

INTERNATIONAL LIMAK STUDY TRIP ASIA

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

STUDY TRIP “DOING BUSINESS IN CHINA”

June 2nd - 7th, 2025

PROGRAM FACTS

- First-hand insights into the Chinese business environment from a variety of perspectives
- Discussions about challenges and strategic decisions of global players
- Knowledge transfer is facilitated by academic experts
- The study trip comprises the multifaceted inputs from different cultural, institutional and legal perspectives
- Insights in international companies of different industries
- Socializing, networking opportunities and cultural program / sightseeing in Shanghai and Shenzhen



ACADEMIC SUPERVISOR

Professor Dr. Zheng HAN

Professor Han is Chair Professor of Innovation and Entrepreneurship at Tongji University in Shanghai and the Sino-German School for Postgraduate Studies (CDHK) and visiting professor of University of St. Gallen in Switzerland. He is also founder of HAN Executive Advisory and Development, a boutique advisory and executive development company specialized in Asian economy, strategy, marketing and innovation management.

SHANGHAI & SHENZHEN

Shanghai is a thriving business hub, serving as China's leading financial and commercial center. Besides its stunning Skyline, Culinary Delights or Global Connectivity, Shanghai is known for its cultural fusion. The city seamlessly integrates traditional Chinese culture with modern influences, creating a harmonious blend of the old and the new.

Shenzhen is a major business hub recognized for rapid economic growth and technological innovation. Boasting a dynamic entrepreneurial spirit and a thriving innovation ecosystem, Shenzhen attracts startups and multinational corporations, especially in cutting-edge industries like AI and biotechnology.

LEARN ABOUT CHINA FROM DIFFERENT PERSPECTIVES

Academic Program



Learn about doing business in China:

- The Learning Journey in China
- starts with an introduction into the Chinese Economy, Culture and Society
 - continues with strategies and future challenges of Multinational Corporations in China
 - provides a deep dive into different perspectives of technological Innovation and the Chinese startup ecosystem
 - and completes with an insight into strategies of Chinese Champions

The closing of the study trip features a wrap up of the week’s learnings and the presentation of group projects. All lectures are held by internationally recognized and experienced faculty members.

Networking & Company visits



Develop personal and professional networks:

Learn about different industries on site, gain firsthand insights on how local Players and Austrian Subsidiaries in China develop and successfully grow their businesses in Asia.

During the program, various company visits and discussions with local experts are facilitated in order to gain a valuable learning experience.

Evening events provide the opportunity to meet experts from local and international companies, exchange about current business developments and grow your global network.

Culture & Society



Experience the rich culture and heritage of China:

Explore the vibrant mix of Shanghai’s culture and society by immersing yourself in its modern urban lifestyle, dynamic arts scene, and the seamless integration of traditional Chinese heritage with contemporary global influences.

Investigate the innovative culture and dynamic society of Shenzhen, characterized by its rapid technological advancements, entrepreneurial spirit, and international influence in the heart of China’s economic and manufacturing landscape.

Develop cross-cultural competence and gain a deeper understanding of the customs and traditions of locals by engaging in cultural immersion sessions in and outside of classes.

EXAMPLE OF PROGRAM SCHEDULE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Shanghai	Shanghai	Shanghai	Shanghai	Shanghai /Shenzhen	Shenzhen	Shenzhen	Shenzhen
Sightseeing Day (optional)	Academic Day at Tongji SEM	Academic Day at Tongji SEM	Academic Day at Tongji SEM	Company Visits	Company Visits	Academic Day	Sightseeing Day (optional)
	Opening & Welcome Chinese Economy (Prof. Zheng Han)	MNCs in China (Prof. Zheng Han)	Leadership in Asia (Prof. Zheng Han & Guest speaker)			Wrap Up Workshop and group presentation	
	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	
	China’s Culture and Society (Prof. Wu)	Innovation in China (Prof. Zheng Han & Guest speaker)	Company Visits	Company Visits	Company Visits		
	Free Evening	Social Event	Free Evening	Onward journey to Shenzhen	Cultural Event	Free evening	End of program

January, 11th, 2024 - Subject to modification and amendments!

DETAILS

- Date: June 2nd – 7th, 2025
- Program Fee*: € 4.500,-
- Application Fee**: € 690,-

* Travel costs and accommodations 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:

Mag. Florentina Schallmeiner, BSc
+43-676 898 664 478
florentina.schallmeiner@limak.jku.at

