

Short-term Mobility Programs to China

*Creating awareness of China's increasing importance
in the 21st century*

Jan Wostyn, Managing Director Hutong School

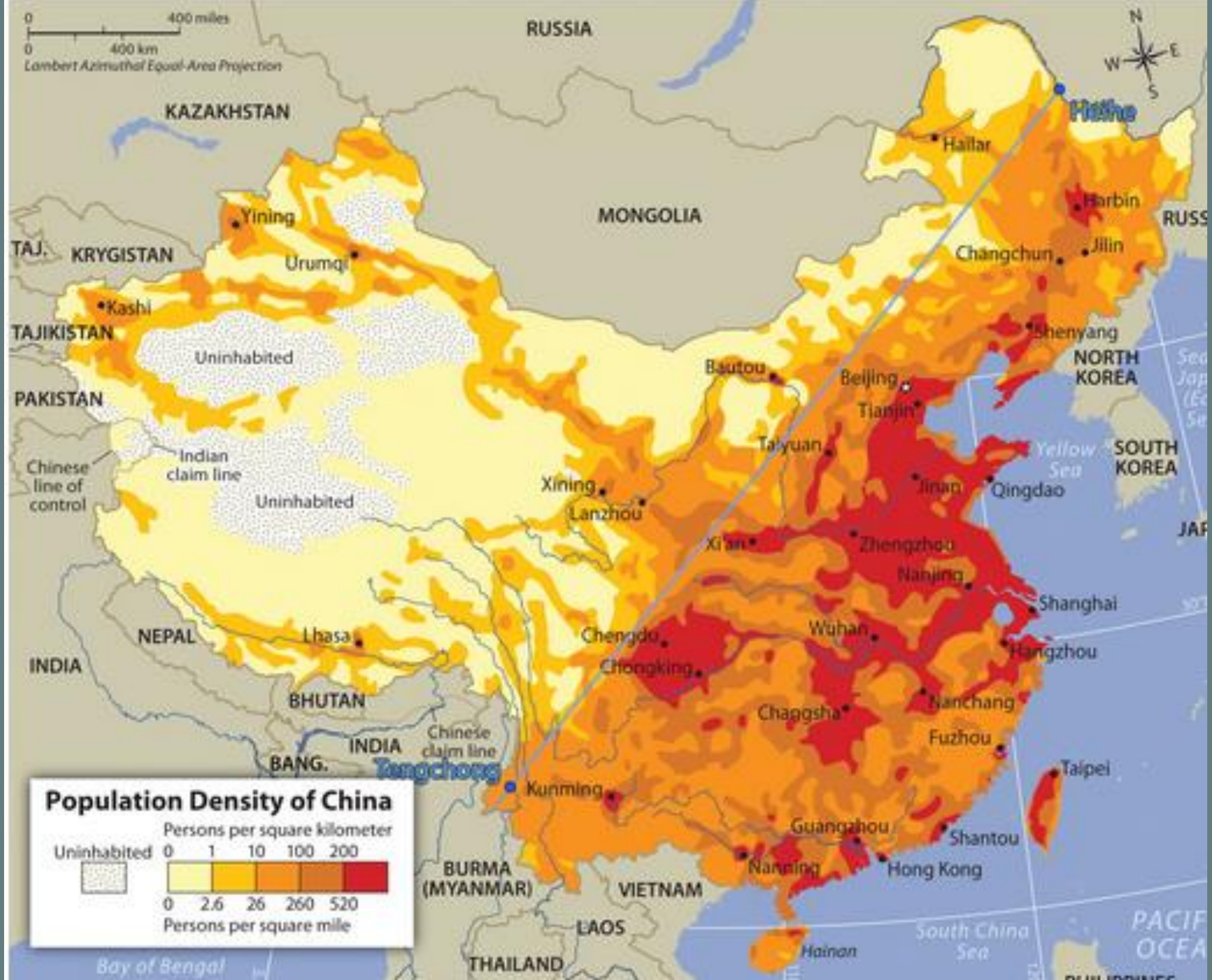
Nov. 14th, 2019, Businet Conference, Belgrade



WHO WE ARE



- ✓ Founded in Beijing in 2005
- ✓ Present in 7 cities in China
- ✓ Provider of full-immersion Chinese Language Program, Internship Program and Educational Tours in China



WHAT WE DO

Get to know Hutong School through this intro video!

