



# INSIDE DIGITAL CHINA 2026

See the future of business and technology

Sunday 18 October – Friday 23 October 2026

# UNLOCK TOMORROW, TODAY

WHAT WE OFFER

THE PROGRAMME

BOOK NOW

## STEP OFF THE PLANE; JUMP SEVEN YEARS AHEAD

Rush hour glides by in driver-free taxis. Drones weave lunches between towers delivering food. Robo-chefs prepare meals. Consumers pay with their face and palm. Avatars engage consumers.

Here, the future is standard ops, framed by century-old tea houses and neon-bright temples.

For six tightly packed days we offer unique insider access to:

- **China's most innovative, admired companies**
- **R&D Labs and future technologies no reporter has seen**
- **Huddles with the world's leading authorities on AI**
- **Founder meetings where futures are secretly discussed, not publicly shared**
- **Immersive experiences money can't buy**

This isn't sightseeing. It's profound stimulus and inspiration for your thinking – and your P&L. And you'll share it shoulder-to-shoulder with the people who run the world's most influential companies.

**Come live the future of technology, business and commerce first-hand. Invitation-only. Seats are limited.**

# SEE THE FUTURE

**China is the world's most advanced digital economy.**

From groundbreaking innovations like DeepSeek to the sheer scale of its \$3.4 trillion e-commerce economy, the speed and agility of Chinese companies is nothing short of extraordinary.

China is now leading the charge in next-generation technologies, and the world is taking notice.

**Join us from 18-23 October to experience the future, firsthand.**



## LAST YEAR

- They installed more **robots** than **the rest of the world combined**
- Ranked **No.1** in 37/44 industries
- **Led in 57** out of 64 critical technologies.
- Manufactured **1/3 of all the world's products**
- Controlled **65% of the global EV Market**

## HOME TO THE...

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

## ON AN AVERAGE DAY...

- **BYD** submits **19 patents**
- **Ping An's AI** accesses and settles car insurance claims within **4 minutes of submission!**
- **EHang's fully autonomous** passenger carrying drones traverse the skies

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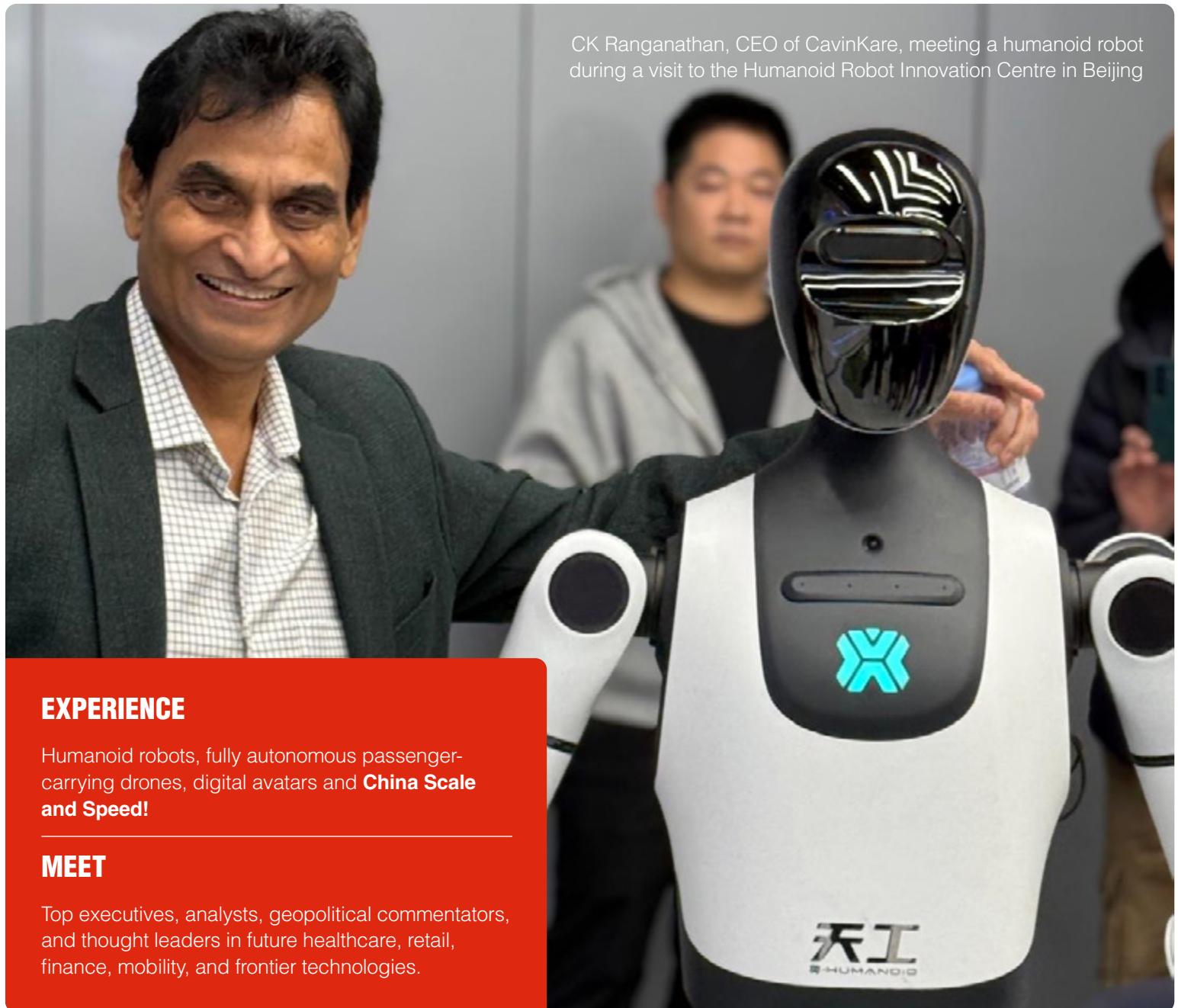
# 18th-23rd OCTOBER

