

# THE URBAN CHINA TOUR

June 8 - 14, 2025

WITH LOLA WOETZEL AND JEFFREY TOWSON

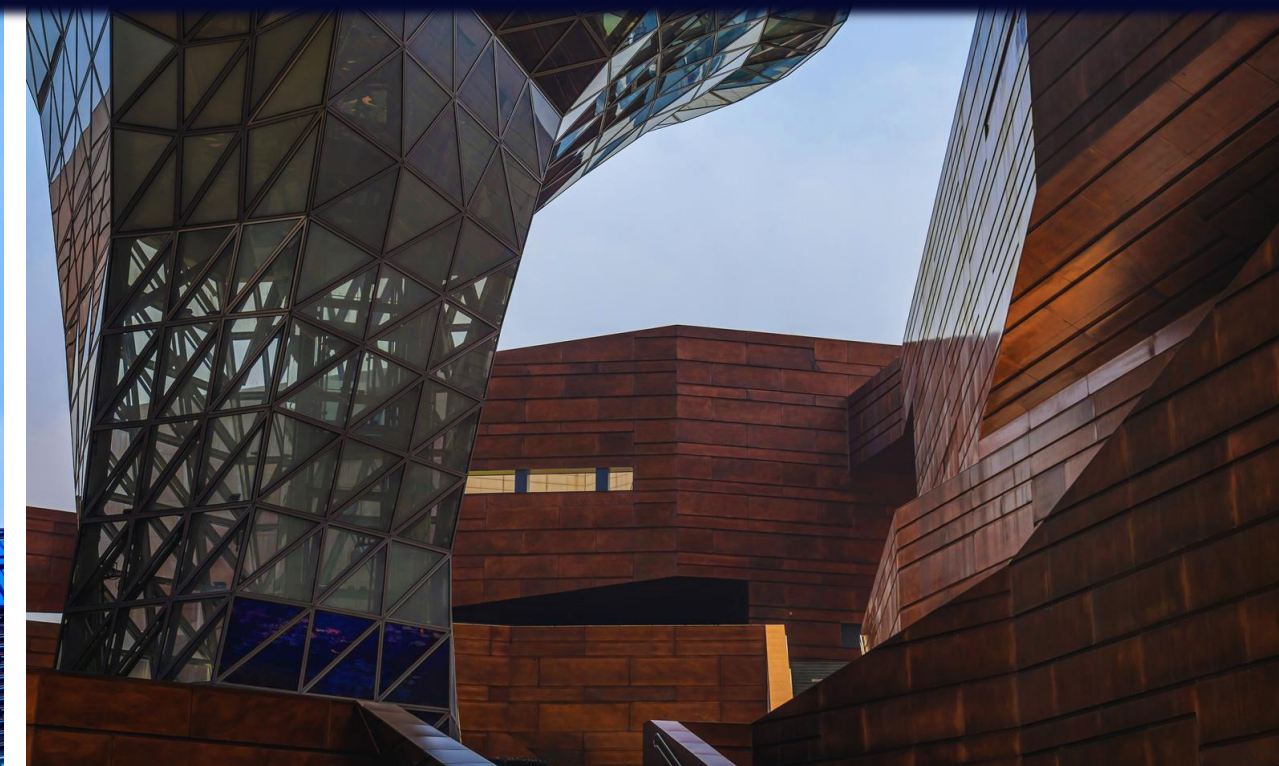


# Why the Urbanization of Modern China Has No Equal

- Over past twenty years, the basic structure of modern China was:
  - Built. Construction, basic infrastructure, etc.
  - Populated. Migration driving to +60% urban population.
- This massive undertaking drove massive increases in productivity.
  - Farmers became factory and service workers at large scale.
  - Large companies emerged in a quasi-national market, centered on big clusters of cities.
- But it also launched four large and important trends in urban living:
  1. How to build better cities? At large scale.
  2. How to connect these cities?
  3. How to make cities smarter?
  4. How to make cities greener and more human?
- These 4 questions are what this unique tour will focus on.



