

31 May – 6 June 2026

China Business Program
Think growth, think global

Propel your business growth and unlock endless global opportunities.

Victorian Chamber of Commerce and Industry

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victorianchamber.com.au/china

Join the China Business Program (CBP), an immersive trade experience designed to unlock your business potential with Australia's largest trading partner.

The program offers businesses a competitive advantage in engaging with China. It provides an opportunity to visit Jiangsu province, where you will develop essential skills, gain first-hand market intelligence, and benefit from invaluable contacts and relationships cultivated over decades.

You will learn from leading Chinese educators and business people and take part in cultural workshops to expand your business in China. You will be carefully matched with Chinese companies appropriate to your business strategy, allowing you to form meaningful relationships with potential partners and collaborators.

Whether you are exporting, importing or simply looking to understand the Chinese market, the China Business Program will help you build confidence, develop expertise, minimise risks and establish relationships that traditionally take years to cultivate.

Since its launch in 2014, over 70 Victorian delegates have experienced this tailored business program, enabling them to navigate the complexities of doing business in China efficiently and effectively.

Why Jiangsu

Jiangsu is the 13th largest global economy, surpassing Australia's economy in 2023 with a value of over A$2.71 trillion. It accounts for China's second-largest provincial GDP, contributing about 10.17% to the national total. Home to 13 million businesses, Jiangsu boasts one of the most vibrant economies in China. Additionally, Jiangsu Province has proudly been Victorian's sister state for 45 years.

Limited to just 15 participants, the 2026 China Business Program offers exceptional value, connecting you with the essential contacts needed to succeed in the Chinese market.

Indicative itinerary



Participants arrive
Sunday 31 May 2026

Participants arrive in Nanjing. Airport pick up and hotel check in.

Module 1 – Business coaching
Monday 1 June 2026

Cross cultural and China-focused business coaching from leading Chinese businesses practitioners. Learn the fundamentals of doing business in China including business environment, market insights, regulatory compliance, negotiation, practical tips of working with Chinese companies and establish productive relationships.

Welcome dinner hosted by Jiangsu Federation of Industry and Commerce (JFIC) in the evening.

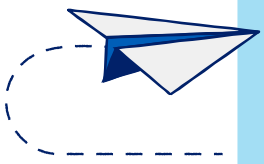
Module 2 – Business matchmaking
Tuesday 2 – Wednesday 3 June 2026

Business matchmaking meetings at the vetted Chinese businesses' premises. Gain insightful knowledge and understanding of the business sector as well as Chinese business partners' capabilities. Explore collaboration opportunities and build real relationships.

Culture and social experience in the evening.

Module 3 – Networking and industry visits
Thursday 4 – Friday 5 June 2026

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 6 June 2026

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

Benefits of the Program

De-risk the market by gaining firsthand experience and insights into the Chinese business landscape.

Gain invaluable insights to navigate doing business in China, eliminating language and cultural barriers.

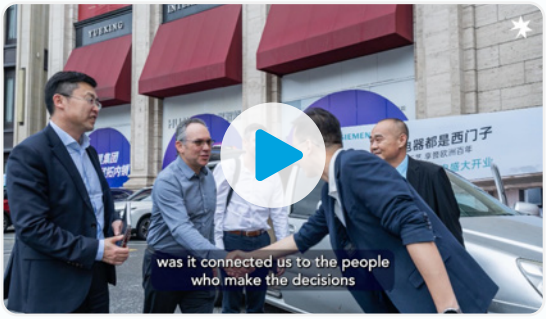
Create valuable long-term commercial partnerships with key industry players.

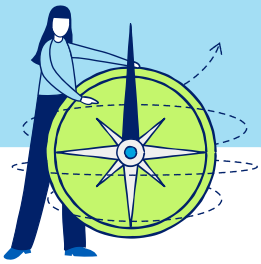
Build confidence in your future negotiations and evaluations.

Understand relevant business value chains to strengthen your strategic planning and operational efficiency.

Want to know more?

Hear from previous program participants.





The process

The bespoke program is tailored to your business. Our consultants will discuss and analyse your needs and support you through the entire process.

1. Complete the Expression of Interest (EOI) form.
2. A China business advisor will contact you.
3. You'll be provided with a Program Application form.
4. Your application will be assessed to determine business matching suitability.
5. If eligible, your participation will be confirmed and a program checklist provided.
6. Your tailored program itinerary will be designed based on extensive research and planning.
7. Your program is delivered and connections with importers and exporters established.
8. We coordinate all travel and logistics in Jiangsu for a seamless cultural experience.
9. 8 June 2026, participants arrive in Nanjing.

Your investment

$9,600 (excl. GST) to take part in the 2026 program.

A deposit of $4,000 (excl. GST) is required to secure your place.

Inclusions:

Hotel accommodation, all meals, all on-ground transport, personal interpreters, business coaching, creation of "delegate profile booklet" distributed throughout Jiangsu, business matching, networking events, culture and social exploration, pre-departure briefing, post-program debriefing.

Exclusions:

Airfare, visa (if required), personal items, travel insurance.

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 uses the 45 year old sister state relationship between Victoria and Jiangsu province.

Jiangsu Federation of Industry and Commerce is the peak industry body and the most influential Chamber of Commerce in the province servicing 370,000 members, some of which are industry leaders in China.

Find out more or register at

victorianchamber.com.au/china

or call 03 8662 5234.

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