Universität Zürich[UZH]

Executive Education
Faculty of Business, Economics and Informatics

Executive Experience China



Study trip to Shanghai from May 17-25, 2025

Join us on this exclusive study trip to Shanghai, China, and learn about the latest technological innovations with our lecturers and industry experts. We will visit leading firms (NIO, Alibaba, Ant Financial Group, ByteDance) and have the chance to discuss business model innovations, disruptive technologies, green energy, ecosystems, social commerce, AI, and more.

The program is hosted by the Executive Education of the Faculty of Business, Economics, and Informatics at the **University of Zurich**, in collaboration with **Zhejiang University International Business School** in Haining, ranked 6th in Asia and 42nd globally.



Unique learning experience

This Executive Education program combines the latest research results with industry expertise from leading innovative firms. You will learn from seasoned lecturers and renowned industry experts from startups, incubators, established firms, and policymakers in the larger Shanghai area.

Participants will have the chance to discuss case studies, take field trips, gain industry-specific insights, listen to keynotes, and participate in cultural excursions and social programs to extend their international network.

Our participants benefit from an international alumni network, access to think tanks, research institutions, partner firms, industry associations, and policy makers, including ZIBS' leadership team, and C-level speakers.

Target audience:

- Min. 15, max. 25 participants in leadership positions
- Enrolled Executive Education students, alumni of the University of Zurich and externals
- 4 ECTS credits for UZH students; to be discussed with the program director

Date: May 17 to 25, 2025

Location: Shanghai, China

Fees: CHF 7'900. Hotels, food, excursions, transportations make up 40% and are included. Excluded are intercontinental flights .

Application deadline: February 28, 2025

Application QR-Code

Contact:

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University of Zurich
Executive Education
Stampfenbachstrasse 73, 8006 Zurich



Day 1 – May 17, 2025

Welcome to Shanghai

- Morning: Arrival at Shanghai Pudong Intl. Airport and check-in at hotel Radisson Blu New World *****
- Afternoon: Free

Day 2 – May 18, 2025

ZIBS, Shanghai

- Morning: Lectures on disruptive technologies, big data, AI, VR/AR, biometrics
- Afternoon: Lectures on innovation, platforms, ecosystems, social commerce
- Evening: Special welcome dinner

Day 3 – May 19, 2025

Field trip: Shanghai Science and Technology Park / NIO Headquarters

- Morning: Visit China's silicon and medicine valley
- Afternoon: Visit NIO (branded house, digital experience-oriented businesses)

Day 4 – May 20, 2025

Field trip: Suzhou Industrial Park & New Development Bank

- Morning: Visit largest tech-driven park in Yangtze River Delta
- Afternoon: Visit New Development Bank (Chinese Belt & Road Initiative, green finance)

Day 5 - May 21, 2025

ZIBS, Haining

- Morning: Transport to Haining; opening ceremony with campus tour
- Afternoon: Lecture on opportunities in the new era and Belt & Road Initiative (ecosystems, new business models, social media)
- Evening: WeLounge cultural tour; hotel check-in Zheda Yuangzheng International *****

Day 6 – May 22, 2025

Company visit: Alibaba Cloud, Hangzhou

- Morning: Visit Alibaba Cloud (B2B, data management and AI)
- Afternoon: Visit Hangzhou City Brain (urban tech, innovation, digital governance, data protection)
- Evening: Hotel check-in at Lakeview Wanghu *****

Day 7 – May 23, 2025

Company visit: Ant Financial Group & ByteDance, Hangzhou

- Morning: Visit Ant Financial Group (Alipay, fintech, ecosystem, super app)
- Afternoon: Visit ByteDance (social commerce, TikTok business model)

Day 8 – May 24, 2025

Hangzhou

- Morning/Afternoon: West Lake tour
- Evening: Farewell dinner with Hangzhou characteristics

Day 9 – May 25, 2025

Leaving Shanghai

- Morning: Transport to Shanghai Pudong Intl. Airport
- Evening: Arrival in Zurich

Program highlights

The program (8 days) provides a great platform to learn from case studies, field trips, company visits, and cultural excursions.

浙江大学 国际联合商学院 INTERNATIONAL BUSINESS SCHOOL ZHEJIANG UNIVERSITY ZIBS

NIO

New Development Bank

Alibaba Cloud

杭州城市大脑有限公司 HANGZHOU CITY BRAIN CO.,LTD.

ANT GROUP | Alipay

ByteDance | TikTok