

Executive Learning Expedition to **SHENZHEN**



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

8 - 11 SEPTEMBER 2025





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A Strategic Collaboration for Executive Learning: SIDC x IMD

The **Securities Industry Development Corporation (SIDC)**, the learning and development arm of the Securities Commission Malaysia, plays a pivotal role in enhancing professional standards and capacity building for the Malaysian capital market and financial services industry. Through its extensive executive education, certification, and training programmes, SIDC continues to drive industry transformation by fostering knowledge, innovation, and leadership.

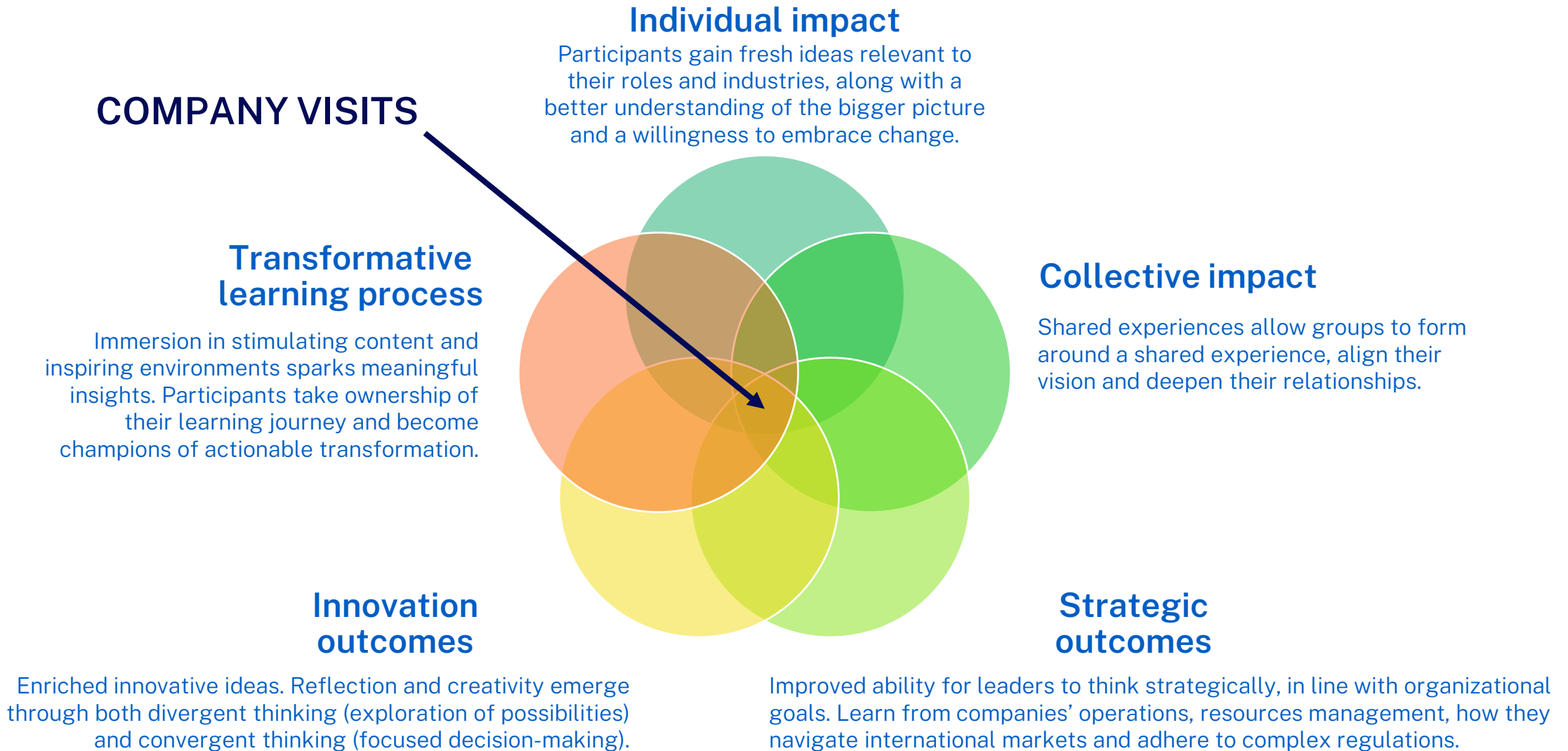
International Institute for Management Development (IMD), based in Lausanne, Switzerland, is a globally renowned business school recognised for developing impactful leaders and transformative organisations. With a strong reputation for cutting-edge executive education and leadership development programmes, IMD empowers leaders worldwide to navigate complex challenges and create sustainable business value.

The collaboration between SIDC and IMD reflects a shared commitment to advancing leadership excellence and global best practices.

In the following pages, discover IMD's immersive approach that offers a transformative learning experience enriched with stimulating content and meaningful insights drawn from the dynamic realities of the Chinese market.

Our approach to market immersions

The impact of a learning expedition: company visits



Why do we offer market immersions?





- Immersive learning bridges the gap between theory and practice by placing participants directly in dynamic business environments.
- Participants gain insights through real-world interactions, benchmarking against best practices, and drawing inspiration from global leaders.
- The immersion experience fosters unique networking opportunities, builds cultural understanding, and aligns with strategic business priorities.
- The immersion experience is connected to the learning objectives of our clients, oftentimes incorporating micro-experiments

We will inject insights and thought leadership from IMD's Center for Future Readiness...



The **IMD Center for Future Readiness** aims to help organizations navigate the reality of constant disruption, to overcome adversity, spur innovation and thrive amid uncertainty.



Rank	Finance Industry Companies
1	 Mastercard
2	 Visa
3	 JP Morgan Chase & Company
4	 DBS Bank

[Click on image to view full ranking](#)



What does it mean to be future-ready?

In today's business environment, it means thriving in the post pandemic world. Corporate success depends on one's preparedness for future disruptions. Becoming future-ready is the source of resilience.

The [Future Readiness Indicator](#) is designed to measure a company's readiness for deep, long-term, secular trends. We use a rule-based methodology to arrive at a composite score for each company and enable us to identify industry leaders. We can then investigate a company's behaviors and attitudes.

The 5 Pillars of the Global Ready Company & Economies

Due to the diverse industry sectors represented by participants in the program we strive to ensure the country locations and company we identify for the Immersion Experience cover all five of the key pillars below.

These pillars support executive readiness for rapid industry changes, enabling leaders to drive core business while also creating future growth paths.

The Five Strategic Pillars



AMBIDEX Leadership

Strong leaders must now be capable of switching roles to both lead the core business of the firm while at the same time create the new business for the future.



AMBIDEX Company

In today's volatile world, businesses must stay on top of industry trends to prosper, and we help leaders in navigating rapid changes, enabling them to overcome challenges, foster innovation, and prosper.



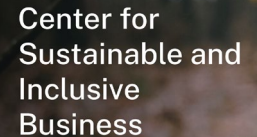
Digital Transformation, AI and Ecosystems

Digital transformation, AI, and ecosystem are digital strategies that are complex and constantly evolving, and we need to ensure we can succeed on this journey.



Globalization

For more than 30 years, we have pioneered research and methodology on how enterprises compete globally to lay the foundations for future prosperity.



Sustainability

Sustainability is an essential element of business strategy, driving the transformation of business models and the roles of senior executives.

IMD China Initiative

With our **strong intellectual foundation** and our **extensive experience** working with Multinational Corporations and **leading Chinese companies**, IMD provides increasingly sought-after **insight and in-country practice** into understanding and **thriving in China**.

The **IMD China Initiative** provides global executives with **practical resources on how to thrive in China** and also **enables Chinese companies to succeed in a global world**.

This technologically advanced economic powerhouse is **growing ever more complex**; our aim is to assist multinationals in **demystifying it**. In doing so, we aim to **improve their growth and impact in China**.

Not only do we help multinationals better understand and work in China but **we also build bridges between China and the rest of the world**. We **work with leading Chinese companies on their globalization strategies** and help them to develop their executives' leadership capabilities, both inside and outside China.

