INSEAD

Hangzhou Trip

Guidebook

6 – 8 Nov. 2019

INSEAD The Business School for the World®

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Agenda

Date	Time	Programme	Location
Day 0 11/5	All day	Arrival at Hotel: Sheraton Grand Hangzhou Wetland Park Resort	1 Westbrook Resort, Zijingang Road, Hangzhou
	19:00-21:00	Welcome Dinner	Sheraton 3 Floor Chinese Restaurant
Day 1 11/6	12:00-13:00	Lunch Buffet	Sheraton 1 Floor Buffet
	14:00-17:30	**Company Visit Alibaba Group**	969 West Wen Yi Road
	18:30-20:30	Dinner: Taiji Court	Tianmushan Road 518
Day 2 11/7	9:00-12:00	**Company Visit SOWOW E-commerce**	Singapore Technology Park Building 5
	12:00-13:00	Light Meal	
	14:00-18:00	**Company Visit Hempel International Group**	Bridge South Hongxing Road 477
	18:30-20:30	Dinner: Longjing Manor	Longjing Road 399
Day 3 11/8	9:00-12:00	**Company Visit Joyoung Electronics**	Yinhai Street 760
	12:00-13:00	Light Meal	Joyoung
	14:00-18:00	**Joint Workshop Zhejiang University**	Yuhangtang Road 866
	18:30-20:30	Dinner: Shi Li Fang Fei	Tianmushan Road 518
Day 4 11/9	All Day	Leaving Hangzhou	

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Welcome

5 Nov

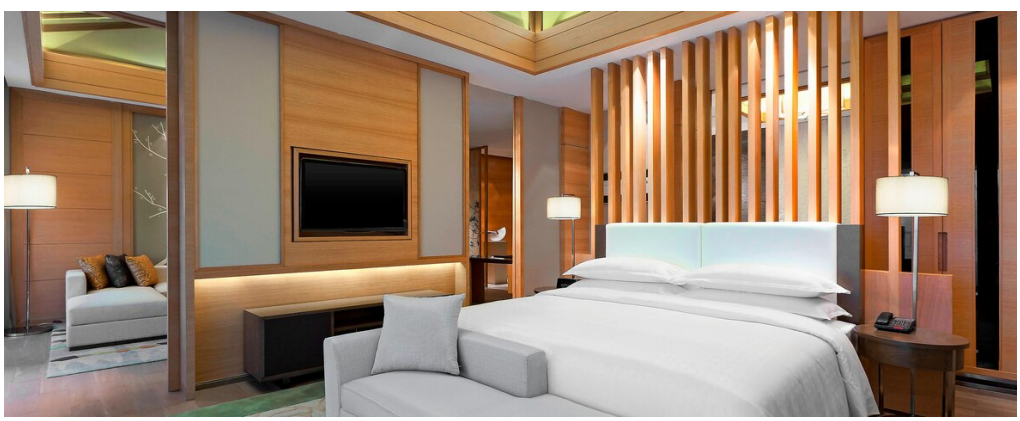
Time	Details of Activities	Location & Contact
All day	Arrival at Hotel Sheraton Grand Hangzhou Wetland Park Resort	Westbrook Resort, Zijingang Road, Hangzhou Fong Wai Yee Xiangxiang Li
19:00-21:00	Welcome Dinner Sheraton 3 Floor — Chinese Restaurant	

Hotel

Sheraton Grand Hangzhou Westland Park Resort

1 Westbrook Resort, Zijingang Road, Hangzhou 310030 China

+86 571 8500 2222



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Day One

6 Nov

Time	Details of Activities	Location & Contact
12:00-13:00	Lunch Buffet	Sheraton 1 Floor
13:00-14:00	Location Transfer Hotel→Alibaba	9km, 30min driving
14:00-17:30	**Alibaba Group** · 14:00-15:00 Sharing1 (Weiru Chen) · 15:00-16:00 Sharing2 · 16:00-17:00 Sharing3 · 17:00-17:30 INSEAD Alumni Meeting	969 West Wen Yi Road 文一西路969号 阿里巴巴西溪园区访客中心 陈威如、赵堃
17:30-18:30	Location Transfer Alibaba→Restaurant (Taiji Court)	7.3km 30min driving
18:30-20:30	**Dinner** Restaurant: Taiji Court (太极禅院) Room: Sanwei Zhai 三味斋包厢 18:30	天目山路518号 西溪国家湿地公园龙舌嘴入口 西溪大众休憩村 小宝 18968192596
20:30-21:10	Back to Hotel	6.2km 35min driving

