



INSPIRING
CONNECTING
EDUCATING
LEADERS

Inside Digital China: The Frontier of Technology & AI

Sunday 13th – Friday 18th October 2024

Without any fanfare China is taking a quantum leap

The economic focus of the world has shifted to Asia. With more than 1.2 billion internet users and a \$2 trillion e-commerce market, China is the largest, most advanced digital economy in the world.

A global leader in e-commerce, digital payments, digital healthcare, and social media platforms, in recent years, despite geopolitical challenges, **TikTok**, **Shein**, **Xiaomi**, **BYD** and many other Chinese brands have surpassed Western incumbents.

The pace, agility, scale, and ambition of what is going on is awe-inspiring. In November 2023, whilst others continue to focus on self-driving cars, China's **EHang** got a license to operate fully autonomous, passenger-carrying, flying cars!

Unequivocally, Chinese companies are now the frontrunners in many of the new technologies that are shaping our future, where the rapid implementation of AI is completely transforming industries and society.

If you want to stay ahead of the curve immerse yourself in the world's most innovative, disruptive, digital economy and experience the future of business.



Working on
the move

www.wavelengthleadership.com

What is Wavelength Inside Digital China?

Between 13th-18th October Wavelength will take 18 exec level leaders inside China's most admired, innovative organisations for presentations from top executives, curated introductions, immersive experiences, and meetings with the top thought leaders.

Participants will:

Meet

Leading practitioners and thought leaders in AI, finance, healthcare, future retail, payments, green mobility and world-leading China analysts and geopolitical commentators who will inspire, educate, and provoke discussions on the hottest topics, latest technologies, and trends.

Experience

Meeting digital humans, riding in driverless Robotaxis and flying in fully autonomous, passenger-carrying cars (optional!).

Visit

TikTok – The disruptive social media platform with 1 billion users

JD Health – A dominant player in China's digital healthcare sector

Xiaomi – Global leader in IoT home appliances

Ping An – Global leader in banking, insurance, and health services

Tencent – Their WeChat platform dominates China's tech landscape

EHang – Operator of fully autonomous, passenger carrying, flying cars

BGI – The world's leading gene sequencing company revolutionising healthcare

BYD & Nio – Two of the world's most pioneering electric vehicles (EVs) brands

Pinduoduo – Their Temu app is the most downloaded shopping app in the US

WAVELENGTH INSIDE DIGITAL CHINA KEY BUSINESS THEMES

Artificial
Intelligence

Big Data

AV/VR

Robotics

Future
Healthcare,
Retail,
Payments

Wavelength Inside Digital China at a glance

BYTEDANCE / TIKTOK



Cutting edge AI, real time data analysis and advanced algorithms have enabled the company behind the short video platform TikTok to take the world by storm.

PING AN GROUP



A global leader in banking, insurance, and health services. They also lead in inclusive finance with the groundbreaking use of satellites for precise and rapid credit assessments and risk evaluation.

BYD



The world's largest manufacturer of electric vehicles (EVs) and pioneer in renewable energy solutions and innovative battery technology, that's now expanding rapidly into Europe.

XIAOMI



A global leader in IoT home appliances, smartphones, and electric vehicles (EVs), who have redefined smart living and the first company in the world to deliver full connectivity between house, car and smartphone via a single app.

EHANG



A world-leading low altitude air mobility company on the brink of reshaping urban transportation, pushing the boundaries of safe, easy, cheap, air travel. We will test the flying cars and get a glimpse of the future.

Wavelength Inside Digital China at a glance

BGI



The world's leading gene sequencing company is seeking to do for biotech what Elon Musk did for space with the digitisation of gene data and revolutionising the healthcare industry.

PINDUODUO (TEMU)



Pinduoduo (PDD) has recently outgrown Alibaba with its affordable, social shopping experiences. In 2022 PPD launched the global app Temu, disrupting Amazon as the most downloaded shopping app in the US.

