



INSPIRING
CONNECTING
EDUCATING
LEADERS

Inside Digital China The Future Of Business & Technology

Sunday 19th – Friday 24th October 2025

Without any fanfare China is taking a quantum leap

With more than 1.2 billion internet users and a \$2 trillion e-commerce market, China is the world's largest, most advanced digital economy.



Last year:

- They Installed more robots & solar panels than the rest of the world combined
- Ranked No.1 in 37/44 industries
- Manufactured 1/3 of all the world's products

Is home to the world's:

- **Largest** manufacturer of EVs: **BYD**
- **Largest** financial services company: **PingAn**
- **Leading** short form social media platform: **TikTok**
- **Leading** fast fashion brand: **Shein**
- And many more world-beating brands: **Alibaba, Temu, Nio**

The pace, agility, scale, and ambition of what is going on is awe-inspiring:

- On an average day **BYD submits 19 patents**
- Ping An's AI accesses and settles car insurance claims **4 mins from submission!**

Chinese companies are now the frontrunners in many of the new frontier technologies that are shaping our future.

If you want to stay ahead of the curve you must pay attention to China.

Join us from 19-24th October and experience the future of business.

What is Wavelength Inside Digital China?

Between 19-24th October Wavelength will take 20 executive level leaders inside China's most admired, innovative organisations for presentations from top executives, thought leaders, curated introduction and immersive experiences.

Participants will:

Meet

Top executives, analysts, geopolitical commentators, and thought leaders in future healthcare, retail, finance, mobility, and frontier technologies.

Experience

Robot vehicles, humanoids, fully autonomous passenger-carrying drones, the latest AR/VR.

Visit

TikTok – The platform with 1 billion users

Ping An – World's largest financial services company

Tencent – WeChat dominates China's tech landscape

EHang – Operator of fully autonomous, passenger-carrying, flying drones

BYD – World's largest manufacturer of EV's

Ubtech Robotics – At the forefront of robot humanoids

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

Xiaomi – World's first company to connect: Car, Home and Smartphone

Plus an array of the hottest startups and scaleups

Participants will be a richly diverse group of senior corporate executives from a broad array of industries and sectors from throughout Europe, Middle East, Asia, Africa and Australasia.

Nothing else in your professional career will be quite like it.

Experience
a lifetime
of learning
in a week

Wavelength Inside Digital China | Themes

The programme will explore:

Innovation & Disruption

Latest technologies: AI, Robotics, Big Data, AR/VR, Spatial computing

Future: Finance, Healthcare, Retail, Energy, Mobility

Digital and agile transformation

The frontiers of consumer engagement and brand animation



“ Wavelength provides a unique level of access to the Chinese tech industry, guided by experts and an impactful, immersive way to learn more about China”

Elmar Nubbemeyer, VP Product, Netflix

Wavelength Inside Digital China at a glance

BYTEDANCE /TIKTOK



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

PING AN GROUP



The world's largest financial services company – whose pioneering use of AI enables them to access, process and payout car insurance claims in 4 mins!

BYD



The world's largest manufacturer of electric vehicles (EVs) and pioneer in renewable energy solutions and innovative battery technologies.

XIAOMI



A global leader in IoT home appliances, smartphones, and electric vehicles (EVs) and world's first company to deliver full connectivity between house, car and smartphone.

Wavelength Inside Digital China at a glance

EHANG



A world-leading low altitude air mobility company whose fully autonomous, passenger carrying drones are on the brink of reshaping urban transportation.

PINDUODUO (TEMU)



In 2022, their global app Temu disrupted Amazon as the most downloaded shopping app in the US.

UBTECH ROBOTICS



A world leader in affordable humanoid robots and smart service robots that can be used in everything from receptions to heavy manufacturing.