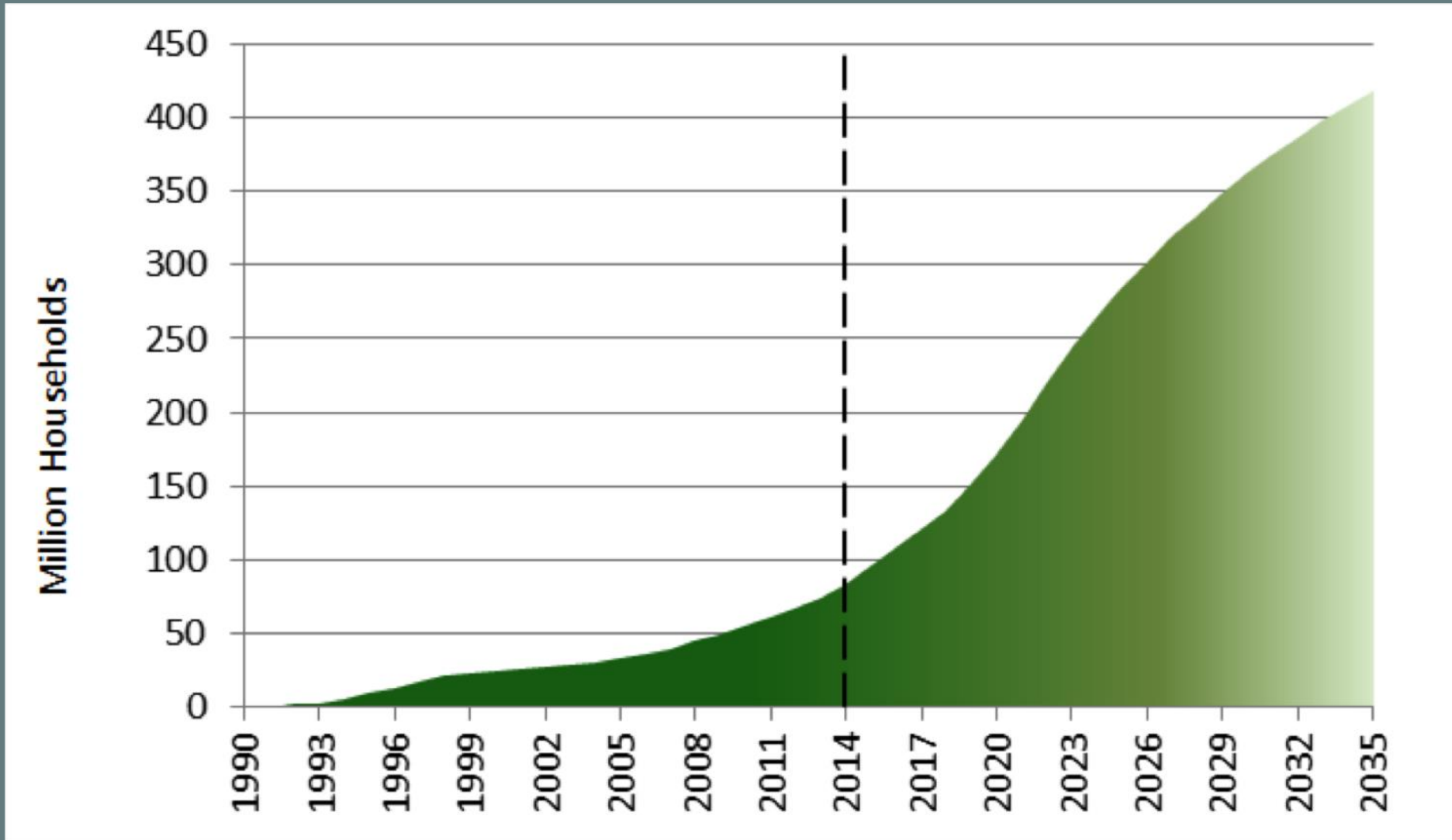
Will the 21st Century be the Chinese Century?

- 1/5 of the people in the world is Chinese
- Chinese economy is about to become the biggest economy in the world
- Therefore, more and more innovation trends will also come from China



China's Booming Middle Class

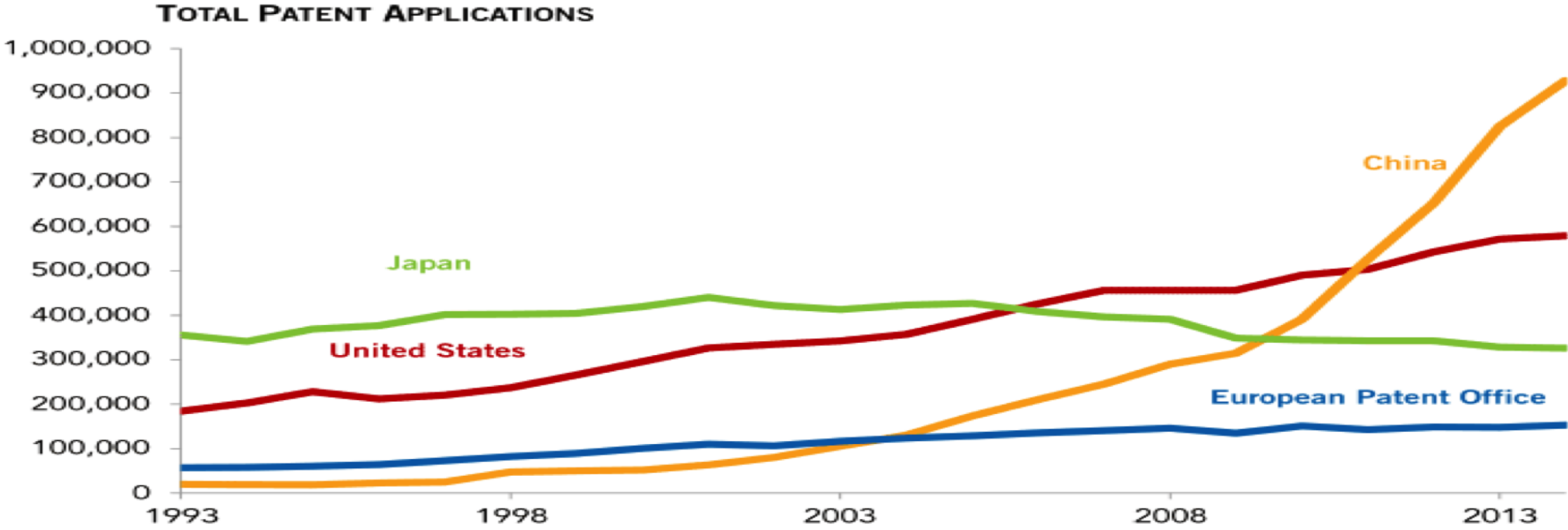
Middle class households: income above 20,000 USD



