

Executive Learning Expedition to SHENZHEN



Discover Innovation, Disruption & Strategic Growth in the
World's Fastest-Changing Market

8 - 11 SEPTEMBER 2025





Executive Immersion at a Glance

In an era defined by unprecedented disruption, geopolitical shifts, and technological acceleration, the imperative for business leaders is clear: adapt swiftly, innovate boldly, and anticipate what's next. Few places embody this imperative better than Shenzhen—a city that has rewritten the rules of economic transformation, evolving from a quiet fishing village into the world's most dynamic innovation hub in just 40 years. Today, it is the beating heart of China's tech revolution, home to industry giants, agile disruptors, and visionary incubators that are redefining the future of global business.

The **SIDC-IMD Learning Expedition to Shenzhen** is a **transformative 3.5-day executive experience** designed to decode the secrets behind China's innovation dominance. Far beyond a conventional study tour, this programme immerses senior leaders in Shenzhen's unique ecosystem—where policy, technology, and entrepreneurial ambition converge at lightning speed. Participants will:

- **Gain exclusive access** to corporate powerhouses and high-growth disruptors, engaging directly with C-suite executives and innovation pioneers.
- **Witness the “Shenzhen Speed”** firsthand—the rapid prototyping, fearless experimentation, and hyper-efficient scaling that define China's tech ascent.
- **Master actionable frameworks** on digital transformation, industry convergence, and resilient leadership—tested in the world's most competitive market.

From AI and 6G to next-gen manufacturing and consumer tech, the expedition explores the **cutting-edge technologies and business models** reshaping industries worldwide. It also unpacks China's macroeconomic playbook, offering strategic clarity on how policy, culture, and ambition fuel its growth—and how these insights can be adapted for global markets.

For leaders seeking to **future-proof their organisations, unlock innovation, and navigate Asia's opportunities**, this programme delivers not just knowledge, but a **competitive mindset shift**. Return with the vision, tools, and connections to lead in the age of disruption—and to turn challenges into transformative advantage.

Are you ready to see the future—and shape it?

Strategic Purpose & Key Takeaways



STRATEGIC PURPOSE

This 3.5-day programme is designed to empower global executives with the strategic insights, practical tools, and future-focused mindset necessary to navigate and adapt to the fast-evolving business landscape. Participants will gain a comprehensive understanding of how to drive core business operations while unlocking new growth opportunities in dynamic and competitive markets. Through immersive learning experiences, interactive workshops, and real-world examples, participants will explore key business strategies, cutting-edge technologies, and success factors for thriving in China's rapidly changing business environment.

The programme will focus on equipping leaders with the skills to anticipate market disruptions, drive innovation, and foster resilient organizational cultures that are poised for sustainable growth.

KEY TAKEAWAYS

Upon completion of this programme, participants will be able to:

1. evaluate Shenzhen's transformation into a global innovation hub and formulate strategic insights on how its ecosystem-driven approach to future technologies can be contextualised and applied to enhance Malaysia's innovation and digital economy landscape.
2. synthesize insights from the leading Chinese company's digital transformation journey to develop strategic approaches for integrating innovation, operational excellence, and governance frameworks within participants' own organisational contexts.
3. evaluate China's historical, political, and economic trajectory to derive strategic lessons applicable to shaping innovation-driven growth and policy alignment within the Malaysian business and regulatory landscape.
4. evaluate strategic recommendations to enhance organisational scalability and innovation by integrating best practices observed from the operational models and leadership strategies of a globally successful Chinese corporation.
5. synthesize insights from high-growth mid-sized companies to develop strategic approaches for navigating growth challenges and leveraging innovation and market agility in dynamic business environments.
6. analyse innovation strategies that anticipate disruption and sector convergence by applying a practical framework for detecting early signals of change and building organisational resilience.
7. integrate insights on China's emerging role in global innovation and frontier technologies to anticipate their impact on future industry trends and consumer behaviour.
8. evaluate strategies for breaking down internal silos, enhancing customer engagement, and fostering a responsive organizational culture to remain competitive in a customer-driven global market.
9. analyse the entrepreneurial mindset fuelling China's tech revolution by leveraging insights from startup pitches and workshops to formulate innovation strategies for dynamic, high-growth environments.