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We support multinational companies through:

				
1. China Immersion	2. Executive Development	3. China Innovation	4. China Outlook	5. China Strategy
A unique opportunity to meet with top Chinese companies and business leaders to build bridges and inspire your executive team	IMD provides strategic in-country support to multinational executives based in China and works with them to develop their leadership competencies	We put our research and experience to work to enable your innovation capability in China	We share our insights into the latest developments in China and how these may impact your organisation's outlook	We help you hone your China strategy to ensure its future readiness



Mark Greeven
Professor of Innovation & Strategy & IMD Dean of Asia



Winter Nie
Professor of Leadership and Organizational Change



Howard Yu
LEGO® Professor of Management and Innovation



Jialu Shan
Research Fellow at Center for Future Readiness at IMD



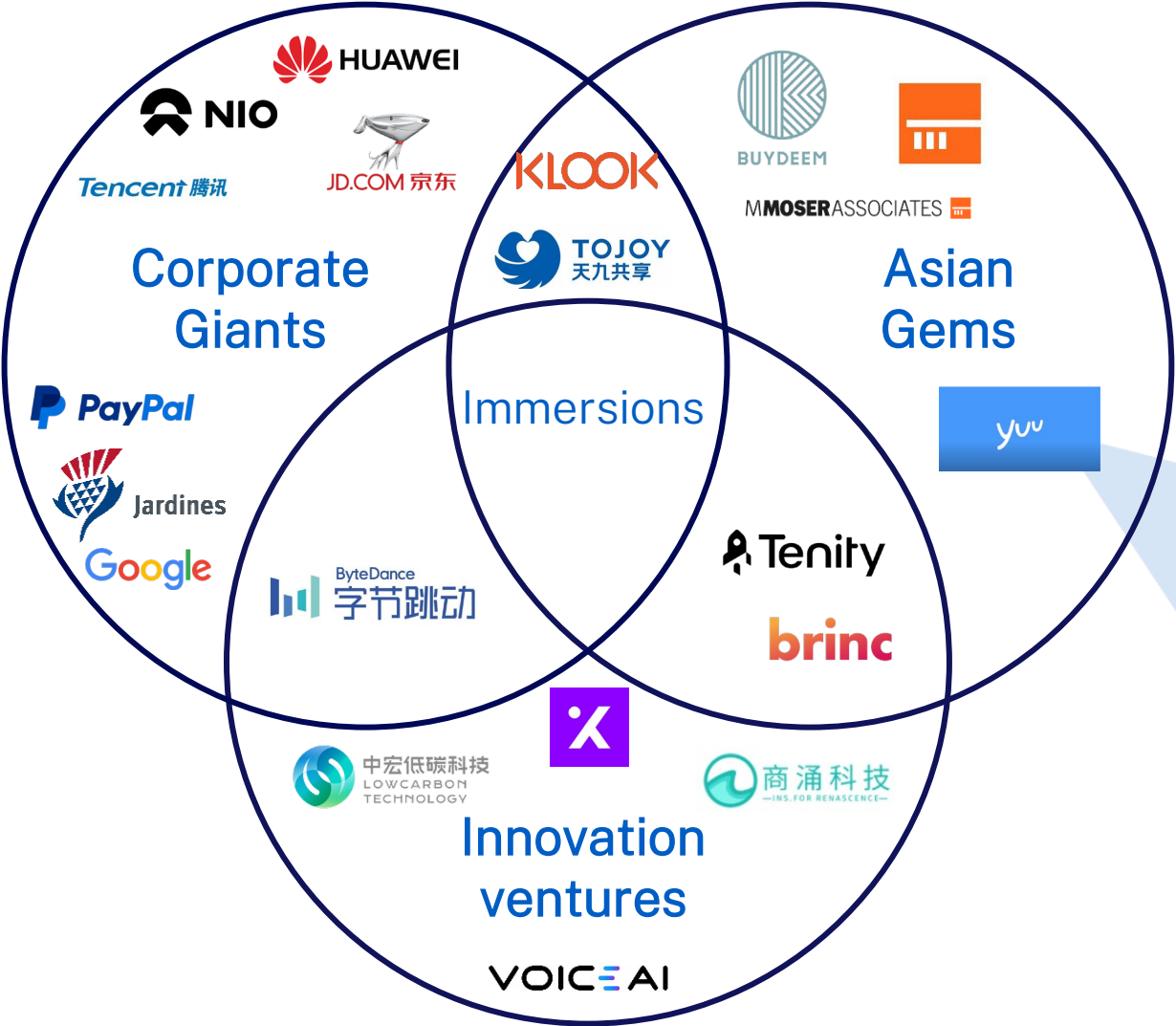
Yunfei Feng
Researcher at IMD



Zhike Lei
Professor of Leadership



Exploring Three Business Stages for Comprehensive Learning:



Why corporate giants ?

- **Objective:** To understand the structure and functioning of large-scale operations and their market impact.
 - **Strategic Insights** - Understand how global corporations manage their vast resources, navigate international markets, and adhere to complex regulations.
 - **Operational Excellence** – Learn from their operations, including efficiency in production, distribution, and logistics.
 - **Corporate Culture** - Gain insights into the corporate culture that sustains large-scale operations and employee engagement at a global level.
- **Activities:** Meetings with senior management, tours of facilities, and case study workshops.
- **Expected Outcomes:** Insight into corporate governance, risk management, and operational complexities of large enterprises.

Why Asian gems?

- **Objective:** To learn about scalability and the management of growing operations.
 - **Scalability Tactics:** Discover the strategies that drive growth from a small to a medium-sized entity and the challenges faced during this transition.
 - **Innovation at Scale:** Explore how these companies maintain innovation as they grow, including the integration of new technologies and processes.
 - **Customer and Market Adaptation:** Understand how these companies adapt their products and services to changing market demands and customer preferences.
- **Activities:** Interactive sessions with core teams, product demonstrations, discussions on business growth strategies and problem-solving workshops.
- **Expected Outcomes:** Understanding of growth challenges, innovation in product development, and market expansion strategies.

Why innovation ventures ?

- **Objective:** To observe the dynamics of innovation and adaptability in a fast-paced environment.
 - **Agility and Adaptability:** Learn how startups pivot quickly in response to market feedback and technological changes.
 - **Creative Problem-Solving:** Observe how startups approach problem-solving with limited resources, often leading to innovative solutions.
 - **Ecosystem and Community Building:** Explore how startups build ecosystems around their products or services, fostering user communities and stakeholder engagement.
- **Activities:** Startup pitches, workshops on innovation, technology use cases, entrepreneurial culture immersion and brainstorming sessions.
- **Expected Outcomes:** Insights into lean management, rapid innovation, and the entrepreneurial mindset.

The solution that best fits your needs

At IMD we place great importance on the value of co-creation with our clients.

Our design process effectively begins with a 'blank slate' to develop a bespoke solution which addresses your unique needs.

IMD faculty will be deeply involved with key stakeholders from the outset to develop a very thorough understanding of your goals and objectives.

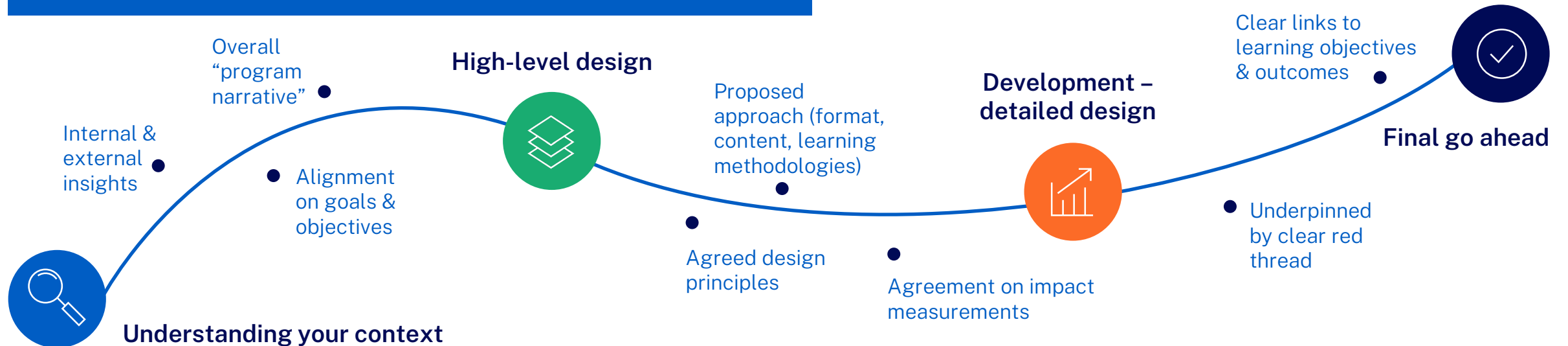
We then design the program based on these objectives and priorities, together with our understanding of the external industry and internal culture within which the learning takes place.