TENCENT



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

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



EHang is world's fully
licensed operator of
**fully autonomous
passenger flying
drones**



BYD submits
an average of
19 patents a day



TikTok is used
by **1/3rd of the
US population**

**CHINA INSTALLS ANNUALLY 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
trucks**



“ A valuable week, immersing ourselves in the future. I returned with a fresh perspective and new contacts. Thoroughly enjoyable and hugely worthwhile”

Rob Graham, Online Director, Tesco



Why you should **come with us**

- 1 Frontier Technologies**
AI, Big Data, Robotics, AR/VR – understand the practical application of the latest technologies
- 2 Speed, Scale & Ambition**
Comprehend the speed and scale at which you must move to win in the world's competitive market
- 3 Challenge Your Thinking**
Experience alternative business models and cultures
- 4 Build Your Personal Boardroom**
Learn from and alongside 20 leaders from around the world from different sectors and industries
- 5 Immersive Experiences**
Meet humanoid robots, go for a ride in a robot taxi, and experience EHang's fully autonomous, passenger-carrying flying drones
- 6 Experience the Future of Business**
Experience the future your customers will encounter in years to come!

**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

“ An incredible trip that gave me real insight into the macro and micro drivers of a rising superpower – and a great opportunity to forge connections with leaders from outside my sector”

Ross Dalzell, MD – Head of Property, Aldermore Bank

Nio House

Who is Wavelength Inside Digital China for?

Wavelength's global programmes are for executive level leaders with specific interest in innovation, distribution, frontier technologies and insights into the future of business and consumer trends such as CEOs, CIOs, COOs, CFOs, MDs and EVPs.

Alumni include:

John Martin
CEO



Peter Wood
CEO

ALLSAINTS

**His Excellency
Abdul Aziz Al Ghurair**
Chairman



Lizzie Runham
HR VP & COO International



Haseeb Ahmad
President, Europe



Haslam Preston
Head of Digital Business



Imran Nawaz
Chief Financial Officer



Katie Murray
CFO



Elmar Nubbemeyer
VP Product



Nikki Humphrey
CPO



Peter Pritchard
Former CEO



Kevin Murphy
CEO



Shayne Nelson
CEO



Fernando Morillo
Global Head of Retail



“ 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

“ The experience really got below the surface of what makes China's tech industry tick. It opened up ideas and opportunities regarding innovations that can be transferred to UK industries”

Chris Meir, Director of IT and Innovation, DPD

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.



“ A truly immersive experience into an incredible set of companies that I believe will strongly shape the future of the world. Has to be seen in person to be believed.”

Mark Courtney, Chief Product Officer, CIFAS

The week at a glance (part 1)

DAY ONE: SUNDAY

Beijing

Welcome to Wavelength Inside Digital China:

In depth session on China Tech Revolution, Geopolitical situation, and the companies you will visit to ensure you get the maximum ROI.

DAY TWO: MONDAY

Beijing

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

Xiaomi: A global leader in IoT home appliances, smartphones, and electric vehicles (EVs).

DAY THREE: TUESDAY

Guangzhou

EHang: We will experience passenger-carrying, fully autonomous flying drones and get a glimpse of the future.

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

Experience a lifetime of learning in a week

The week at a glance (part 2)

DAY FOUR: WEDNESDAY

Shenzhen

Ping An: The world's largest financial services company. Global leader in banking, insurance and healthcare.

Ubtech Robotics: World's leading manufacturer of low-cost humanoid robotics.

DAY FIVE: THURSDAY

Shenzhen

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

Inside AI: A masterclass with Dr Wanli Min, former head of AI at Alibaba.

DAY SIX: FRIDAY

Shenzhen

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

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

“ A great opportunity to see behind the scenes and talk with leaders inside some of the world’s most innovative companies and experience disruptive technologies in a fast-changing world.