Day 1

2:00 pm

This is Shenzhen

Participants will begin their learning journey by exploring Shenzhen's remarkable transformation from a manufacturing base into one of the world's leading innovation cities.

This introductory session offers a valuable overview of how Shenzhen's unique ecosystem fosters speed, scale, and bold experimentation for future technologies, providing participants with real-world perspectives on building similar tech ecosystems locally.

Questions & Answers

3:30 pm

Coffee Break

3:45 pm

Riding the Innovation Tide in China

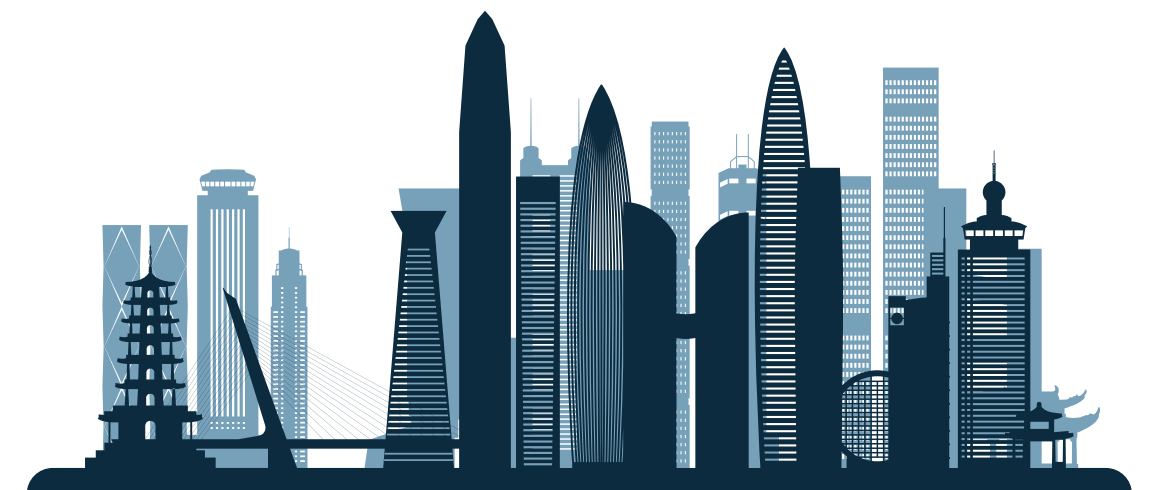
This session features an in-depth visit to a leading Chinese company. Participants will be welcomed by senior corporate representatives and receive a walkthrough of the company's digital transformation journey, from automation and data analytics to advanced customer solutions.

This visit enables participants to observe cutting-edge operational practices and explore how innovation, strategic foresight, and governance frameworks are tightly interwoven.

Questions & Answers

6.00 pm

End of Day 1 & Networking Dinner





Day 2

9:00 am

China Context: Past, Present & Future – What Can We Learn and How is This Relevant to Us

This session provides participants with a strategic briefing on China's historical, political, and economic journey from its early reform era to its emergence as a global technology and innovation powerhouse.

The session offers a comprehensive view of the policies, cultural dynamics, and economic planning that have driven China's rapid transformation and sustained growth.

Questions & Answers

10.30 am

Coffee Break

10.45 am

China Context: Past, Present & Future – What Can We Learn and How is This Relevant to Us (cont.)

This session dives into the strategic implications of China's ascent as a global economic and technological leader.

Additionally, through this session reflects on how these developments impact Malaysia's economic positioning and consider how to incorporate key insights into their own leadership approach, strategic planning, and organisational future-readiness.

