thinking across Asia and beyond.

With deep connections in China and an expanding international footprint, the School translates China's on-the-ground realities into actionable insights, helping global executives engage with China's new dynamics in ways that are strategic, relevant, and impactful.

HKU Executive Education

With over 25 years of experience, HKU Executive Education leverages the intellectual strength of HKU Business School to empower leaders and organisations with the insights, skills, and networks to excel in an interconnected, fast-moving world.

Strategic Networks Across China

Beyond its main campus in Hong Kong, HKU Business School operates a campus in Shenzhen and centres in Beijing and Shanghai, providing a powerful platform for education, research, and business collaboration. Strategically located and equipped with state-of-the-art facilities, these sites host seminars, industry dialogues, executive programmes, and joint research initiatives.

Drawing on these strategic networks, the Doing Business with China 2.0 programme offers participants an unparalleled opportunity to experience China and witness first-hand the forces shaping its future.



Message from the Dean



Prof. Hongbin Cai

Dean

Chair of Economics

Director, Institute of China Economy



In a world defined by shifting geopolitics, technological disruption and economic interdependence, understanding China is a strategic imperative for global leaders who aspire to stay ahead. Hong Kong sits at the crossroads of these developments, serving as a gateway between the Chinese Mainland and the world, where global capital, ideas and talent converge.

At HKU Business School, our mission is not simply to interpret the world as it is, but to prepare leaders for the world as it is becoming. **Doing Business with China 2.0** embodies this commitment. It offers a lens into China's transformation, its innovation ecosystem, and the strategic forces that are reshaping global business and society.

True leadership demands more than knowledge. It requires judgment, openness, and the ability to navigate across cultures and systems. This programme is designed to challenge, inspire, and foster the kind of insight that cannot be gained from a distance.

I invite you to join us, to engage with China's evolving economy, and to develop the perspectives, connections, and understanding that will inform your most important decisions, today and in the years ahead.



Hong Kong

Global Financial Hub

Hong Kong is one of the world's most dynamic financial centres and a natural gateway to China. As a leading hub for capital markets, cross-border investment, and fintech innovation, the city offers unparalleled access to the forces shaping China's financial integration with the global economy.

With its unique position under "one country, two systems", Hong Kong bridges international business standards with China's rapidly evolving financial landscape, making it the ideal starting point for this executive journey.



Join us in this module to:

- Examine China's economic outlook and Hong Kong's strategic financial role
- Explore capital markets, governance, and cross-border investment flows
- Discover fintech innovation, digital assets, and RMB internationalisation
- Engage with market practitioners, financial institutions and local business leaders



3-Day Learning Module in Hong Kong

Session	Day 1	Day 2	Day 3
Morning (Session 1)	Welcome & Lecture China's Economics 2.0	Main Campus Tour	Lecture Hong Kong as a Family Office Hub
Morning (Session 2)			
Afternoon (Session 1)	Lecture Hong Kong's Capital Markets: Status, Governance and Strategic Outlook	Lecture Fintech and Hong Kong's Leadership in Global Finance	Lecture InvestHK <i>Hong Kong's inward investment promotion body</i>
Afternoon (Session 2)			
Evening	Networking Cruising Victoria Harbour	Free Evening	Transfer to Shenzhen by Coach Welcome Dinner in Shenzhen

**Schedule and visits are indicative and subject to company and faculty availability.*

Economic Insights



Faculty-led sessions on China's economic transformation, Hong Kong's financial role, and the geopolitical landscape shaping cross-border business.

Fintech Innovation



Explore how fintech, digital assets, and RMB internationalisation are reshaping Hong Kong's position as a global financial centre.

Financial Market Dynamics



Gain insights into capital markets governance, cross-border investment flows, and the strategic outlook for Hong Kong's exchanges.

Executive Networking



Connect with market practitioners, and financial leaders while enjoying Hong Kong's iconic harbour setting.

Shenzhen

Innovation Powerhouse

In just four decades, Shenzhen has transformed from a fishing village into one of the world's most vibrant technology and innovation hubs. Home to global giants such as Huawei, Tencent, and BYD, the city is at the forefront of China's digital economy, green energy transition, and hardware innovation.

As a core city of the Greater Bay Area (GBA), Shenzhen exemplifies how policy, capital, and entrepreneurship converge to create world-leading innovation ecosystems.