Barry Field, Corporate Affairs Director, AIB

Extracting & sharing **the value**

BEFORE YOU GO

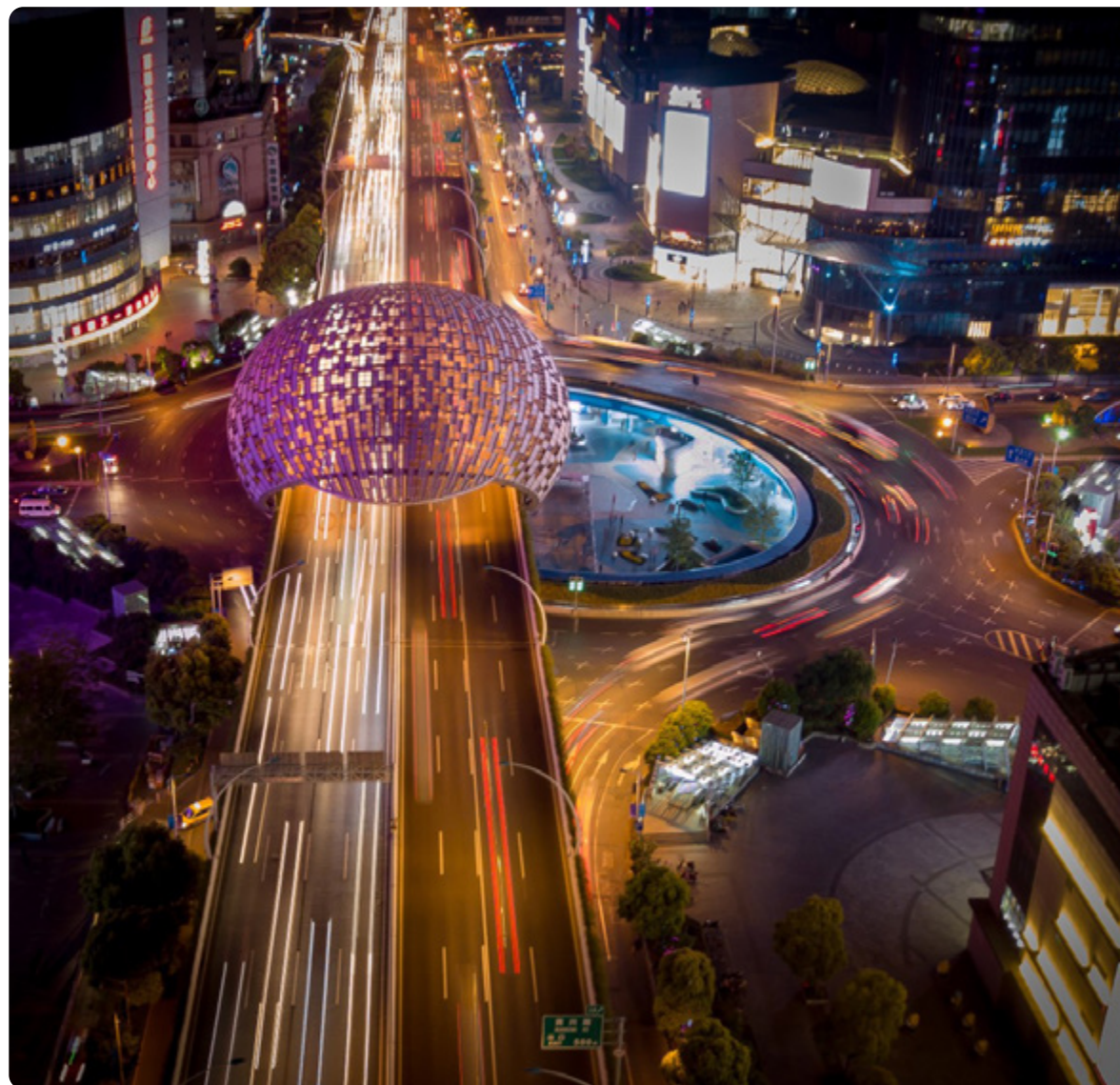
A Wavelength Inside Digital China App drives connectivity and access to speakers' bios, company profiles and articles and provides guidance on how best to prepare for – and get the best out of – the experience.

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.



Costs

Cost per participant | £25,000 + VAT

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

Dates:

Starts: Beijing

9.00am Sunday 19th October 2025

Ends: Shenzhen

5.00pm Friday 24th October 2025

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

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The small print

1. Wavelength Inside Digital China 2025 events will take place in Shenzhen, Guangzhou 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 Four Seasons: 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.
 - 2.3. In Guangzhou at the Four Seasons: the hotel's features and amenities include in-room wireless, high-speed internet access; and Fitness Centre
3. All meals (i.e. breakfast, lunch and dinner) are included commencing with breakfast on Sunday 19 October 2025 and ending with dinner on Friday 24 October 2025.
- 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 £500 + 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 traveller's 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.
- 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 13 June 2025 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 19 October 2025.
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 2025 will be held in a trust account.

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/>

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