HKU BUSINESS SCHOOL
港大經管學院

Executive Education
高層管理教育



DOING BUSINESS WITH CHINA 2.0

An Immersive Journey
Through China's Transformation,
Innovation & Growth

Hong Kong • Shenzhen • Shanghai • Beijing

Why China 2.0

Understanding China's next chapter is a strategic imperative

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.

Doing Business with China 2.0 is not simply about entering the Chinese market. It is about strategically engaging with a rapidly evolving economy that is increasingly setting the pace for global innovation and industrial policy. Whether you are seeking new partnerships, evaluating supply chain realignment, or assessing investment opportunities, understanding China's trajectory is essential for informed decision-making.

This programme offers a rare, multi-city immersion designed for senior executives who need to move beyond headlines and develop a nuanced, first-hand understanding of how China's economy, technology ecosystem, and policy environment are evolving in real time.



Four **Cities** · Four **Perspectives** · One **China**

Hong Kong
Connect with China
Where China and the world connect.



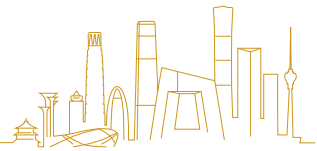
Shenzhen
Explore China's Innovation Ecosystem
Where innovation moves at scale.



Shanghai
Experience China's Transformation
Where advanced industries drive transformation.



Beijing
Understand China's Direction
Where policy, technology and global affairs converge.



Two ways to experience China

Two-City Journey

Shenzhen + Hong Kong — **11–16 January 2027**
Innovation & Connectivity

Online Touchpoints* Reflect → Reconnect → Prepare

Shanghai + Beijing — **13-19 June 2027**
Transformation & Direction

*For participants combining both two-city journeys for the complete China experience.

Four-City Journey

Hong Kong · Shenzhen · Shanghai · Beijing — **15–27 March 2027**
Complete China Immersion

*Flexible options are also available. Individual city modules may be selected within the four-city journey.

360° Immersion in China

Learn · Engage · Experience · Connect

Designed for global executives and business leaders seeking a deeper understanding of and engagement with China, this immersive experience develops the contextual judgment needed to lead in, with and around China, connecting first-hand experience with what it means for business, strategy and global leadership.

Faculty-Led Learning

Learn from HKU faculty and leading experts examining China's economy, innovation, technology, policy and global business environment.



Company & Ecosystem Visits

Go behind the scenes of leading companies, innovation hubs and institutions to see China's transformation in action.



Executive Dialogue

Engage with business leaders, investors, entrepreneurs, policymakers and other experts working at the forefront of China's development.





Peer Exchange

Travel and learn alongside an international cohort of senior executives, bringing diverse industries, markets and perspectives into the conversation.



Cultural Experiences

Encounter China's culture and traditions through curated cultural activities, performances, local encounters and iconic places.



Reflection & Synthesis

Connect insights across cities and translate first-hand observations into implications for your organisation and strategy.



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 in 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.

2027 QS World University Rankings

QS WORLD UNIVERSITY RANKINGS

1st HONG KONG

2nd ASIA

11th WORLD

2026 The World University Rankings

THE WORLD UNIVERSITY RANKINGS

1st HONG KONG

6th ASIA

33rd WORLD

(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

Where China and the world connect

Hong Kong offers a unique vantage point from which to understand and engage with China. As an international business and financial centre at the heart of Asia, the city connects Chinese Mainland with global capital, markets, businesses and expertise, while providing a distinctive perspective on the country's economic transformation and growing global role.

Positioned at the heart of the Greater Bay Area and under the framework of "one country, two systems," Hong Kong provides a bridge between China's rapidly evolving economy and the international business community. It is a place where global companies access China, Chinese businesses connect with international markets, and capital, talent and ideas move across borders.

As China's economic, financial and geopolitical landscape evolves, so does Hong Kong's role as a global connector, creating new pathways for international business to engage with China and participate in its growing global economy.



Connect with China in Hong Kong

Session	Day 1	Day 2	Day 3
Morning (Session 1)	**Lecture** China's Economics 2.0	**Lecture** Geopolitics in Action: Strategic Implications	**Lecture** Hong Kong as a Family Office Hub
Morning (Session 2)			**Industry Visit** Raffles Family Office *Asia's leading commercial multifamily office*
Afternoon (Session 1)	**Lecture** The Greater Bay Area Integration: The View from Hong Kong	**Lecture** Hong Kong's Capital Markets	**Panel** Hong Kong as a Global Connector
Afternoon (Session 2)	**Industry Visit** InvestHK *Hong Kong's inward investment promotion agency*	**Industry Visit** Bank of China or another leading financial institution	
Evening	**City Exploration**	**Dinner Reception & Networking**	

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

Join us in this module to:

- Examine China's economic outlook and its evolving global role
- Understand Hong Kong's strategic position within the Greater Bay Area and its connections with Chinese Mainland
- Explore how Hong Kong facilitates cross-border capital flows and connects China with global markets
- Discover how businesses and institutions use Hong Kong to navigate China's international opportunities and challenges
- Engage with leading practitioners and business leaders while building connections with HKU alumni and fellow executives

Shenzhen

Where innovation moves at scale

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

Shenzhen offers a compelling lens through which to understand how China builds and scales innovation. Its distinctive innovation ecosystem brings together entrepreneurs, technology companies, manufacturers, investors and government, creating an environment where ideas can move rapidly from experimentation to commercialisation and global scale. The city's transformation offers valuable insights into the forces shaping China's next chapter of growth.



