

China is THE great economic success story of the past 30 years. While the rise of China is easy to acknowledge, business constantly need to catch up with the speed and depth of change and development in China's large and complex market space. We offer you first-hand experience of China's opportunities in future.



**Dec 5, 2011 - Dec 11, 2011**

**Nanjing City, China**

Presented by:

Cambridge Emerging Markets Society  
Nanjing University

CEMS 2011  
CHINA  
BUSINESS TRIP



# OVERVIEW

2011 China Business Trip is designed to introduce students to China's rich culture and history, political and social life, and its increasingly important economy. Students will gain background information from lecturers in Nanjing University, discover how to adapt to a different culture and environment, a skill that will be increasingly required in the 21st century.



## Transportation:

Students will make their own international travel arrangements. Travel within China is included in the program costs.

## Housing & Meals:

Students will stay in university residences or hotels. Most meals are included in the program costs.

## Costs:

Registration Fee: £150\*

International Airfare (round-trip): £700 (estimated)

\* Including housing, most meals, transportation within China.

## Application:

Send your CV and application form to [zhu.gong@camems.com](mailto:zhu.gong@camems.com)  
application form available in web: [www.camems.com](http://www.camems.com)

**DEADLINE: October 24, 2011**

Applicants received after this date will be considered on a space-available basis.

## COMMERCIAL SENSE

Visit to -

- Financial Institution, such as PwC, Citi, Standard Charter
- Manufacturing, such as BP, Siemens, Ford
- National Giants, such as China Mobile

Talk with -

- Economist from Nanjing University
- Chinese businessmen investing in UK



*Nanjing University*



*Zhanyuan Garden*

## CULTURAL EXPERIENCE

Visit to -

- Historic sites on World Heritage List
- Natural beauty and modern life

Speeches by -

- Professors in Chinese Politics & Culture

Watch -

- Chinese operas



*Confucius Temple*



*Xinjiekou*

## COMMUNICATIONS

Language Training -

- Different level training

Talk with -

- Chinese college students
- Chinese officials, businessmen and professors

Watch -

- Chinese operas



*Qixia Mountain*



*Ming Palace*