

A China immersion business program for **Wyndham**



Introducing the
China Business Program
2020

The China Business Program – a tailored immersion experience in China

The China Business Program gives businesses a competitive edge in China. The program takes participants to China's Jiangsu province to build skills, gain first-hand China experience and benefit from our guanxi (relationships) developed over decades that money can't buy.

Through business matching, market intelligence and cultural workshops, businesses from Wyndham City Council will form industry specific relationships interested in exploring partnership, investment and collaboration opportunities to develop and expand their business in China. On return to Australia, participants are welcomed into the program's alumni, with access to local

and Chinese business people, invitations to exclusive trade and investment events, ongoing support and preferential treatment for international business matching opportunities.

First launched in 2014, this tailored business program has allowed successful delegations to safely and rapidly learn how to deal with China for a fraction of the time, cost and risk of individual approaches. With the support of the Wyndham City Council, businesses from Wyndham can take advantage of China trade and investment opportunities, with benefits flowing through to economic development and jobs.

Indicative itinerary

8 May: Participants arrive

9-10 May: Module 1 Business Coaching (Nanjing, Jiangsu)

Learn the fundamentals of doing business with China as well as language coaching and tailored cultural and networking opportunities.

11-12 May: Module 2 Business Placement (Nanjing, Jiangsu)

Company placement including orientation, meeting senior management and decision makers. This module will give you an in-depth understanding of business operations.

13-15 May: Module 3 Networking and Industry Visits (various cities, Jiangsu)

Visit major economic centres in the region and engage in networking events with local industry leaders and business owners. This module also includes tailored business matching.

16 May: Participants depart

Participants may depart at the conclusion of the program or select an optional trip to Shanghai.

Business investment

Participation in the 2020 program will require an investment of:

\$9,800 ex. GST

(A deposit of \$3,000 ex. GST is required to secure your place)

Inclusions

Hotel accommodation, all meals, all on-ground transport, interpreters, all business coaching costs including course materials, creation of a Delegate Profile Book for distribution throughout China, business matching, pre-departure briefing, post-program debriefing, networking events and select cultural tours.

Exclusions

Airfares, Chinese visa, personal items and travel insurance.

Limited to approximately 15 people, the 2020 China Business Program represents exceptional value.