# How Does China Build Better Cities? At Very Large Scale.

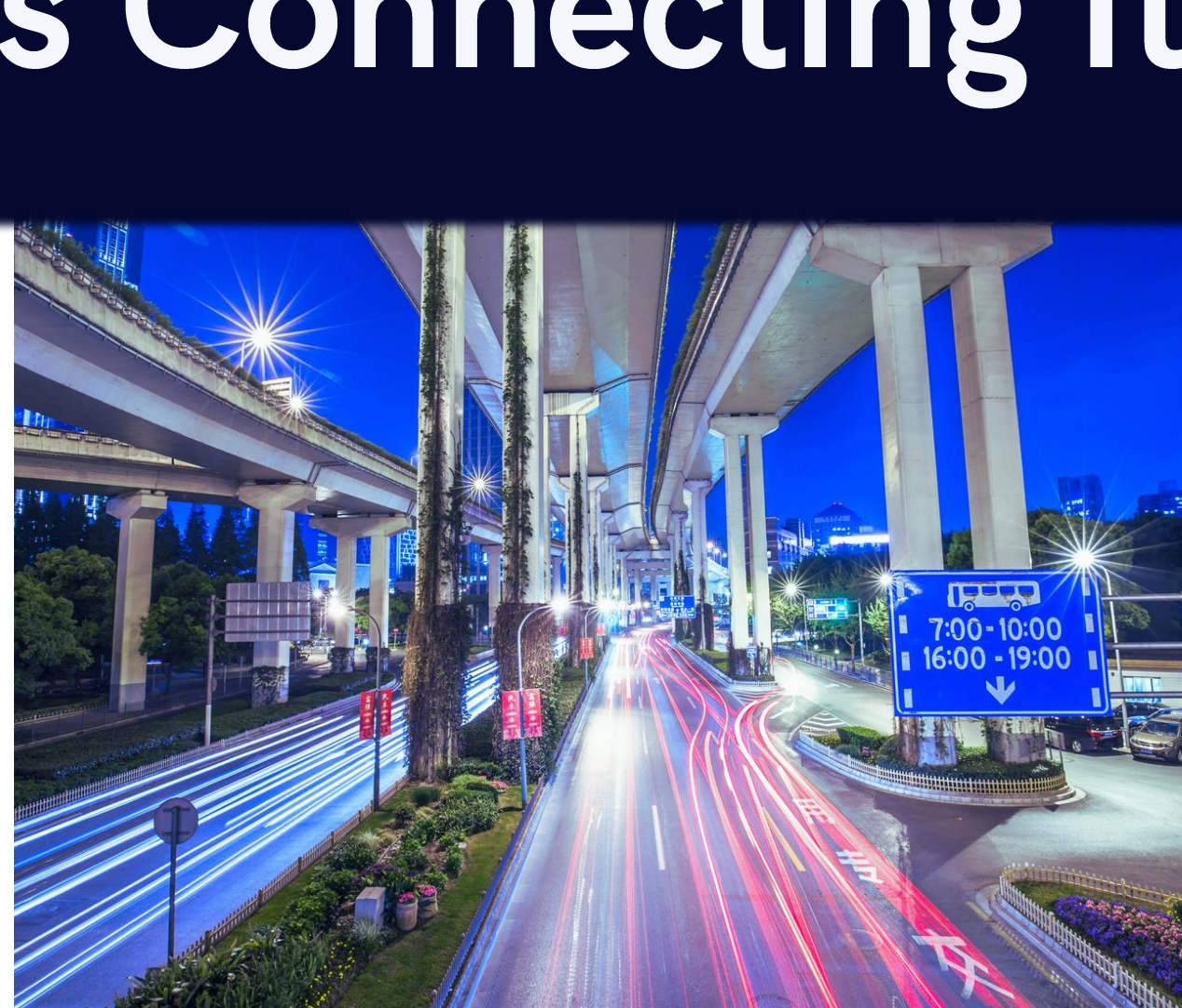


# How China Built World Class Cities So Quickly. And What's Coming Next.

- This is a key question for our Urban China Tour. We will look at how China's cities are so well built. Both the causal factors and the latest improvements. And we will look at some of the coolest projects happening. Because that's really fun.
- Factors to discuss:
  - Real estate was the financial asset of choice during China's boom in savings and industrial expansion—resulting in massive physical changes to the urban centers.
  - The State shaped this with megaprojects like metros, and land policy. Though building mega cities also created higher prices for land and greater risk for development.
  - This mega trend created the single most competitive real estate sector in the world, with almost 60,000 developers in China, and minimal costs to entry.
  - To win requires access to land, cash, often via state backing, and increasingly, good development ideas. For a long time, land was king. But cash and ideas have now taken its place.