Join us in this module to:

- Explore Shenzhen's evolution into a leading global innovation hub
- Gain insights into digital platforms, new business models, and China's EV leadership
- Examine data-driven operations, the GBA economy, and technology strategy
- Visit leading innovation companies including tech giants and EV leaders



3-Day Learning Module in Shenzhen

Session	Day 1	Day 2	Day 3
Morning	Lecture China's Economic Landscape and Regional Integration	Industry Visit Huawei <i>Global leader in telecommunications, cloud, and AI</i>	Lecture China's EV and Energy Transition: Policy, Innovation and Ecosystem
Afternoon (Session 1)	Lecture Emerging Tech and Business Model Iterations: The Shenzhen Story	Lecture Digital Operations in China	Industry Visit BYD <i>World-leading electric vehicle and battery manufacturer</i>
Afternoon (Session 2)	Site Visit Exploring Shenzhen's Evolution	Panel & Networking China's Innovation Ecosystem	
Evening	Free Evening	Cultural Experience Chinese Calligraphy Workshop (Optional)	Free Evening

**Schedule and visits are indicative and subject to company and faculty availability.*

Economic Insights



Understand China's economic landscape, regional integration dynamics, and the Greater Bay Area's role as an innovation corridor.

Digital Innovation



Explore how digital platforms, new business models, and data-driven operations are reshaping industries from Shenzhen.

Sustainability Leadership



Discover China's global leadership in electric vehicles, green energy, and the policy frameworks driving the energy transition.

Urban Dynamics



Witness Shenzhen's remarkable transformation and engage with the entrepreneurs and investors building its innovation ecosystem.

Shanghai

Advanced Tech & Manufacturing

Shanghai is China's premier trade and innovation hub, connecting businesses to global markets through world-class infrastructure, advanced manufacturing, and digital transformation. As a leading international industrial centre, it drives growth across high-tech sectors and enables global competitiveness.

The city's smart-industry initiatives harness AI, robotics, and data technologies to elevate productivity and shape next-generation manufacturing. From the historic Bund to modern Pudong, cutting-edge innovation drives industrial upgrading, global trade, and economic leadership.



Join us in this module to:

- Experience advanced manufacturing and smart production in action
- Engage with industry leaders on automation, AI, and digital integration
- Discover how policies and innovation initiatives shape industrial transformation
- Explore strategic opportunities for growth and global competitiveness



3-Day Learning Module in Shanghai

Session	Day 1	Day 2	Day 3
Morning	Lecture The Shanghai Engine: Powering China's Advanced Manufacturing	Lecture AI, Robotics and Intelligent Manufacturing	Lecture China's Industrial Champions: Global Expansion and Strategic Competition
Afternoon	Industry Visit Huangpu District: Smart Manufacturing Leaders	Industry Visit Lin-gang Special Area: Advanced Manufacturing Facilities	Panel China's Industrial Rise: Implications for Global Executives
Evening	Reception at the Bund	Free Evening	Flight to Beijing

**Schedule and visits are indicative and subject to company and faculty availability.*

Strategic Insights



Learn from executives and thought leaders how China's national initiatives, industrial policies, and high-tech mandates are driving next-generation manufacturing.

Innovation Ecosystem



Gain a holistic view of the powerful synergy between industrial parks, R&D clusters, AI-driven production, and global supply chains.

Future Inspiration



Explore how intelligent production, automation, and digital integration are transforming Shanghai's factories and enabling global competitiveness.

Skyline Networking



Connect with industry experts and fellow participants while enjoying panoramic views of Shanghai's historic Bund and modern skyscrapers.