**In times of disruption, opportunity favours those who look outward, think differently, and adapt quickly.**

That's why between October 18th-23rd Wavelength will provide 20 executive level leaders with unparalleled, insider only access to China's leading organisations for presentations from top executives, curated introduction and unique immersive experiences.

Participants will be a richly diverse group of senior corporate executives from a broad array of industries and sectors from throughout the world.

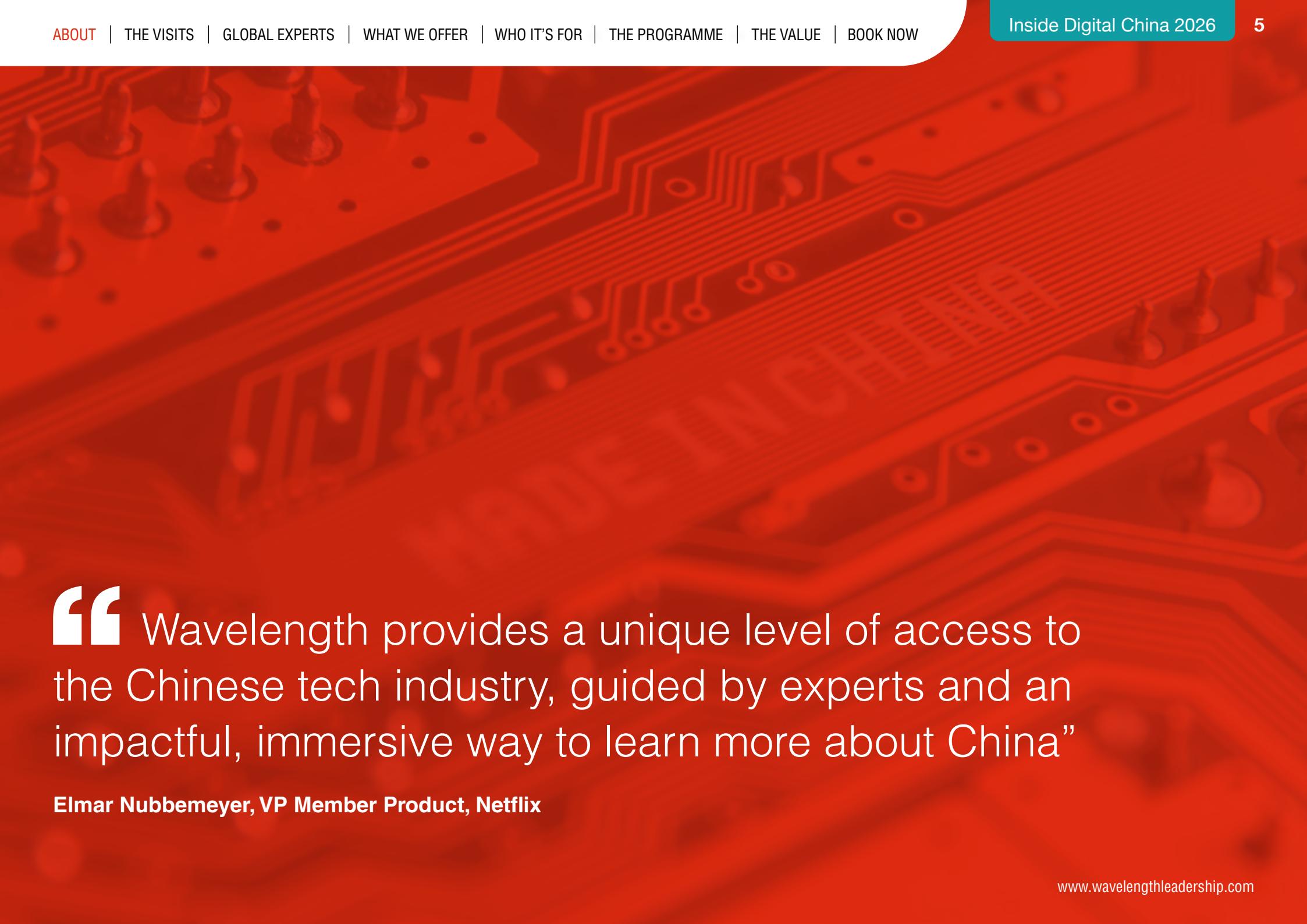
Nothing else in your professional career will be quite like it.



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“ 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 Member Product, Netflix**

# EXPLORE

- Structures for step change **innovation**
- Speed at unprecedented **scale**
- The latest **frontier technologies**: AI, Robotics, Avatars
- The future of consumer engagement and brand animation
- Digital and agile **transformation**
- Relentless focus on consumers



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# BYTEDANCE

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



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# EHANG

The world leader in low-altitude air mobility, pioneering the development of fully autonomous, passenger-carrying drones.

EHang are poised to redefine how people move through cities – making aerial mobility safer, smarter, and more accessible than ever before.