China's Innovation is Already Happening Now



China has rapidly surpassed the rest of the world in the number of patent applications submitted

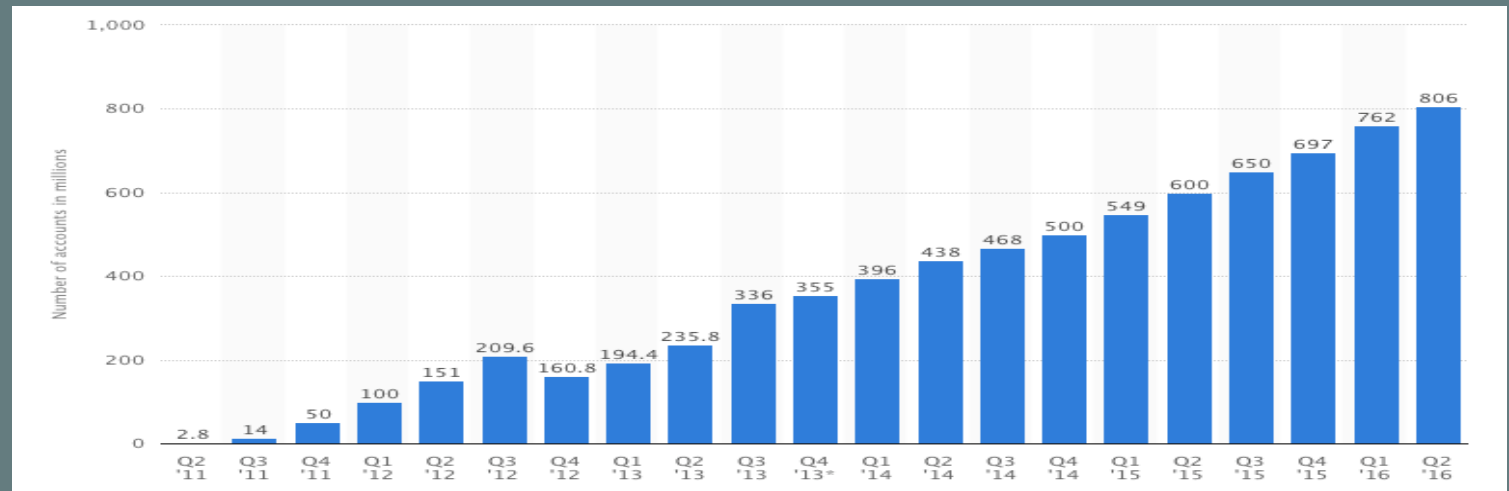
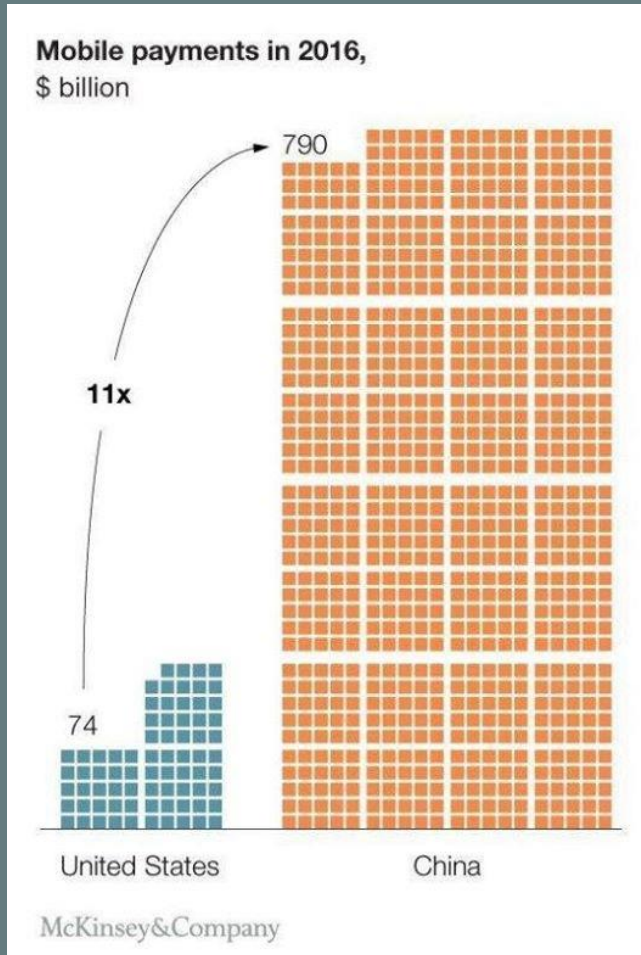


SOURCE: World Intellectual Property Organization, IP Statistics Data Center, February 2016. Compiled by PGPF.