Beijing

Governance, Policy and Macro Trends

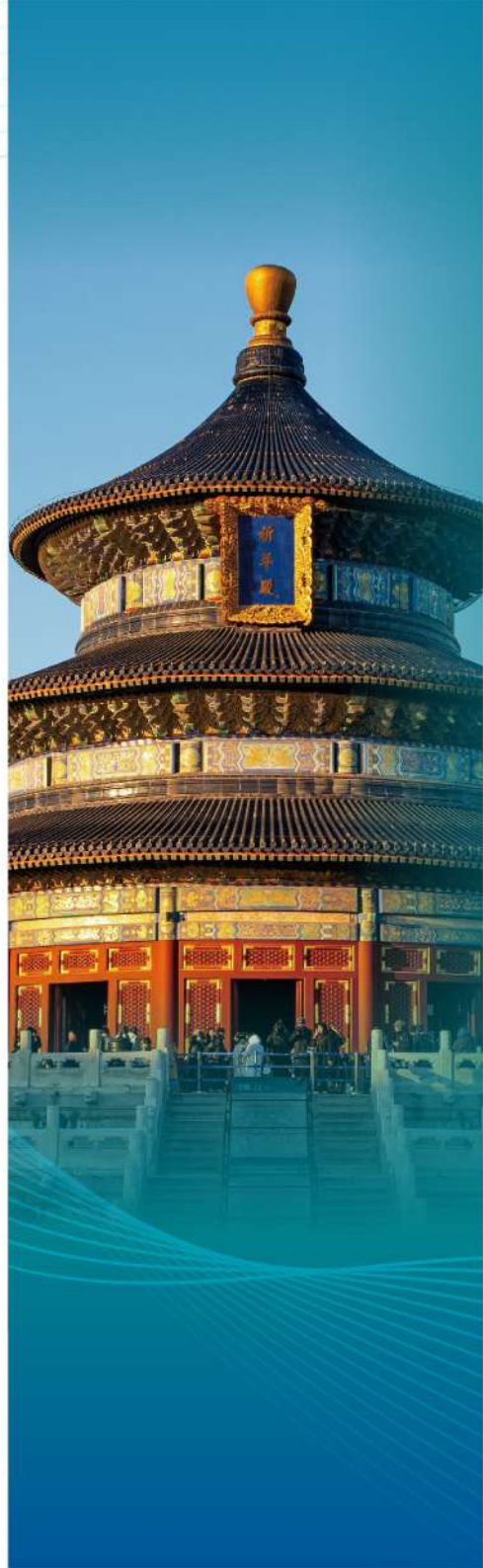
Beijing, China's capital, is where ancient history meets modern governance. As the hub of the central government, leading think tanks, and top universities, Beijing shapes the policies and regulations that drive the country's economic and technological trajectory.

From macro trends to strategic competition, the city offers direct insight into China's decision-making and global ambitions. Its blend of historical legacy and contemporary policy-making makes it an essential destination for understanding where China is headed and why it matters for global business.



Join us in this module to:

- Engage in high-level dialogues with policy experts and institutions
- Explore how policy and governance impact business and technology
- Visit leading tech firms to see how innovation scales in China
- Identify strategic opportunities for investment and partnerships



3-Day Learning Module in Beijing

Session	Day 1	Day 2	Day 3
Morning (Session 1)	Fireside Chat Understanding the Interplay of History and Politics in China	Lecture & Panel Domestic Agenda Setting: Driving China's Economic and Technological Priorities	Lecture & Panel Capitalising on the Shift: Investment Strategies for China's New Era
Morning (Session 2)	Lecture From Lab to Leader: Scaling Deep Tech in China		
Afternoon (Session 1)	Industry Visit UBTech Robotics <i>Pioneering AI-powered humanoid robotics and intelligent systems</i>	Lecture China in the World: Navigating Geopolitics and Global Governance	Synthesis Workshop From Insights to Strategies
Afternoon (Session 2)	Industry Visit JD.com <i>China's leading e-commerce and supply chain logistics platform</i>	Industry Visit Asian Infrastructure Investment Bank <i>Multilateral development bank</i>	
Evening	Free Evening	Cultural Experience Beijing Opera (Optional)	Farewell Dinner

*Schedule and visits are indicative and subject to company and faculty availability.

Policy Frameworks



Delve into the forces shaping China's economic and technological agenda through discussions and connecting historical context with contemporary governance.

Global Perspectives



Participate in strategic dialogues on China's evolving role in global governance, trade dynamics, and cross-cultural exchange

Technological Innovation Insights



Gain first-hand insights into China's technology ambitions through expert briefings and visits to leading companies in automation and intelligent systems.

Informed Decision-Making



Translate on-the-ground insights into actionable strategies through direct engagement with investors and experts, supporting strategic business decisions.

Faculty Profile



Prof. Hongbin CAI

Dean
Chair of Economics
Director, Institute of China Economy



Prof. Chen LIN

Vice-President and Pro-Vice-Chancellor (Business), HKU
Stelux Professor in Finance
Chair of Finance
Director, Centre for Financial Innovation and Development



Prof. Steven Alan BARNETT

Professor of Practice in Economics
Former IMF Senior Resident Representative in Beijing
Former Chief of the China Division, IMF



Prof. Anna Wai-Kwan WONG

Professor of Practice in Finance
Director, HKUBS Wealth Management Academy
BFin (AMPB) Programme Director



Prof. Zhiwu CHEN

Chair Professor of Finance
Cheng Yu-Tung Professor in Finance
Director, Centre for Quantitative History
Director, Hong Kong Institute for Humanities and Social Sciences
HKU Council Member



Prof. Z. Max SHEN

Chair Professor in Logistics and Supply Chain Management
Dean, Graduate School, HKU



