

LEARNING EXPEDITION: GREATER BAY AREA, CHINA

Exploring the World's Most Dynamic Innovation Ecosystem

ALBATROS COACHING

EXPEDITION OVERVIEW

The Greater Bay Area (GBA) represents a strategic integration of nine cities in Guangdong province with Hong Kong and Macau, creating a global powerhouse for technology, manufacturing, and trade.

This 6-day learning expedition is designed to provide a deep dive into the heart of this ecosystem, focusing on the synergy between Shenzhen's R&D, Dongguan's manufacturing prowess, and Guangzhou's historical and commercial significance.

THEME	FOCUS AREAS
Innovation	Robotics, AI, and Digital Transformation
Mobility	Electric Vehicles and Urban Air Mobility
Industry	Smart Manufacturing and Supply Chain
Culture	Lingnan Heritage and Urban Planning

DAY 1: ARRIVAL & CULTURAL IMMERSION

The journey begins with the arrival of participants in the vibrant city of Shenzhen. This initial phase is dedicated to setting the stage for the week ahead through orientation and cultural immersion.

The first evening introduces the unique flavors and traditions of Southern China, providing a perfect backdrop for initial networking and orientation.

Morning

Arrival & Check-in

Participants arrive at the hotel in Shenzhen for check-in and rest.

Afternoon

Welcome Ceremony

Official opening and orientation session to outline the expedition's goals.

Evening

Atmosphère Lingnan

Immersive dinner showcasing the culinary and cultural heritage of the Lingnan region.

DAY 2: INNOVATION & RETAIL EXCELLENCE

The second day focuses on the cutting edge of technology and consumer experience in Shenzhen, exploring the frontiers of robotics, drones, and the "New Retail" revolution.

UBTECH

Exploring the frontiers of humanoid robotics and AI to witness the future of human-robot interaction and service automation.

HEMA FRESH

Experiencing Alibaba's "New Retail" model—integrating online and offline shopping to redefine the consumer landscape.

DJI SKY CITY

Visiting the architectural marvel and headquarters of the world leader in civilian drones and creative camera technology.

PARC DES TALENTS

A reflective walk through Shenzhen's tribute to the innovators and talent who have shaped the city's rapid technological rise.

DAY 3: TECH GIANTS & MOBILITY

MORNING SESSION

BYD & Huawei Concept Store

Deep dive into BYD's EV innovation and vertical integration. Followed by a visit to the Huawei Bantian Concept Store to explore the future of smart connectivity.

KEY FOCUS: EV & SMART TECH

AFTERNOON SESSION

Tencent: The Digital Backbone

Visit to the headquarters of the internet giant behind WeChat. Understanding the role of super-apps in shaping the global digital landscape and social connectivity.

KEY FOCUS: DIGITAL ECOSYSTEMS

EVENING SESSION

VIP Networking & Skyline View

High-level networking dinner with industry leaders, followed by a visit to the Port and Ferris Wheel to witness the scale of Shenzhen's urban development.

KEY FOCUS: STRATEGIC NETWORKING

DAY 4: LOGISTICS & HARDWARE ECOSYSTEM

The expedition explores the backbone of the GBA's global trade and hardware innovation, from smart logistics to the world's largest electronics market.

01 JING DONG (JD.COM)

Exploring smart logistics and e-commerce innovation at one of China's leading technology-driven retailers.

03 HUA QIANG BEI

A visit to the world's largest electronics market, the heart of Shenzhen's hardware and prototyping ecosystem.

02 PENG CHENG (EVTOL)

Witnessing the future of urban air mobility with cutting-edge electric vertical take-off and landing technology.

04 GUIDED REFLECTION

A structured session to synthesize learnings and discuss the strategic implications of the technologies observed.

DAY 5: ACADEMIC EXCELLENCE & CONSUMER TECH

01 HKUST GUANGZHOU

Thematic presentations on AI, smart manufacturing, and fintech, followed by a roundtable on technological innovation and startup engagement.