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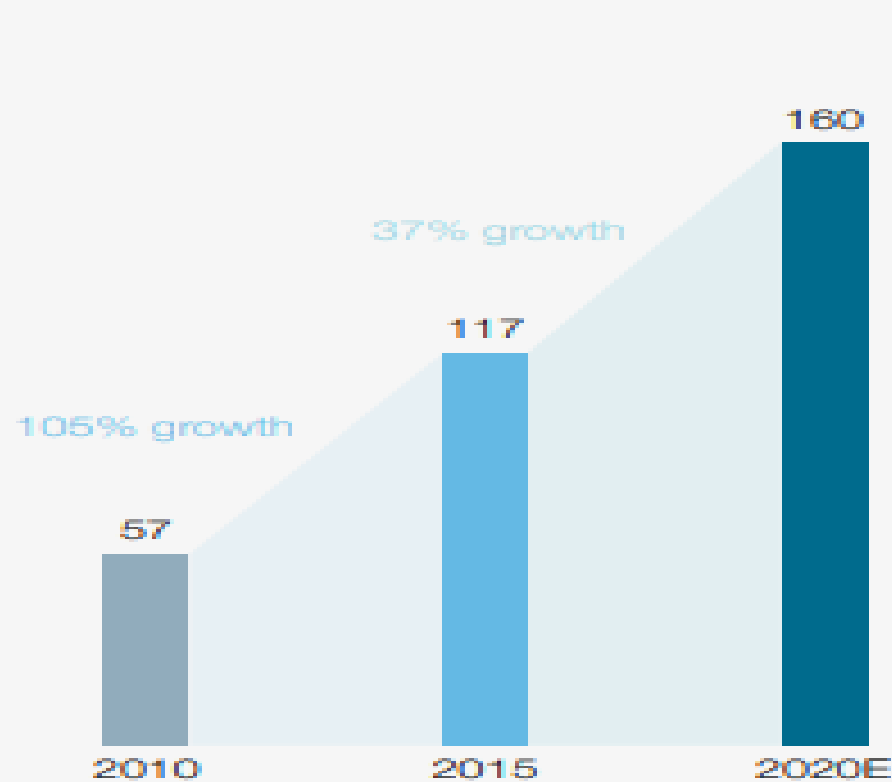
PGPF.ORG

