

INTERNATIONAL WEEK

Hong Kong & Macau

19-25 November, 2023

Exploring Business in China



**Porto
Business
School**

/ University of Porto



Make change happen

Exploring Business in China

Hong Kong & Macau

As a thriving economy, vast consumer base, and a fast-changing business landscape, China presents an exceptional opportunity for entrepreneurs and companies seeking to expand their horizons.

Exploring business in China unveils a captivating journey into a vibrant and influential economy, while the unique business landscapes of Hong Kong and Macau provide additional insights into global trade and finance.

By immersing oneself in these diverse environments, individuals acquire valuable insights and equip themselves to thrive in the interconnected global economy.



International Week in Hong Kong & Macau

The International Week in Hong Kong & Macau provides an immersive learning experience about business and management in one of the world's most important economies - China - as well as in a top global business school.

The International Week in Hong Kong & Macau is offered in collaboration with CUHK Business School at the Chinese University of Hong Kong, a leading university in Asia which enjoys global recognition.

Its Executive MBA is ranked 24th worldwide and number 1 in Asia Pacific on Alumni's Career Progress, according to the Financial Times Executive MBA Ranking 2022.



International Week in Hong Kong & Macau

This International Week encompasses some sessions on Emerging Technology in China, Chinese Economy, Digital Retail in China, E-commerce, Digital Marketing, and Customer Engagement.

By visiting different corporations and attending executive seminars, you will have the opportunity to interact with their managers and understand more from their industry's perspective. In addition, the Macau trip provides a first-hand experience in learning about businesses in Macau and the Chinese culture by interacting with local Chinese company representatives. In turn, the Macau cultural tour allows you to experience the historical and local side of this fascinating city.

Throughout this programme you will also engage in several networking opportunities to meet peers from the Chinese University of Hong Kong.



SCHEDULE (subject to change)

Monday 20th November	Tuesday 21st November	Wednesday 22nd November	Thursday 23th November	Friday 24th November
<p>08:30 Meet at hotel lobby & Group photo</p> <p>08.45 – 09.00 Welcome Remarks</p>	<p>09.00 – 09.30 Check out hotel</p>		<p>09.00 – 09.30 Check out hotel</p>	
<p>09.00 – 12.00</p> <p>Lecture: Emerging Technology in China Speaker: Dr. Toa Charm</p> <p>Synopsis: Macro Trends of TECH in China, Start- up Ecosystem in China, Corporate Innovation and Intrapreneurship in China</p>	<p>09.30 – 11.30</p> <p>Lecture: Chinese Economy Speaker: Prof. Terence Chong</p> <p>Synopsis: What has China historical performance been over last 3-4 decades? How can we explain the impressive China's economic development? What would the impact be of any economic isolation by the west mean to China?</p> <p>11:30 Depart for Macau</p>	<p>09.00 – 13.00</p> <p>Masterclass: Latest development in the Greater Bay Area, its challenges & opportunities</p> <p>University of Macau</p>	<p>09.00 – 12.00</p> <p>Corporate/Institutional Visit</p> <p>(Meet with the senior managment team to understand company's background, business environment and how to sustain their competitiveness of doing business in China)</p>	<p>09.00 – 12.00</p> <p>Lecture: Creating a New Market in China Speaker: Prof. Howard Lam</p>
<p>12.00 – 13.30 Lunch</p>	<p>13.30 – 15.00 Lunch</p>	<p>13.00 – 14.00 Lunch</p>	<p>13.00 – 14.30 Lunch</p>	<p>13.00 – 14.00 Lunch</p>
<p>14:00 – 17:00</p> <p>Visit to InvestHK</p> <p>(Meet with the government representatives to learn more how to attract and retain foreign direct investment which is of strategic importance to the economic development of Hong Kong)</p>	<p>15.00 – 18.00</p> <p>Cultural sightseeing tour</p> <p>(Macau tower, Rua Do Cunha, Senado Square, Ruins of St. Paul's, Guia Fortress)</p> <p>Check-in hotel</p>	<p>14.00 – 17.00</p> <p>Corporate Visit</p> <p>(Meet with the senior managment team to understand company's background, business environment and how to sustain their competitiveness of doing business in China)</p>	<p>14.00 – 17.00</p> <p>Return to Hong Kong & Check in hotel</p>	<p>14.00 – 17.00</p> <p>Getting to know Hong Kong</p> <p>– Cultural Experience (individually)</p>
<p>Hotel: Hyatt Regency Shatin, Hong Kong</p>	<p>Hotel: Sofitel Macau</p>	<p>Hotel: Sofitel Macau</p>	<p>Hotel: Hyatt Regency Shatin, Hong Kong</p>	<p>Hotel: Hyatt Regency Shatin, Hong Kong</p>

Doing Business in China

Examples of business visits:

- Invest Hong Kong
- Hong Kong General Chamber of Commerce
- ICBC Macau
- University of Macau Smart City Lab
- City of Dreams Macau

Examples of cultural visits:

- Victoria Peak by peak tram
- Victoria Harbour by ferry
- Avenue of Stars
- The Big Buddha
- Ngong Ping 360
- Ten Thousand Buddhas Monastery
- Nan Lian Garden
- Hong Kong Observation Wheel
- Man Mo Temple



CUHK Business School

Since 1963 the CUHK Business School has led the business education landscape in Hong Kong and Asia by training high-achieving graduates who are leading and shaping the global business landscape. The CUHK Business School was the first in Asia to offer a full suite of BBA, MBA, and Executive MBA programmes. Today, CUHK world-class faculty and groundbreaking research continue to empower leaders, entrepreneurs and social agents, enhanced by its solid network of more than 35,000 alumni.



About CUHK Business School

A global institution in Hong Kong that embraces innovation, fosters entrepreneurial mindsets and social responsibility, and nurtures deep connections to the Pearl River Delta region.

Accreditations



Rankings



#64 in Global MBA 2023
#29 in Masters in Finance pre-experience 2023
#24 in Executive MBA 2022



#12 in Asia
#47 in the world



#6 in Asia
#45 in the world



#1 in Asia (2016-2019)



#17 in the world among the most international Universities



#2 in Hong Kong



#1 in Hong Kong
#53 in the world



#2 in Hong Kong
#86 in the world

Programme starts:	19th November
Programme finishes:	25th November
Investment:	€4400 €3960 for Porto Business School students and alumni * Special conditions for groups
Included on the price:	<ul style="list-style-type: none"> • Tuition • University certificate (CUHK) • Hotels <ul style="list-style-type: none"> 4 nights at Hyatt Regency Hong Kong, Shatin (single room, mountain view with daily breakfast and internet) – or similar 2 nights at Sofitel Macau at Ponte 16 (single room, mountain view with daily breakfast and internet) – or similar • Daily coffee & tea, refreshment • 1 welcome group lunch • Group transportation for some corporate visits • Networking with CUHK students • Cross-border transfer (HK-Macau-HK) • 1 Group Lunch & sightseeing tour with English speaking guide in Macau • Basic travel assistance insurance
Applications available until	3rd November
For more information, please contact our International Development Office	<p>Sandra Fernandes sfernandes@pbs.up.pt +351 934 500 491</p> <p>Mariana Mexia mmexia@pbs.up.pt +351 932 000 161</p>

READY TO MAKE CHANGE HAPPEN?

Welcome abroad with Porto Business School!