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Day Two

7 Nov

Time	Details of Activities	Location & Contact
07:30	**GATHER AT HOTEL LOBBY**	**Sheraton 1 Floor**
07:30-09:00	Location Transfer Hotel→SOWOW E-commerce	34km, 70min driving
09:00-12:00	**SOWOW E-commerce** · 09:00-09:30 Company Visit · 09:30-10:00 Background Introduction (Eric) · 10:00-12:00 Business Introduction Q&A	杭州市下沙区6号大街新加坡科技园5幢，LEO楼，3层 Eric Shao 邵帅 Fengyin Hu 胡锋引 15088741985
12:00-13:10	Lunch Restaurant: Dongyi Café	新加坡科技园 Fengyin Hu 胡锋引
13:10-13:50	Location Transfer SOWOW→Hempel	21km 30min driving
14:00-17:30	**Hempel International Group** · 14:00-14:30 Introduction to Hempel (Background & Culture) · 14:30-15:30 Development & Future Planning · 15:30-16:30 Visit the intelligent & flexible manufacture · 16:30-17:30 Open Discussion The future of clothing and technology	浙江省杭州市萧山经济技术开发区桥南鸿兴路477号 Nancy Ko, CEO 高敏 Zhiciong Wang, CFO 王志雄 13564327840
17:30-18:50	Location Transfer Hempel→Restaurant (Longjing Manor)	30km 70min driving
18:50-21:00	**Dinner** Restaurant: Longjing Manor (龙井草堂) Room: Chenghuai Ge 澄怀阁包厢	杭州市西湖区龙井路399号 龙井草堂 陈女士 13957152222
21:00-21:30	Back to Hotel	6.9km 30min driving

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Day Three

8 Nov

Time	Details of Activities	Location & Contact
07:30	**GATHER AT HOTEL LOBBY**	**Sheraton 1 Floor**
07:30-09:00	Location Transfer Hotel→Joyoung Electronics	31km, 60min driving
09:00-12:00	**Joyoung Electronics** · 9:30-10:00 The industrial park visit · 10:30-10:40 Opening (Jianhua Cui) · 10:40-12:00 Sharing + Q&A	下沙银海街760号 九阳创意工业园 1F Conference Hall Tina 13567160947
12:00-12:45	Lunch Joyoung Buffet	
12:45-14:00	Location Transfer Joyoung→Zhejiang Uni	28km 60min driving
14:00-17:30	**Zhejiang University** · Joint workshop with faculties and doctoral students	浙江大学紫金港校区 余杭塘路866号 行政大楼 4F Xuejun Chen 陈学军 Shanshan Han 韩珊珊 17865196719
17:30-18:30	Location Transfer Zhejiang Uni→Restaurant (Shilifangfei)	14km 40min driving
18:30-20:30	**Dinner** Restaurant: Shi Li Fang Fei(十里芳菲 十里洲 村民食堂) Room: Beihe Xuan (北荷轩)	西湖区天目山路518号西溪湿地公园 黄欣 18768135426
20:30-21:00	Back to Hotel	4.9km 25min driving

Alibaba Group 阿里巴巴集团

ALIBABA GROUP

Alibaba enables businesses to transform the way they market, sell and operate and improve their efficiencies. Alibaba provides the technology infrastructure and marketing reach to help merchants, brands and other businesses to leverage the power of new technology to engage with their users and customers and operate in a more efficient way.

Businesses are comprised of core commerce, cloud computing, digital media and entertainment, and innovation initiatives. In addition, Ant Financial, an unconsolidated related party, provides payment and financial services to consumers and merchants on our platforms. A digital economy has developed around our platforms and businesses that consists of consumers, merchants, brands, retailers, third-party service providers, strategic alliance partners and other businesses.