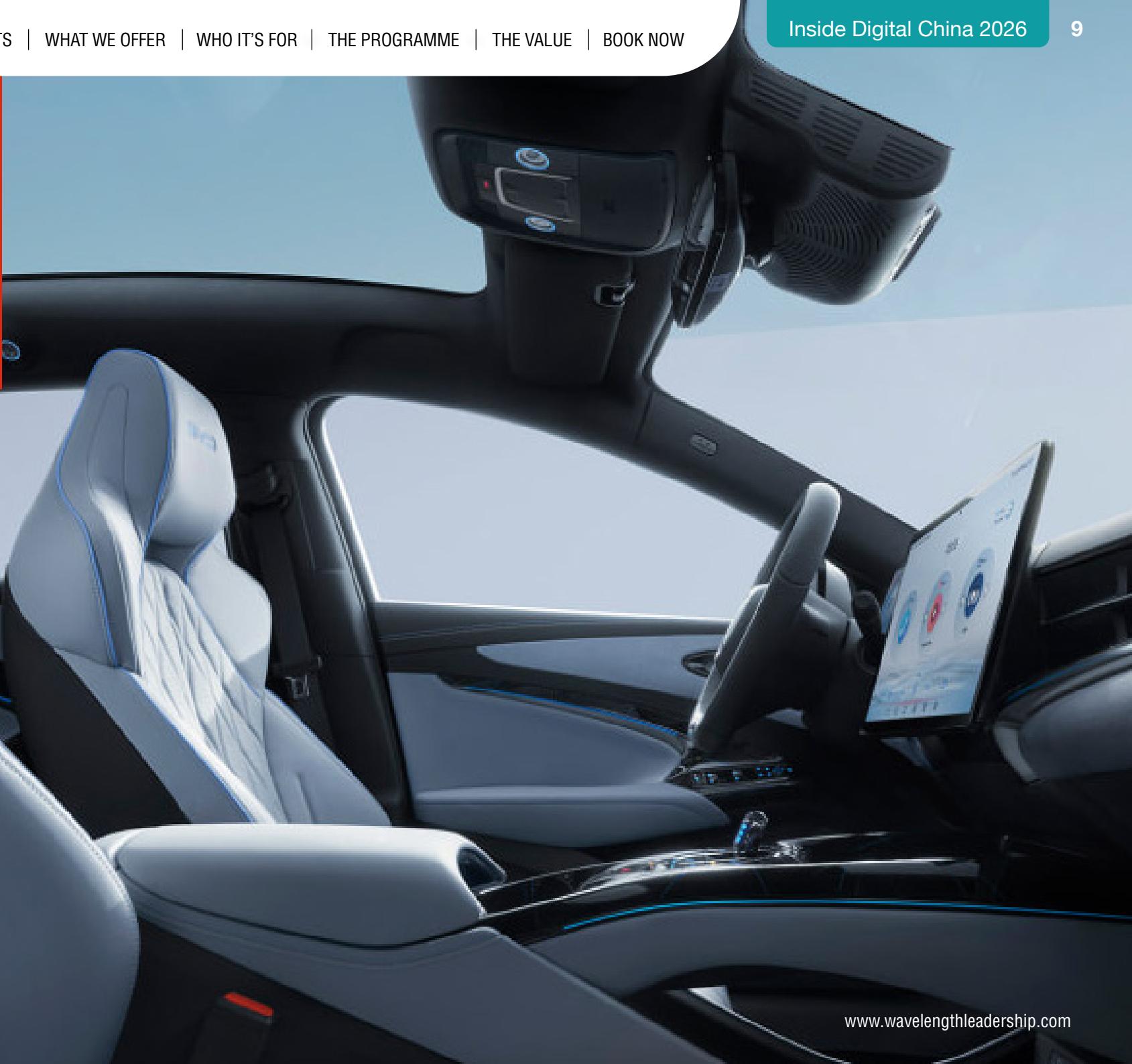
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# BYD

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



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# PING AN GROUP

The world's largest **financial services company** – with 250m customers and 650k employees whose pioneering use of AI enables them to access, process and payout car insurance claims in 4 mins.



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# UNITREE

A world leader in advanced **humanoid robots** and smart service robots that can be used for everything from greeting visitors to heavy manufacturing.



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# TENCENT

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



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# ALIBABA

A Chinese e-commerce giant that has revolutionised global retail, connecting billions worldwide through platforms like Taobao and Tmall, with a valuation surpassing \$500 billion.



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# MEET GLOBAL THOUGHT LEADERS



## 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 the 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 been granted 80 US patents.



## 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.



## DR SIVA TIAN

### WORLD RENOWNED EXPERT ON AI & DIGITAL TRANSFORMATION

Former Chief Science Officer at Genpac, Dr Tian spearheaded global AI strategy, overseeing the deployment of proprietary AI technologies in over 100 digital transformation projects globally for companies such as Walmart, Coca Cola, Novartis and Unilever.

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**“** The best learning experience I've had in the business world... ever.”

**Christian Gleimann, SVP HR / CHRO, E.ON**

# WHAT WE OFFER

## ● **Build Your Personal Boardroom**

Learn from and alongside 20 leaders from around the world from different sectors and industries.

## ● **Experience the Future of Business** and the future your customers will encounter in years to come!

## ● **Speed, Scale and Ambition**

Comprehend the speed and scale at which you must move to win in the world's competitive market.

