

2018 China Ready Programme @ Suzhou & Yangtze River Delta Area (11 Nov. 2018 - 17 Nov. 2018)

Date	Time	Programme	Learning Objectives
11 Nov (DAY 1)		Singapore to Shanghai Coach ride to Suzhou Hotel check-in Free time	
12 Nov (DAY 2)	9:30-9:35	Program opening	Hearing from Suzhou government official on market circumstances in SIP and Suzhou; Having a chance to ask questions related to Enterprise Singapore and SIP; Learning about local policies, regulations and incentive programs in SIP & the support provided by ESG to Singaporean companies; Learning the development process of SIP
	9:35-9:50	Group photo	
	9:50-10:20	Sharing: Enterprise Singapore's effort and impact in China by Terence YAP, Regional Director of Enterprise Singapore <ul style="list-style-type: none"> Q & A 	
	10:20-10:50	Sharing: Overview of SIP and Suzhou by Suzhou government official <ul style="list-style-type: none"> Q & A 	
	10:50-12:00	On-site Learning: SIP Exhibition Hall	
	13:30-13:40	Overview of the course	
	13:40-15:10	Lecture: Introduction of Chinese business culture and custom	Learning the objectives, rationale and deliverables of the programme; Meeting with market mentors; Helping to create business ideas; Knowing how to be localization
	15:10-15:25	Tea break	
15:25-17:30	Warm-up meeting and business model canvas concept <ul style="list-style-type: none"> Self-introduction of market mentors Trainees to introduce company profile, products, service and objectives of entering into China market Building individual business model canvas (grouping & discussion) Market mentors' perspectives on China market 		
18:00-20:00	Networking dinner with market mentors Welcome by SIP government official	Interacting with market mentors; Helping to develop new business ideas; Discussion on business model canvas with mentors	
13 Nov (DAY 3)	9:30-12:00	Lecture: Strategies for Entering the Chinese Market by Dr. Tao BAI, Xi' an Jiaotong-Liverpool University	Knowing how foreign firms enter the Chinese market; Understanding the business eco-system in China market
	14:00-15:30	On-site learning: Suzhou Biobay (innovative science and technology carrier for development of the emerging biological industry and the nano technology industry)	Understanding the entrepreneurial challenges in China for the companies to fine-tune their market entry strategies
	15:30-17:00	On-site learning: VINNO (manufacturer of high-end color Doppler ultrasound diagnostic systems)	Understanding the opportunities in Suzhou BioBay
	18:00-21:00	Market mentors guidance on business model canvas <ul style="list-style-type: none"> One-on-one coaching by mentors Group discussion Homework: market research 	Exposing participants to new ways of conducting their business in China; Understanding the strengths and weaknesses of participants' business model; Sharing the ideas and learning points; Innovating the strategies for entering the Chinese market

14 Nov (DAY 4)	9:30-12:00	Forum: How to soft-land in SIP <ul style="list-style-type: none"> SIP government grant support policy Starting up & Human Resource Management Leadership skills Q & A session 	Learning about the government policies and regulations in SIP Knowing the way to soft-land in SIP Having a chance to ask questions related to the practical processes of soft-landing in SIP
	13:00-16:30	Coach ride from SIP to Ecovas (45 minute ride) On-Site Learning: Ecovas (a leading robotic company in China) <ul style="list-style-type: none"> Visit exhibition hall Business discussion (potential business matching) Coach ride from Ecovas to SIP	Knowing the product of the top three brands of in-home robots of China Exploring collaboration opportunities
	18:00-20:30	Networking dinner between China and Singapore companies	Interacting with Singaporean and Chinese companies from Advance Manufacturing, Semiconductor and Bio-Medicine, and exploring collaboration opportunities
15 Nov (DAY 5)	9:00-11:30	Coach ride from Suzhou to Nantong High-tech Industry Park	
	12:00-13:30	Networking lunch with Nantong government officials (TBC)	Finding the collaboration opportunities
	14:00-17:30	Overview of Nantong High-tech Industry Park Visit Nantong High-tech Industry Park On-Site Learning: ZTT (a leading global manufacturer of cable systems)	Learning about the business model of the leading global manufacturer Having dialogue session with local business leaders Expanding participants' networks
	18:00-21:00	Coach ride from Nantong to Suzhou	
16 Nov (DAY 6)	9:30-11:00	On-Site Learning: Johnson Precision Engineering (leading manufacturer of precision machining)	Learning how Johnson Precision Engineering become leading manufacturer in China
	11:00-11:30	On-Site Learning: Sinno-tech	Learning how Sinno-tech expand overseas market Exploring potential partnerships
	14:00-17:00	Wrap-up meeting of business model canvas <ul style="list-style-type: none"> Participants presentation Summary of business model presentation Issue certificates & group photo 	Understanding the updated business model of participants Getting the feedback from other participants Getting the comments from market mentors
	18:00-20:00	Farewell & networking dinner with ESG and local Singapore entrepreneurs	Interacting with local Singapore entrepreneurs Discussing on business model canvas with mentors
17 Nov (DAY 7)	10:00	Hotel check out Coach ride to PVG Back to Singapore	

Notes:

1. Final program is subject to modifications due to unforeseen circumstances.
2. The programme fee is inclusive of all the activities, local transportation, accommodation and meals.
3. Dress code for Welcome Dinner, and Farewell Dinner: smart casual.