

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).