

# Business travel

for suppliers of the manufacturing industry

## to Guangdong (China)

FACTORY TOURS | BUSINESS CONFERENCE | VISIT OF A TRADE FAIR  
13. – 18. OCTOBER 2019, FOSHAN & SHENZHEN



Supporting Partners:

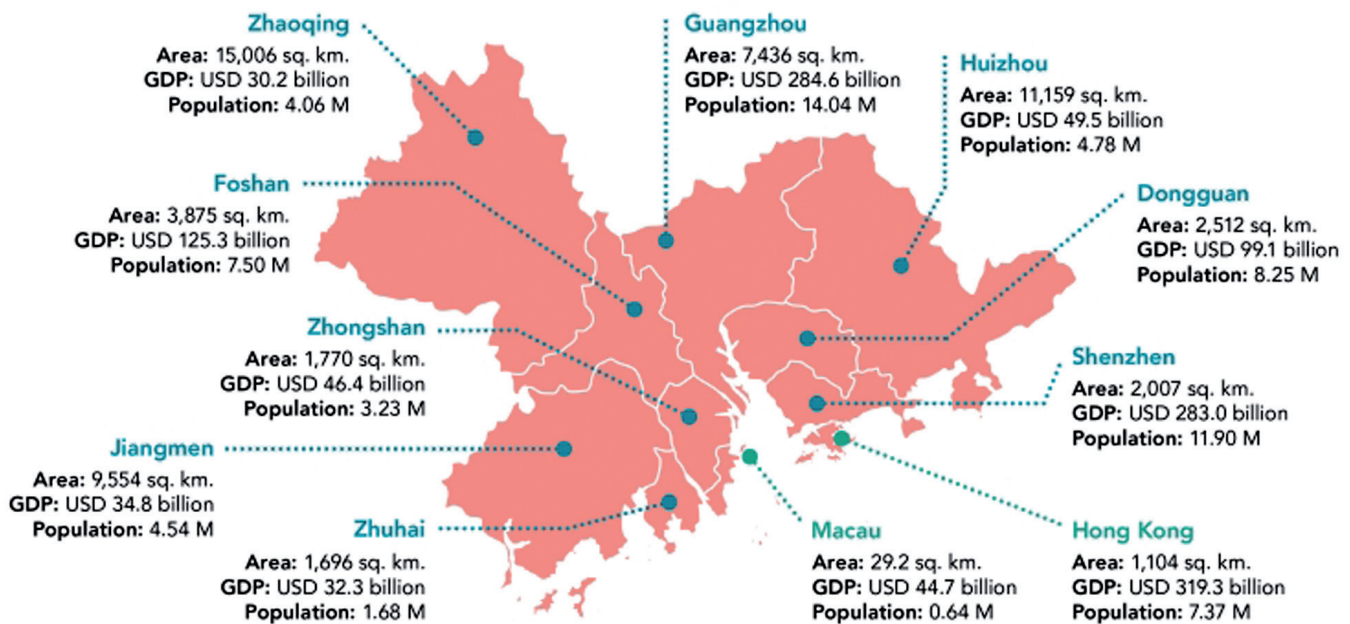




## INFORMATION

### The Greater Bay Area: Heart of the Chinese manufacturing industry

Over 100 million inhabitants, the world's largest centre of furniture production, Global Players like Country Garden or Midea and short distances to the world's third largest commercial port in Hong Kong. This marks the Greater Bay Area in Southern China.



Quelle: South China Morning Post; Fung Business Intelligence (2016)

The center of the Greater Bay Area, around the city of Foshan, has become a major manufacturing site, with manufacturing facilities for the automotive, engineering and household goods industries. As part of China's "Manufacturing 2025" strategy, this hub is set to become the world's leading robotics and smart manufacturing site.

This results enormous economic opportunities especially for German manufacturers and suppliers of production systems, robots, sensors or automation technology.

Shenzhen, the large free trade area located in the south of the Greater Bay Area, has developed into the IT and AI location in China. Global Players from the IT and telecommunications industry produce state-of-the-art devices and operate in world-class research centers.

### DISCOVERING AND USING BUSINESS OPPORTUNITIES IN SOUTHERN CHINA

During this business trip, you can get an idea of the level at which the local companies produce and what business opportunities arise for you. You will also learn which business structures have already been established and help you regarding a possible settlement or a joint venture.

Components of the program include factory tours in Foshan and Shenzhen, as well as a business conference to learn about China's path towards Industry 4.0 and expectations from its suppliers. In addition, you will visit the prospering trade fair internet+, which brings together smart manufacturing and AI. In the most modern exhibition and congress center in China, GIGEC, you can make further personal contacts with Chinese manufacturers, start-ups and research institutes.

## PROGRAM

The on-site program is organized by the ZVEI Academy with the support of the Robotation Academy and the Zukunftsallianz Maschinenbau (ZAM) and is free of charge, apart from a cancellation fee. All you have to do is pay for your travel and accommodation costs, as well as for on-site meals.

Your team from the ZVEI Academy

### SUNDAY, 13 OCTOBER 2019

#### EVE EVENT IN FOSHAN

After arriving individually, the Hilton Foshan is the meeting place for a joint dinner (organized centrally on your own account). This eve event is optional and serves to get to know each other to expand your personal network. The Hilton Foshan has a limited number of rooms for self-booking.

