

## MBA International Study Trip China Shanghai, 3<sup>rd</sup> to 8<sup>th</sup> of March 2024



According to the International Monetary Fund, China has seen rapid economic growth and overtaken some of the world's largest economies in recent years. World Bank's Gross Domestic Product (GDP) data by country put the United States at 1<sup>st</sup> place with USD 25,462,700 million and China at 2<sup>nd</sup> place with USD 17,963,170 million in 2022. To put that into perspective, Japan takes 3<sup>rd</sup> place with a GDP of USD 4,231,141 million the same year. In terms of regional GDP across key commercial centres in China, Shanghai prefecture has been and continues to be the biggest contributor, closely followed by Beijing and Shenzhen.

Shanghai is located on the country's eastern coast and the southern estuary of Yangtze River with Huangpu River flowing through it. It is the country's largest city with around 25 million inhabitants as of Population Census 2021 and is nestled in a wider urban area of close to 40 million inhabitants. The dynamic city and its surroundings are home to numerous multinational corporations and financial institutions, making it a focal point for international trade and investment. It is closely surrounded by other major commercial hubs of international importance like Suzhou and Hangzhou.

Renowned for its economic significance, modern skyline and cultural vibrancy, Shanghai is a metropolis of superlatives. According to the Globalization and World Cities Research Network, Shanghai is an "Alpha+" city alongside global metropolises such as Tokyo, Singapore, Hong Kong and Dubai, to name a few. This reflects the city's strong international connectivity in terms of "advanced producer services" such as banking / finance, accounting, advertising and law. Shanghai also occupies leading positions in various city rankings. As of 2022, the city is among the Top 10 of a study by the Globalization and World Cities Research Network and the Global Financial Centres Index.

Shanghai is not only the main financial centre in China and across Asia but also a global hub for manufacturing with strategic links spanning the world. Not surprisingly, Shanghai is a leading international transport hub with an impressive rail, air, road and sea infrastructure connecting China to the world. Port of Shanghai as well as Shanghai Pudong International Airport are one of the busiest in the world in terms of cargo load and passengers.

<b>Participants</b>	Swiss-Asian MBA, MBA-MCI, MBA FHNW and Alumni
<b>Objective</b>	Key objective is to gain insights into the general ecosystem, business practices and cultural aspects at the example of Shanghai and surroundings.
<b>Programme</b>	<p>The programme is not confirmed yet but may include visits to:</p> <ul style="list-style-type: none"> <li>- Enterprises (of various industries and sizes)</li> <li>- Start-ups / incubator</li> <li>- Embassy / business hub</li> <li>- Partner University</li> <li>- NGO</li> </ul> <p>The programme will also include touristic activities.</p>
<b>Dates</b>	<p>Kick-off at Swissotel Grand Shanghai on the 3<sup>rd</sup> of March at 14.00.</p> <p>Close at Swissotel Grand Shanghai on the 8<sup>th</sup> of March at 16.00.</p> <p>Attendance in all activities from kick-off to close is compulsory.</p>
<b>Travel</b>	Participants book flights to and from Shanghai themselves. A flexible cancellation policy is recommended as FHNW cannot assume any responsibility if the trip is cancelled due to unforeseen travel restrictions or other. Travel within the programme will be booked by FHNW as part of the package.
<b>Accommodation</b>	<p>Swissotel Grand Shanghai  1 Yuyuan Road  Shanghai 200040  PR China  + 86 21 5355 9898  SHANGHAI@SWISSOTEL.COM</p> <p>We will make a group booking for single rooms including breakfast for check-in on the 3<sup>rd</sup> and check-out on the 8<sup>th</sup> of March. These five nights are included in the package fee. If you wish to book additional nights or double occupancy, contact reservations directly: Icey Mu, <a href="mailto:Icey.Mu@swissotel.com">Icey.Mu@swissotel.com</a></p>
<b>Organisation</b>	<p>Prof. Dr. Rolf-Dieter Reineke, <a href="mailto:rolf-dieter.reineke@fhnw.ch">rolf-dieter.reineke@fhnw.ch</a></p> <p>Prof. Dr. Andreas Hinz, <a href="mailto:andreas.hinz@fhnw.ch">andreas.hinz@fhnw.ch</a></p>
<b>Insurance / Visa</b>	You are personally responsible to get sufficient insurance coverage and a Visa in time. Because Visa requirements may change, we will review the situation Mid-January 2024 and will subsequently update you. Based on that, you can apply for a Visa before End-January.
<b>Fee</b>	The package fee is CHF 1'490.-. This includes hotel and local transport (excluding flights to and from China), some meals and touristic activities. The package fee exclusively covers expenses for activities as per official programme.
<b>Registration</b>	<p>Participation is conditional on formal registration <a href="#">here</a>.</p> <p>Deadline is 15<sup>th</sup> of January 2024.</p>