The program design evolves and emerges through a creative, iterate process.

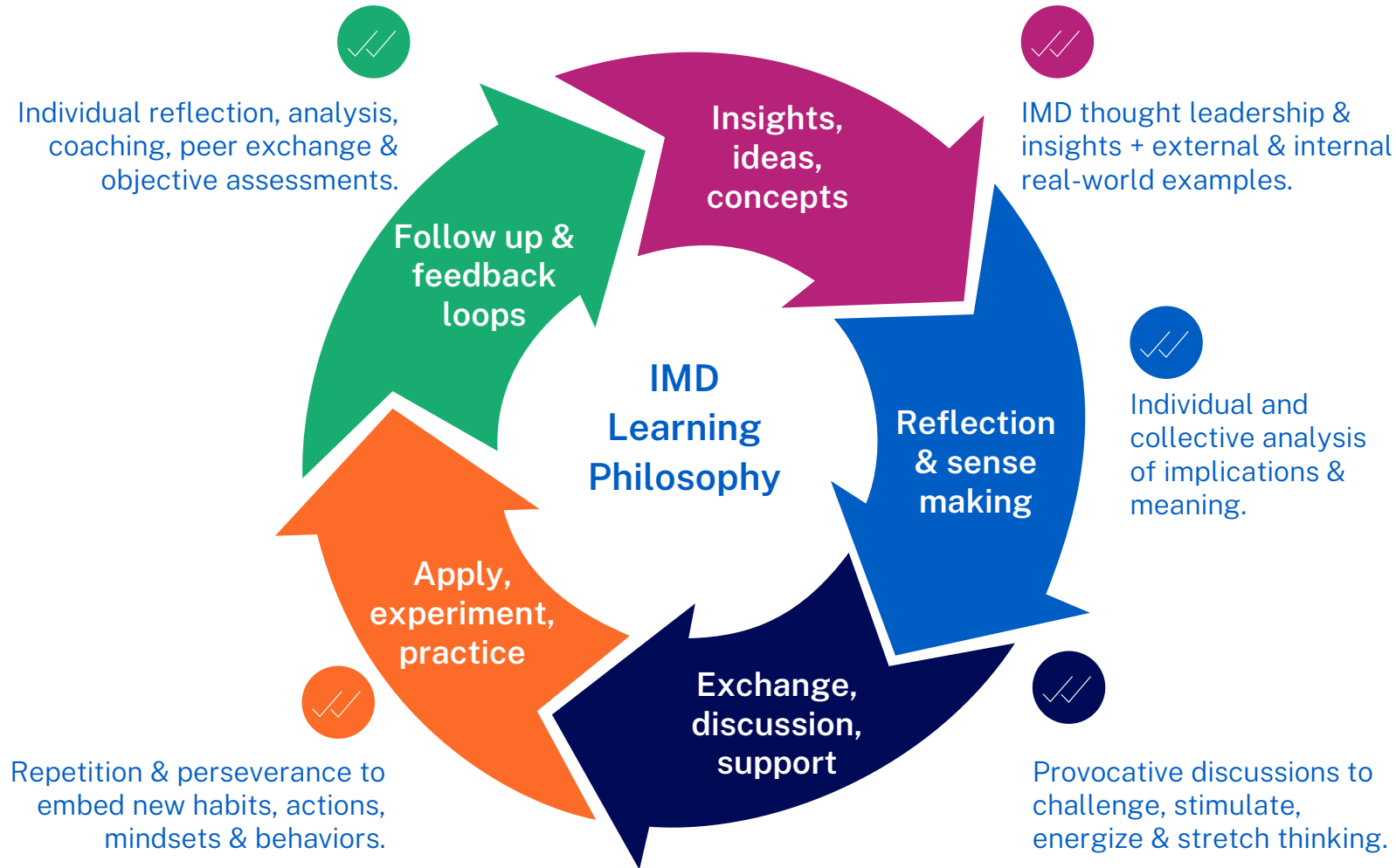
Note that IMD's engagement model differs from many other institutions – the same IMD faculty member, as Program Director, leads the end-to-end engagement.

The Program Director is fully implicated from the design and development phase, to orchestrating the program delivery across all IMD's resources, through to the program follow-up phase.

As an illustration, our process generally looks like this:



Our learning philosophy



Sustaining behavioral change is a challenge. How do we effectively bridge this knowing-doing gap with senior leaders?



The IMD learning philosophy emphasizes practice, feedback, and reflection as much as knowledge dissemination. This is essential for internalizing change for the longer term – to help break previous habits and form new.



Our designs build in consistent / repeated reflection, sensemaking, and feedback loops as participants experiment and apply their learnings.

China immersion: illustrative design

Illustrative block schedule: Immersion in Shenzhen

Day 1	Day 2	Day 3	Day 4
	Lecture: China context: past present & future – what can we learn and how is this relevant for us	Prep + Travel	Lecture: China Hour – What's Next
		Company Visit 2: Asian Gems: Growth Dynamics (e.g.: Buydeem)	Lecture: Opening up the enterprise: becoming a customer-led company
		Travel + Debrief	
	Lunch	Lunch	Lunch
	Prep + Travel		Prep + Travel
Lecture: This is Shenzhen	Company Visit 1: Corporate Giants (e.g.: NIO Inc)	Lecture: Framework for Future Readiness Beyond Industry Convergence	Company Visit 3: Innovation Ventures: Innovation Incubator (e.g.: Voice AI Tech)
Guest speaker: Riding the innovation tide in China			Travel + Debrief
	Travel + Debrief	Travel	Wrap-up and close
Networking Dinner	Opening Dinner	Free evening	Closing dinner

Examples of companies we will target for our visits



green and low-carbon technologies for the construction industry



IoT-based climate startup building control system



AI applications in the building industry



health focused innovative smart kitchen



digital twin solutions and virtual reality in city and infrastructure



electricity-free cooling technologies

Visit to Huawei



About Huawei:

Huawei Technologies is a Chinese multinational digital communications technology conglomerate corporation headquartered in Bantian, Longgang District, Shenzhen, Guangdong. It designs, develops, manufactures and sells telecommunications equipment, consumer electronics, smart devices and various rooftop solar products. The corporation was founded in 1987 by Ren Zhengfei, a former officer in the People's Liberation Army (PLA).

Initially focused on manufacturing phone switches, Huawei has expanded to more than 170 countries to include building telecommunications networks, providing operational and consulting services and equipment, and manufacturing communications devices for the consumer market. It overtook Ericsson in 2012 as the largest telecommunications equipment manufacturer in the world. Huawei surpassed Apple and Samsung, in 2018 and 2020, respectively, to become the largest smartphone manufacturer worldwide with 100 billion USD revenues (+9%) and 12 billion USD profit (+10%).



Who are we meeting: Victor Zhang, Group Vice President of Huawei

As group vice-president of Huawei, Victor Zhang is responsible for corporate affairs including government, policy and media communications. Over the past 20 years, he has held various positions within Huawei, both in China and Europe, such as president of European public affairs and communication at the Brussels office. Prior to this, he was CEO of Huawei UK, where he built the long-term strategy for growing Huawei's business in the UK and helped to establish relationships with key UK customers.

Why visit Huawei?

As a leader in global technology, Huawei provides the latest in smart living, smart buildings and other related infrastructure. The visit will enable the participants to learn about these latest trends, but also how a large company like Huawei has been driving a continuous transformation.

Visit to Lenovo



About Lenovo:

- Lenovo is a global technology powerhouse, ranked at 217 in the Fortune Global 500, and a \$62 billion revenue company that employs 77,000 people worldwide focused on delivering “smarter technology for all”. Building on our success as the world’s number one PC maker, Lenovo is expanding its research into growth areas to advance “New IT” technologies (client, edge, cloud, network, and intelligence).
- Lenovo’s continued investment in innovation and commitment to research and development is changing the way we live and work today and for years to come. Those innovations need to progress in harmony with our planet and its people, and so Lenovo prioritizes corporate citizenship in all that it does - from exploring net-zero emissions to global philanthropy

Who are we meeting: Ken Wong, President of Services & Solutions Business Group

- Ken's journey at Lenovo began leading Lenovo Asia Pacific PCs and Smart Devices for five dynamic years, propelling the company to secure the coveted #1 position. Over two decades in the tech realm, he has garnered expertise in core business facets – from product operations to services, sales, and marketing and have steered intricate geographies as a Leader at global, regional, and market levels.