JD HEALTH



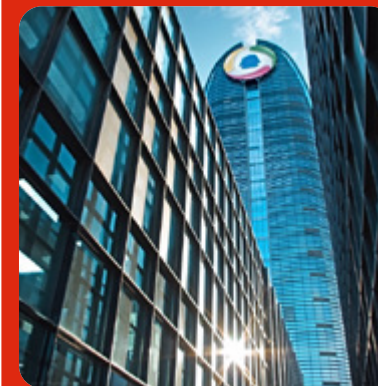
A dominant player in China's digital healthcare sector, they leverage the JD Group's existing e-commerce and logistical services to provide online healthcare services that integrate tech to enhance accessibility, efficiency, and quality.

HEY TEA



A digital disruptor providing innovative tea drinks and collaborations with brands for which young people line up for hours. Their data-centric approach digitises and merges the online and offline shopping experience. Now opening stores globally.

TENCENT



A Chinese conglomerate, Tencent dominates China's tech landscape, excelling in social media (WeChat), payments, gaming, cloud services, and strategic global investments, solidifying its status as a true tech giant.

A woman with long brown hair is shown from the chest up, wearing a grey blazer. Her face is overlaid with a white digital mesh of points and lines, resembling a facial recognition or AI interface. A yellow rectangular frame is positioned around her face. The background is a dark blue gradient with faint, glowing digital icons and charts.

“ Frankly, I think, without trade barriers, Chinese companies will demolish most other companies in the world”

Elon Musk



THE PINDUODUO
TEMU APP IS NOW THE
MOST DOWNLOADED
SHOPPING APP IN THE US



In Nov 2023 **EHang** got
a license to operate
the world's first
fully autonomous
passenger flying car.



TikTok is now a
household name,
used by **1/3rd of**
the US population

**IN 2023 CHINA INSTALLED AS MANY
ROBOTS IN ITS FACTORIES, AS THE
REST OF THE WORLD COMBINED**

900m consumers
access Alibaba's platforms
a day, on average **9 times**
a day for total of 30 mins



**Everyday technology
in China:**

**Robotaxis &
Passenger
Carrying Drones**



**Robot
receptionists**

**Drone
delivery**



**Self-driving
vending
trucks**



JD.com provides
same-day
(and next-day)
delivery to 1.3
billion people



Ping An's
AI-powered one-
minute clinics treat
4 million people



Baidu Apollo
Robotaxi



EHang Passenger
Transportation

Why you should **come with us**

- 1 AI**
Understand the most important technological advancement in human history.
- 2 Frontier Technologies & Business Models**
AI, Big Data, robotics, machine learning, new retail, new banking, new healthcare will be addressed.
- 3 Immersive Experiences**
Meet digital humans, go for a ride in Baidu's Apollo Robotaxi, and EHang's fully autonomous, passenger-carrying flying car!
- 4 Challenge Your Thinking**
Experience alternative business models and cultures.
- 5 Build Your Personal Boardroom**
Join 20 leaders from around the world from different sectors and industries. Learn from and alongside them.
- 6 Geopolitics/Risk Management**
Get insights on China's strategic plans and dominant role in global supply chains.

**YOU WILL BE: REFRESHED... INSPIRED,
EDUCATED... CHALLENGED!**

“ A superbly organised, content-rich week amongst senior peers, which both challenged and informed my views on technology-led transformation ”

Haslam Preston, Head of Digital Business, Jardine Matheson

Who is Wavelength Inside Digital China for?

Wavelength Inside Digital China is for executive level leaders with specific interest in innovation, disruption, the impact of frontier technologies on business and the Chinese market such as CEOs, CIOs, COOs, CFOs, MDs and EVPs.

Alumni include:

John Martin
CEO



Peter Wood
CEO

ALLSAINTS

Khalid Elgibali
President Middle East
& North Africa



Lizzie Runham
HR VP & COO International



Haslam Preston
Head of Digital Business



Haseeb Ahmad
President, Europe



Nikki Humphrey
CPO



Imran Nawaz
Chief Financial Officer



Katie Murray
CFO



Dave Lewis
CEO



Peter Pritchard
Former CEO



Kevin Murphy
CEO



Shayne Nelson
CEO



Gary Lubner
Chief Executive Officer



“ More lessons on innovation and the importance of an innovative culture in one week than I'd had in the last ten years”

Imran Nawaz, Chief Financial Officer, Tesco

“ An invaluable opportunity to broaden your horizons, learn, build new global networks and to understand and challenge established perspectives”

Torsten Flosbach, CFO Germany, E.ON

Some of the **global thought leaders** you will meet:



Dr. Wanli Min

The power of Artificial Intelligence

“One of the World’s top AI Leaders” (Forbes 2017) Dr. Min is former Chief Machine Intelligence Scientist at Alibaba, a member of the National Strategic Advisory Committee on Next Generation of AI and Founder and CEO of North Summit Capital.