## ● **Gain a Global Perspective** Step out the bubble of the western view of the world.

## ● **Challenge Your Thinking** Experience alternative business models and cultures.

## ● **Frontier Technologies** AI, Big Data, Robotics, AR/VR – understand the practical application of the latest technologies.

## ● **Immersive Experiences** Meet humanoid robots, digital avatars, fly in an autonomous drone, pay with your palm.

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# WHO IS INSIDE DIGITAL CHINA FOR?

Inside Digital China is perfect for executive level leaders with specific interest in innovation, disruption, frontier technologies and insights into the future of business.

## ALUMNI INCLUDE



**His Excellency  
Abdul Aziz Al Ghurair**  
Chairman Al Ghurair Group



**John Martin**  
CEO  
Ocado Group



**Valdemir Bertolo**  
CEO  
Experian, LATM



**Jose Marcilla**  
President, Latin America & Canada, Novartis



**Ashwin Prasad**  
CEO  
Tesco, UK



**Elmar Nubbemeyer**  
VP Product  
Netflix



**Kevin Murphy**  
CEO  
Ferguson



**Yuman Chan**  
General Manager  
BUPA, Asia



**Shayne Nelson**  
CEO  
Emirates

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**“** What an amazing week, a real privilege to get inside some the world's most innovative companies and the inside track on AI – Inspired, educated and motivated to act! ”