Explore China's Innovation Ecosystem in Shenzhen

Session	Day 1	Day 2	Day 3
Morning (Session 1)	**Lecture** China's Regional Development: Understanding China's Economic Geography	**Cultural Experience** Tai Chi	**Industry Visit** Huawei, Tencent, or UBTECH *Leading Chinese tech and innovation company*
Morning (Session 2)		**Lecture** China's EV and Energy Transition: Policy, Innovation and Ecosystem	
Afternoon (Session 1)	**Lecture** Emerging Tech and Business Model Iterations: The Shenzhen Story	**Industry Visit** BYD *Pioneering EV manufacturing and smart consumer technology*	**Lecture** Digital China in Motion
Afternoon (Session 2)	**Site Visit** Exploring Shenzhen's Evolution		**Panel & Networking** China's Innovation Ecosystem
Evening	**City Exploration**	**Cultural Experience** Chinese Calligraphy	

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

Join us in this module to:

- Explore Shenzhen's evolution into a global technology and innovation hub
- Understand China's regional development and the forces that have shaped Shenzhen's rise
- Examine how Shenzhen's innovation ecosystem connects technology, entrepreneurship, policy and capital
- Visit leading technology and manufacturing companies to see how innovation moves from idea to commercial scale
- Engage with business leaders and ecosystem builders shaping China's next wave of innovation

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. Weiming ZHU

Associate Professor in Innovation and Information Management
Assistant Dean (Open Programme of Executive Education)



Prof. Cheng LI

Professor in Political Science
Director, Centre on Contemporary China and the World



Ms. Bonnie LEUNG

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



Prof. Pingyang GAO

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



Prof. Roy Liang TAN

Professor of Practice in Management and Strategy
Assistant Dean (Customised Programme of Executive Education)



Prof. Zhixi WAN

Professor in Innovation and Information Management
Deputy Director, Institute of Supply Chain Innovation
Co-Director, Institute of Digital Economy and Innovation



Dr. Marcus SCHUETZ

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

Voices of Experience

Doing Business with China 2.0 is more than a learning journey through China. It is an opportunity to experience China firsthand, exchange perspectives with senior executives from around the world, and become part of a growing community of leaders navigating China's transformation.

Hear from our August 2026 cohort about their experiences, insights and takeaways from their journey.



"The programme was full of eye-opening experiences for me, and I strongly recommend it without hesitation. It offers invaluable exposure to China and provides a unique, inside perspective on how the country works, how it thinks, and how it is shaping its future.

Mr. Mohamed Al Lawati | Oman
Head of Private Markets
Oman National Investments Development Company



"My experience of the programme has been beyond expectations. The classroom learning has been exceptional, and the professors explained the concepts so clearly, providing frameworks that we could use to anchor all our learning. On top of that, we had incredible interactions with local business leaders. The programme has been nothing short of phenomenal.

Ms. Alexandra Joanna Russell | Saudi Arabia
Chief Risk Officer
Petro Rabigh



"The programme was a great opportunity to get back on the ground in China and update my understanding of its rapidly evolving business landscape. Visiting companies and seeing how new ecosystems are built firsthand makes a huge difference. You simply cannot understand China's role in the global economy from the outside. HKU Business School provides an excellent gateway to experiencing China firsthand.

Mr. Jochen Haug | Singapore
Senior Advisor and Director in Insurance



"The programme has been an incredible experience. One of my biggest takeaways was seeing how China approaches innovation and turns disruption into opportunity. I am very happy I made the decision to join, and I would absolutely recommend the programme to others.

Mr. Carlos Calderón | Peru
Founding Partner and Director, Data, AI and Computer Science Academy
UTEC



"The programme has been an amazing experience. Having first visited China 20 years ago, it was fascinating to see how dramatically the country has transformed and how it is now pushing the frontiers of innovation and technology. The opportunity to learn from professors, business leaders and fellow participants, and to experience China beyond a typical business trip, gave me a much more complete perspective. I would highly recommend the programme to other business leaders.

Mr. Lucas Lopez Lince | Colombia
President
Grupo ALV



"This has been a formative journey, giving me a more complete view of China, from finance and technology to industrial development and policy. Learning from Chinese professors and experiencing China firsthand has given me a new perspective that is essential for anyone working in business and technology today.

Ms. Bente Sollid | Norway
CEO
Digital Hverdag

Programme Fees

Four-City Journey	**HK$ 198,000**	Programme fee for the complete four-city journey. The same preferential full-programme fee applies when participants complete both two-city journeys.
Two-City Journey	**HK$ 108,900**	Per two-city journey. Complete both two-city journeys to receive the preferential full-programme fee.
Individual City Module	**HK$ 54,450**	Per city; available only within the full four-city journey.

Scholarships and Incentives

Scholarships

To support a diverse and high-calibre cohort, a limited number of scholarships are available. Scholarships, where available, are awarded based on participants' profiles, taking into consideration both merit and financial need. Early applications may receive priority. Please contact us to learn more.

Incentives

Early-bird incentive	10%	Save 10% when you apply by the following deadlines: **January — Shenzhen & Hong Kong** Apply by 15 November 2026 **March — Four cities** Apply by 1 December 2026 **June — Shanghai & Beijing** Apply by 5 April 2027
Referral	10%	Applicable to participants referred by HKU students, alumni, staff, and former programme participants
Group	15%	Minimum of three participants from the same organisation enroled 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?

- Faculty-led sessions and programme materials
- Curated company visits, expert engagements and cultural activities
- Ground transportation for all official programme activities
- Refreshments, lunches and selected dinner receptions

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.*


The University's Motto
Sapientia et Virtus

Ready to explore? Get in touch.

Join an upcoming information session or speak with our programme team to explore the journey that best fits your goals.

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