Dr. Xiao Jing

The power of Artificial Intelligence

Group Chief Scientist of Ping An who leads R&D in AI-related technologies and their applications in finance, healthcare, and smart cities. He received his PhD degree from Carnegie Mellon University. He has published over 70 academic papers and was granted 90 US patents.



Tina Hu

Consumer Insights

Tina has 15+ years expertise in social media insights, consumer research, and shopper studies. She has her finger on the pulse of the latest trends on how Chinese consumers consume in a world with strong influence from key opinion leaders, online communities, and eCommerce.



Prof. David Gosset

China: the Geo-Political Context

Professor Gosset is a global-affairs and international relations expert who has written extensively on China’s transformation and its global impact. His analyses have been published by The Economist Intelligence Unit.



Christina Boutrup

China analyst and thought leader

A leading China analyst, thought leader, keynote speaker, author, experienced business journalist and TV correspondent. In her latest book, she writes about the tech revolution in China and how it shapes our future in Europe.



Peter Lisbygd

China expert and green mobility enthusiast

Working extensively with China since 2005 and has an in-depth understanding of Chinese conditions and how China is shaping new business dynamics in Asia and around the world.



“ It was a fascinating trip. The pace and passion with which the Chinese consumers and companies are embracing digital transformation has to be seen to be believed. I came away convinced that China will be at the forefront of the AI revolution”

Gary Booker, Chief Marketing, Innovation and Strategy Officer, Rentokil Initial

The week at a glance (part 1)

DAY ONE: SUNDAY

Shenzhen

Welcome to Wavelength Inside Digital China:

In-depth briefing on the companies you will visit and detailed preparation, ensuring you get maximum ROI.

We will then hear from:

Christina Boutrup, leading China analyst and thought leader; **Dr Wanli Min**, one of the world's preeminent experts on AI and **David Gosset**, global affairs expert on the context for China's rise and what's next.

DAY TWO: MONDAY

Shenzhen

Ping An: A global leader in banking, insurance and healthcare.

Tencent: They dominate China's tech landscape, excelling in social media (WeChat), payments, gaming and cloud services.

DAY THREE: TUESDAY

Shenzhen

BYD: World's largest electric vehicles (EV) manufacturer and most advanced operator of autonomous robot taxis.

Hey Tea: A digital disruptor providing innovative tea drinks and collaborations with brands for which young people line up for hours.

Experience a lifetime of learning in a week

The week at a glance (part 2)

DAY FOUR: WEDNESDAY

Guangzhou

EHang: We will test the flying cars and get a glimpse of the future.

Pinduoduo: Its Temu App has become the most downloaded shopping app in the US.

DAY FIVE: THURSDAY

Beijing

TikTok: Redefined social networking for 1 billion young people globally.

JD Health: A dominant player in China's digital healthcare sector.

DAY SIX: FRIDAY

Beijing

Xiaomi: A global leader in IoT home appliances, smartphones, and electric vehicles (EVs), who have redefined smart living.

BGI: The world's leading gene sequencing company is seeking to do for Biotech what Elon Musk did for space and revolutionise the healthcare industry.

Experience a lifetime of learning in a week

“ This was a fantastic opportunity to see what a developed digital economy looks like and really help shape my own business’s future – six days that have changed my thinking”

Peter Pritchard, Former Group CEO, Pets at Home

Extracting & sharing **the value**

BEFORE YOU GO

We get to understand what you are interested in, why you are coming and give guidance on how best to prepare for – and get the best out of – the experience.

