



Young Leaders to China: Innovation and Entrepreneurship

With investment in innovation and technology booming around the world, opportunities for young people to create, lead and innovate are greater than ever. How do we prepare for the emerging opportunities and challenges that China's economic development and Asia's growing presence continue to create?

In 2017, Confucius Institute Headquarters (Hanban) is putting innovation at the top of its agenda and launching the Confucius China Study Program (CCSP) **"Young Leaders Study Tour to China: Innovation and Entrepreneurship"**. Through joint collaboration with the University of International Business and Economics (Business Chinese Resource Development and Promotion Base), Shanghai Jiao Tong University (Double Demonstration Base), Hangzhou Normal University (Alibaba Business School) and other institutions, this unique opportunity will give young entrepreneurs the opportunity to learn from and engage with China's fast-moving innovation culture.

The program will take 40 outstanding participants from Australia, the United Kingdom and the U.S. on a tour of China (Shanghai, Hangzhou and Beijing), featuring:

- visits to successful star enterprises to observe innovative ideas and culture shaping, particularly those related to youth entrepreneurship, the internet, and operation and management of trading enterprises;
- in-depth exchange with entrepreneurs from Chinese hackerspaces, incubators and *chuangke* cafes to understand the emergence and development of China's youth entrepreneurship;
- visits to Chinese universities to attend lectures delivered by masters of Chinese commerce on the processes of globalization and localization, as well as traditional Chinese business culture; and
- face-to-face meetings with investors and experts who will draw on their real-world experience to share with participants advanced management concepts and methods.

The "Young Leaders to China: Innovation and Entrepreneurship" program will help participants expand their understanding of China's entrepreneurial landscape, as well as improve their business intelligence, cross-cultural communication and collaborative skills. The goal is to create mutually beneficial

ties between China and talented young entrepreneurs in The U.S., Australia, and the United Kingdom.

Program Dates:

July 2-15, 2017

Selection Criteria for Atlanta:

- Non-Chinese citizens residing in the U.S.
- Active Young Leader member of the World Affairs Council of Atlanta.
- No more than 35 years of age. Must be at least 18 years of age.
- Must be the principal partner/s of a start-up project (running for no more than five years); university students with a mature business plan; or winners of a national youth entrepreneurship contest in their respective country.
- Greater consideration will be given to the following key start-up areas/fields: Internet, international trade and business, sharing economy, cultural industry.

Note: Projects related to China will be given priority

Applications will be reviewed by a panel of experts assembled by the Confucius Institute and the World Affairs Council.

Application Procedure:

To apply, send completed Application Form, Supervisor Approval Form and supporting documents to Paulina Guzman at pguzman1@gsu.edu. Online form is available at the link below.

As part of your application, you must also create a 2-minute video to describe your entrepreneurship experience.

A selection committee will review applications and make their decisions based on overall strength of applicant, participation in the Council's Young Leaders, diversity, and experience. A total of 9 candidates will be selected to participate.

Application Due on Friday, May 12.

Applicant Supporting Documents:

1. Application Form (basic information, resume, essay question, video pitch, and list of references)
2. Supervisor Approval Form
3. Online Form: [CLICK HERE](#)

Cost:

Expenses in China are covered by the organizers (hotel accommodations, travel fees, ground transportation, meals, etc.) Participants are responsible for international travel (flights), visa application fees, and insurance costs.

Note: At the conclusion of the Study Tour, Hanban will select 10 participants as winners for their completed concept project and will be awarded full reimbursement of their return flights (economy class).

Trip Locations:**1. SHANGHAI – Science and Technology Innovation Centre**

As an international centre of economy, finance, trade and shipping, Shanghai is also at the forefront of promoting scientific and technological innovation. Implementing innovation-driven development strategy and striving to build a science and technology innovation centre with global influence, the city has more than 300 national, municipal and county-level development zones, industrial parks and high-tech parks.