**Peter Wood, CEO, All Saints**

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# THE PROGRAMME

## SUNDAY 18 SHANGHAI

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



## MONDAY 19 SHANGHAI

**Tiktok** – Redefined social networking for 1 billion young people globally.

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

## TUESDAY 21 HANGZHOU

**Alibaba** – The e-commerce powerhouse that's revolutionised global retail

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



## WEDNESDAY 22 SHENZHEN

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



## THURSDAY 23 SHENZHEN

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

**Unitree Robotics** – World's leading manufacturer of low-cost humanoid robotics.

## FRIDAY 24 SHENZHEN

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

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# THE VALUE

## BEFORE YOU GO

The 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

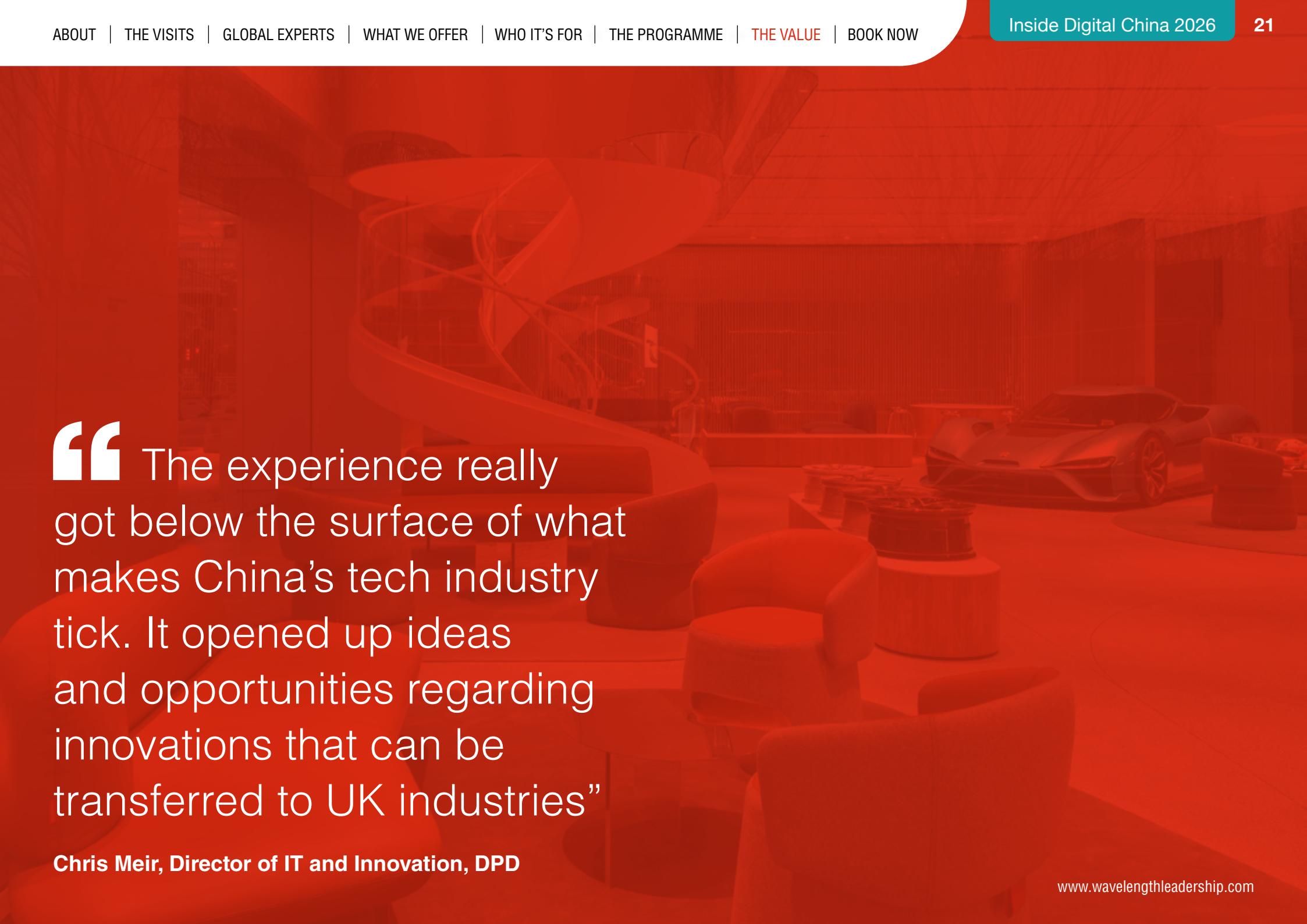
We film the entire experience and produce a 10 minute film that distils the key insights enable you to share the key learnings with your peers, instigate change and maximise the ROI.