Questions & Answers

12.30 pm

Lunch & Travel Preparations

2.00 pm

Company Visit 1: Corporate Giants

This company visit offers participants an exclusive opportunity to observe the inner workings of a major Chinese corporation that has achieved global scale and influence through innovation and operational excellence.

Participants will engage in high-level discussions with senior management, tour the company's facilities, and take part in interactive case study workshops designed to unpack real-world strategies behind their growth and market leadership.

Questions & Answers

5.00 pm

Debrief & End of Day 2

6.00 pm

Opening Dinner



Day 3

9:00 am

Company Visit 2: Asian Gems

This session brings participants into the heart of high-growth, mid-sized companies often referred to as “Asian Gems” that have successfully scaled their operations through innovation, strategic agility, and deep market insight.

Participants will engage directly with core leadership teams through interactive discussions, product demonstrations, and hands-on problem-solving workshops to understand how these firms navigate growth challenges and seize emerging opportunities.

Questions & Answers

12.30 pm

Lunch & Debrief

2.00 pm

Framework for Future Readiness Beyond Industry Convergence

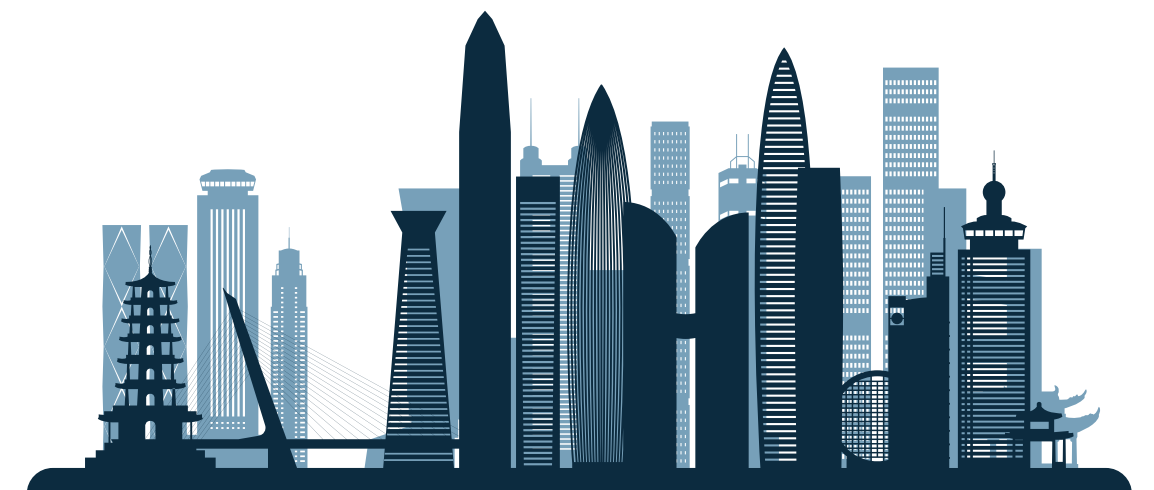
This session introduces participants to a practical and action-oriented framework designed to help leaders anticipate disruption, detect weak signals of change, and develop innovation strategies that extend beyond traditional industry boundaries.

Through interactive discussions, case studies, and strategic dialogues, participants will explore how forward-looking organisations prepare for convergence between sectors and build resilience in the face of rapid transformation.

Questions & Answers

5.00 pm

Debrief & End of Day 3





Day 4

9:00 am

China Hour – What's Next

This forward-looking session brings together leading experts and industry voices to provide a strategic outlook on China's next phase of growth and its expanding influence in the global innovation landscape.

Participants will be presented with key trends and technological frontiers such as Artificial Intelligence (AI), 6G, and Extended Reality (XR)—that are shaping the future of industries and consumer behaviours worldwide.