2. HANGZHOU – “Internet +” Innovation City

Famous for its West Lake, Hangzhou hosted the 2016 G20 summit and is also the home of e-commerce giant Alibaba. In recent years, the city has rapidly mushroomed in such areas as the Internet of Things (IoT), life sciences and other high-tech companies. In spite of its already thriving economy and broader global economic downturn, Hangzhou not only counts itself among the “trillion-dollar GDP club”, but was also ranked first among China’s second-tier cities in GDP growth rate in the first half of 2016.

3. BEIJING – “China’s Silicon Valley” Zhongguancun

Situated in Beijing’s Haidian District, Zhongguancun is the vibrant technology hub dubbed China’s own Silicon Valley. Attracting some of the nation’s biggest Internet players with its prestigious universities and research facilities, Zhongguancun is China’s leading place for innovation and entrepreneurship. It is home to numerous science and technology companies, big business executives, angel investors and professional service personnel.

Trip Details (specific arrangements TBC):

The program provides pre-trip training for participants to help them set clear learning objectives for the Study Tour and to best achieve success in their business ambitions. They will be required to review and consolidate what they have learned, effectively showcase their ideas and business plans, as well as evaluate their learning experience and give feedback. The advisory group responsible for teaching and guiding participants throughout the Study Tour will be made up of successful entrepreneurs, start-up creators, venture capital experts, university scholars and industry experts.

Shanghai - Foreign Capital Headquarters, Science and Technology Innovation Center	
Innovative Entrepreneurs hip Course	<ol style="list-style-type: none">1. Innovative Transformation from Made in China to “Intelligently” Made in China (Liao Jun, Commercial Director of Celanese Greater China)2. Shanghai Innovation and Entrepreneurship Environment3. Policy Innovation in International Trade (FTA, Customs)
Chinese Business Culture	Cultural Conflict Management in Multinational Enterprises
Star Enterprise Visit	<p>Celanese (high-end plastics suppliers) / Huawei and Other Representatives of China’s Manufacturing Industry</p> <p>Shanghai Zizhu Hi-Tech Industrial Development Zone</p>
Real-World Exchanges	A forum will be held with Enlightenment Star Venture Camp and other innovative business park management to provide participants who intend to enter the Chinese market or engage in trade and entrepreneurship with diagnostic questions.

Hangzhou - "Internet +" Innovation City	
Innovative Entrepreneurship Course	<ol style="list-style-type: none"> 1. Chinese Characteristics of the "Internet +" Industry 2. "Internet +" Background of the Internet of Things and Logistics Industry 3. The "Internet" and Sharing Economy
Star Enterprise Visit	Visit to Alibaba headquarters, Hangzhou's Dream Town and featured companies of the cross-trade town.
Real-World Exchanges	<ol style="list-style-type: none"> 1. Face-to-face exchanges with Alibaba officials 2. Internet +, International Business and Sharing Economy participants to experience and study the cross-trade town
Beijing - Entrepreneurship in China	
Innovative Entrepreneurs hip Course	<ol style="list-style-type: none"> 1. China's opportunities and challenges in innovation and entrepreneurship (Zhu Hongwei, Investment Director of Qingyun Venture Capital) 2. Zhongguancun - China's Silicon Valley (Li Yan, Vice President of Zhongguancun Group) 3. Innovation Strategy and Leadership (Song Guoliang, National Championship Instructor at the 2015 "Internet +" Entrepreneurship Competition) 4. China's Youth Innovation and Entrepreneurship Status (Lian Si, author of "Yizu", Professor at the University of Foreign Trade) 5. Innovation and Development Opportunities in China's Cultural Industry (Kim Wenzhong, Director of Korean and Chinese Cultural Center)
Chinese Business	Chinese Traditional Business Culture and Modern

Culture	<p>Management</p> <p>China 's Localized Business Model</p>
Star Enterprise Visit	<p>Zhongguancun National Independent Innovation Demonstration Zone- science & technology, business, sharing economy, star enterprise</p> <p>718 Media Culture Creative Park Cultural Industry Star Enterprise</p>
Real-World Exchanges	<p>The participants of each business project or plan will receive one-on-one mentoring with professional entrepreneurs, as well as in-depth exchange with entrepreneurs behind Chinese business projects of a similar nature.</p>

For inquiries please contact Paulina Guzman at 404-413-7030 or pguzman1@gsu.edu