



INSIDE DIGITAL CHINA 2027

See the future of business, AI and technology

An exclusive, executive immersion

Sunday 10 October – Friday 15 October 2027

SEE CHINA, SEE THE FUTURE

STEP OFF THE PLANE; JUMP FIVE YEARS AHEAD

Driverless taxis navigate rush hour. Autonomous drones deliver meals between skyscrapers. Consumers pay with a palm scan.

In China, the future is standard operating procedure.

From 10th–15th October, an exclusive cohort of 20 C-suite leaders will gain unprecedented access to:

- **China's Most Admired Tech Giants & Unicorns**
- **Confidential R&D Labs revealing unreleased technologies**
- **Private Strategy Sessions with world-leading AI authorities and founders**
- **Unrivalled Access & Field Visits closed to the public and press**
- **Unique Immersive Experiences – from controlling robots with your mind at BrainCo to taking a flight in a pilotless passenger drone.**

This is not a study tour. It is a high-impact strategic briefing engineered for your future P&L.

Guided alongside a select group of global peers, you will experience the next frontier of business, AI, and commerce first-hand.

Invitation-only. Strictly limited to 20 seats.

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UNLOCK TOMORROW, TODAY

China is all about unprecedented speed, scale, and sophistication, cementing its place as the world's most advanced digital economy.

They operate over half of the world's industrial robots, account for nearly 60% of global electric vehicle sales, and add more power capacity each year than Germany's entire national grid!

From hyper-automated mega-factories to frictionless digital cities, China offers an unprecedented front-row view into the future of consumer behaviour, automation, and technological leadership.

And the world is taking notice.

Join us from **10th October–15th October 2027** to experience the future, firsthand.



CK Ranganathan, CEO of CavinKare, meeting a humanoid robot during a visit to the Humanoid Robot Innovation Centre in Beijing

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OUTPACING THE WORLD: CHINA THE FACTS

China is no longer catching up – across every major industry, its sheer velocity and scale are reshaping global business.



MARKET DOMINANCE AT SCALE

- **Robot Density:** Installed more industrial robots last year than the rest of the world combined
- **Global Output:** Manufactures one-third of all global goods
- **Tech Supremacy:** Leads in 57 out of 64 critical technologies
- **Maritime Supremacy:** Controls 56% of global shipbuilding output



HOME TO WORLD-BEATING GIANTS

- **BYD:** World's largest EV manufacturer
- **Ping An:** World's largest financial services group
- **TikTok & Shein:** Global category leaders defining modern digital commerce and media
- **Ecosystem Pioneers:** Alibaba, Huawei, Temu, and more



INNOVATION AT SPEED

- **BYD:** Issues 19 Patents a day
- **4-Minute Settlement:** Ping An's AI processes and settles auto insurance claims near-instantly
- **Autonomous Skies:** EHang's pilotless passenger drones operating live commercial routes
- **Mind-Controlled Tech:** BrainCo allowing users to control robots using only their mind

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KEY TOPICS EXPLORED

1

Hyper-Velocity
Scale & Execution

2

The physical and digital
AI revolution

3

Next era consumer behaviour
and brand engagement

4

Continuous agile
transformation

5

The non-western
business paradigm

6

Uncompromising customer
obsession



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“ Inside Digital China delivered unparalleled exposure to cutting-edge tech. Exchanging perspectives with an exceptional executive cohort accelerated our strategic thinking and provided immediate, practical application ideas back to our business.”

