PROGRAM OVERVIEW
This study tour is designed to give students, academics, and retail professionals opportunities to learn and experience retailing in China first-hand. 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:

Company Visits: e.g., JCP, Dick’s Sporting Goods, IBM, Lenovo, Coach, Outback Steakhouse, Brown Shoe, as well as store visits

Government Visits: e.g., US Commercial Services, Yiwu Foreign Affairs Office

Cultural Experiences: e.g., Victoria Peak, Stanley Market, Tiananmen Square, the Great Wall, Forbidden City, and more.

REGISTRATION/FEE AND DEADLINES
• Academics: $6,500  Industry: $6,700
• Single occupancy fee: $1,550
• Contact hyunjoo.oh@warrington.ufl.edu by March 1st, 2013
• Register at Chinasense (with deposit of $400) by March 15th, 2013
• Remaining balance due by March 30th, 2013

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 10: Departure for Hong Kong

May 11: Arrive in Hong Kong

May 13-14: Hong Kong
Company visits: Dick’s Sporting Goods, JCP, Ocean Park, Li & Fung
Cultural visits: Victoria Peak, Stanley Market, Repulse Bay & Aberdeen Village – Afternoon sightseeing and ferry

May 15-16: Shenzhen
Company visits: Wal-mart headquarter, Umbra, Brown Shoe

May 17: Guangzhou company visit—Fly to Shanghai
Company Visit: The Capital Plaza

May 18-22: Shanghai
Company Visits: Coach, Outback Steakhouse, Toys R Us, Mark Fairwhale, Ogilvy & Mather
Cultural visits: Water Town Zhu Jia, Shanghai Acrobatic Show, boat ride

May 23: Yiwu governmental official visit—Fly to Beijing
Company visit: Yiwu Foreign Affair Office
Cultural visit: Yiwu small commodity market

May 24-29: Beijing
Company visits: Lenovo, McDonald, IBM Innovation Center, 360 Buy, Horizon Consulting, Hyundai
Cultural visits: Huton tour, Great Wall, Forbidden City, Tiananmen Square

May 30: Departure for U.S.
Hong Kong

Ibis North Point Hotel

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

Shangri-La Hotel
shangri-la.com/shenzhen/shangrila

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.

Guangzhou

Guangzhou Shifu Hotel
holidayinn.com/hotels/us/en/guangzhou/guhsf/hoteldetail

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

Shanghai

Radisson New World Hotel
radisson.com/shanghai-hotel-cn-200003/chnsghnw

Shanghai is the finance and trade center of China and it illustrates a good blend of the Western and Eastern culture. Yiwu is renowned as a shopping paradise for small commodities. Being surrounded by mountains on three sides, Yiwu City has been very difficult to access. Yiwu is much more accessible now with the high speed train. You will observe active entrepreneurial business in the 3rd tier city and experience the developing cities with great market potential.

Beijing

China World Hotel
shangri-la.com/beijing/chinaworld

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.
“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

INTENDED AUDIENCE

- Students who want to become business leaders 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 wants to understand competitiveness and the role of China in the global economy

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 2011, ChinaSense worked closely with Miller Center and delivered a fantastic China retail learning experience for 21 University of Florida students and professionals from 2 other different associations/schools.

Chinasense website: chinasense.cn

For more information, please visit: warrington.ufl.edu/centers/retailcenter