



The Digital Consumer Tour

Lessons in Consumer-Facing Innovation from China's Digital Leaders

November 2024



An Intensive Tour of the Frontier of Consumer-Facing Innovation

Innovation in the Consumer Experience Is Very Fast in China

Shein, TikTok Shop, Pinduoduo, Temu, WeChat Mini Programs and other China companies have pioneered new consumer experiences.

These innovators have been challenging incumbents in China and internationally.

This has **lots of important lessons for merchants, brands, retailers and other B2C businesses.**

“Physical Plus Digital” Consumer Experiences Have Been Evolving Rapidly in China

Online and offline channels have been merging **into one data-driven consumer experience.**

This is changing everything from supermarkets and department stores to banks and hospitals.

For merchants, CPG and other consumer brands, this changes distribution, the consumer experience and how you tell your brand story.

Rapidly Changing Consumer Behavior Enables Lots of Experiments in China

Chinese consumers are arguably the fastest adopters of new tech.

This enables lots of experimentation – such as livestreaming, bullet chat, community group buying, fresh direct, and smart logistics at scale.

China has lots of good lessons for brands and merchants in **how they will interact with their customers in the future.**

China's B2C Innovators Are Now Known Internationally

Tencent 腾讯

 **ByteDance**



SHEIN

 **TikTok**



小红书



Pinduoduo

Together
More Savings
More Fun

Digital Consumer China Is Increasingly About the Merging Different Activities

Retail and Ecommerce are Merging Online and Offline Experiences

Chinese consumers are digitized and live on their smartphones. It is the starting point for every customer interaction.

Brands, merchants, retailers and ecommerce sites have responded to this by going digital (digital marketing, online channels).

And also by integrating their online and physical channels into one data-driven consumer experience.

Entertainment and Social Media Are Merging with Commerce

Short video, live streaming, gaming and social media are increasingly integrating with ecommerce.

Businesses like TikTok and WeChat have used this to break into ecommerce in a powerful way.

They are integrating shopping into their wildly popular entertainment and social media services.

Smart Logistics and Direct-to-Manufacturing Are Connecting With Customers

JD and Alibaba have focused on building smart logistics network at very large scale. These networks now connect Chinese consumers with merchants and brands globally.

And digitized manufacturers are now connecting with customers. Letting them respond quickly. Shein took advantage of this DTM phenomenon to go global.

On the Tour, We Will Visit Two Digital China Hubs: Shanghai and Hangzhou

Our 2024 tour combines:

- **Company visits in Shanghai and Hangzhou**
- **Lectures and discussion with leading digital experts in China.**

Shanghai and Hangzhou are important digital hubs in China. Especially for how digital tools are changing the consumer experience – both online and in the physical world.

Unsurprisingly, a lot of international retail, financial services, CPG and ecommerce businesses are keen to visit these hubs and their digital innovators – to see what's coming next.



On This Tour, You Will Receive



A better understanding of the strategies and consumer innovations of China's digital leaders.



A rapid and significant increase in your understanding of digital strategy and innovation.



Lessons and experiences that can be directly applied to your company's strategy.

China Business Professor Jeff Towson Will Be Your Moderator for the Tour

- The tour will be led by Professor Towson, a former China business professor, best-selling author, and a leading expert on the strategies of the best US, China, and Asia tech companies.
- He is one of the most followed analysts in Asia (3M followers on LinkedIn). He was also the #1 LinkedIn Top Voice for Finance globally (2017) and a Top Voice for China (2016, 2017, 2018). He is frequently cited as a global influencer by companies such as Huawei and Alibaba.



Our Tour Has 5 Components



Pre-departure,
readings, and
discussions.



On-site
company
visits.



Daily learning
and lectures.



Industry expert
presentations.



Inspiring and
fun
experiences in
Hangzhou and
Shanghai.

Hear From One of Our Previous Attendees

“I highly recommend the China tech tour for any executive that wants to level up his knowledge on the Chinese tech ecosystem, competitive strategies and digital growth strategies.”