Visit to NIO Inc



About NIO Inc:

NIO Inc. is a pioneer and a leading company in the premium smart electric vehicle market. Founded in November 2014, NIO's mission is to shape a joyful lifestyle. NIO aims to build a community starting with smart electric vehicles to share joy and grow together with users. NIO designs, develops, manufactures and sells premium smart electric vehicles, driving innovations in next-generation technologies in assisted and intelligent driving, digital technologies, electric powertrains and batteries. NIO differentiates itself through its continuous technological breakthroughs and innovations, such as the industry-leading battery swapping technologies, Battery as a Service, or BaaS, as well as proprietary NIO Assisted and Intelligent Driving and its subscription services.



Who are we meeting: Ben Zhai, Formerly Chairman Nio Global User Trust

Ben Zhai is the founder and CEO of CAiPITAL Group, a "human capital investment" firm that invests in leading Chinese companies and startups with leadership and talent resources and co-invests with private equity and venture capital firms. He also founded Yuting Action, a not-for-profit organization focused on providing positive experiences for underprivileged children. Previously, Ben held several leadership roles including Managing Director at Russell Reynolds Associates, where he led the Global Offshore China Center; Managing Partner for Asia Pacific at Egon Zehnder's Industrial Practice; Head of A. T. Kearney Beijing office; and worked at EDS Managing Consulting Services. His early career involved a Chinese industrial company and a technology startup. He holds a Computer Science degree from Wuhan University of Science and Technology, an MBA from Australia National University, and is a GMP graduate of Harvard Business School. He is a Fellow of the China Fellowship Program and a member of the Aspen Global Leadership Network.

Why visit NIO Inc?

NIO is one of the leading luxury EV brands from China. Active across the world, both in terms of markets and global R&D. With a different approach to EV, a business model based on user communities, NIO provides a unique perspective on the future of mobility closely connected to consumer lifestyle.

Visit to XKool



About XKool:

Shenzhen XKool Technology Co., Ltd., established in 2016 and headquartered in Shenzhen, is a leading provider of AI applications in the building industry and is recognized as a National High-tech Enterprise in China. As a result of the self-developed new digitalization mode in the building industry, ABC (AI-driven BIM on Cloud), and the core AI intelligent design engine that can be used in a wide range of scenarios, XKool provides "XKool Design Cloud" products for the design field. Besides, "Real Estate Digital Solutions" is designed for the management field, "Prefab Design Solutions" is targeted for the construction field, and "ARP Researcher Platform" is aimed at the academic and research field. To jointly promote the upgrading of the building industry, XKool continues to open multidimensional channels of cooperation. In response to the new round of challenges, XKool has provided intelligent products and services to nearly a thousand clients, helping them to reduce costs, increase efficiency, and enhance value.

Artificial intelligence and architectural design are two genes that make XKool special. The company was founded by senior architects from top architecture firms, senior computer scientists from Silicon Valley technology companies, and well-known cross-border designers. Computer engineers, architects, mathematicians, real estate executives, marketing experts and other disciplines from diverse backgrounds make up the architecture + technology cross-border teams.

Who are we meeting: Anna Wanyu H founder and CEO of Shenzhen XKool Technology Co., Ltd.

Anna Wanyu H. is the founder and CEO of Shenzhen XKool Technology Co., Ltd. XKOOL TECHNOLOGY, a leading provider of AI applications in the architecture, engineering and construction industry, and recognized as a National High-tech Enterprise in China.

Why visit Xkool?

As a leading PropTech player in China, XKool provides a lense on how AI is applied in the building industry. Moreover, visiting XKool will give participants the opportunity to explore how the real estate industry is moving into building digital solutions.



Visit to Orvibo



About Orvibo:

Orvibo's MIX Energy Lab (MEL) is a significant part of the company's innovative approach to integrating AI and IoT with new energy solutions for smart homes. The lab focuses on developing cutting-edge technologies that enhance energy efficiency and sustainability within residential settings. One of MEL's notable advancements is the MixStation, an all-in-one intelligent hot water central air conditioning system. This system combines central air conditioning, water heating, and home heating into a single, efficient unit. The MixStation utilizes Orvibo's HeatCycle technology, which recovers heat generated during air conditioning and repurposes it to produce domestic hot water, significantly boosting energy efficiency.

MEL is also responsible for pioneering the MixPad series, which includes smart panels that offer comprehensive home control. These panels integrate various interaction methods such as physical buttons, touchscreen, voice control, and mobile app management. The MixPad is designed to provide a seamless and efficient user experience, making home interactions more organized and intuitive. Through these innovations, MEL aims to drive the smart home industry forward, focusing on creating sustainable and intelligent living environments. Orvibo's dedication to innovation has earned it numerous international awards and recognition as a high-tech enterprise, contributing to its position as a leader in the smart home market.

Who are we meeting: Xu Lianfang, VP Sales of Orvibo. The visit will be primarily experiential, with a presentation of the company's product portfolio and a hands-on experience of smart living product offering at Orvibo's corporate headquarters.

Why visit Orvibo?

Orvibo is a leading technology provider in the space of smart living, integrating AI and IOT solutions in innovative ways. Through this visit, the participants will not only learn about the latest technology, but also how a young scale up company drives transformation in the industry.

Visit to Zhong Hong Low Carbon Technology



About Zhong Hong Low Carbon Technology (ZHDTKJ):

Zhong Hong Low Carbon Technology Co., LTD, a subsidiary of China Overseas Holdings Limited, specializes in green and low-carbon technologies for the construction industry. The company focuses on creating a professional service platform for low-carbon building technology and is known for its dual certifications, low-carbon development and management, and advanced technology solutions. ZHDTKJ has received numerous honors, including membership in the Chinese Society for Environmental Sciences, China Association for Science and Technology, and various ESG awards, highlighting its commitment to sustainability and innovation.

Who are we meeting: ZHDTKJ team

We have a couple of senior hosts that will be sharing with us, Zuo Chunyang – Vice General Manager of Science and Technology Management Department of Zhonghai Hongyang Group, Vice General Manager of Zhonghong Low Carbon Technology, Yang Xuhui – R&D Director, Digital Technology Center Sinochem Low Carbon Technology, Rui Mengyun – Product Director Digital Technology Center Zhonghong Low Carbon Technology

Why visit ZHDTKJ?

Visiting ZHDTKJ offers a unique opportunity to explore cutting-edge green and low-carbon technologies in the construction industry. The company is recognized for its dual certifications, advanced technology solutions, and effective low-carbon management practices. Additionally, ZHDTKJ's numerous accolades, including various ESG and innovation awards, underscore its commitment to sustainability and environmental stewardship. Engaging with ZHDTKJ can provide valuable insights into sustainable development practices and innovative approaches to low-carbon construction.

Visit to Shengyang Voice AI Tech

VOICE AI



About Shengyang Voice AI Tech:

Shenzhen Shengyang Technology is an innovative small-to-medium enterprise based in Shenzhen, specializing in full-stack intelligent voice products and solutions. Focused on audio processing and speech analysis, the company offers secure, digital training and intelligent cockpit products powered by voice technology for industries such as public services, finance, and automotive. VoiceAI Technology Co., Ltd. (also known as "VoiceAI Tech"), a director member of the Shenzhen Artificial Intelligence Association, is a national high-tech enterprise leading in cutting-edge technologies.

These include computer hearing and big data analysis, with voiceprint recognition being a standout innovation that holds a leading global position. VoiceAI Tech's integrated identification and security solutions, developed in-house using AI voice technology, are applicable across sectors like public security, finance, social security, enterprise services, IoT, and intelligent hardware. Since its founding in 2016, the company has earned recognition from major industry players, including the Industrial and Commercial Bank of China, Agricultural Bank of China, China Merchants Bank, Guangfa Bank, Hengfeng Bank, China Reinsurance Group, China Life Property & Casualty Insurance, China Southern Power Grid, Mercedes-Benz, Mobike (now Meituan Bike), and Analog Devices.

