



2018 CHINA READY PROGRAMME

----- To develop market understanding, navigate through complex business environment and accelerate access in China

Segment 1	Preparatory Modules	09 - 10 May 2018 //Singapore
Segment 2	Market Immersion	21 - 25 May 2018 //Guangzhou

The programme combines go-to market curriculum with access to industry experts and market mentors. The 7-day programme allows participants to gain first-hand knowledge on China's business environment ranging from market insights, intellectual property and financial systems in Guangzhou, China.

Participants will have the opportunity to visit and learn from successful companies operating in Guangzhou Knowledge City as well as networking with relevant Chinese government bodies to aid Singapore enterprises build/deepen their footprint there. The programme is built around in-depth and rigorous discussions among peers about their experiences, challenges and analysis of relevant case studies. Industry experts and market mentors will participate actively in these discussions while also providing one-to-one mentoring. Market mentors are identified on the actual mix of participants and their business case.

WHY SHOULD I PARTICIPATE?

- **Practical Applications**
The programme is designed to equip participants with useful knowledge that they can use to plug into the market immediately and test out their own business models under the guidance of experienced in-market mentors
- **Networking Building**
Participants will have the opportunity to network with industry practitioners, Guangzhou based companies and local staff working in Guangzhou who will help you establish a strong network to start your business in China
- **Market Testing**
Allow you to build market intelligence, conduct market testing and evaluate opportunities of establishing physical presence in Greater China

WHY GUANGZHOU?

- Guangzhou is the third biggest city in China after Beijing and Shanghai with a population of 14.5million people as at 2017. As China's manufacturing hub with close proximity to other fast developing cities such as Shenzhen and Hong Kong, there are opportunities for Singapore enterprises to extend its presence in China using Guangzhou as the regional hub. For this programme, Enterprise Singapore is collaborating with Sino Singapore Guangzhou Knowledge City to deepen the participants' understanding of China's business environment as well as seed potential business collaborations with in-market partners.
- Leveraging on Guangzhou and Singapore's strong ties and initiatives such as the Intellectual Property Pilot Reform Zone and Guangzhou strategic location along China's Belt Road Initiative, Guangzhou Knowledge City provides an excellent learning platform for participants.

HOW DO I QUALIFY?

This programme is designed for Singapore Citizens (SCs) /Permanent Residents (PRs) executives who are:

- Preparing to launch a new product line or service in China
- Keen to develop/deepen in-market knowledge
- Preparing to assume responsibilities in China

PROGRAMME DETAILS

The programme combines go-to-market curriculum and provides access to industry experts as well as market mentors.

Constituting 2 segments:

- 2-days workshop in Singapore conducted by IPA
- 1-week market immersion in Guangzhou, China, by CEST.

The 1-week immersion is delivered mainly in Mandarin and built around in-depth, rigorous discussions among peers about their experiences and challenges. Industry experts and market mentors will participate actively in these discussions, while also providing one-to-one mentoring. Market mentors are identified based on the actual mix of participants and their circumstances.

KEY TOPICS[§]

- Chinese business landscape and what it means for foreign investors
- Start-up enterprises and innovation
- Overview of the IP landscape in China and Singapore, as well as how your IP assets can support your business goals locally and overseas. Some topics include:
 - Increasing corporate profits through the exploitation of intangible assets and preparation for expanding into China
 - Government-related benefits and financial support
- Business models to consider as Singapore companies enter into China (actual business case analysis)
- Creating an effective relationship with Guangzhou government officials:
 - Understanding the regulations and legislative framework
 - Building an effective relationship with the government officials
- China's variant entrepreneurship and innovation eco-system – Site visits to explore ideas and gain insights to innovative approaches, technologies and strategies

PROGRAMME FEES

Full Programme Fee: S\$7000

(Programme fee includes site visits, group airport transfers, selected meals during the programme, site visits and accommodation in SIP but does not include airfare and other incidental expenses)

Financial Support:

- Singapore enterprises who are sending SCs or SPRs with revenue size of less than S\$100mil as at 2017 may qualify to defray up to 70% of the course fees.
- Singapore enterprises who are sending SCs or SPRs with company revenue size of more than or equal to S\$100mil as at 2017 may qualify to defray up to 50% of the course fees
- Enterprise Singapore reserves the right to decide on the amount of financial support offered to Singapore enterprises. Documents may be requested to verify and assess financial support level.

HOW TO APPLY?

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- * Enterprise Singapore is a merger of International Enterprise Singapore and SPRING Singapore, launched in April 2018.
- § Programme topics are subjected to changes without prior notice.

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