

PROGRAM: VDZ Digital China Tour 2018

(as of 28 May 2018, SUBJECT TO CHANGE)



Sunday 10th June



Individual arrival at hotel and check-in

4.00 pm Meet in hotel lobby - Hotel Indigo Shanghai on The Bund
No.585 Zhong Shan Dong Er Road | Huangpu District | 200010
上海外口茂口大酒店 中口上海口浦路199口 口政口 : 200080

4.15 pm Sightseeing Tour - to be confirmed

6.00 pm Welcome Dinner - Puben by Jereme Leung
No.2 Wharf Warehouse, 5/F No.579 Waima Road Laomatou
Huangpu District | 200010
外口路579口沃弗2口口5口, 近新口口街

Opening presentation: Introduction China
Fabian von Heimburg, Co-Founder & Managing Director,
Hotnest Ltd.

Monday 11th June



7.45 am Meet in hotel lobby - Hotel Indigo Shanghai on The Bund

8.30 am Briefing at Delegation of German Industry and Commerce 29/F
Gopher Center No. 757 Mengzi Road,
Wuliqiao Sub-district Huangpu District | 200023
德口工商大口代表口 | 北京 | 上海 | 广州

AHK Greater China, which is part of the German Chambers of Commerce Worldwide Network (AHK), represents Sino-German bilateral business interests and offers comprehensive services through its business and membership platforms.

Welcome & General Introduction into the Market in China
Simone Pohl, Delegate and Chief Representative of Delegation,
German Industry and Commerce Shanghai

Social Networks, Online Advertisement, E-Commerce
Michael Zahn, Head Media & Communication, German Industry and
Commerce Shanghai

Introduction Online/ Digital Publishing in China
Dr. Evelyn Engesser, General Manager,
UNICEPTA Competence Center Asia Pacific

Q & A Session

Tour Contact: Jennifer Panse: +49 151 70424510

PROGRAM: VDZ Digital China Tour 2018

(as of 28 May 2018, SUBJECT TO CHANGE)

**11.00 am JadeValue/ CashBUS**

No. 18 Dong Yuan Road | Lujiazui | Pudong Xinqu | 200120
上海市浦□新□□□路18□9□

CashBUS is a microfinance company, established in 2014 and headquartered in Shanghai, offering small short-term micro and installment loans for the underbanked in China. JadeValue is a fintech investor and incubator started by CashBUS. They provide outstanding Fintech startups with the capital, advisory and network they need to reach their next level.

Relevance: Being one of the fastest growing FinTech companies in China and now very active on the global VC stage, CashBUS/JadeValue are in a perfect position to talk about how FinTech is impacting the world and what we specifically can learn from China, both from a regulation and innovation perspective.

Meeting with: Johan Uddman, Vice President

12.30 pm Lunch - to be confirmed**2.30 pm musical.ly**

No. 436 Jumen Road

musical.ly is a global video social network app, founded in Shanghai. In 2017 musical.ly reached over 200 million users, becoming one of the largest social media platforms used by teens around the world. Later that year, musical.ly was acquired by Bytedance for 1 billion USD.

Relevance: Probably the most popular app among teens in the West, there are many things to learn from musical.ly. Both how current teen behaviour in the West is, but also how a Chinese team managed to be competitive on the global stage.

Meeting with: Helen Stefan, Germany Operations

5.00 pm Introduction to WeChat
Joseph Leveque, Co-founder 31 Ten & China Digital Strategy Consultant

6.00pm Introduction and e-commerce China
Tom Xiong, founder Move Shanghai

6.30 pm Digital Transformation for international companies
Ananth Devarajan, former Head of Digital Starbucks

7.00 pm Dinner - to be confirmed

PROGRAM: VDZ Digital China Tour 2018

(as of 28 May 2018, SUBJECT TO CHANGE)



Tuesday 12th June



6.15 am Meet in hotel lobby - Hotel Indigo Shanghai on The Bund

10.00 am **Alibaba**

699 Wang Shang Road | Binjiang District | Hangzhou | 310052
 中 杭 州 市 江 商 路 699

With a market cap well over 500 billion USD, Alibaba have shown both how huge the Chinese market is but also how you build a conglomerate controlling everything from e-commerce to FinTech and video advertising.

Relevance: The fascinating story of Alibaba is currently capturing the interest of the world. Seeing how they operate and how brands become dependant on their platforms shows how the ecommerce industry in Europe might change very soon.

Visit at HEMA supermarket store - Alibaba Group



Alibaba's Hema supermarkets have launched 24-hour delivery services in a move to bolster the brand's 'new retail' services. The new retail-driven supermarket is the purest manifestation of Alibaba's ambitions to marry online with offline, offering consumers a "more efficient and flexible" shopping experience

Meeting with: A selection of several Alibaba managers,
 e.g. **Quintus Dienst**, Senior International Business Development Specialist

2.00 pm Bus transfer to hotel

6.15 pm Meet in lobby

7.00 pm **Reception at Consulate of Germany**

Consulate General of the Federal Republic of Germany
 181 Yongfu Lu, Xuhui District | 200031
 永福路181



PROGRAM: VDZ Digital China Tour 2018

(as of 28 May 2018, SUBJECT TO CHANGE)



Wednesday 13th June

喜马拉雅

7.45 am Meet in hotel lobby - Hotel Indigo Shanghai on The Bund

9.00 am Ximalaya
address to be confirmed

Ximalaya is the largest audio based media platform in China with over 400 million registered users. It is the most famous platform for Chinese users to listen to podcasts, audiobooks and more.

Relevance: Being one of the frontiers of the New Media Industry in China, Ximalaya have chosen a successful track without doing anything related to written content.

Meeting with: Stanley Yuan, CEO Otto Radio

mobike

12.00 am Mobike
No.200 Tianlin Road | Shanghai | 200233
上海市徐□□

Mobike is a bike sharing service to fulfil urban short trips - anytime, to any legal parking destination - by combining innovation and today's IoT (Internet of Things) technology.

Relevance: Mobike provides an affordable means of shared transportation for convenient short urban trips, while reducing congestion, and our city's carbon footprint. Mobike is green, reduces congestion, and continually strives to improve the quality of city life.

Meeting with: **Georgie Yexley**, Global Social Media Manager
Luke Schoen, Global Communications Head

1.30 pm Lunch - to be confirmed

3.00 pm Tezign
No. 388, Madang Road

Tezign.com is a technology company that uses big data and intelligent matching technology between 4,000+ corporate customers and tens of thousands of designers and creators. Tezign received Series A funding in 2016 led by Sequoia Capital.

Relevance: Founded by one of the most famous AI personalities in China, Tezign is in the intersect between the creative marketing industry and the technology led AI industry, offering interesting perspectives on the development of both.

4.00 pm Wrap-up and end of tour



Tezign | 特赞