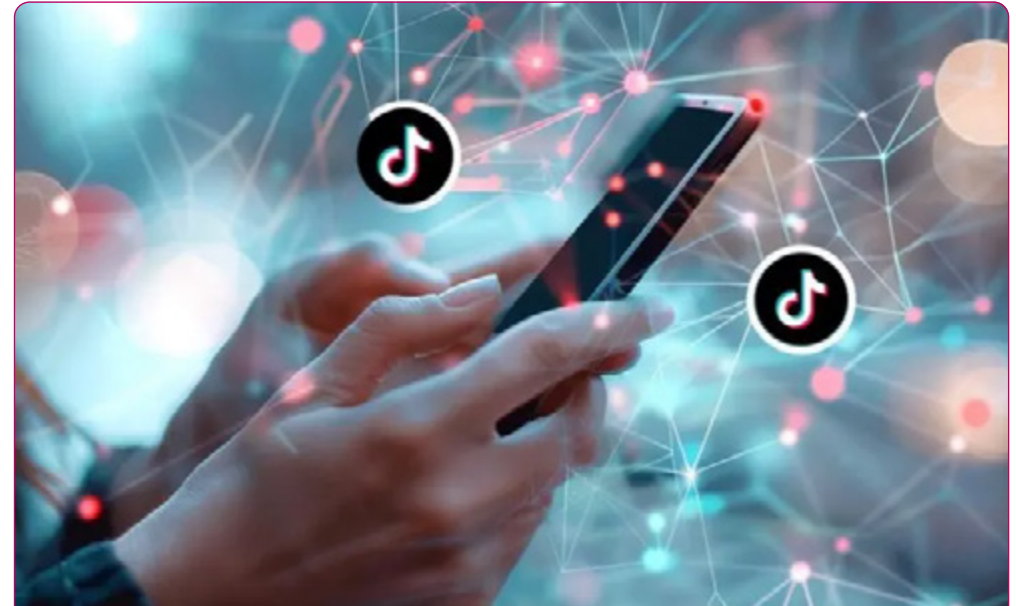
Ashwin Prasad, CEO, Tesco UK

THE VISITS



Alibaba

The e-commerce titan revolutionising global retail and digital infrastructure, connecting over a billion consumers through Taobao and Tmall.

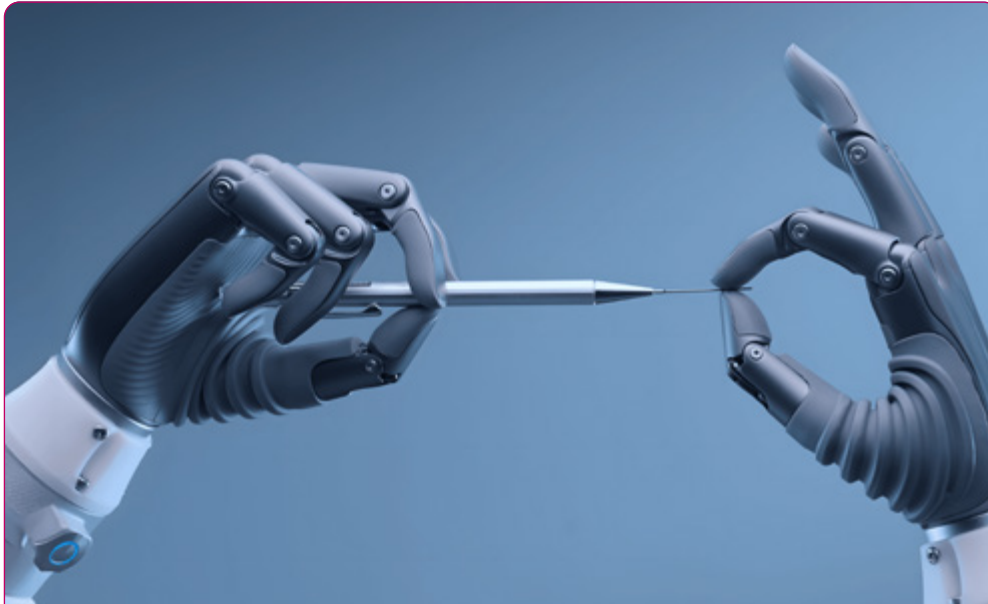


TikTok (ByteDance)

Redefining global media through real-time AI, advanced algorithms, and viral digital engagement.

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THE VISITS



BrainCo

Leverages non-invasive interfaces and advanced AI to translate human brainwaves directly into control over computers, devices, and robotics.