“During the China tech tour were able to have uncensored conversations with executives and strategy team members at the leading tech companies of China which is already super unique in itself.”

“On top we traveled with a business professor - who prepared us with theory and background before each of the visits and with whom we were able to discuss learnings after each visit. This allowed for a very intense yet educative week that totally upgraded my knowledge which I believe would be impossible to achieve in any other form in such a short period.”

“On top the vibe was great and we were taken care of very well by the trip coordinators who arranged great experiences and who supported us during the days we travelled the beautiful country.”

-Sjuul Berden, Product Director at Ecommerce Company Vinted

Trip Itinerary

(1/2)

Trip Dates

Nov 19-23, 2024

Note: These specific company visits are anticipated but cannot be guaranteed.

Date	Theme
Day 1, Nov 19 (Tue)	PM: Arrive Hangzhou . Check in to hotel. Welcome presentation and dinner at 7:30pm .
Day 2, Nov 20 (Wed)	AM: A lecture on the world's leading financial services company, Ant Group.
	AM: A potential visit to Ant Group . We will focus on innovations in the consumer experience from their payment and digital finance tools.
	PM: A lecture on one of the world's leading logistics companies, Cainiao Logistics
	PM: A potential visit to Cainiao Logistics . We will focus on how smart logistics is changing ecommerce, retail and the consumer experience.
Day 3, Nov 21 (Thu)	AM: A lecture on the development of Freshippo and, the leading digitized supermarket. Followed by a field visit to Freshippo
	AM: A lecture on the development of Intime department store , the leading digitized department store project. Followed by a visit to Intime.
	Noon: A lecture to consolidate the learnings and wrap up the experience in Hangzhou
	PM: Travel to Shanghai by train
	PM: A field visit in Shanghai

Trip Itinerary

(2/2)

Trip Dates

Nov 19-23, 2024

Note: These specific company visits are anticipated but cannot be guaranteed.

Date	Theme
Day 4, Nov 22 (Fri)	AM: A lecture on one of China's leading "social media meets ecommerce" platforms, RED (Xiao Hong Shu)
	AM: A potential visit to RED . We will focus on their social media innovations and changing user experiences.
	PM: A lecture on one of world's leading travel sites, Trip.com
	PM: A potential visit to Trip.com . We will focus on their growing international business and ecommerce strategies.
	PM: Presentation and discussion with a China Marketing expert on how digital behavior is changing in Asia.
	PM: Recap for the tour. Discussion to identify the applicable lessons and takeaways.
	Evening: Farewell dinner
Day 5, Nov 23 (Sat)	Noon: Check out (we're happy to provide ideas for sightseeing if you would like to explore Shanghai)

Our Tour Begins in Hangzhou – Home to Ant and Lots of Digital Innovators



Note: These are example companies and not confirmed visits for this trip

Potential Company Visit for Hangzhou:

Ant Group



**ANT
GROUP**

- Ant Group traces its roots back to Alipay, which was established in 2004 to create trust between online sellers and buyers. Over the years, Ant Group has grown to become one of the world's leading open Internet platforms.
- Through technological innovation, Ant Group support their partners in providing inclusive, convenient digital life and digital financial services to consumers and SMEs. In addition, they have been introducing new technologies and products to support the digital transformation of industries and facilitate collaboration.
- Working together with global partners, Ant Group enables merchants and consumers to make and receive payments and remit around the world.

Potential Company Visit for Hangzhou: Cainiao Logistics



- Cainiao Network (“Cainiao”) was launched as a separate logistics business in 2013 but has long supported Alibaba’s core ecommerce business. Building a network that could provide rapid and reliable delivery across China’s vast geography has been a long and expensive undertaking.
- From this original mission, Cainiao has now expanded to a global smart logistics company. This includes connecting Chinese consumers with the world’s merchants, including those in agriculture and produce.
- Now a separate business unit, Cainiao is aiming to join DHL and FedEx as a top 5 global logistics provider. Their goal is to be able to deliver anywhere in China within 24 hours and across the globe within 72 hours.