# China Is Connecting Its Cities

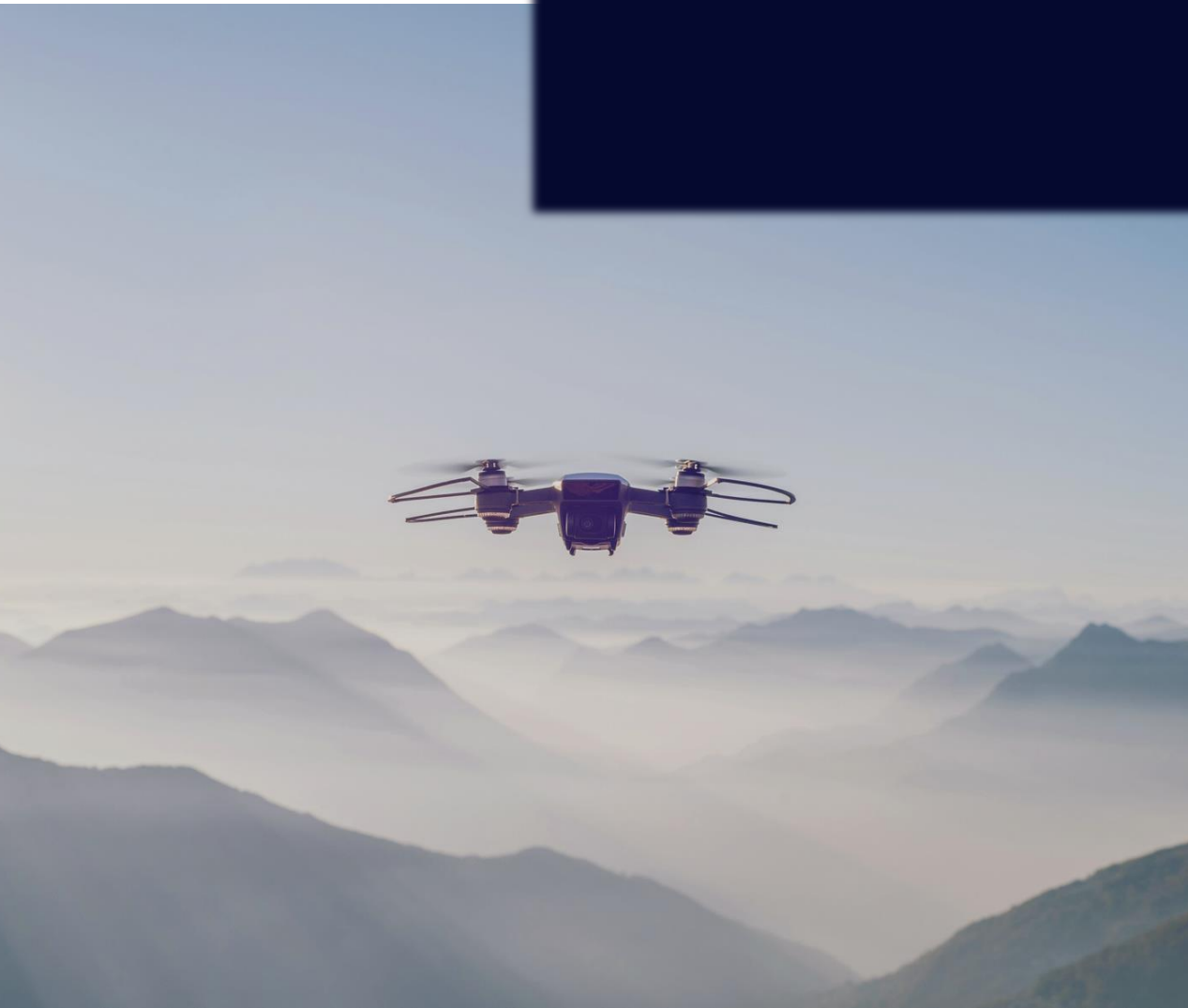


# How Chinese Cities Becoming Increasingly Connected

- This is an important question. In this tour, we will look at the emergence of connected cities and clusters. And how this is impacting infrastructure, migration, standards of living and productivity.
- Factors to discuss:
  - The future of connected China is the build out of city clusters, the digitization of these clusters themselves and national intercity infrastructure.
  - This means mega investments like High-Speed Rail, strong smart grid, metros and the Shanghai Hongqiao Hub and China's leading role in 5 and 6G infrastructure
  - It also means migration to restructure cities, most of all in the densification of whole regions into city clusters
  - And it means dramatically expanded competition. SMEs from tier 3 cities can now fight for business across regions. And engineers in tier 1 cities can now make day trips to distant factories.