Who are we meeting: Dr. Chen Dongpeng

Dr. Chen Dongpeng is the co-founder and CTO of VoiceAI Technology. A Shenzhen Peacock Plan talent and 2021 Sci-Tech China Shenzhen U30 honoree, he holds a Ph.D. from Hong Kong University of Science and Technology. An expert in voiceprint recognition, he contributed to industry standards and is part of the Ministry of Public Security's expert team. He has published multiple papers in top international conferences.

Why visit Shengyang Voice AI ?

Visiting Shengyang VoiceAI Tech offers valuable insights into cutting-edge AI voice technology, particularly in voiceprint recognition and secure communication solutions. With applications across sectors like finance, public security, and IoT, they are a leader in innovation, serving major global companies. Meeting with their CEO, Kevin, an expert in biometrics and security technologies, presents an opportunity to explore strategic partnerships and advanced AI solutions that can benefit a range of industries.

Visit to Qianhai International Talent Hub

Center for
Sustainable and
Inclusive
Business

Sustainability



About Qianhai International Talent Hub

Qianhai International Talent Hub is located in the Guiwan area of Qianhai, carrying the mission of high ground of high-end talents, insisting on "serving the overall in one domain", building it into a physical landmark and an emotional harbor for the country to introduce global scientific and technological innovation talents, and becoming a hub for global talents to come to Guangdong, Hong Kong and Macao, and the first stop and first choice for employment, entrepreneurship, investment and life in the Greater Bay Area.

Who are we meeting: Shuting Liz Li

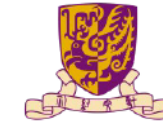


Shuting Liz Li, the Official KOL of Qianhai International Top Talents Recruitment of Qianhai Authority, HKU MBA candidate. Senior Manager of Talents Activities Department of Qianhai International Talents Company, seven years of professional experiences in International Hospitals, International Schools and Top-Tier Universities Campus Recruitment, Forums and Event Planning

Why visit Qianhai ?

Visiting the Qianhai International Talent Hub is useful for networking with global talent and exploring opportunities in Shenzhen's special economic zone. It offers resources for international professionals, including talent recruitment services, innovation programs, and entrepreneurship support, all within a hub designed to connect businesses with top-tier talent. The hub is ideal for companies looking to expand in China's dynamic markets and individuals seeking professional growth in a collaborative and innovative environment.

Visit to InnoHub



香港中文大學深圳研究院

Shenzhen Research Institute

The Chinese University of Hong Kong

About Innohub:

- China's innovation landscape is not only about big corporates. Much of China's products come from research institutes and universities. Innohub at CUHK, Shenzhen will give a general overview of how tech or ideas go from lab to market. Dr. Lin and Ms. Zhou will introduce briefly tech transfer process, then dive into the tech incubation model, and how big corporates and foreign companies can collaborate with Chinese startups. Startups will also pitch their products and have dialogue of what they think about the product in Europe.

Who are we meeting:

- Professor Yam Yeung, Director, CUHK Shenzhen Research Institute
- Dr Lin Huang-kuen, Executive Dean of Shenzhen Research Institute, CUHK & Head of Innohub
- Ms. Yuhua Zhou, Shenzhen Research Institute, CUHK and Director of InnoHub
- **VoiceAI Technologies** – Amy Li, Co-Founder
- **Shenzhen Dingdu Technology** – Wallace Chen, Founder
- **Shenzhen Gartec Safety Technology** – Felix Lam, Founder

Visit to Buydeem



About Buydeem:

The journey began in the early 2000s when a group of food enthusiasts, seeking convenient and wholesome diets, decided to reinvent typical kitchen appliances. At that time, appliances weren't designed for busy lifestyles, lacked style, and didn't prioritize health. Fortunately, our founding team at Buydeem was determined to revolutionize the market with multifunctional, compact, high-end, and stylish products that enhance the quality of life for both individuals and families. By combining exceptional quality, authentic materials, and meticulous attention to detail, Buydeem developed its flagship product, the Kettle Cooker. This innovation was the world's first multifunctional tea kettle capable of cooking stew, rice, yogurt, and more. It quickly captivated the Asian Pacific market. Thrilled by the Kettle Cooker's success, the Buydeem team knew its mission had only just begun. Now, with over 20 years in the appliance industry and more than 1 million products sold, Buydeem's team has reimaged various small kitchen items based on Buydeem's three core principles: sleek high-end design that enhances home decor, wellness in every bite or sip, and effortless pleasure in the cooking experience. They have also successfully launched recipes and health-focused prepackaged foods for the Asian Pacific market. Throughout this journey, we've remained dedicated to wellness, design, and convenience for all. Customers in Japan, Korea, China, and now the USA, have embraced the quality, excellence, and superior taste our products consistently deliver. From new moms and college students to office employees and beyond, Buydeem's team believes everyone deserves to fully enjoy the food and beverages they prepare. Buydeem is for those who seek style, health, and joy in the kitchen. Since day one, Buydeem has infused passion and love into its products, and that's exactly what its customers experience in their own lives.

Who are we meeting: Fang Zhen, General Manager of Buydeem

Why visit Buydeem?

Buydeem focuses on designing and producing innovative kitchen appliances. Their concept is to connect their products to smart living, health and wellness. During the visit, the participants will have a short introduction to what currently is up and coming in the space of smart living. Executives can learn how Buydeem integrates health benefits into their product designs and marketing strategies, which can be crucial for companies looking to tap into the health-conscious market segment. Moreover, the company as a fast-growing scale up gives insights into how a smaller company drives innovation.

Visit to Qianhai Smart Park



About Qianhai Smart Park

Shenzhen Qianhai Smart Park Co., Ltd., a subsidiary of Qianhai Service Group, drives smart city development in the Guangdong-Hong Kong-Macao Greater Bay Area. Its mission is to lead smart park development and integrate the digital economy. Specializing in smart transportation and park services, the company provides end-to-end solutions, using technologies like blockchain and big data to enhance urban infrastructure and services.

Who are we meeting: Ji Kaifeng and Ray Y. Zhong

Dr. Ji, Chairman of Shenzhen Qianhai Smart Park Co., Ltd., has extensive experience in smart city development, specializing in planning, design, operations, and R&D. He has spearheaded Qianhai's smart mobility, smart parks, and smart bonded zone projects, integrating AI into decision-making to enhance operational efficiency. Additionally, he led cross-border collaborations with the University of Hong Kong and helped establish the HKU-Qianhai Institute of Intelligent Transport, focusing on technology transfer and practical innovation.

Ray Y. Zhong is an Associate Professor at The University of Hong Kong (HKU) specializing in systems analytics, including Construction Informatics, Manufacturing Systems, and Big Data Analytics. He holds degrees in Computer Science, Digital Signal Processing, and Industrial Engineering. Since joining HKU in 2019, he has secured over HK\$20 million in research funding and published over 270 papers, with more than 18,500 citations (H-index: 64). He is recognized in the top 1% of researchers worldwide by Clarivate Analytics and actively contributes to professional societies and journals.

Why visit Qianhai Smart Park ?

Visiting Qianhai Smart Park is worthwhile for its innovative smart city solutions, especially in transportation and property management. Partnering with companies like Huawei, it integrates AI and big data into urban planning, making it a key player in smart city infrastructure and the digital economy.

3 Chinese Entrepreneurs

IDRC

Company Profile: iDRC is an IoT-based climate startup that provides GaiaMesh, a lightweight control system for buildings to save energy and improve management. It's sustainability made simple.

Key Speaker: Yan-ping Wang is founder and CEO of iDRC is frequently is a speaker for sustainability technology forums. Yan-Ping previously led R&D efforts BIM and IoT at Walt Disney Imagineering in Shanghai. Furthermore, he has extensive experience in design and engineering consulting roles in the architecture, engineering and construction (AEC) industry.



51World

Company Profile: 51World is a leading Chinese technology company specializing in digital twin solutions and virtual reality (VR) applications, with a strong focus on sustainability. Founded in 2015, the company leverages advanced 3D modeling and simulation technologies to create realistic digital replicas of cities, industrial facilities, and other complex environments. By providing immersive and interactive experiences, 51World aims to enhance urban planning, infrastructure management, and smart city initiatives, driving sustainability and efficiency in various sectors.