Note: These specific company visits are anticipated but cannot be guaranteed. They will be finalized based on company availability for the time period.

Potential Field Visits in Hangzhou:

Freshippo



- Launched in 2016, Freshippo is Alibaba Group's proprietary retail chain for groceries and fresh goods.
- Freshippo exemplifies the creation of a new shopping experience through the convergence of online and offline activities by using retail stores to warehouse and fulfill online orders, in addition to offering a rich and fun experience to customers who shop in-store.
- Freshippo's proprietary fulfillment system enables 30-minute delivery to customers living within a three-kilometer radius of a Freshippo store. As of March 31, 2022, they had 273 self-operated Freshippo stores, primarily located in tier-one and tier-two cities in China.

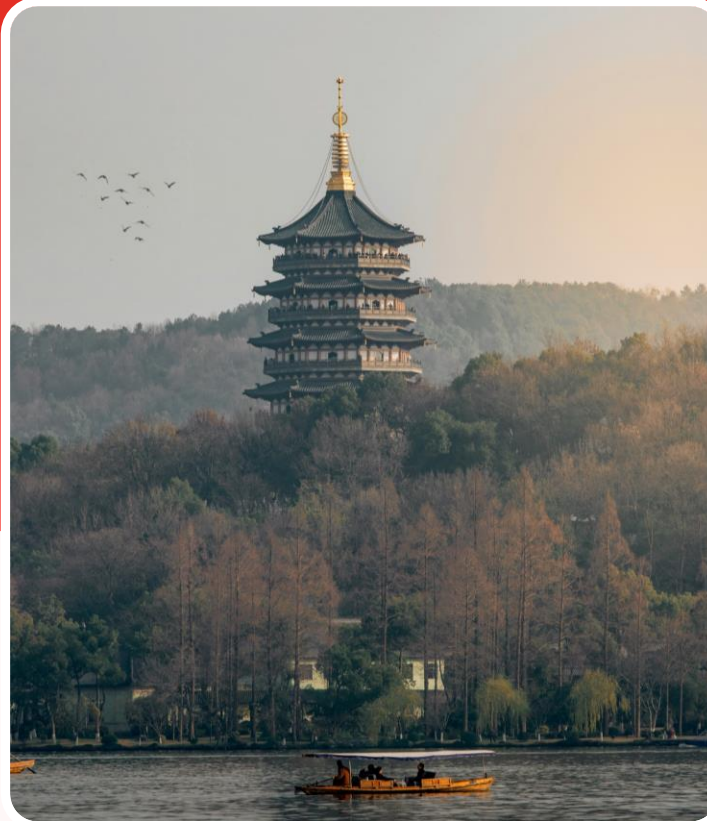
Potential Field Visits in Hangzhou: Intime Department Store



- Intime Retail is a leading player in China's department store and fashion retail industry with businesses spanning department stores, shopping centers, high-end retail and other retail businesses.
- In 2014, Intime Retail formed a strategic partnership with Alibaba Group, which set its business on a path of online transformation. It currently operates and manages more than 100 department stores and shopping centers.
- Alibaba Group became the controlling shareholder of Intime Retail in 2017 as part of its strategy to transform conventional retail.

Note: These specific company visits are anticipated but cannot be guaranteed. They will be finalized based on company availability for the time period.

Rapidly Improving Hangzhou Is Now a First Tier China City



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And Then We Head to Shanghai



Planned Company Visit for Shanghai: RED (Xiaohongshu)



- RED, also known as Xiaohongshu or Little Red Book, is a popular Chinese social media and e-commerce platform founded in 2013.
- Originally focused on images and called “China’s Instagram”, RED later expanded to videos. And focused on enabling users to discover, review, and share product experiences. Primarily in the beauty, fashion, and lifestyle sectors.
- RED has since expanded to include social media, community and ecommerce (both domestic and cross-border). With over 100 million monthly active users, RED has become a vital marketing tool for brands targeting China's young, affluent consumers.