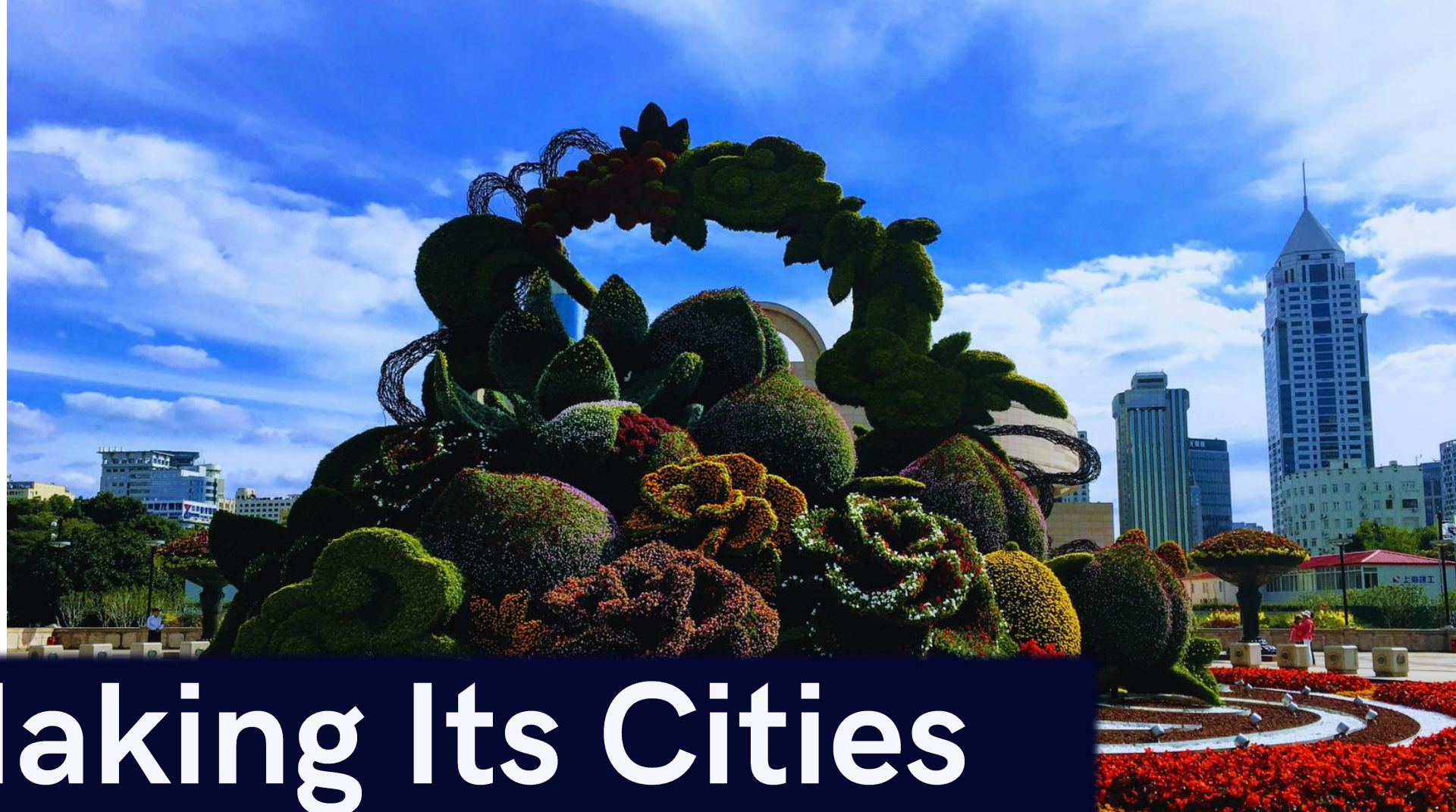
# Chinese Cities Are Becoming Smarter



# How China's Cities Are Becoming Increasingly Smart, Automated and Dynamic.

- In this tour, we will look at the emergence of smart cities that combine software, hardware, infrastructure, and public participation. Watch for China's smart capabilities to become available as turn-key solutions for cities around the world.
- Factors to discuss:
  - China has both digital / technological leadership and the ability to deploy infrastructure at scale. Unsurprisingly, China is now home to half of the world's smart cities projects.
  - In their simplest form, these cities will become connected, transparent and intelligent. Increased transparency enables dynamic management of issues like traffic, waste, water and air quality, and security. We already see this with traffic management by Alibaba's City Brain in Hangzhou. Investors recognize this and are all in as shown by Pony.ai's successful NASDAQ IPO.
  - The biggest improvements is coming as smart cities are combined with the urban population's smartphones. Cities will increasingly function as operating systems that can run different programs and enable residents to participate.





# China Is Now Making Its Cities Greener and More Human



# China's Massive Urban Centers Are Becoming More Livable. And More Human.

- Finally, we will look at the changing culture and lifestyle issues of China's growing urban environments.
- China has chronic issues with water, air, food, etc. and climate adaptation challenges for flooding and heat are real. China's environmental standards for its cities are actually higher than Europe's. China wants to win the net zero transition with the world's largest deployment of green urban infrastructure from EVs to anti-desertification. There are very large bets being made in water supply and treatment.
