CREATIVITY, INNOVATION & ENTREPRENEURSHIP IN CHINA: DOOR TO NEW OPPORTUNITIES IN GUANGDONG-HONG KONG-MACAU

JUNE 14 - JULY 4, 2020

A CREDIT-BEARING PROGRAMME ALLOWS YOU TO GAIN IN-DEPTH UNDERSTANDING OF THE ECONOMIC DEVELOPMENT AND LATEST TREND OF BUSINESS, ECONOMY, CREATIVITY, INNOVATION AND ENTREPRENEURSHIP IN CHINA'S GREATER BAY AREA

HTTPS://WWW.FBE.HKU.HK/CIEC/
ABOUT THE PROGRAMME

"Creativity, Innovation & Entrepreneurship in China (CIEC): Door to New Opportunities in Guangdong, Hong Kong and Macau” Programme is a summer exploration programme launched by the Faculty of Business and Economics, The University of Hong Kong (HKU FBE).

Students from around the world will participate in this programme which takes place in Hong Kong, Macau, Shenzhen and other regions in the Greater Bay Area of Mainland China. CIEC aims to provide the younger generation with an in-depth understanding of the economic development in Hong Kong and Mainland China, as well as the latest trend of business, economy, creativity, innovation and entrepreneurship in the Greater Bay Area. It also offers participants with a unique insight into the latest business and cultural development of China through the firsthand experiences of the key regions in the Greater Bay Area.

Apart from formal lectures, guest talks, company and university visits, group projects, discussions and presentations, networking events among HKU students, international students, scholars and industry partners will also be arranged.

The list of firm visits and guest talks for the 2019 programme can be viewed in the programme website.

COURSE OUTLINE

Innovation-driven Economy, Business and Entrepreneurship in China and HK (12 credits)

With Global China exposure set to reach new heights, the programme aims to build up students’ knowledge on value-creation and management at the innovation and technology hub fostered in the Greater Bay Area – a leading force for national innovative development. This course is to provide students with an overview of the economics, cultural and innovation environment in the region, as well as the key skillsets and mentality applied by the corporates and start-ups.

It aims to build up students’ understanding of the strategic relationship among Hong Kong, Shenzhen and the other cities and towns in the Greater Bay Area, and the specific economic developments driven by the innovation, pioneering technology and their applications: Artificial Intelligence (AI), 5G, Internet of Things (IoT) and Blockchain. The topics of Smart City, FinTech, Digital Transformation and Social Innovation will also be discussed where many businesses in the region have been building on. The Venture Capital’s perspective will also be covered to complete the business picture in the regional and national scene in China.

Case studies are to be used for students’ learning and reference: cross-disciplinary innovation trends led by the internet and tech giants will be studied, and innovation management skillsets practiced – design thinking, financial planning and business model, and team organization & management, digital marketing – addressing both the national and the global market.
1. Overview – Economy, Innovation and Value-creating Entrepreneurship
- Economics of Innovation and Entrepreneurship
- Innovation Revelation: The Case of Hong Kong and Mainland China
- Value-generated Innovation Strategy and Culture in the Bay Area: US vs China

2. Strategy and Skillset for Innovation and Entrepreneurship
- Design Thinking: Stakeholders-centered disruptive innovation and corporate application (possible group project derived from this session)
- Innovation Strategy: Start-up strategies, planning, risk and growth
- Innovation Strategy: Corporate challenges, transformation and growth
- Financing Strategy: Business model, funding strategies and investors/shareholders’ value
- Entrepreneurship Strategy: Venture capital perspective
- Entrepreneurship Strategy: Knowledge and technology transfer and team management

3. Innovation and Pioneering Technology-driven Economy
- Technology Development Focus in China
- Blockchain: Social and Economic Impact
- Smart City and Internet of Things (IoT)-driven Digital Transformation
- Cultural and Creative Industries

Step 1: Application Period [January 1 - March 15, 2020]

Step 2: Announcement to successful applicants [Early April 2020]

Step 3: Submit programme fee and other necessary documents

Step 4: Visa Application

Step 5: Programme Period
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<th>Hong Kong</th>
<th>Macau</th>
<th>Mainland China</th>
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<tr>
<td>Tuition of 12 HKU Credits</td>
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<td>Meals</td>
<td>Orientation Party Opening Ceremony</td>
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*** Participants are required to pay for their own transportations between their home countries and Hong Kong as well as their study visa application fees. ***

*** HKU FBE students enjoy a special programme discount. For details, please refer to the leaflet. ***

**ELIGIBILITY**

- Passionate in developing a deeper understanding of China and the Greater Bay Area in particular
- University students in any discipline
- Proficient in English
- Chinese language is not necessary*
- Prior study in economics or business is not necessary

* Some firm visits might be conducted in Mandarin. Translation will be arranged for participants who are in need.