EHang

The global leader in low-altitude air mobility, holding the world's first commercial operations certificates for fully autonomous, passenger-carrying flying taxis.

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THE VISITS



BYD

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

BYD



Ping An Group

The world's largest financial services giant – deploying advanced AI to assess damage and process auto claim payouts in under four minutes.

PING AN
Expertise Creates Value

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Unitree

Global leader in advanced humanoid robotics – scaling mass production across high-precision manufacturing, smart logistics, and commercial operations.

UNITREE



MiniMax

One of China's elite "AI Dragons," globally renowned for developing world-class multimodal foundation models across text, voice, music, and video.

 **MINIMAX**

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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

DIRECT ACCESS TO CHINA'S AI PIONEERS

To lead in an AI-driven future, leaders need direct access to the minds building it.

Inside Digital China brings you face-to-face with premier scientists, technical founders, and enterprise architects who are actively deploying industrial-scale AI across Asia's largest ecosystems.

KEY SPEAKERS & AI AUTHORITIES



DR. WANLI MIN

**Former Chief Machine Intelligence Scientist, Alibaba
Founder & CEO, North Summit Capital**

Named by Forbes as one of the world's top AI leaders and serving on China's National Strategic Advisory Committee for Next-Generation AI, Dr. Min is a master of industrial intelligence – pioneering enterprise-scale data and machine learning solutions across manufacturing, logistics, and smart cities.



DR. XIAO JING

**Group Chief Scientist,
Ping An Insurance**

A Carnegie Mellon PhD with over 90 US patents, Dr. Xiao leads Ping An's frontier R&D. He architected the enterprise AI engines that power real-time risk assessment, automated medical triage, and sub-4-minute insurance claims for 250 million customers.



DR. SIVA TIAN

World-Renowned AI & Digital Transformation Authority

As former Chief Science Officer at Genpact, Dr. Tian spearheaded global AI strategy, deploying proprietary algorithms across 100+ large-scale digital transformations for global giants including Walmart, Coca-Cola, Novartis, and Unilever.

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WORLD-CLASS FACILITATION & EXPERT INSIGHTS

Beyond rare access, the real value of Inside Digital China 2027 is expert perspective.

Three world-class advisors travel alongside you to decode the geopolitical big picture, clarify insights, and turn breakthrough innovations into real-world business and leadership lessons.

YOUR EXPERT FACILITATION TEAM



CHRISTINA BOUTRUP

China Analyst, Thought Leader & Author

A leading China expert, business journalist, and TV correspondent whose latest book examines China's tech revolution and its direct impact on Western markets. Christina bridges macro tech trends with practical commercial strategy.



PROF. DAVID GOSSET

World-Leading Geopolitical Expert & Sinologist

Founder of the Europe-China Forum, Prof. Gosset is an internationally acclaimed analyst of global affairs. He provides deep, authoritative context on China's evolving geopolitical landscape and its global strategic reach.



MATT WHITE

Master Facilitator & Executive Moderator

With 20 years at Wavelength and having facilitated over 15 executive Silicon Valley immersions, Matt brings unmatched expertise in guiding C-suite cohorts. Matt drives candid dialogue, challenges assumptions, and ensures every insight translates into concrete action.

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“ Genuinely eye-opening. Getting inside some of China’s most innovative companies gave me a much sharper sense of the speed we need to move at globally.”

Valdemir Bertolo, CEO Brazil & Latam, Experian

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

Christian Gleimann, SVP HR / CHRO, E.ON

WHY YOU MUST PARTICIPATE

1

An Elite Peer Network: Build your personal boardroom alongside 20 cross-industry global C-suite leaders.

2

Tomorrow's Business Models Today: Experience the business models, customer expectations, and digital ecosystems your market will face in 3–5 years.

3

A Benchmark for Speed and Scale: Witness the hyper-velocity and ambition required to compete and win in today's market.



4

Beyond the Western Lens: Break past Western-centric assumptions and gain an authentic, unvarnished view of Eastern tech dominance.

5

Applied Frontier Tech: Move past theoretical AI – witness practical, industrial-scale deployment firsthand.