- At the same time, there is increasing focus on green spaces and the livability of growing cities.
  - Livability and culture is becoming more important to China and Chinese cities are becoming more diverse, walkable environments that can be replicated at scale (100+ cities).
  - China's cash-rich and digitally friendly consumer is driving entertainment and all kinds of recreation, bootstrapping new sectors into being, such as mental health, and meeting new segment needs such as "instagrannies"
  - Real estate is responding with a new age of hybrid spaces to enable multigenerational living and flexible working models

# Your Tour Guides and Moderators Are China Experts



**Lola Woetzel**

Senior Partner Emerita at  
McKinsey & Company,  
Visiting Professor, NYU Shanghai



**Jeffrey Towson**

Partner at TechMoat Consulting,  
Visiting Professor at CEIBS

# About Your Moderators



- Lola is an expert on urban development, economic master planning and sustainability. Now a Senior Partner Emerita at McKinsey & Co, she has worked with local and national governments globally for more than 40 years.
- Based in China since 1986, she has conducted more than 100 projects for local governments throughout China and the Middle East to support economic development and transformation. As a Director of the McKinsey Global Institute (MGI), she led MGI research on productivity, urbanization, infrastructure, inequality and regional growth.
- Dr. Woetzel holds a B.A., M.A. and Ph.D. in Political Science from the University of Southern California.