China Is Already Ahead of the West in Mobile Payments



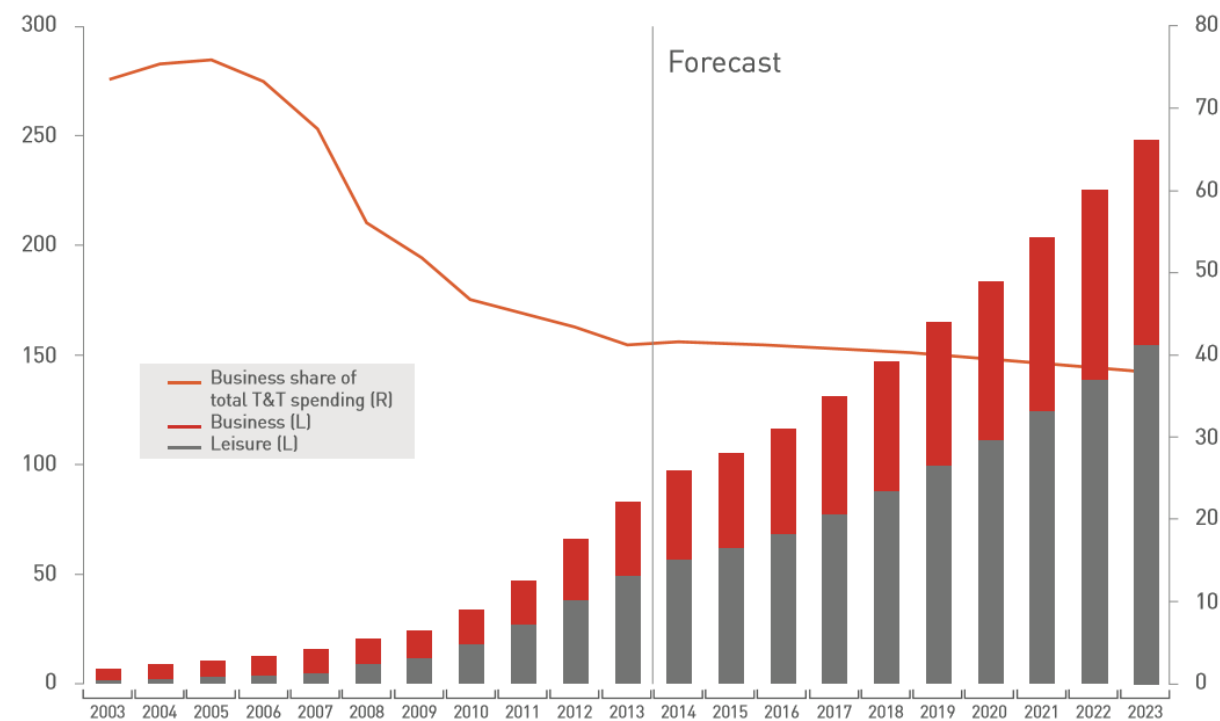
China's Outbound Tourism Boom

Number of China's outbound trips
Million



China travel and tourism spending by purpose of trip

Billion US\$



Source: IMF, UNWTO/ Ministry of Tourism, Tourism Economics

Other examples of China's growing significance

World's 10 largest container ports in 2018

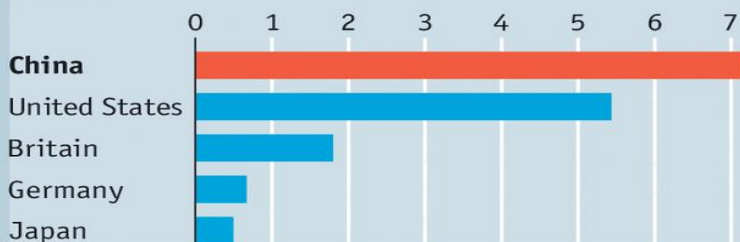
		MILLION TEUS	Y-O-Y CHANGE (%)
1	Shanghai	42.0	4.4
2	Singapore	36.6	
3	Ningbo	26.4	
4	Shenzhen	25.7	
5	Guangzhou	21.9	
6	Busan	21.6	
7	Hong Kong	19.6	
8	Qingdao	19.3	
9	Tianjin	16.0	
10	Dubai	15.0	

Source: Hong Kong Marine Department

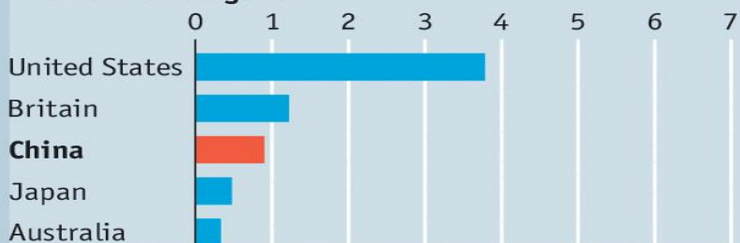
A good place to startup

Chinese venture-capital investment by technology, 2016, \$bn

Fintech



Artificial intelligence



Source: McKinsey Global Institute

Economist.com

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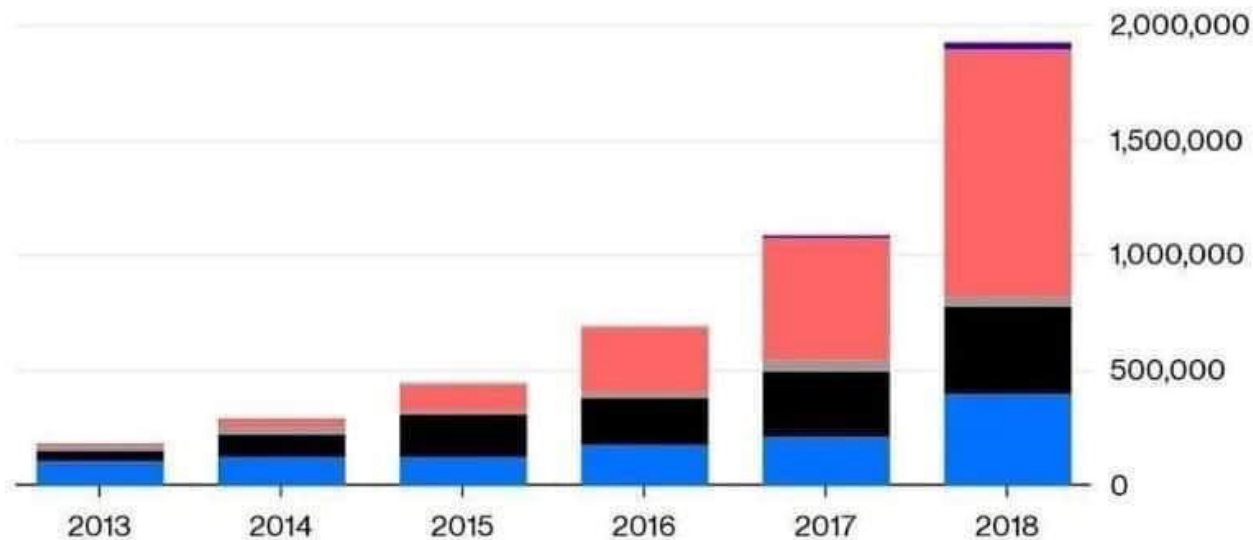
Virtual reality

Robotics and drones

Plugged In

China's share of electric-vehicle sales has grown exponentially in just a few years.

