



Spotlight on China

The rise of the Chinese economy over the last 30 years has been nothing short of remarkable. One of the oldest cultures in the modern world, China had been a leader in trade and economics for centuries leading up to the 1900s. Rattled by civil unrest and famine and decimated by foreign occupation and military defeat, the nation slid backward in the early part of the last century. After World War II, communist rule under Mao Zedong imposed strict social and economic codes. The Mao years brought both great successes and monumental failures. Subsequent leaders have lessened the social controls and focused on developing the Chinese economy through large-scale industrial progress and major foreign trade agreements.

Though China is still a communist state, the Chinese people enjoy greater social autonomy now than in the last 70 years, and the booming economy reflects the entrepreneurship shown by the rapidly modernizing population. In the fall of 2012, the ruling Communist Party chose new leadership for the first time in a decade and the many questions central to China's continued development will fall to a new generation of leaders. How can China continue to expand its capitalist-style progress while maintaining the socialist government that has brought forth its rapid ascent as the global power of the future? The answer to this question will be central to the nation's evolving story.

Did You Know?

- As of 2013, China backs four of the world's 10 biggest banks by market value; in 2004, none of the world's largest banks was Chinese.
- China has experienced a more than tenfold increase in GDP since 1978.
- As a result of the "one child" policy introduced in 1978, China is one of the most rapidly aging countries in the world.
- By 2020, China plans to reduce carbon intensity 40% from 2005 levels.

Official name: People's Republic of China

Capital: Beijing

Top languages: Mandarin, Wu, Yue (Cantonese), Min

Major industries: Finance, manufacturing, construction, power

Major agricultural products: Rice, wheat, potatoes, corn, peanuts, tea, millet, barley, apples, cotton, pork, fish

By the Numbers

13.37 trillion Estimated 2013 GDP (USD)

2 Current ranking in the world economy

1.35 billion Population

36.7 Median age

1.22 billion Cell phone users as of 2013

618 million Internet users as of 2013 (most globally)

919.54 million Number of adults of working age



Sample Itinerary

Day 1 Group departs for Shanghai.

Day 2 Explore the city's vibrant night life and dining options as you orient yourself to this highly modern city.

Day 3 Spend the day seeing the sites of Shanghai, including Yuyuan Garden, Shanghai Museum in the People's Square, and the Bund, the famous waterfront with views of nearly all of Shanghai's most iconic skyscrapers including the Oriental Pearl TV Tower.

Day 4 Visit with several business leaders in industries of your choosing at two companies and discuss the intricacies of doing business in China.

Day 5 Engage in two more business visits, followed by an evening free to explore Nanjing Road or the French Quarter.

Day 6 Climb the 100 stories of the Shanghai World Financial Center for breathtaking views of the sheer size of Shanghai. Finish your stay in this dynamic city by taking in a world-renowned acrobatics show.

Day 7 Take the high-speed train to Beijing for a look at the countryside of China.

Day 8 Tour the famous Tiananmen Square and the Forbidden City, residence of the Ming and Qing dynasty emperors. Spend the afternoon in a Hutong, learning more about the traditional Chinese way of life.

Day 9 Visit two Beijing businesses to learn more about industry in the capital city.

Day 10 Hike the Great Wall of China with the group, taking in the sites with either a cable car ride up or a toboggan ride down this vast landmark. End your trip with a farewell dinner of Peking Duck.

Day 11 Return home.

Please note this itinerary is presented as a sample and does not include details or specific business destinations for your trip, which will be customized upon confirming the unique needs of your program.

Program Themes: Telling the China Story

Manufacturing – A trip to “the factory of the world” is well-spent meeting with power players in the multinational companies that have made China home. Understand the consumer goods supply chain, examine an automotive factory, or study how China's manufacturers are pivoting from a focus on exports to emerging Chinese consumers.

Medicine and Pharmaceuticals – Consider the role of China's intellectual property standards in an industry that relies on research and development for blockbuster profits. Also, see how China plans to care for its vast and aging population as the nation blends ancient medicine and Western standards of care.

Emerging Markets – A visit to China's Tier 2 cities (e.g., Shenzhen, Guangzhou, or Tianjin) illuminates their role in the China of the future. The sheer size of their populations makes these cities essential retail markets and labor centers central to China's growth.

Real Estate – Explore the exploding real estate markets in China and China's plans to urbanize much of the rural population. Study how this great migration will impact salaries, infrastructure, and could shift the economy and forever change the Chinese consumer.