6

Unrivalled immersive access: Fly in pilotless air taxis, control robotics via BCI, and pay with palm-scan technology.

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WHO SHOULD PARTICIPATE?

Designed exclusively for C-suite executives and board-level decision-makers.

JOINING AN ELITE GLOBAL NETWORK

You will learn alongside global peers from world-class organisations.

PAST PARTICIPANTS INCLUDE:



Ashwin Prasad
CEO
Tesco, UK



Valdemir Bertolo
CEO
Experian, LATM



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



Jose Marcilla
President, Latin America
& Canada, Novartis



Elmar Nubbemeyer
VP Product
Netflix



Lisbeth Buschkühl
Chief Procurement Officer,
E.ON



Cal Corcoran
CIO
ASDA



Peter Dillane
President & CEO
Kerry APMEA



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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SUNDAY 10 SHANGHAI

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

MONDAY 11 SHANGHAI

Tiktok (Bytedance) – Redefined social networking for 1 billion young people globally.

BrainCo – Their non-invasive brain interfaces translate human brainwaves directly into control over computers, devices, and robotics.

TUESDAY 12 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 13 SHENZHEN

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

THURSDAY 14 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 15 SHENZHEN

MiniMax – One of China's elite "AI Tigers," globally renowned for developing world-class multimodal foundation models across text, voice, music, and video.

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MAXIMISING YOUR ROI: END-TO-END VALUE DELIVERY

BEFORE

Access our dedicated program app to review executive briefs, speaker insights, and industry analysis – ensuring you arrive fully prepared to maximise every opportunity.

