

INTERNATIONAL LIMAK STUDY TRIP CHINA

LIMAK AUSTRIAN BUSINESS SCHOOL & TONGJI UNIVERSITY (SHANGHAI & SHENZHEN)

STUDY TRIP „DOING BUSINESS IN CHINA“

PROGRAM CONTENT

- The program provides first-hand insights into the Chinese business environment from a variety of perspectives
- Knowledge transfer is facilitated by academic experts from one of the country's most prestigious universities
- This study trip comprises the multifaceted inputs from different cultural, institutional and legal perspectives

PROGRAM FACTS

- Academic program focuses on “Digital Innovation and Chinese Innovators” and “Doing Business in China”
- Visiting international companies of different branches in Shanghai and Shenzhen
- Management discussions and insights in challenges and strategic decisions of global players
- Socializing, networking opportunities and cultural program/ sightseeing in Shanghai and Shenzhen



同濟大學
TONGJI UNIVERSITY

DETAILS

- Date: TBD
- Program Fee: € 4.000,-
- Application Fee**: € 690,-

*Flights, transportation, sightseeing, lodging and meals are not included in the price. Limited number of participants.

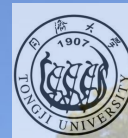
**Does not apply for current participants and graduates of LIMAK

CONTACT

For questions about the trip please contact:

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EXAMPLE OF PROGRAM SCHEDULE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Shanghai	Shanghai	Shanghai	Shanghai	Shanghai/ Shenzhen	Shenzhen	Shenzhen	Shenzhen
OPTIONAL DAY Sightseeing	Academic day at CDHK Tongji University	Academic day at CDHK Tongji University	Academic day at CDHK Tongji University	Company visit	Company visit	Academic day	OPTIONAL DAY Sightseeing
LUNCH	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
ca. 18.00 end of program			Company visit	Company visit	Company visit	Wrap Up Workshop	ca. 18.00 end of program
Free evening	Free evening	e.g. Huangpu River Cruise	Free evening	Onward journey to Shenzhen	Free evening	Free evening	



ACADEMIC SUPERVISOR

Professor Dr. Zheng HAN is Chair Professor of Innovation and Entrepreneurship at Tongji University in Shanghai. He also serves as senior advisor and executive educator to both multinationals, Chinese hightech companies and venture capital firms. He teaches EMBA and top executive programs for leading international business schools and universities as such as Mannheim Business School and University of St. Gallen.

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