Key Speaker: Kelly Feng, Head of International Expansion. With China's real estate market weakening, global markets is the most important direction for 51world to navigate. Kelly has been responsible for shaping the direction for the company to help serve clients in the Middle East and South East Asia.



i2Cool

Company Profile: i2Cool is a company innovating in electricity-free cooling technologies, founded by experts from the City University of Hong Kong's School of Energy and Environment. Their research, published in journals like Science, has been turned into commercial products such as passive radiative cooling paints and films. These products, made from polymers and proprietary nanomaterials, excel in solar reflectivity and mid-infrared emissivity, lowering surface temperatures by up to 42°C. With operations in 29 countries and serving various industries—including architecture, chemical industry, power and telecom, new energy, logistics, grain storage, and photovoltaics—i2Cool is a leader in promoting global sustainability and building green communities.

Key Speaker: Dr. Martin Zhu, i2Cool's Co-founder & CEO, stressed the importance of achieving this financial goal. He pointed out the strong need for electricity-free cooling technology in sectors like green buildings and industry to decrease heat, cut air conditioning expenses, increase efficiency, and enhance comfort.



IMD faculty team



Faculty grounded in business reality

IMD's world-class faculty are experts in executive education combining thought leadership and practical business experience.

They fully dedicate their time to **working with senior leaders** understanding their critical business issues and empowering them with the knowledge and capabilities to solve their real-world challenges and create sustainable, meaningful change.

This **combined expertise of IMD faculty is unique**, which is why many of the world's leading organizations choose IMD as trusted partner in developing their leadership talent.

“

The recognition of the impact and reach of our cases is a testament to the quality and depth of the knowledge that we generate by working closely with companies.

Jean-François Manzoni
IMD President



#4 The Case Centre Impact Index 2023



233,000+ IMD cases sold globally every year for programs at top business schools, universities, and companies from more than 120 countries.



5 IMD faculty in the Case Centre **Top 50 Bestselling Authors 2022/23**, the most in Europe and 3rd most worldwide.



3rd bestseller from Case Centre's Top 50 bestselling cases 1973-2023.



Zhike Lei

Professor of
Leadership & Organizational Behavior



zhike.lei@imd.org



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Recognition(s)

Howard A. White Award for Teaching Excellence, Pepperdine University (2021)

Harvard Business Review article selected for The Best of HBR Summer 2020 collection

Vita

Zhike Lei is Professor of Leadership and Organizational Behavior. She is an award-winning organizational scholar and an expert on psychological safety, team dynamics, organizational learning, error management, and patient safety.

Lei studies how organizations, teams, and employees adapt and learn in complex, time-pressured, consequence-laden environments. As a global management educator, she has taught executives and PhD, DBA, EMBA, and MBA candidates, as well as undergraduates, and has won numerous teaching awards and recognitions.

She has delivered custom programs and consultancy services for a wide range of organizations in different continents, including Allianz, Bosch, Cathay Pacific, Cedars-Sinai Medical Center, Dubai Falcon, Karma Automotive, Nielsen, Siemens, Standard Chartered Bank, and the Ministry of Health of the People's Republic of China.

Her scholarly work on team adaptation, psychological safety, error management, and crisis management has been published in premier academic outlets, including the Annual Review of Organizational Psychology and Organizational Behavior, Journal of Applied Psychology, Journal of Management, Health Affairs, Academic Medicine, Journal of Organizational Behavior, Academy of Management Discoveries, and Harvard Business Review. Her management insights have also been featured in general business journals and magazines, such as Harvard Business Manager, The New York Times, The Wall Street Journal, and Chief Executive.

Lei's research on team adaptation and team reflectivity, in collaboration with hospital surgical teams, aviation pilots, and manufacturing engineers, has been recognized by best paper awards from leading academic journals.

She has also won prestigious awards and grants to study patient safety, error management, and team processes, including from the European Commission's Marie Skłodowska-Curie Actions program, the Robert Wood Johnson Foundation, the Peter Curtius Foundation, and the Juran Center for Leadership in Quality.

She has served on the editorial review board for premier management journals including the Academy of Management Review and Academy of Management Discoveries (AMD) and was a guest editor of the AMD special issue on errors in organizations.

Before joining IMD in 2023, Lei served as Professor of Applied Behavior Science at Pepperdine University's Graziadio Business School in California, where she was also the research director overseeing faculty research and chair of the management department. She was previously a professor at the European School of Management and Technology and George Mason University. She worked as a marketing specialist for leading advertising and marketing firms such as Dentsu and Nielsen in China before embarking on her academic career.



Mark Greeven

Professor of Management Innovation
And Dean of Asia



mark.greeven@imd.org



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Recognition(s)

Included in Thinkers50's Ranking (2023)

Case Centre Outstanding Case Teacher
Award nominee (2018)

Vita

Mark Greeven is Professor of Management Innovation and Dean of Asia. He draws on a decade of experience in research, teaching, and consulting in China to explore how to organize innovation in a turbulent world. He was named on the prestigious Thinkers50 Radar list of 30 Next Generation Business Thinkers in 2017.

Greeven has collaborated with innovative Chinese companies (including Ping An, Alibaba, Pinduoduo, and Haier) and entrepreneurial multinationals (including Bayer, Evonik, Johnson & Johnson, Daimler, Nestlé, Richemont, and Swiss Re) to explore novel ways of organizing, accelerating corporate innovation, enabling digital business transformation, and designing business ecosystems to thrive on uncertainty. He is a fluent Chinese speaker.

He is the author of three books in this field. His 2018 work [Business Ecosystems in China: Alibaba and Competing Baidu, Tencent, Xiaomi and LeEco](#), which has a cover endorsement by renowned venture capital investor Tim Draper, explores the application of a business ecosystem approach in the Chinese context and offers insights and practical lessons on leading, creating, and disrupting markets for corporate executives and professionals in global business. This was followed in 2019 by [Pioneers, Hidden Champions, Change Makers and Underdogs: Lessons from China's Innovators](#), which provides an insider's view of China's under-the-radar, globally competitive innovators. The book has a cover testimonial from Henry Chesbrough, Adjunct Professor at University of California, Berkeley.

His 2021 book [The Future of Global Retail](#) decodes China's retail revolution to help global retail and innovation executives understand its implications for the rest of the world. The publication, co-authored with Winter Nie, Yunfei Fang, and James Wang, has a cover endorsement from Jørgen Vig Knudstorp, Executive Chair of the LEGO Brand Group.

At IMD, he is Co-director of the [Building Digital Ecosystems program](#) that was launched in partnership with Cheung Kong Graduate School of Business. He is also responsible for the school's activities and outreach across China. Greeven is a founding member of the [Business Ecosystem Alliance](#), a research associate at China's National Institute for Innovation Management, the Center for China and Globalization and the Center for Global R&D and Innovation.

Findings from his research have been featured in international academic journals, such as Harvard Business Review, MIT Sloan Management Review, European Management Journal, and Asia-Pacific Journal of Management, as well as in global media such as Forbes, the Financial Times, Wired, CNN, Bloomberg, Fast Company, Dialogue, LSE Business Review, The Business Times, Le Temps, Nikkei Asian Review, The Telegraph, South China Morning Post, and China Daily. Before joining IMD in 2019, he held faculty positions at Zhejiang University in China and the Rotterdam School of Management in The Netherlands.



Amit Joshi

Professor of
AI, Analytics & Marketing Strategy



amit.joshi@imd.org



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Recognition(s)

Named as one of Switzerland's Digital Shapers by Bilanz, Handelszeitung, Le Temps and Digitalswitzerland (2020)

Winner of EFMD Case Writing Competition (2019)

Vita

Amit Joshi is Professor of AI, Analytics and Marketing Strategy. He specializes in helping organizations use artificial intelligence and develop their big data, analytics, and AI capabilities. An award-winning professor and researcher, he has extensive experience of AI and analytics-driven transformations in industries such as banking, fintech, retail, automotive, telecoms, and pharma.

Joshi believes that no organization's digital transformation is complete until they really understand their data and how to upscale their analytical capabilities. He is currently focusing on how organizations can ensure that AI implementation occurs strategically and at scale rather than in small islands of excellence.