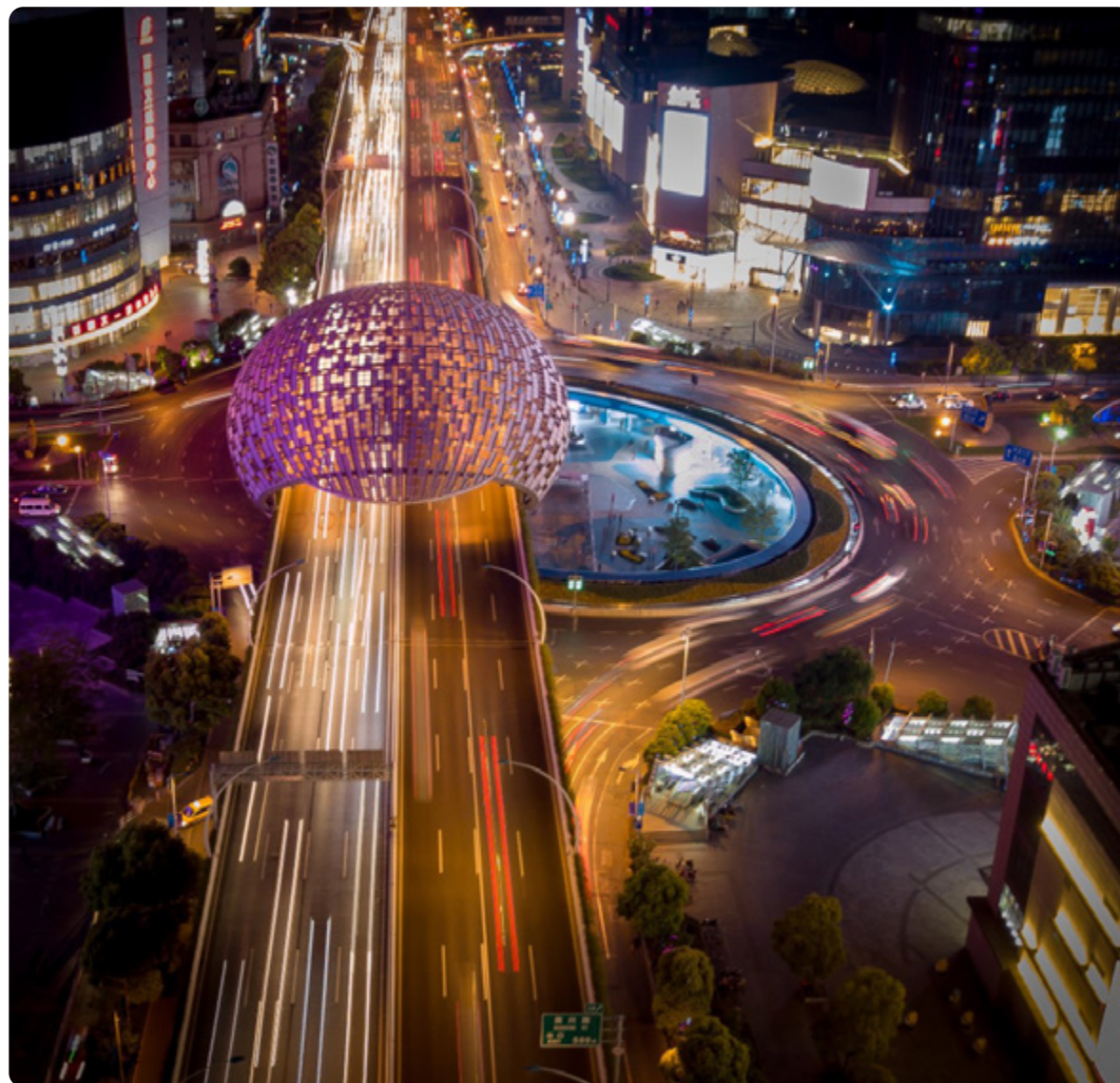
ON THE GROUND

Extensive pre-briefings and post-visit downloads for reflection and learning help you derive the maximum value.

SHARING THE LEARNING

We produce a report, write blogs and give you a structured framework to share the learning with colleagues and key shareholders and drive home change.

We don't do purposeless inspiration. Our focus is to lead participants to action and help them create change.



Costs

Cost per participant | £23,000 + VAT

The price is fully Inclusive aside from all flights and hotel room incidentals.