**APPLICATION PROCEDURE**

Interested students please submit online application at [https://www.fbe.hku.hk/ciec/application_procedures.html](https://www.fbe.hku.hk/ciec/application_procedures.html)

Applicants are required to upload the following documents in the online application form:

1) A passport-size photo (300dpi in JPEG format)
2) Proof of English proficiency (e.g. IELTS, TOEFL, for students who are NOT a native English speaker nor attending English-medium University)
3) Most updated resume
4) Most updated university transcript
5) 300-word personal statement in English on “Why are you interested in joining the programme?” & “How will the programme enhance your personal and professional development?”

**APPLICATION DEADLINE**

**March 15, 2020**

**EARLY BIRD OFFER**

USD4,700 UNTIL FEBRUARY 9, 2020

Note
1. All required documents must be submitted by the application deadline. Late / Incomplete applications will not be accepted.
2. The Faculty of Business and Economics, The University of Hong Kong reserves the right to cancel the programme should there be insufficient enrollment or any unforeseen circumstances.
3. In any case, students are strongly recommended to make their own insurance arrangements throughout the entire period of the programme. Students will be responsible for their own medical and dental costs during the programme.
CIEC was a once-in-a-lifetime experience as I was able to go to multiple cities within the Greater Bay Area to explore start-ups and corporates that integrated innovation into their companies. Definitely one of the best experiences I had at HKU!

CHOO LUANA YUE FEN
The University of Hong Kong, Hong Kong
2019 Participant

CIEC was a fantastic programme which provided me with the opportunity to visit a number of big-name companies and to meet with representatives from innovative start-ups. It offered me a taste of the real entrepreneurial mindset which was definitely a useful experience to facilitate my future career.

TAN TIXUAN
The University of Hong Kong, Hong Kong
2019 Participant

CIEC provided a fantastic insight into the life and development in Greater Bay Area of Mainland China. Interacting with business representatives from different industries and students from all around the world helped me to gain a better understanding of the development of modern China. The programme also opened my eyes to another world of opportunity and business. I’m sure I’ll be back in not too long!

STEVEN VUONG
King’s College London, United Kingdom
2019 Participant

CIEC was definitely a valuable experience and memory for me where I gained friendship, knowledge and self-improvement. The Programme Directors, Mr. Joseph Chan and Dr. Jing Li, provided us with lots of wonderful insights towards the Greater Bay Area and the new leading area in the Fintech and Economic areas. They also inspired participants to expand our mind towards innovation and to understand the growth of the start-up business by learning from renowned enterprises and incubators within the Greater Bay Area.

XIE ZIHAO
Australian National University, Australia
2019 Participant
ABOUT CHINA'S GREATER BAY AREA

Over the past few decades, China has been transforming from an agricultural economy into a manufacturing powerhouse. She is now in the midst of transition towards a service-driven economy. The China's Greater Bay Area initiative is ambitious in transforming the southern region of China, one of the most economically vibrant regions of China, into an international technology and innovation centre.

The Greater Bay Area comprises the two Special Administrative Regions of Hong Kong and Macau, and the nine municipalities of Guangzhou, Shenzhen, Zuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing in Guangdong Province. By leveraging the comparative advantages and unique strength of every Greater Bay Area city, for example, Shenzhen, one of the world’s leading high-tech innovation centres; Hong Kong, one of the world’s freest economies with top world-class financial and professional service industries; and Guangzhou, one of China’s most important manufacturing hubs, as well as deepening cooperation and collaboration amongst cities, the Greater Bay Area will become a technology innovation hub rivalling Silicon Valley.
ABOUT THE UNIVERSITY OF HONG KONG

Established in 1911, the University of Hong Kong (HKU) is the oldest tertiary education institute in Hong Kong and also an internationally recognised, research-led, comprehensive university. As a leading international university in Asia, HKU strives to attract and nurture outstanding scholars and students from around the world. HKU has over 220,000 alumni around the globe. Embracing the University’s motto, Sapientia et Virtue (Wisdom and Virtue), students and alumni continue to make positive impact and contribute to the well-being of the community.

ABOUT FACULTY OF BUSINESS AND ECONOMICS

The Faculty of Business and Economics strives to nurture first-class business talents and to foster both academic and applied research to serve the needs of Hong Kong, China and the rest of the world in the fast-changing global economy. We engage leading scholars from the world to instil students with global knowledge, bring a wide range of high-quality degree programmes that are tailor-made to suit business education needs.

GENERAL ENQUIRIES

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