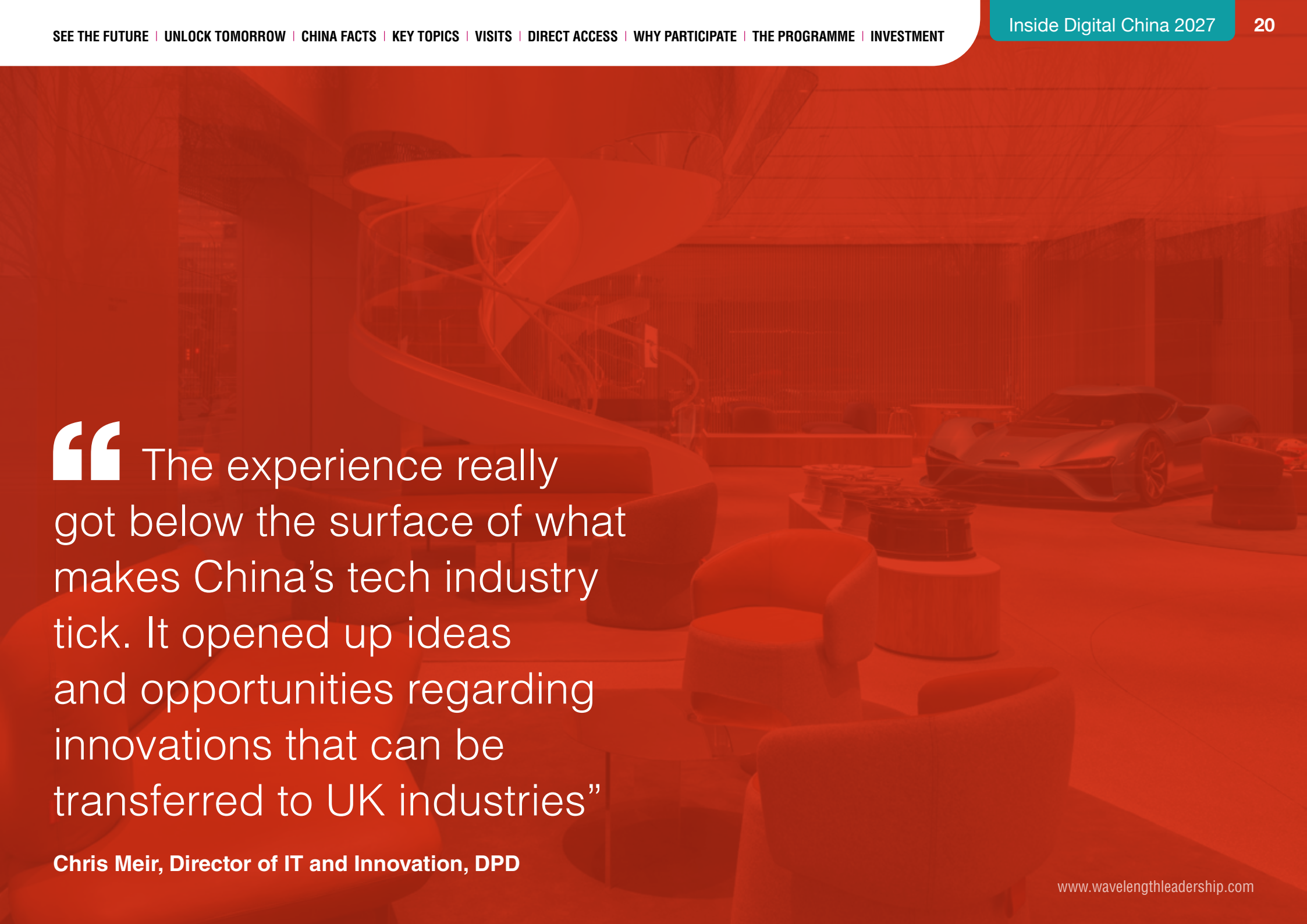
DURING

Benefit from expert daily pre-briefings and structured debriefs that translate immersive visits into clear leadership and commercial insights.

AFTER

Receive a bespoke Executive Insights Film detailing key takeaways – enabling you to share learnings with your board, inspire your teams, and turn inspiration into action.

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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

THE INVESTMENT

COST PER PARTICIPANT

£28,500

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

STARTS: SHANGHAI

9:00am Sunday 10th October 2027

ENDS: SHENZHEN

5:00pm Friday 15th October 2027

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

Call: +44 (0) 7966 193 343

Visit: www.wavelengthleadership.com



THE SMALL PRINT

1. Wavelength Inside Digital China 2027 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. The hotels below are subject to availability. Where a hotel is unavailable we will provide one of an equivalent standard. Star ratings and facilities are indicative and may change.

 Shanghai: The Portman Ritz-Carlton, Shanghai (Saturday 9 to Tuesday 12 October 2027). A five-star luxury hotel in Shanghai Centre, 1376 West Nanjing Road, central Shanghai. Facilities include about 593 rooms, indoor and outdoor pools, a gym, sauna and steam room, a restaurant, cafe and bar with 24-hour room service, and a business centre with meeting rooms.

 Hangzhou: InterContinental Hangzhou Wulin (Tuesday 12 to Wednesday 13 October 2027). A five-star luxury hotel at 333 Tiychang Road, Gongshu District, Hangzhou. Facilities include about 203 rooms, four restaurants and two bars, an indoor pool, a 24-hour gym, a sauna and steam room, and meeting rooms.

 Shenzhen: Shenzhen Marriott Hotel Nanshan (Wednesday 13 to Friday 15 October 2027). A five-star hotel at 88 Haide Yi Road, Nanshan District, Shenzhen. Facilities include about 340 rooms, four restaurants and a bar and lounge, an indoor pool, a 24-hour gym, spa treatment rooms, a business centre with meeting rooms, and free Wi-Fi.
3. All meals (i.e. breakfast, lunch and dinner) are included commencing with breakfast on Sunday 10 October 2027 and ending with dinner on Friday 15 October 2027.
- 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 £250 + 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. For more information about Passport and Visa requirements for British passport holders please see the China Embassy's website: <https://www.visaforchina.cn/globe/>
- 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 4 June 2027 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 10 October 2027.
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 2027 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 global immersions to Silicon Valley, China through to digital only programmes designed to bring the outside in at scale Wavelength take leaders outside the echo chambers of their own organisations.

