

# A China immersion business program *tailor made for you*



## Introducing the **China Business Program** **2020**

“ I can highly recommend the Program to anyone interested in doing business in China. We met with numerous potential business partners, and have continued to have fruitful discussions since returning to Australia.

**Tim Menting,**  
Chief Executive Officer,  
Joval Family Wines,  
2018 delegate ”

# The China Business Program

**Friday 8 May – Saturday 16 May 2020**

The China Business Program (formerly known as the Victoria Jiangsu Business Placement program) offers your business a tailored immersion experience of China. As a learning and China engagement opportunity, it is unmatched by any program.

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

You will learn from leading Chinese educators and business people, gain first-hand market intelligence and participate in cultural workshops to develop and expand your business in China. You will be carefully matched with an organisation appropriate to your business strategy so that you can form relationships with people from your industry who are interested in exploring partnership, investment and collaboration opportunities.

Whether you are establishing a supply chain, selling to or simply wanting to learn about China, the China Business Program will help you build confidence, develop expertise, minimise risks and build relationships that traditionally take years of trial and error.

First launched in 2014, four successful delegations have experienced this tailored business program that has allowed them to safely and rapidly learn how to deal with China for a fraction of the time, cost and risk of individual approaches.

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

## Leverage China relationships, know-how and invaluable experience

### Indicative itinerary

#### Participants arrive

**Friday 8 May 2020**

#### Module 1 Business Coaching (Nanjing, Jiangsu)

**Saturday 9 May – Sunday 10 May 2020**

Cross cultural and China-focussed business coaching from leading Chinese educators and business practitioners. Learn the fundamentals of doing business with China as well as language coaching and tailored cultural and networking opportunities.

#### Module 2 Business Placement (Nanjing, Jiangsu)

**Monday 11 May – Tuesday 12 May 2020**

Company placement including orientation, meeting senior management and decision makers. This module also includes cross-department work with Chinese staff and managers and will give you an in-depth understanding of business operations.

#### Module 3 Networking and Industry Visits (various cities, Jiangsu)

**Wednesday 13 May – Friday 15 May 2020**

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.

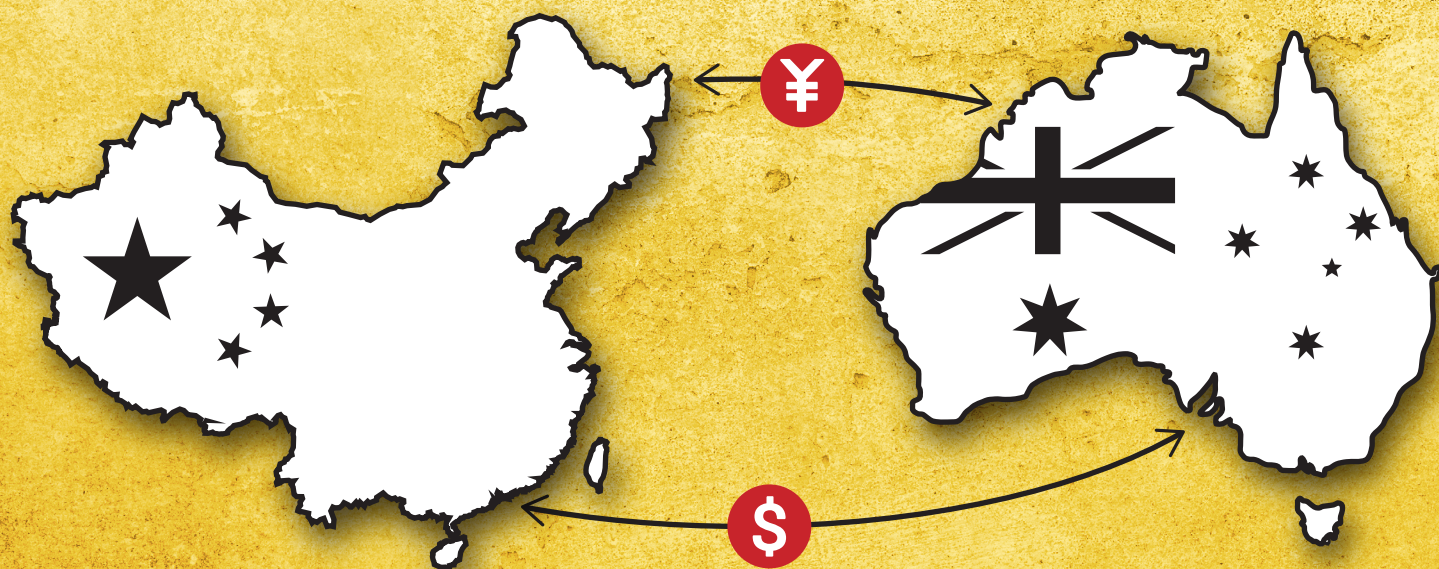
#### Participants depart

**Saturday 16 May 2020**

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



## VALUE OF THE CHINA BUSINESS PROGRAM



De-risk the market



Develop commercial partnerships



Understand relevant business' value chains



Learn how business is done in China



Inform your future negotiations and evaluations



Enhance your Chinese government networks



Build confidence to accelerate your operations in China

### Our partner – the Jiangsu Federation of Industry and Commerce

The China Business Program is a joint initiative between the Victorian Chamber of Commerce and Industry and Jiangsu Federation of Industry and Commerce.

The China Business Program leverages the 39 year old sister – state relationship between Victoria and Jiangsu province. Jiangsu is the 16th largest global economy worth over A\$1.71 trillion in 2017 (larger than the Indonesian economy).

Jiangsu accounts for China's second largest provincial GDP accounting for about 10.38% of the national total. Home to 1.57 million private enterprises, Jiangsu has the second largest number of private enterprises in China.

Jiangsu Federation of Industry and Commerce is the peak industry body and the most influential Chamber of Commerce in the province servicing 250,000 members, some of which are industry leaders in China.



*The program has made something that we thought was unobtainable, completely within the realm of what we can do.*

**Anita Trengrove, General Manager**  
Barwon Timber  
2019 delegate



## Your 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 Booklet' for distribution throughout China, business matching, pre-departure briefing, post-program debriefing, networking events and select cultural tours.

### Exclusions

Airfares, Chinese visa, personal items including travel insurance.

## Benefits of the China Business Program Alumni

By joining the 2020 program, you will be automatically welcomed into the program's noteworthy Alumni.

- > Access to an Alumni group comprising local and Chinese business people
- > Ongoing invitations to exclusive trade and investment events
- > Preferential treatment for international business matching opportunities
- > Invitation to Alumni-only networking functions
- > Ongoing support and connections with like-minded business people
- > Opportunity to continue your China Business Program experience once the trip has ended.



*Cannot speak more highly about the planning, people involved and actual everything working to plan PERFECTLY.*

*You should be very proud of yourselves and this coming from someone who has been in the industry for 32 years.*

**Meat Tender Pty Ltd**  
2018 delegate



*Many of the relationships we have gained would not have been possible had i not been on this program, such a great initiative.*

**Dr Jeeva Sanjeevan, Director**  
Light & Glo Designs  
2019 delegate



For further information, please contact  
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Scan this QR code to hear from the 2018 China Business Program participants (formerly called 2018 VJBPP) ([youtube.com/watch?v=aJVMnFNcmVk](https://youtube.com/watch?v=aJVMnFNcmVk))