Note: These specific company visits are anticipated but cannot be guaranteed. They will be finalized based on company availability for the time period.

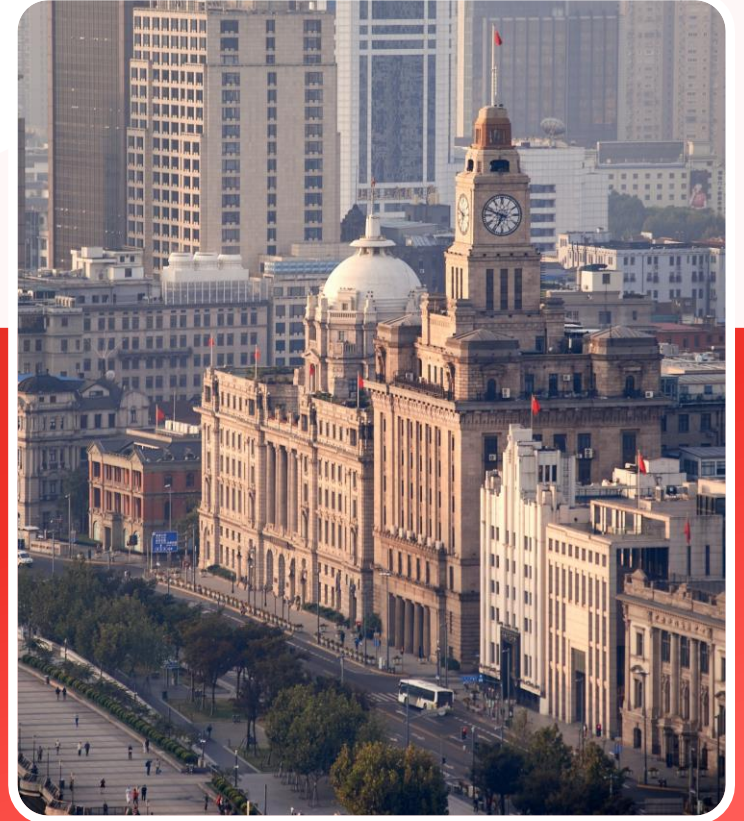
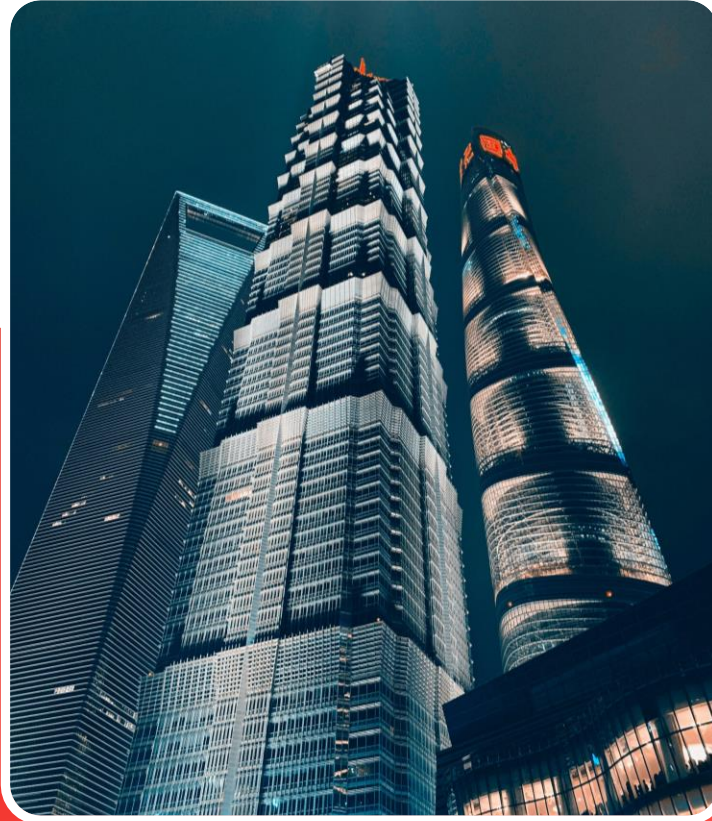
Planned Company Visit for Shanghai: Ctrip (Trip.com)

The logo for Trip.com, featuring the word "Trip" in blue, a yellow dot for the period, and ".com" in blue.