He has delivered customized programs for several companies including UBS, Sonova, Johnson & Johnson, Guardian Life, Mars Petcare, Securitas, Bank Danamon, Bayer, Ooredoo, Siam Commercial Bank, Abu Dhabi School of Governance, Hanover RE, and Migros. He also advises start-ups on their strategies.

At IMD, he is Director of the [Executive Certificate in Digital Business Excellence](#) and Co-Director of the [Digital Strategy, Analytics and AI](#) program.

Joshi's research, which focuses on long-run marketing strategy, analytics, and AI applications, has been published in top journals including the Journal of Marketing, Marketing Science, the Journal of Consumer Culture, the Journal of the Academy of Marketing Science, Harvard Business Review, and MIT Sloan Management Review. He has twice won the MSI/H Paul Root Award for the best paper in the Journal of Marketing and the Robert D Buzzell Best Paper Award for the Marketing Science Institute publication with the most long-term impact.

His work and thought leadership have frequently been cited in the media and have been covered by outlets including NPR, CNN, NBC, Nikkei, the Financial Times, Fast Company, Business Standard, Fox News, Bloomberg, Forbes, Le Temps, Investor Relations Magazine, The Conversation, and Science Daily. He is frequently invited to give keynote speeches and led a panel discussion with marketing experts at the World Economic Forum in Davos in 2020.

Before joining IMD in 2017, Joshi was in academia in the US and prior to that worked as a sales manager at Cadbury India, now part of the Mondelez International group.

About IMD

IMD at a glance

PROGRAMS FOR INDIVIDUALS & TEAMS

- Degrees: MBA, EMBA, Master in Sustainable Management & Technology
- Open Programs

RESEARCH CENTERS

- World Competitiveness Center
- Global Center for Digital Business Transformation
- Center for Future Readiness
- Global Board Center
- Global Family Business Center
- Center for Social Innovation
- Enterprise for Society Center
- Center for Sustainable and Inclusive Business

THOUGHT LEADERSHIP

- I by IMD (Knowledge Hub & Quarterly magazine)
- Books
- Indicators & Rankings
- FT50 & Other Academic Journals

SOLUTIONS FOR ORGANIZATIONS

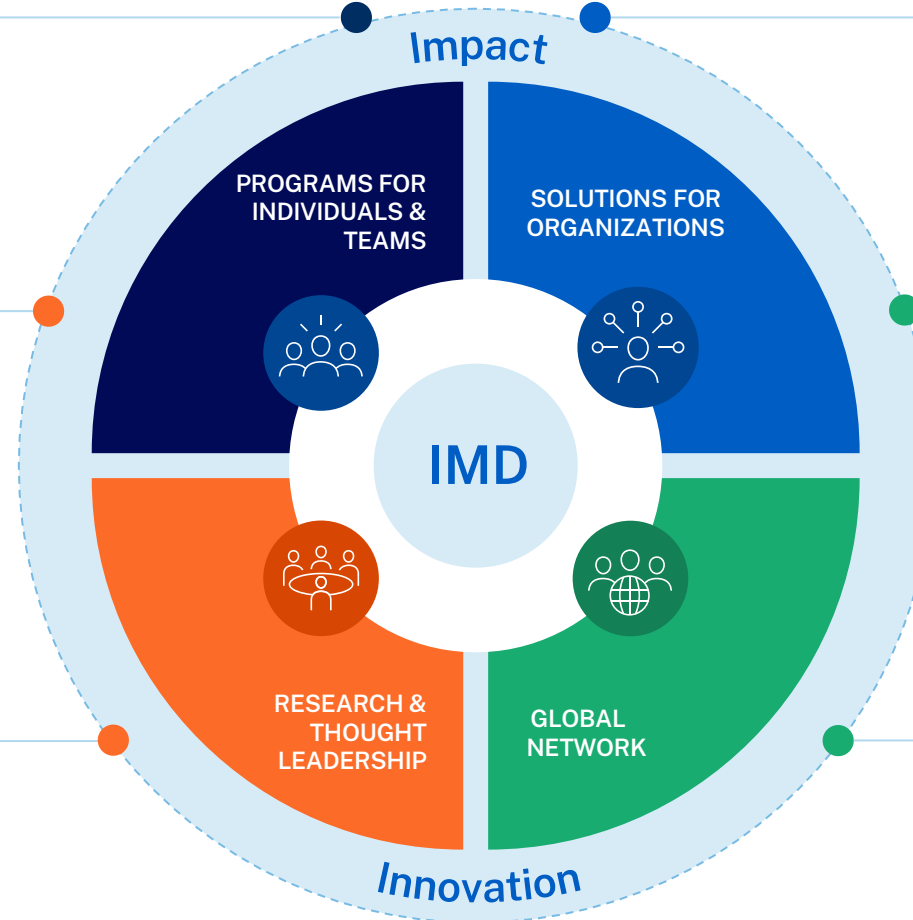
- Custom Programs
- Catalyst (Advisory)
- Strategic Talent Solutions
- Executive Coaching Services
- Nexus

ALUMNI NETWORK

- International Alumni Association
- Alumni Clubs
- Communities of Interest
- Program Communities

EVENTS & PARTNERSHIPS

- IMD CXO Circles
- Symposiums & Conferences
- Key partnerships, such as with the Swiss Economic Forum, World Business Council for Sustainable Development Financial Times, The Boardroom etc.



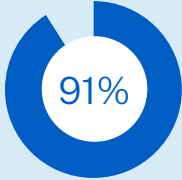
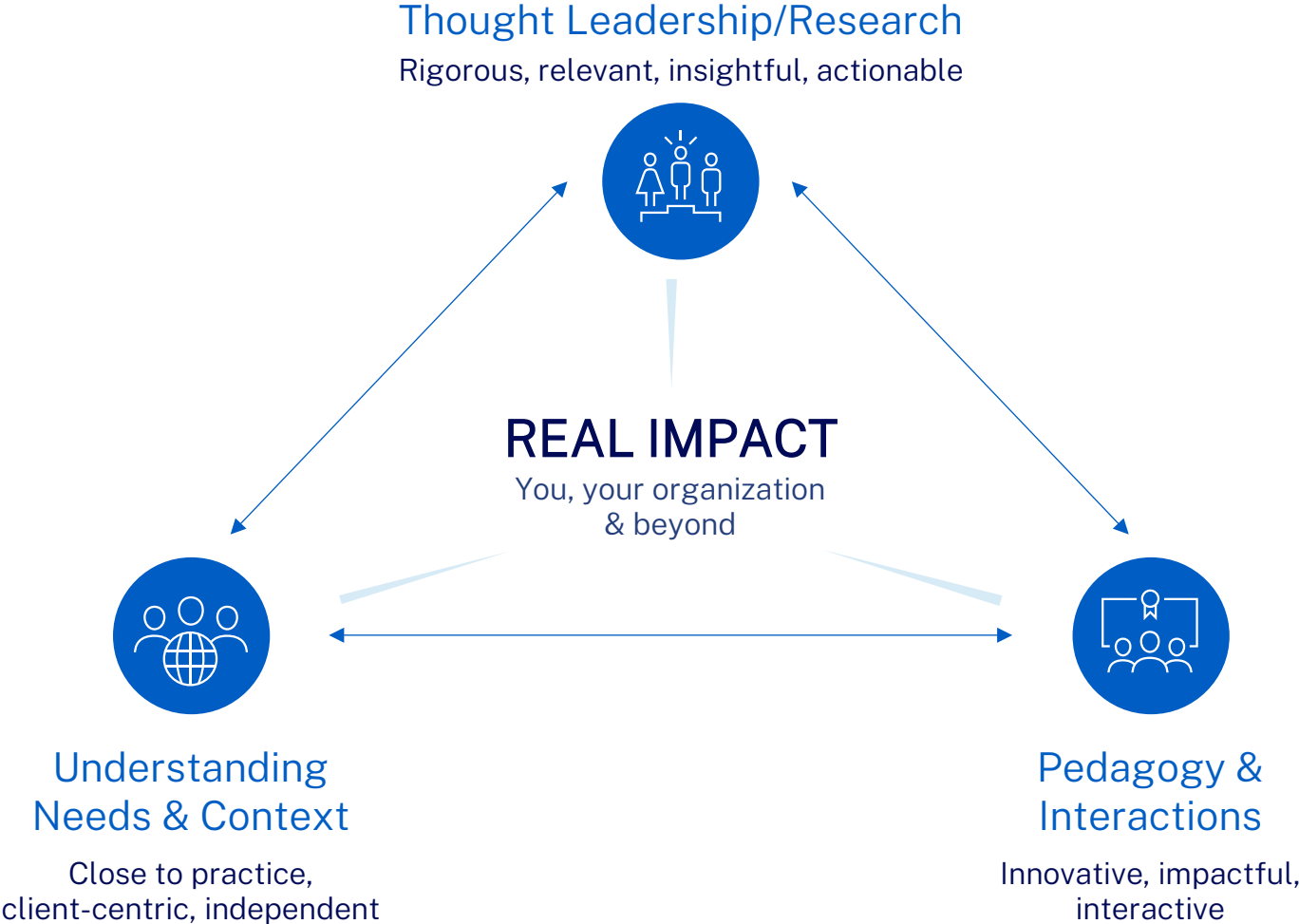
Why is IMD different?

