

TUESDAY, MAY 26 2015

MAJESTY AND MARVELS: WELCOME TO BEIJING

Dress: Casual

- 2:00 **Registration at Chang An Grand Hotel**
Location: Hotel Lobby
- 6:30 **Welcome Dinner**
Location: Café (1st Floor of Hotel)
- 7:30 **Team Breakout Session: *Getting Started***

WEDNESDAY, MAY 27, 2015

ARTISTIC AND ANCIENT TREASURES

Dress: Business Casual in Morning, Casual in Afternoon and Evening

- 6:00–7:45 **Breakfast**
- 8:00 **Group Meeting: *Speaker Briefing***
- 8:30 **Interacting in the Global Community: *Cross-Cultural Communication***
- 9:45-12:15 **Team Breakout Session: *Intro to Case Study***
 - 12:30 Bus Departs Hotel
 - 12:45 **Lunch on Own**
Location: Wangfujing Street
 - 2:00 Bus Departs
 - 2:30 **Out of the Pages of History: *Monuments and Treasures of the Imperial Era***
Tian'anmen Square: Monument to Mao
Forbidden City: Seat of Imperial Power
 - 4:30 Bus Departs
 - 6:00 **A Taste of Beijing: *Traditional Peking Duck Dinner***
Location: Wangfujing Quanjude Restaurant
Exploration on Own of Wangfujing Street
 - 8:00 Bus Departs for Hotel

THURSDAY, MAY 28, 2015

MARKETING TO THE MAINLAND

PROTOCOLS & PRACTICES IN BUSINESS AND COMMERCE

Dress: Professional in Morning and Afternoon

- 6:00–7:45 **Breakfast**
- 7:45–8:15 **Group Meeting: *Briefing the Day Ahead***
 - 8:30 Bus Departs Hotel
 - 10:00 **Emerging Market Opportunities: *Baidu Beijing***
 - 12:30 Bus Departs for Lunch

- 12:45 **Lunch On Own**
Location: See Travel Manager

- 1:45 Bus Departs

- 2:30 **Q&A with an Entrepreneur in China**

- 4:30 **The Olympic Green Photo Stop: *Exterior Photo Opportunity From Afar of the Bird Nest and Water Cube***

- 5:30 Bus Departs

- 6:00 **Traditional Beijing Noodle Dinner**
Location: Local Noodle House

FRIDAY, MAY 29, 2015

JOURNEY TO THE GREAT WALL OF CHINA

Dress: Professional in Morning, Casual in Afternoon

- 6:00–7:45 **Breakfast**

- 7:45-9:15 **Team Breakout Session: *Case Study Preparation I***

- 9:30 **Insight from the European Union Chamber of Commerce (EUCC)**

- 10:45 Board Bus for Great Wall

- 12:00 **Lunch**
Location: Badaling Hotel

- 1:00 **Walking Along the Great Wall of China**

- 4:00 Bus Departs

- 6:00 **Dinner On Own**
Location: See Travel Manager

- 7:00 **English Corner at the People's University: *Dialogue and Discourse with Beijing Residents***

- 9:00 Bus Departs for Hotel

SATURDAY, MAY 30, 2015

FROM CAPITAL TO CAPITAL: BEIJING TO HANGZHOU

Dress: Casual

- 6:00–8:30 **Breakfast & Check-Out**

- 9:30 **Beijing's Famous Hutongs: *Optional Guided Tours or Time on Own***

- 11:00 Bus Departs

- 12:30 **Lunch on Own**
Location: Beijing Airport

- 2:10 Shanghai Airlines 9152 (FM) Departs Beijing

- 5:30 **Check-In to Ramada Plaza Hangzhou Haihua**

- 6:00 **Welcome Dinner**
Location: Lily Restaurant

SUNDAY, MAY 31, 2015

DEVELOPMENT AND DISTRIBUTION: BEHIND THE SCENES OF CHINA'S THRIVING INVESTMENT ZONES

Dress: Business Casual in Morning, Casual in Afternoon

- 6:00–8:45 **Breakfast**

- 9:00 Bus Departs Hotel

- 9:45 **Investments in Technology & Mobile Gaming: *Hangzhou Huadan Network Technologies***