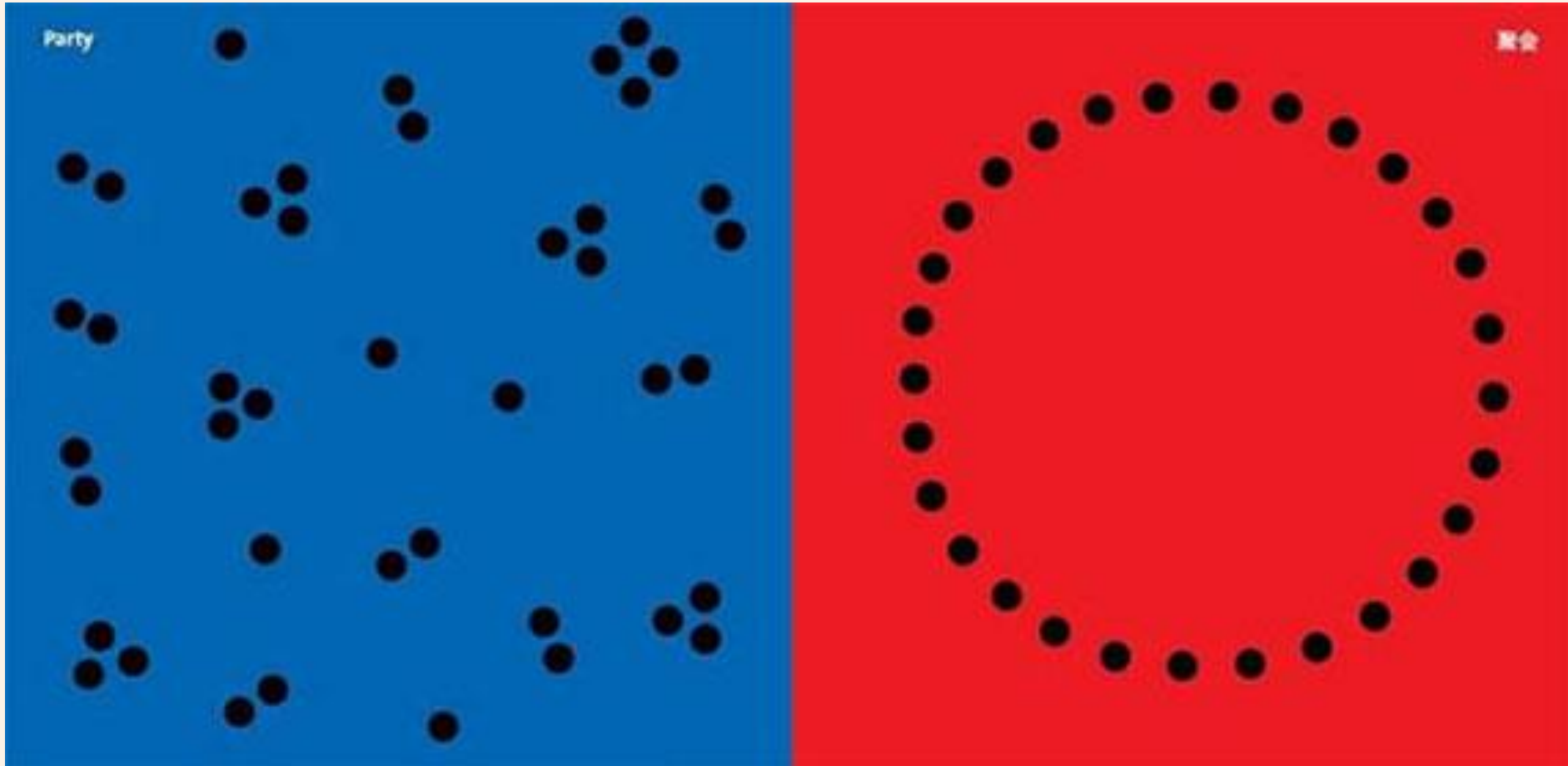
■ N. America ■ Europe ■ Japan ■ China ■ S. Korea ■ Others