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“ 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**

# COSTS

## COST PER PARTICIPANT

**£27,000**

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

**STARTS: SHANGHAI**

9:00am Sunday 18th October 2026

**ENDS: SHENZHEN**

5:00pm Friday 23rd October 2026

**Join us – escape your bubble.**

**Future-proof your business. And experience a lifetime of learning in one extraordinary week.**

## BOOK NOW

To discuss the programme in more detail or to secure your place:

**Email:** [adrian@wavelengthleadership.com](mailto:adrian@wavelengthleadership.com)

**Call:** +44 (0) 7966 193 343

**Visit:** [www.wavelengthleadership.com](http://www.wavelengthleadership.com)



# THE SMALL PRINT

1. Wavelength Inside Digital China 2026 events will take place in Shanghai, Hangzhou and Shenzhen. Transfers between hotels and venues will be by private, luxury coach.
2. High-end accommodation will be provided in each city throughout the programme, in hotels TBC
3. All meals (i.e. breakfast, lunch and dinner) are included commencing with breakfast on Sunday 18 October 2026 and ending with dinner on Friday 23 October 2026.
- 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 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: <https://www.visaforchina.cn/globle/>
  - 4.2. Delegates based outside the United Kingdom must contact the appropriate 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 12 June 2026 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 18 October 2026.
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 2026 will be held in a trust account.

# ABOUT WAVELENGTH

## **Wavelength exists to bring the outside world in.**

At a time of unrelenting disruption, the greatest risk for leaders isn't change itself, but insularity and obsolescence.

Through experiential learning – inside the shopfloors and boardrooms of the world's most admired organisations – we provide leaders with world class external inspiration and provocation, equipping them with new thinking, sharper strategies, and the urgency to act.

Participants: CEOs, board directors and senior executives, learn alongside peers of equal calibre, gaining unfiltered insights and perspectives rarely accessible elsewhere.

From Connect, our flagship cross-sector leadership programme, to global immersions in Silicon Valley, China and beyond, and bespoke experiences for executive teams, Wavelength take leaders outside the echo chambers of their own organisations.