- 12:00 **Lunch on Own**
Location: See Travel Manager

- 2:00 Bus Departs

- 2:30 **Laughing Buddha at Lin Ying Temple and Guo's Villa**

- 5:15 Walk along West Lake from Guo's Villa to Dinner

- 5:45 **Dinner**
Location: Lou Wai Lou Restaurant

MONDAY, JUNE 1, 2015

BUSINESS PARTNERS OF THE FUTURE: CHALLENGES AND OPPORTUNITIES

Dress: Business Casual in Morning, Casual in Afternoon

- 6:00–7:30 **Breakfast**

- 7:45–9:15 **Team Breakout Session: *Case Study Preparation II***

- 9:30 Bus Departs Hotel

- 10:30 **Business Education in China: *Visit to Hangzhou's Prestigious Business and Technology University***

- 12:30 **Lunch with University Students**

- 1:30 **Engaging Views and Cultivating Relationships: *Campus Tour of Classrooms, Projects and Dormitories***
- 2:00 **Camaraderie Through Competition: *Basketball & Ping Pong Matches***

- 3:00 Bus Departs

- 3:45 **Independent Exploration of Hefang Old Street & Dinner on Own**

6:00 Bus Departs for Hotel

TUESDAY, JUNE 2, 2015

FROM ANCIENT ANTIQUITIES TO BUSTLING PORT: DESTINATION SHANGHAI

Dress: Casual

6:00–8:15 **Breakfast**

6:15 Depart from Lobby for Tai Chi along West Lake (Optional)

8:30 Bus Departs for West Lake Tour

10:30 **Hotel Check-Out**

11:00 **Ancient Remedies: *Visiting a Tea Plantation***

12:30 **Lunch on Own**

Location: See Travel Manager

1:45 Bus Departs for Train Station

3:00 **Transfer to Shanghai via Express Train G7318**

4:30 **Check-In to Regal East Asia Hotel**

6:00 Bus Departs Hotel

6:30 **Welcome Dinner**

Location: Little Swan Restaurant

WEDNESDAY, JUNE 3, 2015

THE IMPORTANCE OF FOREIGN TRADE

Dress: Professional in Morning, Casual in Afternoon

6:00–8:00 **Breakfast**

8:30 **Group Meeting: *Speaker Briefing***

9:00 **Social Entrepreneurship and Corporate Responsibility**

10:45 **The World of International Banking**

12:30 Bus Departs Hotel

1:00 **Lunch on Own at Shanghai's Iconic Cultural and
Historic Sites: *Yu Garden & European Settlements***

4:00 Bus Departs for Hotel

5:30 **Dinner**

Location: Regal East Asia Hotel

6:30 Bus Departs Hotel

7:30 **Intersection of Time: *ERA Acrobatics Show***

Location: Shanghai Circus City

9:15 Depart for Hotel

THURSDAY, JUNE 4, 2015

A DAY FOR CELEBRATION AND REFLECTION

Dress: Business Casual for Team Breakout Session and Dinner, Casual in Afternoon

6:00–8:00 **Breakfast**

8:35–10:15 **Team Breakout Session: *Case Study Competition***

10:30 **Lunch & Afternoon Exploration on Own**

Location: The Bund and Nanjing Road

4:00 Bus Departs for Hotel

6:00 **Farewell Dinner**

Location: Regal East Asia Hotel

FRIDAY, JUNE 5, 2015

DEPART MAINLAND CHINA (OR FLY TO HONG KONG FOR EXTENSION)

Dress: Casual

6:00–10:00 **Breakfast & Morning Check-Out**

Depart to Shanghai Pudong Airport (*See Travel Manager*)



ISLP CHINA

BUSINESS & ENTREPRENEURSHIP

MAY 26 – JUNE 5, 2015

BEIJING (5/26 – 5/30)

Chang An Grand Hotel
27 Hua Wei Li Chaoyang District, 100021
+86 (10) 6773 1234

HANGZHOU (5/30 – 6/2)

Ramada Plaza Hangzhou Haihua
298 Qingchun Road Hangzhou, 310006
+86 (571) 8721 5888

SHANGHAI (6/2 – 6/5)

Regal East Asia Hotel
800 Ling Ling Road Xu Hui District, 200030
+86 (21) 6057 6888