- **Born from business to serve business:** established by Rio Tinto Alcan and Nestlé. Executive education is our core business, unlike any other top business school.
- **An independent not-for-profit organization:** self-funded, no support (nor influence) from government, undergraduate programs or alumni endowments. This liberates us to have more courageous conversations with executives and organizations.
- **Our non-tenured faculty** are with IMD because they are simply first class at what they do, and they have a passion for IMD's approach to executive development. There are no silos or departments but one international and integrated faculty team.
- **We relentlessly pursue impact**, which underpins our purpose and is at the heart of IMD's activities and from the first conversation to post-program follow through.

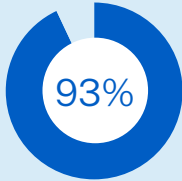


Applying our client-centric and flexible approach backed by rigorous academic research and thought leadership, IMD combines the attributes of both consultancies and business schools to bring you the best of both worlds.

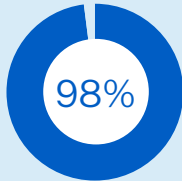
How we create real impact



of participants report significant personal impact from attending an IMD program.



of participants report becoming a more effective executive within 4 months of completing an IMD program.



of participants would recommend IMD to a friend or colleague.



Where Academia and Practice meet

Our day-to-day engagement with executive education program participants creates a virtuous circle for thought leadership. Faculty gain insight and ideas from participants and share these back to them in the form of research and practical experience. This enables IMD to generate fresh knowledge and approaches for application in a rapidly changing world of business.

IMD's goal is to conduct state-of-the art research to continuously push boundaries, while addressing in a very practical way the key challenges faced by business and society. IMD's Global Research Centers' research contributes to the latest thought leadership on a variety of highly relevant themes.



World
Competitiveness
Center



Center for Future
Readiness



Global Family
Business Center



Global Center for
Digital Business
Transformation



Global Board
Center



Center for Social
Innovation



Enterprise
for Society Center



Center for Sustainable
and Inclusive Business

Quick facts on IMD Custom Programs and global client references

230+

Global companies
chose IMD for their
customized programs
each year

300+

Custom programs
delivered each
year

67%

of revenues come from
repeat business each year
Our clients keep coming
back!



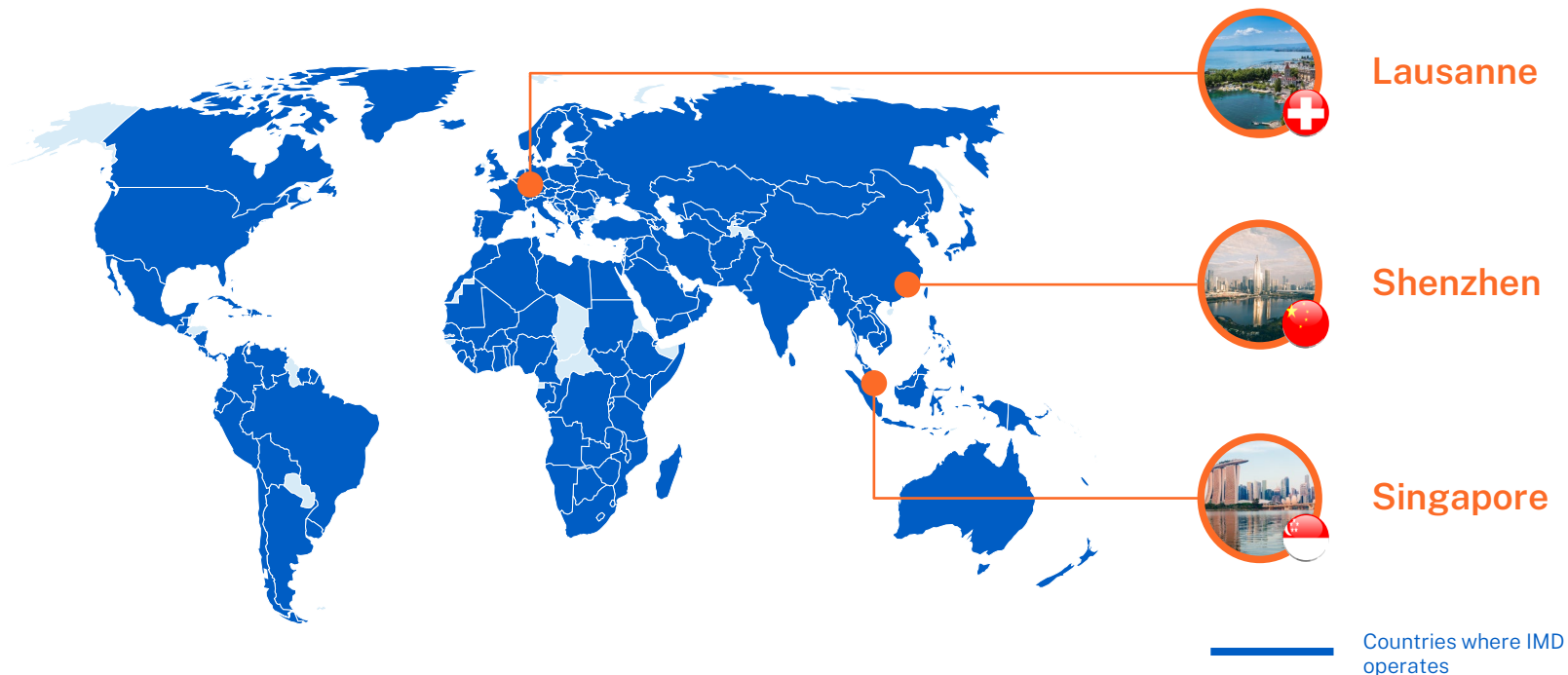
Lufthansa





Global reach

With campuses in Lausanne and Singapore, and a Management Development Hub in Shenzhen, IMD operates globally in over 175 countries, with 28,000+ executives each year.



Lausanne



Shenzhen



Singapore

Countries where IMD operates



Located next to Lake Geneva (Lac Léman), at the heart of the thriving Swiss economy and dynamic business hub, IMD's Lausanne campus is ideally positioned to foster excellence in leadership and business transformation.



Featuring 180-degree and 360-degree immersive studios as well as a hybrid-ready 200-seat auditorium, the tech-enabled IMD Singapore campus sparks innovation and interactivity, redefining Asia's experiential executive learning landscape.



The IMD China Management Development Hub, located in central Shenzhen, provides increasingly sought-after research, insights, and in-country practice into what it takes to thrive in this complex and important market.

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(1-3 pax)

RM58,000

(Price is inclusive of 8% SST)



(above 3 pax)

RM55,000

(Price is inclusive of 8% SST)



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* 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.



Get in touch and speak to SIDC team:

Farith Jamal

+6014 653 2578

Farith.Jamal@sidc.com.my

Sarah Dalina

+6011 2711 9658

Sarah.Dalina@sidc.com.my



Find us on Facebook, Instagram & LinkedIn at
Securities Industry Development Corporation - SIDC



www.sidc.com.my

Securities Industry Development Corporation (765264K)

3, Persiaran Bukit Kiara, Bukit Kiara, 50490 Kuala Lumpur, Malaysia

Email: sidc@sidc.com.my