Prof. Yulin FANG

Professor in Innovation and Information Management
Director, Institute of Digital Economy and Innovation



Prof. Ning XI

Head of Department, Data and Systems Engineering
Chair Professor of Robotics and Automation
Director of Advanced Technologies Institute, HKU



Prof. Heiwai TANG

Associate Vice-President (Global), HKU
Associate Dean (External Relations)
Victor and William Fung Professor in Economics
Director, Asia Global Institute
Director, APEC Study Centre
Associate Director, Hong Kong Institute of
Economics and Business Strategy



Prof. Pingyang GAO

Associate Dean (Research and Knowledge Exchange)
Zhang Yonghong Professor in Accounting
DBA Programme Director



Prof. Weiming ZHU

Associate Professor in Innovation and Information Management
Programme Director for the Open Programme of
Executive Education



Ms. Bonnie LEUNG

Programme Director for the Master of
Family Wealth Management programme
Former COO, BlackRock



Prof. Haipeng SHEN

Associate Vice-President (Teaching and Learning - TPG)
Associate Dean (EMBA and IMBA)
Patrick S C Poon Professor in Analytics and Innovation
Chair of Business Analytics and Innovation



Prof. Jin LI

Area Head of Management and Strategy
Zhang Yonghong Professor in Economics and Strategy
Director of the Centre for AI, Management and Organisation



Prof. Roy Liang TAN

Professor of Practice in Management and Strategy
Programme Director for the Customised Programme of
Executive Education



Dr. Marcus SCHUETZ

Visiting Adjunct Associate Professor
Former Head of Corporate Strategy at
Volkswagen Group China

Client Experiences And Trusted Testimonials



Senior executives experiencing the pulse of AI at Alibaba (Hong Kong)



C-suite executives exploring AI innovations firsthand at SenseTime (Hong Kong)



Global leaders observing future technologies at the Hong Kong Productivity Council



VIP corporate groups visiting top-tier Chinese tech giants - Tencent and BYD



Participants engaging in interactive classroom discussions

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Mr. Igor Queiroz Barroso
Chairman, Board of Directors
Grupo Edson Queiroz

The programme was very robust. Beginning with China's development and its role in the world, it showcased how the use of new technologies, including AI, Industry 5.0, and quantum computing, are pushing the country's economic agenda forward. I also valued the thoughtful discussions on ethics in this new technological era.

What impressed me most were the HKU team's values of humility, patience, and perseverance, expressed with such genuine passion. These values were evident not only in the classroom, but also throughout the company visits.

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Ms. Siobhán Davis
Associate Director (Ireland),
Ernst & Young Entrepreneur of
The Year Programme

The EY Entrepreneur of The Year Ireland programme worked closely with the HKU team to deliver a bespoke Executive Education Programme for successful Irish business leaders visiting HK. The HKU team and professors were truly amazing to work with. The attention to detail in their delivery was remarkable, as they made their presentations relevant and relatable to the Irish business leaders who are looking to expand into the Asian market. The group gained valuable insights and knowledge from the professors who executed their delivery in a very engaging way. Feedback from our delegates has been extremely positive.

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Programme Fees

Full Programme (Four-City Itinerary) HK\$198,000 per participant

Per Module (Per City) HK\$54,450 per participant

Customised Programmes Fees vary depending on programme design. Please contact us to discuss your organisation's requirements.

Scholarships and Incentives

Scholarships

To support a diverse and high-calibre cohort, a limited number of scholarships are available. Please contact us to learn more.

Incentives

Early Bird	10%	Application submitted by 31 May 2026
Referral by HKU Students, Alumni & Staff	10%	Applicable to participants referred by HKU students, alumni or staff
Group	15%	Minimum of three participants from the same organisation enrolled in the same cohort
HKU Alumni	20%	Available to HKU alumni

Only one incentive may be applied per enrolment. Scholarships may be combined, subject to eligibility. HKU Business School reserves the right to determine eligibility and final allocation.

What's Included?

- Programme materials, faculty-led sessions, and curated company visits
- Lunch on all full programme days and selected meals as indicated in the final itinerary
- Ground transportation for all official programme activities
- Entry fees for all visits included in the official programme



What's Not Included?

- Airfares and accommodation*
- Personal expenses incurred outside the official programme
- Travel documents, visa application fees, and travel insurance



**A list of recommended hotels will be provided for participants' consideration.*

Questions?

Join one of our upcoming information sessions or contact us directly.



*The University's Motto
Sapientia et Virtus*



HKU Executive Education
Official Website



HKU Executive Education
LinkedIn

Enquiries

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