- 
- Jeff is a consultant with +25 years of experience across the US, China/Asia and the Middle East. He has developed projects in real estate, hotels, banks / financial services, insurance, healthcare, consumer products, retail, technology, petrochemicals, and energy / infrastructure.
  - Jeff is one of the most followed analysts in Asia (+3.1M followers on LinkedIn). He was the #1 LinkedIn Top Voice for Finance globally (2017) and a Top Voice for China (2016, 2017, 2018). He is the host of the Tech Strategy Podcast, a best-selling author, and a former Peking University, CEIBS, and Sasin business professor.
  - He is managing partner at TechMoat Consulting, a boutique consultancy that advises clients with AI and digital strategy and transformation.

# Jeff and Lola Have Taught the World About China for +10 Years

- In 2013, Jeff and Lola published the One Hour China book, which went on to be an Amazon best-seller for +4 years. The 2023 version of One Hour China is currently available on Amazon.
- They have collaborated on multiple other books, including the One Hour China Consumer book and One Hour Moats and Marathons.
- Jeff and Lola jointly taught “Doing Business in China” classes at Peking University in Beijing for +5 years.
- They also jointly taught “Digital Strategy” classes at China Europe International Business School in Shanghai for +4 years.

# This Tour Visits Three of China's Important Urban Centers – Shanghai, Guangzhou and Shenzhen



# SHANGHAI

DATE	ACTIVITIES
Day 1, June 8 (Sun)	<p>We arrive in Shanghai. Check into hotel. Our first event is a welcome presentation and dinner at 7:30pm</p>
Day 2, June 9 (Mon)	<p>We begin our day with a visit to Shanghai's urban planning museum. To see the planning of China's first mega-city. With a lecture on how China's cities evolved, the role of the State and how its financing works.</p> <p>Then it's a walking tour of Nanjing Road, the Champs Elysees of Shanghai, followed by lunch at the Peace Hotel.</p> <p>Next we visit Shanghai Chengtou, Shanghai's City Investment Group, to hear their plans for infrastructure development. And to discuss what is next for China's urban environment in terms of transport, energy, water and waste infrastructure.</p> <p>Then we visit the Shanghai Metro. We will focus on its transit-oriented development, non-fare box revenue development and advancing mobility technology.</p> <p>Then its back to the hotel and dinner on the Huangpu river. We will take a boat and enjoy world-class cuisine under the night sky of China's most dramatic riverfront.</p>



Note: Specific visits are anticipated but are not guaranteed.

# Trip Itinerary (2/4)

JUNE 8-14, 2025

# SHANGHAI

DATE	ACTIVITIES
<p><b>Day 3, June 10 (Tue)</b></p>	<p>We begin with a lecture and discussion on China's city clusters and the increasing connectivity of the Yangzi River Delta.</p> <p>Then we visit the Panlong Tiandi development. We will focus on how to build a smart and green urban development. It leverages traditional history to target young consumers.</p> <p>Lunch will feature Professor <u>Zhu Ning</u>, a leading China academic on housing and finance.</p> <p>In the afternoon, its time to see what it takes to connect 300 million people with a visit to the <u>Shanghai Hongqiao Hub</u> , China's first integrated multi-model transport and energy hub.</p> <p>Then we experience Shanghai's new art and culture scene with a walk along the West Bund promenade followed by dinner at the famous <u>Long Museum</u> .</p> <p>Finally at dinner, we will have <u>Albert Chan</u> from the Shui On Group, Shanghai's premier mixed use real estate developer, explain their China journey.</p>
<p><b>Day 4, June 11 AM (Wed)</b></p>	<p>In the morning, we have a breakfast discussion to wrap up the Shanghai experience. Time permitting we will also have a panel with local Shanghai investors such as <u>Clearvue</u> and <u>Shanghai Alliance</u>.</p>



Note: Specific visits are anticipated but are not guaranteed.