03 JIANYUZHOU PARK

A visit to the Jianyuzhou Cultural and Creative Park, a hub for design and creativity in the heart of Dongguan's industrial landscape.

02 OPPO HEADQUARTERS

Understanding the design and innovation philosophy of a global smartphone leader, focusing on user-centric technology and aesthetics.

04 TRANSPOSITION WORKSHOP

A dedicated session to synthesize learnings and plan for organizational transposition, bridging the gap between observation and action.

Bridging the gap between academic research, commercial application, and strategic reflection.

DAY 6: AUTOMOTIVE FUTURE & CULTURAL LANDMARKS

The journey continues in Guangzhou, focusing on the future of the automotive industry and the preservation of cultural heritage.

The morning is spent at X PENG and the Ancient Port of Huang Pu, exploring the intersection of modern EV technology and historical trade. The afternoon includes a visit to the Guangdong Museum and a walk to the Canton Tower.

The evening concludes with a celebratory Night Cruise on the Pearl River, featuring a final discussion on the transformative power of the journey and the lasting connections made.

TIME	ACTIVITY
09:30 - 11:30	X PENG & Ancient Port of Huang Pu
12:00 - 13:30	Lunch
14:00 - 16:00	Guangdong Museum
16:00 - 18:00	Canton Tower Walk & Visit
18:30 - 20:30	Pearl River Night Cruise & VIP Dinner
21:00 - 22:00	Key Learning Discussion & Closing

DAY 7: FAREWELL & DEPARTURE

The final day is dedicated to departure and reflection. Participants carry with them the strategic insights and connections made during the week.

The expedition has provided a comprehensive understanding of the GBA's innovation lifecycle, from R&D in Shenzhen to manufacturing in Dongguan and commercialization in Guangzhou.

ACTIVITY	
07:30 - 08:30	Final Breakfast
08:30 - 12:00	Check-out & Departure
12:00 - onwards	Individual Travel

THE LEARNING JOURNEY INTEGRITY

The integrity of the learning expedition lies in its balanced approach to technology, industry, and culture, providing a comprehensive understanding of the GBA innovation lifecycle.

PHASE		KEY VISITS & MILESTONES
FOUNDATION	Culture & Context	Lingnan Welcome Dinner, Guangdong Museum, Canton Tower, Historic Districts
INNOVATION	Tech & AI	UBTECH Robotics, DJI, Tencent, Huawei Concept Store, JD.com Logistics
INDUSTRY	Manufacturing	BYD EV Factory, X PENG, GAC Museum, OPPO Headquarters
FUTURE	New Frontiers	eVTOL Drone Taxis, HKUST Guangzhou Startups, Hema Fresh New Retail
REFLECTION	Integration	Transposition Workshop, Pearl River Closing Cruise, Key Learning Discussions

KEY TAKEAWAYS

■ SPEED OF INNOVATION

The "Shenzhen Speed" remains a global benchmark for rapid product development, driven by a highly integrated supply chain and a culture of iterative prototyping.

■ DIGITAL INTEGRATION

AI and Big Data are no longer peripheral but fundamental, transforming every sector from retail and logistics to automotive and urban air mobility.

■ ECOSYSTEM SYNERGY

Seamless integration between R&D in Shenzhen, high-tech manufacturing in Dongguan, and global trade in Guangzhou creates a unique competitive advantage.

■ CULTURAL RESILIENCE

The GBA demonstrates a remarkable balance between rapid modernization and the preservation of Cantonese heritage, where tradition and innovation reinforce each other.

CONCLUSION & MOVING FORWARD

We hope this journey has been transformative, providing the insights and inspiration needed to navigate the complexities of the global innovation landscape.

Next Steps:

- Develop a transposition action plan for your organization.
- Leverage the established network of GBA tech leaders and VIPs.
- Engage in follow-up sessions and deep-dive reporting.

STAY CONNECTED

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