- Trip.com is an international travel service mobile app, available in 24 languages across 39 countries and regions.
- Since its founding in 1999 (by Neil Shen), Trip.com has built a global hotel and flight network consisting of more than 1.1 million hotels and flights from over 510 airlines. Like other travel sites, it offers trains, tours, car rentals and other related travel services.
- Unlike Western counterparts (e.g., Expedia), Trip is particularly innovative due to its highly competitive domestic market, where Meituan and Alibaba are also big players. An example is its combination of video with ecommerce for travel. The domestic site has very active users who create and post content about their travels.

Note: These specific company visits are anticipated but cannot be guaranteed. They will be finalized based on company availability for the time period.

Shanghai, a Financial and Shipping Hub, Is Increasingly a Center for Entertainment and R&D





Fees

\$6,000 USD per person

Included: Company visits with Professor Towson as moderator, meals*, hotel for 4 nights**, and local transportation*** during the tour.

Excluded: Visa fees and international flights.

*All the meals during this trip are included, except sparkling water and alcohol drinks, such as beer, wine, etc.

**2 nights in Hangzhou (19-21, Nov) and 2 nights in Shanghai (21-23, Nov)

***We'll provide hotel details in advance for you to manage the trip from airport to hotel.

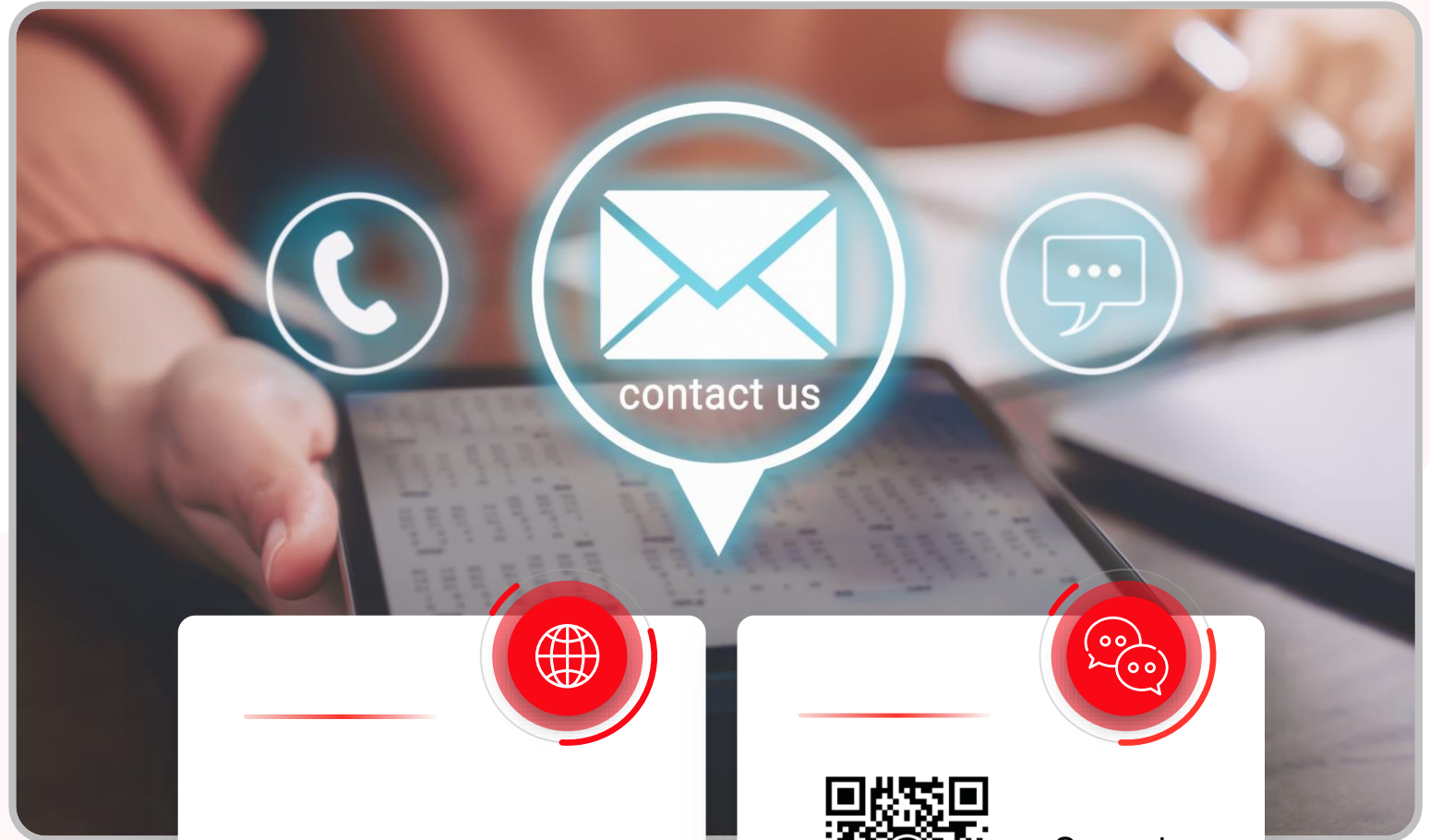



Service Includes

Stage	Item
Pre-Trip Preparation	Discuss to align trip objectives.
	Customize the experience, including where to visit, who to meet, and what learning activities to have.
	Provide reading materials and questionnaires to the participants.
Activities and Training During the Trip	Curate training, learning experiences and discussions with Professor Towson.
	Extract insights and integrate with company's strategies and objectives.
	Connect participants with the companies visited.
	Adjust itinerary to ensure the most valuable and impactful experience.