### MONDAY, 14 OCTOBER 2019

In the municipality of Foshan, numerous manufacturing companies have settled, which not only supply the Chinese market, but also export. As part of a guided tour, you can personally inform yourself about the production standard. Competent representatives of the companies will accompany you through the production halls and answer your questions.

Requested factory tours are currently:

- **KUKA Robotics Park:** This recently opened industrial park is to be expanded into the largest production plant for automation robots. We receive exclusive insights into the state of development and production.
- **Midea Group Foshan:** One of the world's largest manufacturers of home appliances. It is planned to visit the Technology Center there.
- **Country Garden:** The largest Chinese real estate developer and Fortune500-company based in Foshan is the world leader in the design and construction of "green cities". In order to increase production speed, Country Garden has launched a program to deploy robots in the construction industry and is currently planning the world's largest manufacturing robotics industrial park.
- **NationStar:** One of the ten largest manufacturers of packaged LEDs in the world with subsidiaries in Germany and the USA.

### TUESDAY, 15 OCTOBER 2019

#### BUSINESS CONFERENCE AND CULTURAL PROGRAM

In the morning you have the opportunity to explore the elaborately restored old town of Foshan and the almost thousand years old Daoist ancestral temple. In the afternoon we will visit the Sino-European Service Center (SESC), where many German companies and organizations have already settled. There will also be the matchmaking conference.

##### 2nd ZVEI Conference: Smart Manufacturing for Smart Products

China's manufacturing industry is investing enormously in the modernisation of its production facilities and is getting ready for digitisation and smart production. What contribution can German suppliers make? Which business opportunities arise for foreign automation specialists and where are risks lurking? These and other topics are covered in this high-level international conference, in which Chinese customers and politicians are also spoken alongside German suppliers with experience in China.

##### Including contributions from:

- **Dr. Volker Franke, CEO, Harting Applied Technologies**
  - **Jörg Scheer, Head of Division Device and Field Connectivity, Weidmüller**
  - **Christian Grüterich, General Manager, German Chambers Guangzhou**
  - **Dr. Klaus Mittelbach, Chairman of the Board, ZVEI**
- u.v.m.





## WEDNESDAY, 16 OCTOBER 2019

### VISIT OF THE ROBOTATION ACADEMY, THE INTERNET + TRADE FAIR AND JOURNEY TO SHENZHEN

On this day we will drive to the GICEC, the largest and most modern exhibition and congress center in China. There we will visit the Robotation Academy Foshan, where German manufacturers of automation and connection technology are developing innovative solutions for the Chinese market with Chinese customers. Then you have the possibility to attend the opening ceremony of internet +. This trade fair offers you the unique opportunity to get in contact with Chinese decision-makers in an uncomplicated way. Under the slogan „Digital Life, Business & Production“, IT and high-tech topics will be presented in three halls, as well as robotics and smart manufacturing applications in three other halls.

After the approximately one-hour opening ceremony, a guided tour will take you to the most important exhibitors. Then you have time to explore the fair itself to talk to potential business partners, start-ups or institutes. We are happy to assist you in contacting them. A constantly updated list of exhibitors can be found online at [www.china-unternehmerreise.de](http://www.china-unternehmerreise.de). Please tell us the companies who you would like to visit. A joint conference with the German-Chinese Federation of Industrial Cities forms the conclusion in Foshan. In the evening or the next morning is going to be the transfer from Foshan to Shenzhen.

## THURSDAY, 17 OCTOBER 2019

### GUIDED TOUR AT THE HUAWEI CAMPUS AND THE MIELE MANUFACTURING CENTER IN DONGGUAN

On this day the visit of the Huawei Campus Ox Horn in the northern district of Dongguan is planned. Huawei has created a nine square kilometers training and research area, which is modeled on twelve European cities in its architecture. Apart from the fact that up to 25,000 employees research, work and live on this campus, the „Huawei Europe Village“ is one of the most popular attractions in China. In the afternoon we will visit a manufacturing center of the company Miele in Dongguan.

## FRIDAY, 18 OKTOBER 2019

### VISIT TO THE HUAWEI HEADQUARTERS AND EXHIBITION CENTER IN LONGGANG

In the morning we will visit Huawei Base and Exhibition Center Bantian in Longgang District, Shenzhen. After a tour of the premises, we will meet senior Huawei representatives to discuss technological innovation and „Manufacturing China 2025“. After a joint lunch on the Huawei Campus, the official program of the 2nd ZVEI business trip to Guangdong ends.

## REGISTRATION

Apply now for one of the few coveted participant places. The number of participants must be limited due to the limited capacity. If the demand exceeds the offer, the organizer decides on the participation. ZVEI members are preferred.

Please send your application via e-mail stating your personal data (name, first name, company, e-mail, address) and the keyword „China Conference“ to [akademie@zvei-services.de](mailto:akademie@zvei-services.de).

#### Privacy policy:

In the course of the business activities, ZVEI-Services GmbH (ZSG) stores customer data as far as necessary and within the framework of the Basic Data Protection Ordinance. The collected data will be treated confidentially. The ZSG and its service providers (e.g. Letter-shops) use the collected data for the purpose of carrying out our services and to send you offers by mail. We also inform our customers by e-mail or telephone about offers that are similar to the products previously used by them. You may object to the use of your data for advertising purposes at any time against ZVEI-Services GmbH (ZSG), Lyoner Strasse 9, 60528 Frankfurt am Main, at [datenschutz@zvei-services.de](mailto:datenschutz@zvei-services.de) or by telephone at +49 (0)69 6302-200.

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