ABOUT CHINA’S GREATEST 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, Zhuhai, Foshan, Huizhou, Dongguan, Zhaoqing, Jiangmen and Foshan all in Guangdong Province. By leveraging the comparative advantages and unique strengths of each Greater Bay Area city, for example, Hong Kong’s financial services, high-quality education and world-class R&D facilities; Shenzhen’s advanced R&D, high-technology industry and dynamic innovation scene; 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 creating 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-recognized, research-led, comprehensive university. As a leading international university in Asia, HKU strives to attract and retain top academic, administrative and managerial talents and students from around the world. HKU has over 220,000 alumni around the globe. Embracing the University’s motto “Serena et Virtutem” (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 local, 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.

VISION AND MISSION

**Vision**
To be a leading, globally impactful academic institution of business and economics.

**Unique Proposition**
The Faculty is deeply rooted in Hong Kong, fully engaged with China, and truly international.

**Mission**
- To provide world-leading business and economics education that nurtures dynamic and responsible leaders.
- To advance the frontiers of knowledge through innovative and globally-significant research.
- To create positive change in the world by partnering with communities.

CREATIVITY, INNOVATION & ENTREPRENEURSHIP IN CHINA: DOOR TO NEW OPPORTUNITIES IN GUANGDONG-HONG KONG-MACAU
JUNE 23 - JULY 14, 2019

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

https://www.thesunhk.edu.hk/cce
Creativity, Innovation & Entrepreneurship in China (CIEC). Door to New Opportunities in Guangdong, Hong Kong and Macau. "Programme is a summer exploration programme of the Faculty of Business and Economics, The University of Hong Kong (HKU FBE).

Students from around the world participate in the programme which takes place in Hong Kong, Macau, Shenzhen and other regions in the Greater Bay Area in Mainland China. CIEC aims to provide the participants with an in-depth understanding on the economic development in Hong Kong and China as well as the latest trend of business, economics, creativity, innovation and entrepreneurship innovation in the Greater Bay Area. It also allows participants with a unique insight into the latest business and cultural development of China and at the same time provides an opportunity to experience Chinese culture.

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.

**Course Outline**

**Course Title:**

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

This course is to provide students with an overview of the finance, creative and innovation environment in the region, as well as the key skills and mentality to be applied by the corporate and start-ups.

It aims to build up students’ understanding of the strategic relationship among Hong Kong, Shenzhen and the other regions of the Greater Bay Area, and the specific economic developments driven by the innovation and pioneering technology. It will cover the topics of Smart City, artificial intelligence, blockchain technology and the impact on business and economy. The topic of smart cities and artificial intelligence will be combined with the venture capital market and the impact on the region's economy.

Case studies are used to elaborate on students’ learning experience, covering diverse trends in management and the skills that will be applied in the course. The case studies include technologies and management methods developed in China and the Greater Bay Area.

The programme will cover the following topics:

1. Overview – Economy, Finance and Value-creating Entrepreneurship
   - Innovation Support and Culture – Greater Bay Area, Shenzhen and HK
   - Value-creation Innovation Strategy and Culture: Bay Area (US) vs Greater China (Mainland)

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, technology, innovation and growth – from Hong Kong to the Greater Bay Area
   - Financing Strategy: Business model, funding strategies and investors’ value
   - Entrepreneurship Strategy: Venture capital perspective
   - Entrepreneurship Strategy: Knowledge and technology transfer and team management

3. Innovation and Pioneering Technology-driven Economy
   - Development Focus in China: Artificial Intelligence (AI), Quantum information, Mobile Communications, Internet of Things (IoT) and Blockchain
   - Social and economic impact
   - Internet of Things (IoT)-Driven Technology Trend and Impact
   - Sustainability and Smart City

Programme Fee

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**Eligibility**

- Passionate in developing a greater understanding of China and the Greater Bay Area in particular
- University students in any discipline
- Proficient in English
- Have completed secondary and tertiary studies
- Prior study in economics or business is not necessary

**Application Procedure**

Interested students please submit online application at the following link: [application form](https://www.fbe.hku.hk/ciec)

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

1. A passport-size photo (300dpi in JPEG format)
2. A proof of English proficiency (e.g. IELTS, TOEFL), for students who are NOT a native English speaker and attending English-medium universities
3. Most updated resume
4. Most updated university transcript
5. A personal statement in English on why you are interested in joining the programme? & "How will the programme enhance your personal and professional development?"

**Scholarship Available Now**

Students who are interested in applying for the Programme Fee Scholarship, please click on [application form](https://www.fbe.hku.hk/ciec) for further details.

**Contact Information**

CIEC Website: [https://www.fbe.hku.hk/ciec](https://www.fbe.hku.hk/ciec)

E-mail: ciec@hku.hk

Tel: (+852) 3917 4864 / (+852) 3917 1688

Website: [www.fbe.hku.hk](http://www.fbe.hku.hk)