Source: BloombergNEF

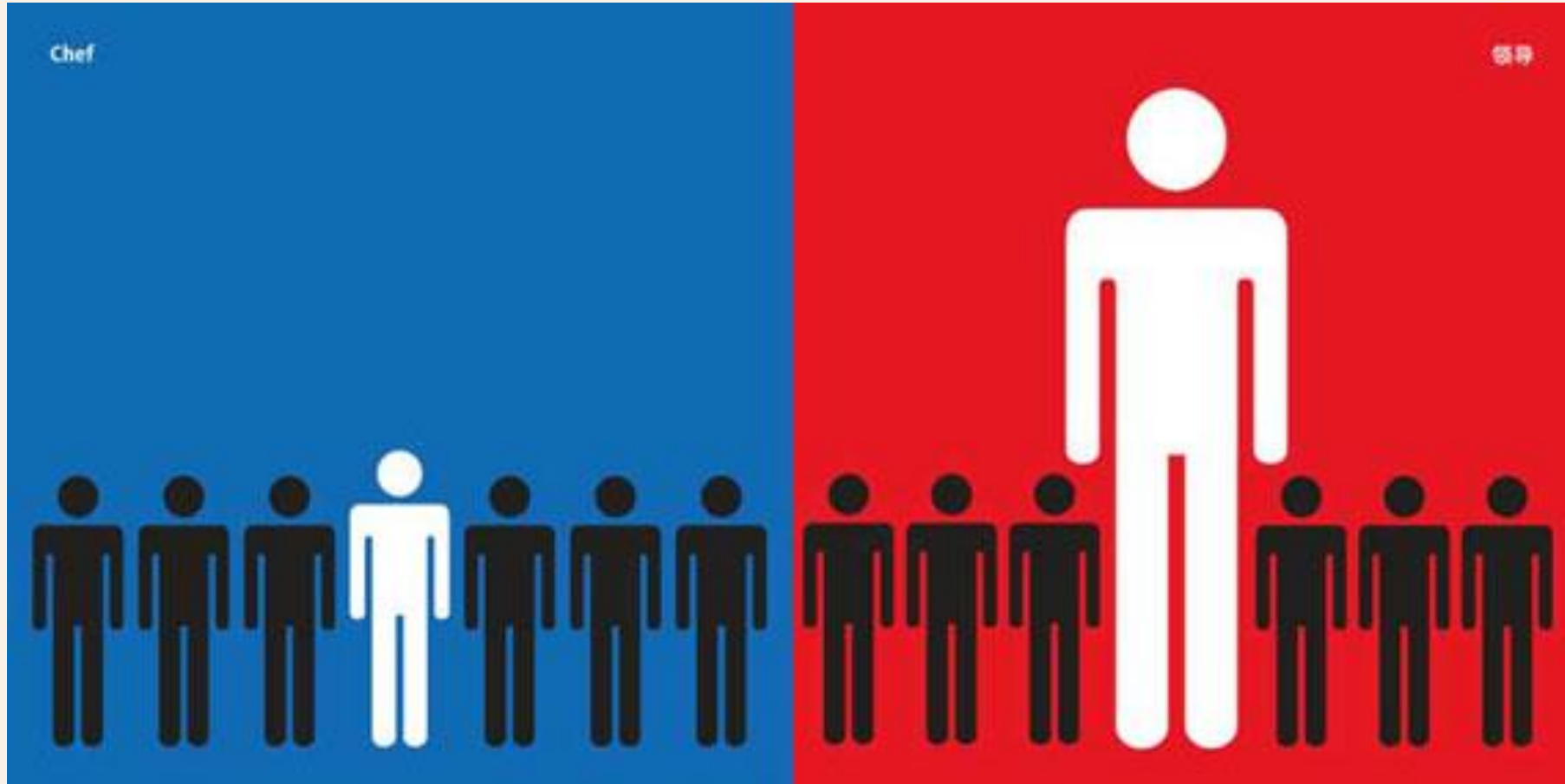
BloombergOpinion

Cultural Differences between West and China: Individual versus Collective

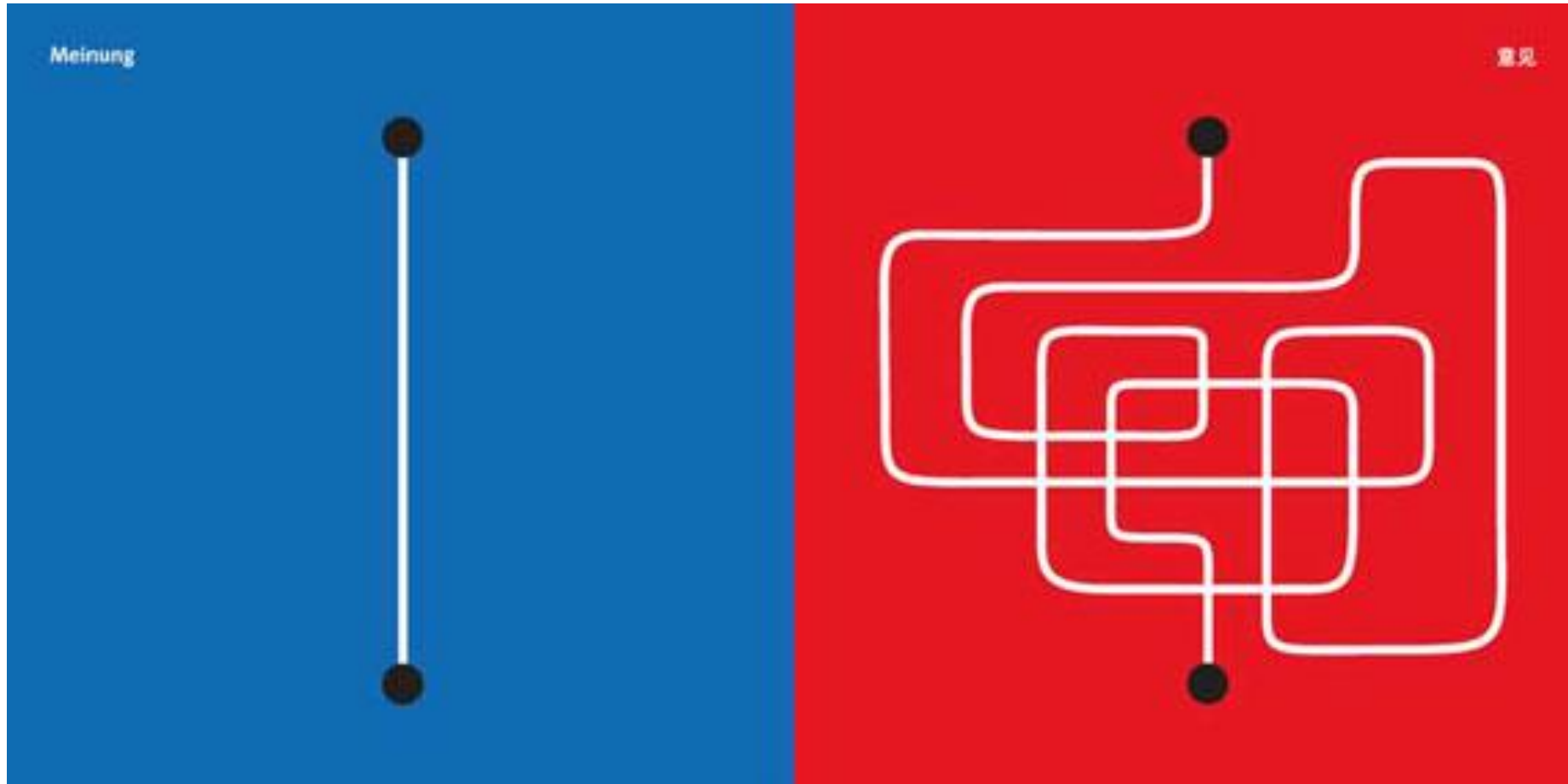


Cultural Differences between West and China:

Flat versus Hierarchical Organization



Cultural Differences between West and China: Direct versus Indirect Communication



GO TO CHINA FOR...