Dates:

Starts: Shenzhen

9.00am Sunday 13th October 2024

Ends: Beijing

5.00pm Friday 18th October 2024

**Contact us to book a place
or ask questions**

adrian@wavelengthleadership.com

+44 (0) 7966 193 343



The small print

1. Wavelength Inside Digital China 2024 events will take place in Shenzhen and Beijing. Transfers between hotels and venues will be by private, luxury coach.
2. High-end accommodation will be provided, as follows:
 - 2.1. In Shenzhen at the Marriott Hotel, Nanshan: the hotel's features and amenities include in-room wireless, high-speed internet access; and Fitness Centre.
 - 2.2. In Beijing at the Intercontinental Hotel, Sanlitun: the hotel's features and amenities include in-room wireless, high-speed internet access and laptop safe; a fully equipped business centre; Fitness Centre with swimming pool; and Spa.
3. All meals (i.e. breakfast, lunch and dinner) are included commencing with breakfast on Sunday 13 October 2024 and ending with dinner on Friday 18 October 2024.
- 3.1. Arrival and departure car transfers and any hotel incidentals are not included in the tour price. Delegates are required to pay an additional deposit of £400 + VAT per person to cover these costs. The actual costs of your transfers and hotel incidentals may be more or less than the deposit you provide. If this is the case, then after the end of the tour we will issue you with an invoice which either: requires you to pay the additional money needed for transfers and hotel incidentals; or returns any unused balance from the deposit for your transfers and hotel incidentals.
4. Passport and visa requirements: all travellers to the China must hold a valid passport. You should take the necessary steps to meet the passport requirements which apply to you at the earliest time. Non- British passport holders should contact the appropriate consulate or embassy for advice well in advance of travel.
- 4.1. Travellers to the China will also require a visa unless they are exempt from the visa requirement.

For more information about Passport and Visa requirements for British passport holders please see the China Embassy's website:
http://gb.china-embassy.gov.cn/eng/visa/qzxz/201303/t20130315_3383961.htm and
<http://gb.china-embassy.gov.cn/eng/visa/qzxz/>
- 4.2. Delegates based outside the United Kingdom must contact the appropriate US consulate authority in their country of residence for full details of the relevant visa or travel authorisation requirements.
- 4.3. You should take the necessary steps to meet the visa or travel authorisation requirements which apply to you at the earliest time. Most visa applications require an interview at a China consulate authority. You should check with your local China consulate authority about the current visa application completion time. In most cases a fee will be payable.
5. The full fee for the tour must be paid to Wavelength Companies Ltd. no later than Friday 14 June 2024 and failure to do this may result in the cancellation of the delegate's place on the tour.
6. There is a minimum number of 15 delegates required for the tour to take place. If the tour is cancelled because of insufficient numbers delegates will be informed no later than 30 days before the scheduled tour start of Sunday 13 October 2024.
7. As delegates are responsible for their own outward and homeward transport no arrangements have been made by Wavelength in the event that those outward or homeward journeys are delayed.
8. The host organisations listed in the brochure are indicative of the types of organisations that may be visited during the tour. In certain circumstances, for example due to changes in the availability of key leaders at the host organisations, we may need to substitute the host organisations visited during the tour with other similar organisations. This will not affect the number of organisations visited. No refunds will be due as a result of any such changes. Additionally, in exceptional circumstances Wavelength may need to alter certain other details given in this brochure, in which case Wavelength will make these changes clear to delegates. Clause 6 of our contract applies.
9. All monies paid to Wavelength Companies Ltd. in respect of Wavelength Inside Digital China 2024 will be held in a trust account.

About **Wavelength**

Wavelength is a UK based boutique executive education business with a global reach.

Our specialism is '**bringing the outside world in**' for leaders.

Since 2008, we have taken thousands of leaders inside the boardrooms and shop floors of some of the world's most admired organisations in Silicon Valley, China, India and Europe.

We believe **leaders learn best from leaders** and seek to provide clients with world-class external **inspiration, education, provocation** and **application** required to drive change.

We run a range of leadership programmes that provide the opportunity for leaders from different sectors and industries to learn together and from each other.

We are a for profit, but not profit maximisation, organisation and through our cross-subsidy model we enable social entrepreneurs, charities and public sector leaders to participate in our programmes.

Apple, Alibaba, Southwest Airlines, LEGO, Netflix, Abcam, Four Seasons, WWF, Pret a Manger, Virgin Money, Nike, and the Aravind Eye Care System are amongst our clients, hosts and partners.





www.wavelengthleadership.com