Post-Trip Advisory Meeting and Discussion	Professor Towson will meet the participants for consultation about their learnings, share insights related to company strategies and discuss next steps to fully leverage the outcome. (45-min duration)

Contact Information

Contact Temperance Shen via WhatsApp or email for booking.




Temperance-shen@outlook.com



Scan via WhatsApp



Terms and Conditions

1. Itinerary Change

ASIATECH SERVICES, LLC reserves the right to make changes to the itinerary due to circumstances, including but not limited to weather conditions, specific company availability, and safety concerns. The Company will make reasonable efforts to provide suitable alternatives in such cases.

2. Cancellation and Refund

Cancellation by Participant: If the Participant wishes to cancel their participation in the Ecommerce Tour, the following refund policy applies:

- **50%** refund if cancelled **30** days before the first day of the tour.
- **No** refund if cancelled **30** days or less before the first day of the tour.

Cancellation by Company: The Company reserves the right to cancel Ecommerce Tour for any reason. In such cases, the Participant will receive a full refund of the paid fee.

3. Liability and Waiver

The Participant acknowledges that participation in the Ecommerce Tour involves inherent risks. The Participant agrees to release and hold the Company harmless from any liability for personal injury, property damage, or any other losses that may arise during the Ecommerce Tour.

4. Governing Law

Both parties agree that they will comply with all applicable laws and regulations, including, without limitation, health and safety, alcoholic beverage control, disability, anti-corruption, trade sanctions, and anti-terrorism laws. Company and Participant agree to cooperate with each other to ensure Compliance with such laws. The validity, interpretation, and performance of, and the settlement of disputes relating to, this agreement will be governed by and construed in accordance with the law of the United States of America.