Study exchange for one semester or a full degree (in English)



An internship at a local or international company



Learning Chinese, traveling, etc. ...



SHORT-TERM MOBILITY



- ✓ Ideal for second-year (BA) students
- ✓ Stay for 10-14 days
- ✓ Visit 2-3 cities in China
- ✓ 3 typical periods throughout the year:
 - Autumn: Oct-Nov
 - Spring: March/April
 - Early summer: June/July

OUR PROGRAMS



IT



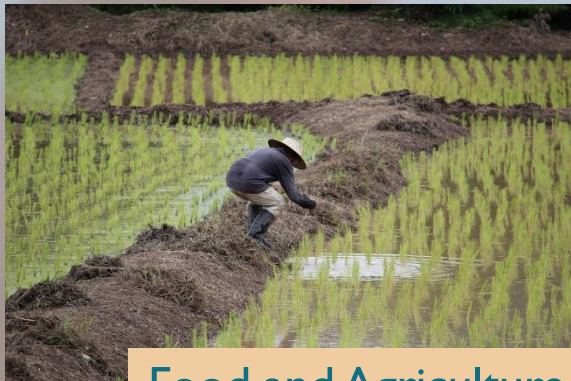
Hospitality



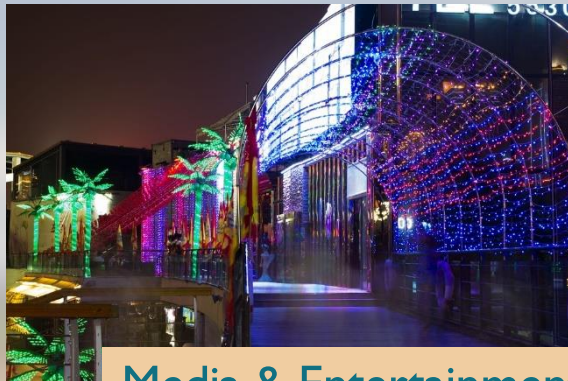
Entrepreneurship



Automotive



Food and Agriculture



Media & Entertainment



Logistics



Finance

PROGRAM SCHEDULE

Automotive	25/10/2019	26/10/2019	27/10/2019	28/10/2019	29/10/2019	30/10/2019	31/10/2019	1/11/2019	2/11/2019	3/11/2019	
	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
		Shanghai						Beijing			
	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10	
Morning	Departure	Arrival	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	
			Chinese Business Culture Workshop	Visit BYD Shanghai factory	Cultural activity (Mahjong)	Visit automotive consultancy	High-speed train to Beijing	Beijing Sightseeing (Forbidden City)			
Lunch		Lunch	Lunch	Lunch	Lunch	Lunch	Beijing Sightseeing (Great Wall)		Lunch		
Welcome and sightseeing (Longhua Temple)		Visit local dealerships and showrooms (BYD, NIO, Mercedes)	Tai Chi and sightseeing (Tianzifang)	Visit DIAS-SAIC GM factory	Free afternoon	Visit PT Expo (smart mobility)		Beijing Sightseeing (Hutongs)			
Dinner		Dinner	Dinner	Dinner	Dinner	Dinner	Dinner	Dinner			
Evening		Sightseeing (Bund at night)							Airport transfer		

PROGRAM ECTS

3 ECTS (1 ECTS \approx 25 learning hours)



- Preparation time (10h)
- Program time spent in China (40-50h)
- Post-program reflection (10h)



COSTS



- ✓ Basic price 1250-1500 EUR (p.p.)
- ✓ Actual price depends on:
 - No. of cities
 - Hotels vs hostels
 - Meals (breakfast included, lunch and dinner optional)
 - Workshop
- ✓ Visa (136 EUR) and flights (about 600 EUR)

CHINESE CULTURAL EXPERIENCE



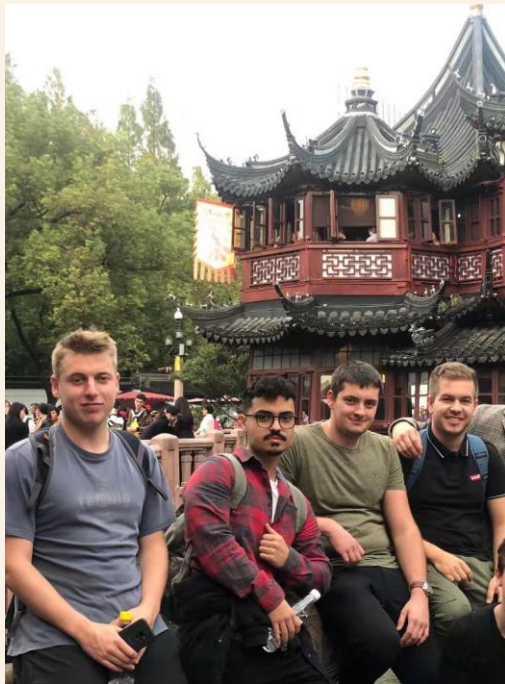
Explore China and experience the local culture while picking up some Chinese

SECTOR-SPECIFIC INSIGHTS



Learn about developments through company visits, lectures, workshops, projects and more

CHINA SIGHTSEEING



China has many world-famous cultural and historical sites to visit and see

THANK YOU!

 <https://www.hutong-school.com/china-educational-tours>

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