SOWOW 速网
国际品牌新零售运营服务商

SOWOW E-COMMERCE

SOWOW founded in 2011, to focus on to provide international brands across different category, cross-platform, one-stop integrated service, in the form of business is focused on the middle, consumer upgrades, new retail as a whole has become a leading solution provider, Alibaba five-star service.

We have been trying to help the brand channel construction and maintenance in electronic commerce official flagship store and distribution network, set up and manage experience member system, provided the brand essence of integrated marketing and visual presentation to improve brand awareness and reputation, monitoring cut price system and the fight against intellectual property infringement such as links to shop and work to make a great contribution.

2011-2012

传统电商模式成功转型
专注服务国际高端品牌
开设宝洁第一家天猫旗舰店
博朗官方旗舰店

Successful Transformation of Traditional E-commerce
Dedicated to Serving International premium Brands
Open P&G's First Flagship Store in Tmall and Braun Official Flagship Store

2013

开始服务意大利德龙集团
专注服务高端消费者
快速发展，引入更多国际品牌

Provide Services for De'longhi Group
Focus on High-end Consumers
Rapid Development, Serving More International Brands

2014

开始服务雅培集团
高端会员人数突破百万
帮助品牌成功转型移动电商

Offer Services for Abbott Group
Over 1 Million High-end Members
Assist Brands in Mobile E-commerce Transformation

2015

开始服务欧莱雅集团
开拓天猫国际跨境电商运营
成功帮助"微鲸"
打造成互联网电商新贵

Offer Services for L'ORÉAL Group
Start Cross-border E-commerce in Tmall Global
Create a Successful Internet E-commerce Upstart—WHALEY

2016

经营预期
20个国际品牌
10亿的营业额
超过300人的专业团队

Business Anticipation
20 International Brands
1 Billion Turnover
Over 300-staffs Professional Team

2017

开始服务联合利华集团
与Blueair达成战略合作
与浙江物产合作宠物食品
双十一销售达2.53亿

Offer Service for Unilever Group
Served for Blueair
Served for ZHe Jiang Materials industry
The sales volume in double 11 reaches 253 million

2018

扩展国际化战略布局
成立速网韩国分公司
启动TP公司营销4A化转型
成立专注品牌电商营销落地实施的八度传媒公司

Launching International Strategic Layout
Establishing Branch in Korea
Transforming of TP Company into 4A Company
Establishment of BADU MEDIA focus on the implementation of brand e-commerce marketing

漢帛國際 HEMPEL INTERNATIONAL

HEMPEL INTERNATIONAL

Hempel International Group is a transnational group with clothing as a leading industry. Established by the initiator Mr. Gao ZHIwei in 1992, the head office and production base are located in Hangzhou, Zhejiang Province.

Since Hempel was established 25 years ago, it has developed from a women 's dress OEM to a large enterprise covering five business segments, namely, export trade, intelligent manufacturing, branded clothing retail, industrial service and fashion intelligent industrial park. As one of domestic clothing enterprises with the longest history, Hempel has become a symbolic enterprise for the international society to observe and learn about Chinese clothing industry.

With "ZHI" Fashion as a core idea and value, the new generation of Hempel is demonstrating Hempel International Group 's future business types from a brand new aspect, constructing "ZHI" fashion industrial chain and gradually becoming a 360° total supply chain service platform of clothing industry.

Joyoung 九阳

JOYOUNG

Joyoung was established in 1994 and listed on the Shenzhen Stock Exchange of China in 2008. The company specializes in the research, development, production and sales of kitchen electrical products. Currently covers a wide range of kitchens small household appliances, kitchen appliances, water purification and other products. The company has nearly 3,000 employees covering the whole country. Benefit of 2018 exceeded RMB 8.2 billion.

The founder of Joyoung Company, Mr. Wang Xuning, invented the first fully automatic household soy milk machine in 1994, solving the problems of the cumbersome technical problems in hand-made soy milk for thousands of years, and provides a healthy and convenient way to drink soy milk for millions of ordinary families. Thus, Joyoung pioneered the market of the soymilk machine, and introducing a number of kitchen appliances to the market with its own technological advantages.

At present, Joyoung owns the highest market share of soybean milk machine, juicer and cooking machine products. Products such as electric pressure, boiling water, rice cooker and electromagnetic cooker rank among the top three in the industry.

