

*International Scholar Laureate Program*  
*Delegation on Business & Entrepreneurship*  
*People's Republic of China*  
*Sample Schedule*

- Day 1**      **Majesty and Marvels: Welcome to Beijing**  
Inside Beijing: China's Many-Splendored Capital  
Arrival in Beijing and Check-in at Hotel  
Welcome Session and Dinner  
Program Orientation: Academic Expectations and Cultural Overview
- Day 2**      **China's Unique Business Landscape**  
Keynote Speaker: Cross-Cultural Communication  
    East Versus West Communication Styles  
    The Role of Ancient Chinese Philosophy in Modern China  
Team Breakout Session: Identifying Goals and Networking with ISLP  
    Scholars and Advisors  
Out of the Pages of History: Monuments and Treasures of the Imperial Era  
    Tian'anmen Square: Monument to Mao  
    Forbidden City: Seat of Imperial Power  
A Taste of Beijing: Traditional Peking Duck Dinner
- Day 3**      **Entering China's Marketplace: International Companies and Entrepreneurs**  
Emerging Market Opportunities: Lenovo Beijing  
Marketing in China: Advertising and Promotion  
Consumer Consumption: Role of Branding in the Chinese Market  
Expatriate Entrepreneur: A World of Opportunities  
Cultural Perspectives on Business Approaches  
Advice for Business Leaders  
Etiquette in China and Business Culture  
Challenges of Doing Business in China  
European Union Chamber of Commerce  
Investment Potential in the Mainland
- Day 4**      **The Great Wall: 4,500-Mile Wonder of the Ages**  
Team Breakout Session: Introduction to the ISLP Project  
Excursion to the Great Wall: Ancient World Wonder  
    Pass Through Badaling Gate and Hike Along the Great Wall  
Networking and Cultural Exchange with Beijing Citizens: English Corner at the  
    People's University  
Evening at Leisure
- Day 5**      **Journey to Paradise on Earth**  
Team Breakout Session: Revisiting Your Goals and Navigating Your  
    Personal Career Path  
Rail Transfer to Hangzhou  
Hangzhou City Orientation by Bus  
A Step Back in Time: Bucolic West Lake, a UNESCO World Heritage Site  
Welcome Dinner of Famous West Lake Cuisine
- Day 6**      **Development and Distribution: Behind the Scenes of China's Thriving  
Investment Zones**  
Team Breakout Session: ISLP Project Guided Working Session  
Introduction to Tai Chi (Optional)  
    Slow-Motion Movements that Encourage Mental and Physical Harmony  
On-Site at a Center for Entrepreneurial Ventures  
    Fostering a Creative and Collaborative Climate for 21st Century Entrepreneurs  
Historic China: Laughing Buddha at Lin Ying Temple

- Day 7      Business Partners of the Future: Collaboration, Challenges, and Opportunities**  
 Business Education in China: Visit to Hangzhou's Prestigious Business and Technology University  
 Engaging Views and Cultivating Relationships  
 Campus Tour of Classrooms, Projects and Dormitories  
 Networking Lunch with Students
- Day 8      Bridging the Old and the New: Hangzhou to Shanghai**  
 Introduction to China's Ancient Tradition: Hangzhou Teahouse  
 A Lesson in Proper Chinese Tea Etiquette  
 High Speed Rail Transfer to Shanghai: Thriving Financial and Trade Center  
 City Overview and Orientation  
 Welcome Dinner of Shanghai Cuisine
- Day 9      Insights into the World of Social Entrepreneurship**  
 Lecture: Social Entrepreneurship and Corporate Responsibility  
 Insights and Reflections from a Shanghai Expatriate  
 Tips and Techniques in Navigating China's Business Climate  
 Rules of Engagement in China's Corporate World  
 Shanghai's Iconic Cultural and Historic Sites  
 Yu Garden and the Old Town  
 Early European Settlements and the French Concession  
 Intersection of Time: ERA Acrobatics Show at Shanghai Circus City  
 A Combination of Traditional Chinese Acrobatic Arts and Modern Technology
- Day 10     A Day for Celebration and Reflection**  
 Team Breakout Session: ISLP Project Presentation  
 Modern China in a City Rich with Tradition: Independent Exploration of Shanghai  
 Cruise Along the Huangpu River  
 The Bund and Nanjing Road  
 Sky Scrapers and Modern Marvels  
 Enjoy a Farewell Dinner with Fellow Scholar Laureates, Advisors, and Colleagues
- Day 11     Depart China or Fly to Hong Kong for Cultural Extension**

### *Optional Cultural Extension: Hong Kong*

- Day 11     Hong Kong: Asia's World City**  
 Air Transfer to Hong Kong  
 City Orientation and Overview  
 Check-in at Hotel  
 Welcome Dinner of Traditional Cantonese Cuisine
- Day 12     The Pearl of the Orient**  
 Morning Exploration of the Hong Kong Islands  
 Funicular Railway to the Top of Victoria Peak  
 Sampan Cruise Through Aberdeen Fishing Village  
 Cantonese Delight: Dim Sum Lunch Aboard the Famous Jumbo Floating Restaurant  
 Afternoon of Fun and Sun: Repulse Bay Beach  
 Open-top Bus Excursion and Laser Light Show at the Hong Kong Harbour
- Day 13     Exploring the Former Colony: Independent Exploration**  
 Create Your Own Adventure!  
 Kowloon Peninsula with Neon Sign-Filled Nathan Road  
 Vibrant Bazaars: Flower, Bird, and Jade Markets  
 Star Ferry with Skyline Views  
 Ngong Ping 360: Aerial Tramway to the Giant Buddha  
 Hong Kong Bauhinia Farewell Dinner Cruise
- Day 14     Homeward Bound: Depart Hong Kong International Airport**