# Trip Itinerary (3/4)

JUNE 8-14, 2025

# GUANGZHOU

DATE	ACTIVITIES
<p>Day 4, June 11 PM (Wed)</p>	<p>At noon, we fly to Guangzhou and arrive in the afternoon. Hotel check in.</p> <p>We have dinner with a real estate and economy expert from Sun Yat-sen University. Then a visit to the night market.</p>
<p>Day 5, June 12 (Thu)</p>	<p>In the morning, we start with a visit to the Guangzhou Municipal Government. We will have a lecture on smart cities and hear about their big <u>Guangzhou Smart City</u> project.</p> <p>Then we visit a tech startup (TBD) to see how digital technologies are changing urban life.</p> <p>At noon, we visit an innovation hub, the <u>Guangzhou Higher Education Mega Center</u>. We have a tour, lunch, and a discussion on what is coming next for the <u>Greater Bay Area</u>.</p> <p>Then its on the bus for a trip to Huawei's famous Europe Town R&amp;D center in Dongguan. Our focus is 5G and smart city infrastructure.</p> <p>At night, we arrive in Shenzhen. Hotel check in.</p>



Note: Specific visits are anticipated but are not guaranteed.

# Trip Itinerary (4/4)

JUNE 8-14, 2025

# SHENZHEN

DATE	ACTIVITIES
Day 6, June 13 (Fri)	<p>In the morning, we hear from <u>Fan Gang</u> of China Development Institute (CDI) on China's macro policy and Shenzhen's critical role in this.</p> <p>Then we visit Tencent, where we focus on how citizens are being connected to increasingly smart urban systems. Especially their amazing new <u>HQ Helix</u>.</p> <p>Next we go to <u>DJI Sky City</u>, the home of China's leading drone maker, to hear their plans to make cities more human and livable.</p> <p>Then its off to <u>BYD</u>, the leading smart EV maker of China, for lunch and a tour of the latest mobility tech in Pingshan district.</p> <p>In the afternoon, we visit Chinese University of Hong Kong (CUHK), where we focus on the innovation and digital initiatives of the Shenzhen government.</p> <p>Finally, dinner is with an expert in sustainability, China's green future and how Shenzhen is contributing.</p>
Day 7, June 14 (Sat)	<p>Breakfast is our wrap up for the Urban China Tour. Noon check out. Note: We're happy to provide ideas for sightseeing if you would like to explore Shenzhen (or China) after the tour.</p>



Note: Specific visits are anticipated but are not guaranteed.

