

27.11-01.12.  
2023



# EXPERIENCE GREATER BAY AREA

**WHERE:** Huangpu District (Guangzhou, Guangdong Province)

**WHO:** Everyone who seeks to experience the world's largest future economy Mega-City-Cluster firsthand (AI, ICT, Life Science, Biotech, EV, AAV, Hydrogen Economy, New Materials, Semiconductor, Robotics, Smart Manufacturing).

**COST:** You pay your international flight, accommodation and visa fee. We cover all local transportation, organisation, interpretation, and your visa invitation letter.

**LANGUAGES:** English (plus German, French, Spanish, Italian).

**REGISTRATION LINK:** <https://forms.gle/KUU87pRp2YUhcDsd7>.

Preliminary

# PROGRAM

25.11.2023 – 26.11.2023

Individual Arrival (sightseeing arrangements and business meetings possible)

## **MONDAY, 27th of November – DAY 1**

*Morning*

Official & Reception with Huangpu Development District officials

Kick-Off, incl. presentation about Huangpu District and the detailed program

*Afternoon*

Experience Level 4 autonomous driving – visit WeRide Headquarters on Bio Island

Explore Life Science (R&D) Ecosystem on Bio Island (incl. Astra Zeneca, King Med, Beigene)

*Evening*

Sino-European Business Reception at Bio Island (“Experience the Island by Night”)

## **TUESDAY, 28th of November – DAY 2**

*Morning & Afternoon*

Company visits (e.g., Zeiss, Ehang, Cansemi, GAC Motor, XPeng) – customised to your interests

*Evening*

Sightseeing – Guangzhou Tower & Guangzhou CBD

## **WEDNESDAY, 29th of November – DAY 3**

*Morning*

Explore the Innovation Ecosystem of China-Singapore Knowledge City (incl. company visits at Knowledge City Investment Group and other innovation leaders)

*Afternoon*

Visit Huangpu District’s IP Ecosystem (incl. GBA patent registry, WIPO centre, South China IP Court, Introduction of IP service platforms, Workshop on IP protection in China)

*Evening*

Sino-European Business Reception at Knowledge City (“Smart Agriculture Innovation Night”)

## **THURSDAY, 30th of November – DAY 4**

*Morning & Afternoon*

Matchmaking meetings with companies & institutions – individually planned according to your interest

*Evening*

Individual Sightseeing and Dinner Arrangements

## **FRIDAY, 1st of December – DAY 5**

*Morning*

Experience the future of urban (air) traffic with Ehang (tbc).

*Afternoon & Evening*

Sino-European Business Reception at Science City (“Closing Ceremony & Farewell”)

01.12.2023 – 02.12.2023

Individual Departure (sightseeing arrangements and business meetings possible)



## Discover one of the largest and fastest moving IoT, Green Transition and Smart Urbanisation Mega-City-Cluster – Greater Bay Area.

Huangpu District is located at the heart of Greater Bay Area (GBA). On a land area the size of Croatia, the GBA includes **9 of China's largest megacities, has the highest density of Fortune 500 companies in China** and is home to China's most innovative companies.

With soon 90 million inhabitants, the GBA equals to the combined population of Germany & Switzerland and is developing into a powerhouse of future technologies. Its economy reached a GDP of almost **USD 2 trillion in 2022, surpassing the economy of South Korea**. With its world-known industrial backbone as well as logistic infrastructure it has outstanding economic importance for Asia and is geographically located at the centre of the world's largest free-trade-agreement (RCEP).

**Huangpu** is an administrative district of the Tier 1 city Guangzhou (Kanton) – the capital city of Guangdong Province. With USD 60 Billion, Huangpu generates a **local GDP that compares to those of the city of Cologne (Germany), the metropolitan region of Toulouse (France), or Malmö metropolitan area (Sweden)**.

Since more than 2,000 years, Huangpu's harbour is the offspring of the "Silk-Road" to the sea.

Today the district leads in terms of economic and innovative performance in the GBA and is home to around 20,000 private enterprises, 4000+ Multinationals (e.g., Honda, LG, Bayer, Samsung, Lonza, P&G, Zeiss, Hyundai, Magna, Astra Zeneca, Covestro, Siemens), 300+ Global Fortune 500 Projects, and 70+ listed companies.

In recent years, Huangpu became one of China's **future economy hotspots** with companies in electric vehicles and autonomous driving (e.g., WeRide, XPeng, GAC), autonomous aerial vehicles (e.g., Ehang), semiconductor (e.g., Cansemi, Hinnotech), or life science (e.g., Beigene, Biosygene, Hennovcom).

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**WHAT:** IPR/China market entry workshops; Visiting innovation/R&D facilities; Experiencing future-tech; Matchmaking meetings

**COST:** You pay your international flight, accommodation and visa fee. We cover all local transportation, organisation, interpretation, and your visa invitation letter.

**LANGUAGES:** English (plus German, French, Spanish, Italian).

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