Zhejiang University

Located in the historical and picturesque city of Hangzhou, Zhejiang University is a prestigious institution of higher education with a long history. Qiushi Academy, the predecessor of Zhejiang University, was founded in 1897 and was one of the earliest modern academies of higher learning established in China.

In its 120-year history, Zhejiang University has always been committed to cultivating talent with excellence, advancing science and technology, serving for social development, and promoting culture, with the spirit best manifested in the university motto “Seeking Truth and Pioneering New Trails".

As a national university standing by River Qiantang, Zhejiang University is striving to build itself into an innovative comprehensive research university with a world-class status. Zhejiang University will be adhering to the spirit of seeking the truth and pioneering new trails, dedicating itself to creating and disseminating knowledge, inheriting and advancing civilization, serving and leading the society, and promoting national prosperity, social development and human progress.

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Joint Workshop with School of Management

浙江大学 管理学院 SCHOOL OF MANAGEMENT ZHEJIANG UNIVERSITY

Weihua ZHOU (Larry) **Professor** 周伟华 教授	**Subject**: Management Science and Engineering **Position**: Associate Dean **Research** · Logistics and Supply Chain Management · Supply Chain Finance
Honggeng ZHOU **Professor** 周宏庚 教授	**Subject**: Business Management **Research** · Business administration · Operations management and supply chain management · Big data analytics
Can HUANG **Professor** 黄灿 教授	**Subject**: Management Science and Engineering **Position**: Head of Department of Innovation, Entrepreneurship and Strategy **Research** · Innovation and Intellectual Property Management · Science and Technology Policy Analysis
Fan ZHOU **Professor** 周帆 教授	**Subject**: Business Management **Position**: Head of Department of Leadership and Organizational Management **Research** · Organizational Behavior · Human Resource Management
Song WANG **Associate Professor** 王颂 副教授	**Subject**: Business Management **Research** · Entrepreneurship · Social Network · Collective turnover
Xuejun CHEN **Associate Professor** 陈学军 副教授	**Subject**: Business Management **Research** · Human resource management · Organizational behavior
Qiongjing HU **Assistant Professor** 胡琼晶 讲师	**Subject**: Business Management **Research** · Leadership · Status, power and hierarchy · Group and team

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Address List

Activity	Location	Address
Hotel	Sheraton Grand Hangzhou Wetland Park Resort 杭州西溪喜来登度假大酒店	
11/5 Dinner	Sheraton Grand Hangzhou Wetland Park Resort 杭州西溪喜来登度假大酒店 **3F Chinese Restaurant**	1 Westbrook Resort, Zijingang Road, Hangzhou 杭州市西湖区紫金港路西溪天堂国际旅游综合体1号
11/6 Lunch	Sheraton Grand Hangzhou Wetland Park Resort 杭州西溪喜来登度假大酒店 **1F Buffet Restaurant**	
Alibaba	Alibaba Group	文一西路969号阿里巴巴西溪园区访客中心 969 West Wen Yi Road
11/6 Dinner	Taiji Court (太极禅院) Sanwei Zhai 三味斋包厢	天目山路518号 西溪国家湿地公园龙舌嘴入口 西溪大众休憩村 太极禅院
SOWOW	SOWOW E-commerce	杭州市下沙区6号大街新加坡科技园5幢，LEO楼，3层
11/7 Lunch	Restaurant: Dongyi Café	杭州市下沙区6号大街新加坡科技园
Hempel	Hempel International Group	浙江省杭州市萧山经济技术开发区桥南鸿兴路477号
11/7 Dinner	Longjing Manor (龙井草堂) Chenghuai Ge 澄怀阁包厢	杭州市西湖区龙井路399号 龙井草堂
Joyoung	Joyoung Electronics	下沙银海街760号 九阳创意工业园一层 报告厅
11/8 Lunch		2F Buffet
Joint Workshop	Zhejiang University	浙江大学紫金港校区 余杭塘路866号行政大楼 4F
11/8 Dinner	Shi Li Fang Fei(十里芳菲 十里洲 村民食堂) Beihe Xuan (北荷轩)	西湖区天目山路518号西溪湿地公园