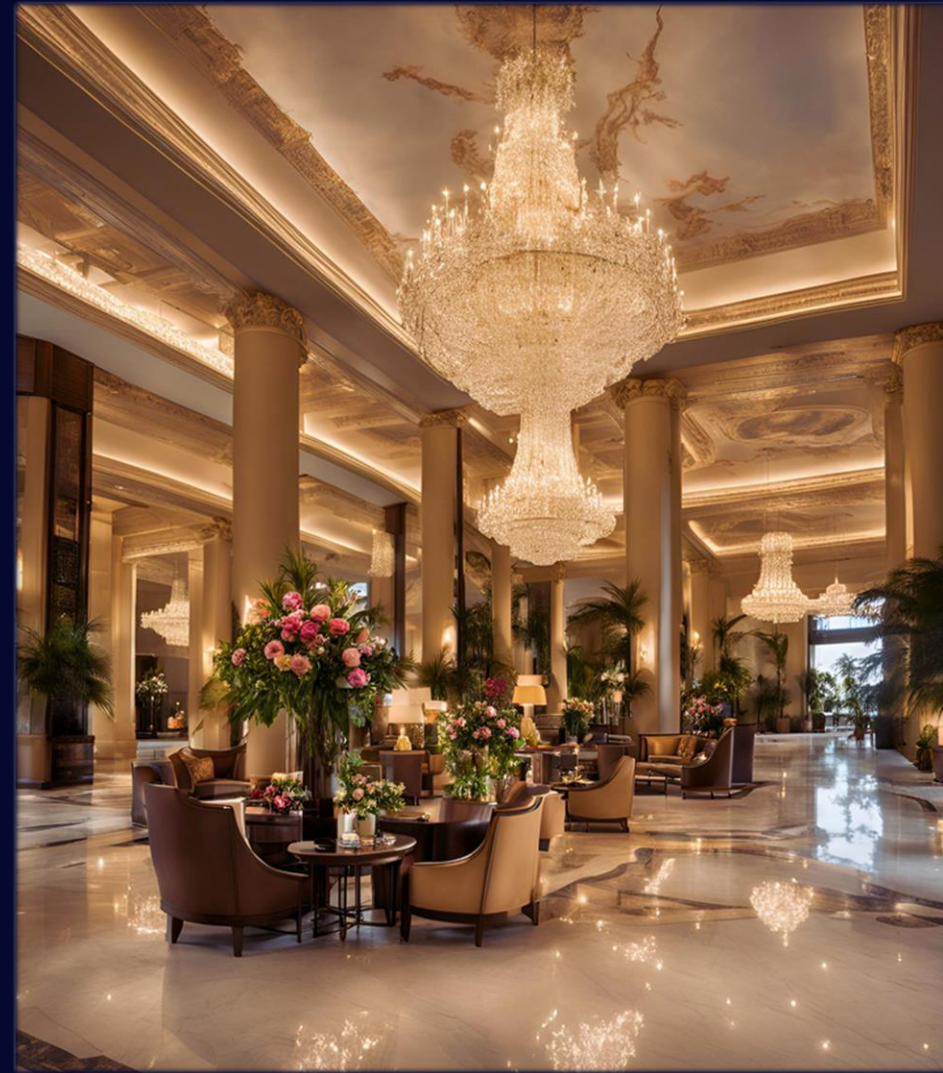
# Pricing and Fees

\$18,000 USD per person (discounts for government and groups)

Included: Company and field visits with Lola and Jeff as moderators, meals, hotel stay for 6 nights\* and local transportation during the tour.

Excluded: Potential visa fees and international flights.

\*3 nights in Shanghai (8-11, Jun) ,1 night in Guangzhou (11-12, Jun) , and 2 nights in Shenzhen (12-14, Jun)



# Tour Services Include

## 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.

## DURING THE TRIP

- Curate learning experiences
- Connect participants with the companies visited
- Extract insights and integrate with organizational strategies and objectives
- Adjust itinerary to ensure the most valuable and impactful experience

## POST-TRIP ADVISORY

Lola and Jeff will meet the participants for consultation about their learnings, share insights related to organizational strategies and discuss next steps to fully leverage the outcome. (45-min duration)

# Join the Tour!

Contact Temperance Shen via WhatsApp or email for booking.

Email: [Temperance-shen@outlook.com](mailto:Temperance-shen@outlook.com)

Scan via WhatsApp



URBAN CHINA TOUR 2025



# 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. Specific activities and visits are not guaranteed.

## 2. Cancellation and Refund

Cancellation by Participant: If the Participant wishes to cancel their participation in the Urban China Tour 2025, 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 the Urban China Tour 2025 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 Urban China Tour 2025 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 Urban China 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.