Questions & Answers

10.30 am

Coffee Break

10.45 am

Opening Up the Enterprise: Becoming a Customer-led Company

This session explores how China's highly connected and tech-savvy consumer base is reshaping business expectations around speed, digital experience, and brand authenticity.

This session provides valuable insights into breaking down internal silos, leveraging technology to enhance customer engagement, and fostering a responsive organisational culture—key components for staying competitive in an increasingly customer-driven global market.

Questions & Answers

12.30 pm

Lunch & Travel Preparations

2.00 pm

Company Visit 3: Innovation Incubator

This visit takes participants to one of Shenzhen's leading innovation incubators, where breakthrough ideas and frontier technologies are rapidly developed, tested, and scaled.

The session includes live startup pitches, interactive workshops, and collaborative brainstorming that showcase the entrepreneurial mindset driving China's tech revolution.

Questions & Answers

5.00 pm

Debrief, Wrap Up & End of Day 4

6.00 pm

Closing Dinner



Speakers



Zhike Lei

Professor of Leadership & Organisational Behaviour

Zhike Lei is an authority on team dynamics, psychological safety, and error management in complex environments. Her research has been published in leading journals such as the *Journal of Applied Psychology and Health Affairs* and has been featured in *The New York Times* and *Harvard Business Review*. She has taught executives and postgraduate students across the globe, and delivered bespoke programmes for organisations including Allianz, Cathay Pacific, and Siemens. Her award-winning studies include collaborations with hospital teams, pilots, and engineers. She has received research grants from the European Commission and the Robert Wood Johnson Foundation. Professor Lei has served on the editorial boards of top-tier journals and held academic leadership roles at Pepperdine University and ESMT. Before entering academia, she worked in marketing at Dentsu and Nielsen in China.



Mark Greeven

Professor of Management Innovation and Dean of Asia

Mark Greeven focuses on how organizations build innovation capacity and adapt through business ecosystems. Named to the *Thinkers50 Radar* list, Greeven has collaborated with Chinese technology giants such as Alibaba and Ping An, as well as global companies like Nestlé and Bayer. He co-directs the *Building Digital Ecosystems* programme and leads IMD's outreach in China. Fluent in Chinese, he has previously held academic positions at Zhejiang University and the Rotterdam School of Management. His books explore Chinese innovation and digital disruption, and his research has appeared in *Harvard Business Review*, *MIT Sloan Management Review*, and other top publications. His insights have been featured by CNN, Bloomberg, the *Financial Times*, and *Wired*. He is a founding member of the Business Ecosystem Alliance.



Amit Joshi

Professor of AI, Analytics, and Marketing Strategy

Amit Joshi helps organisations implement AI and analytics with strategic intent. He supports organisations in building AI and data capabilities to enable large-scale transformation. His work spans industries including banking, retail, telecommunications, and pharmaceuticals, with clients such as UBS, Bayer, and Mars Petcare. He co-directs IMD's *Digital Strategy, Analytics, and AI programme* and leads the *Executive Certificate in Digital Business Excellence*. His award-winning research in marketing analytics and AI has been published in the *Journal of Marketing* and *MIT Sloan Management Review*. A two-time recipient of the MSI/H. Paul Root Award, he is a frequent speaker at global forums, including the World Economic Forum in Davos. His industry background includes work as a Cadbury India sales manager, giving him both strategic and frontline insights.

▶ YOUR INVESTMENT



(1-3 pax)

RM58,000

(Price is inclusive of 8% SST)



(above 3 pax)

RM55,000

(Price is inclusive of 8% SST)



MyCoID:765264K



* The Executive Learning Expedition to Shenzhen is currently in the process of obtaining HRD Corp approval under HRD Corp claimable courses. Once approved, participants may request from their HR to apply grant under HRDC Claimable courses to cover the programme fee.

* Participants may also claim the roundtrip airfare, and meal allowance, subject to HRD Corp's terms and conditions.



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