

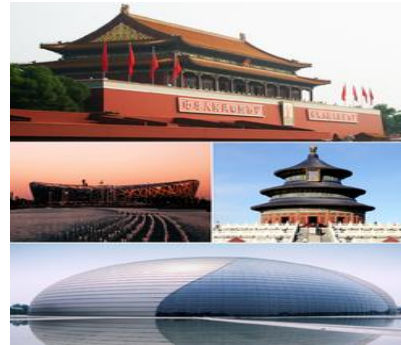
Visita de Estudo à China

13-26 de Outubro 2015

A China por Dentro

Marketing na China

Beijing



Chengdu



Shanghai



Macau



Hong Kong



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Introdução

Coordenação do Programa

ChinaLogus é a unidade de consultoria e formação sobre a China do CEGE - Centro para Estudos de Gestão do ISEG/UL. O seu objetivo é apoiar as empresas portuguesas a ultrapassar a entrada no mercado chinês fornecendo-lhes conhecimentos atualizado dos negócios e relacionamentos no mercado. Os participantes neste programa, poderão construir uma fundação sólida e útil de conhecimento para as suas atividades profissionais , na China.

Operador da Viagem na China

EXO Travel é a empresa líder de gestão de destino na Ásia operando no Vietname, Camboja, Tailândia, Laos, Myanmar, Indonésia, Japão e China. Fornecem serviços a operadores turísticos, agentes de viagem, organizadores de eventos e pessoas.

Seminário

A China Nova Economia Emergente e Apresentação do Programa

9 de Outubro 18:30-20:30

13 Outubro

Viagem – Lisboa/ Frankfurt/ Beijing

9h05 – Aeroporto de Lisboa

12h05 - Lisboa-Frankfurt – LH 1167

16h05 – Chegada a Frankfurt

17h15 – Frankfurt-Beijing – LH 720

14 Outubro

8h30 – Chegada a Beijing

| 1º Dia | 14 Outubro | |
|------------------------------|--|---|
| Local | Beijing | |
| Tópico | Conhecer Beijing | |
| Manhã | <p>Chegada e Check-In no Hotel</p> <p>No caminho paragem no Estádio Bird's Nest para tirar uma foto.</p> |  |
| Almoço | | |
| Tarde | <p>Visita ao Templo Lama</p> <p>Passeio de Rickshaw</p> <p>Cerimónia do chá nos Hutongs</p> |   |
| Jantar | | |
| Estadia no Hotel China World | | |

| 2º Dia | 15 Outubro | |
|------------------------------|--|--|
| Local | Beijing | |
| Tópico | Marketing na China | |
| Manhã | <p>Visita à Habidecor</p> <p>Visita à Sinapolis Beijing</p> |   |
| Almoço | | |
| Tarde | <p>Mercado de Turismo na China</p> <p>Compras no Silk market</p> |  |
| Jantar | | |
| Estadia no Hotel China World | | |

| | | |
|------------------------------|---|--|
| 3º Dia | 16 Outubro | |
| Local | Beijing | |
| Tópico | Beijing Histórico | |
| Manhã | Visita Templo do Céu Actividade cultural - Tai Ji; Caligrafia |  |
| | Arquitectura na China vista a um escritório italiano | |
| Almoço | | |
| Tarde | Visita Cidade Proibida e Praça Tiananmen. |  |
| | | |
| Jantar | | |
| Estadia no Hotel China World | | |

| 4º Dia | 17 Outubro | |
|------------------------------|---|--|
| Local | Beijing | |
| Tópico | Explorar os arredores de Beijing | |
| Manhã | Visita à Grande Muralha em Mutianyu |  |
| | | |
| Almoço | | |
| Tarde | Visita ao Art District 798 Tempo Livre |  |
| | | |
| Jantar | | |
| Estadia no Hotel China World | | |

| | | |
|-----------------------------------|---|--|
| 5º Dia | 18 Outubro | |
| Local | Beijing/Chengdu | |
| Tópico | Conhecer Chengdu | |
| Manhã | Check –Out do Hotel Voo Beijing - Chengdu Check-In no Hotel | |
| Almoço | | |
| Tarde | Visita à cidade de Chengdu |  |
| Jantar | | |
| Estadia no Hotel Intercontinental | | |

| 6º Dia | 19 Outubro | |
|-----------------------------------|--|---|
| Local | Chengdu | |
| Tópico | Marketing na China | |
| Manhã | School of Management and Economic of UESTC Aulas na RSM-UESTC MBA |  |
| Almoço | | |
| Tarde | Visita ao Tianfu Software Park Visita à Empresa Tencent Visita a Kuanzhai Alley |   |
| Jantar | | |
| Estadia no Hotel Intercontinental | | |



| 7º Dia | 20 Outubro | |
|--|---|--|
| Local | Chengdu/Shanghai | |
| Tópico | Marketing na China | |
| Manhã | School of Management and Economic of UESTC |  |
| | Aulas na RSM-UESTC MBA Check-Out Visita ao Panda Research Park | |
| Almoço | | |
| Tarde | Visit ao Pratt Whitney Group |  |
| | Voo para Shanghai | |
| Jantar | | |
| Estadia no Hotel a confirmar 4 ou 5 Estrelas | | |

| | | |
|--|--|--|
| 8º Dia | 21 Outubro | |
| Local | Shanghai | |
| Tópico | Online Business na China | |
| Manhã | Visita à ICW - Jacky Cheng B2B Marketing in China |  |
| | Lunch | |
| Tarde | Visita à Sede da Fosun Passeio na Bund Compras na Nanjing Road |  |
| | Jantar | |
| Estadia no Hotel a confirmar 4 ou 5 Estrelas | | |

| 9º Dia | 22 Outubro | |
|------------------------------|---|--|
| Local | Shanghai/Macau | |
| Tópico | | |
| Manhã | Check-Out do Hotel Visita à parte antiga de Shanghai Voo Shanghai Macau 12:25 |  |
| Lunch | | |
| Tarde | Check-In no Hotel Cerimónia de Abertura da Feira Internacional de Macau |  |
| Jantar | | |
| Estadia no Hotel a confirmar | | |

| 10º Dia | 23 Outubro | |
|------------------------------|---|--|
| Local | Macau – Zhuhai -Macau | |
| Tópico | O papel de Macau na Cooperação Económica com a China | |
| Manhã | Visita à Feira International de Macau |  |
| Almoço | | |
| Tarde | Visita a Zhuhai à Nanshan Maritime Special Economic Zone* *A confirmar |  |
| Jantar | | |
| Estadia no Hotel a confirmar | | |

| 11º Dia | 24 Outubro | |
|------------------------------|---------------------|--|
| Local | Macau | |
| Tópico | Conhecer Macau | |
| Manhã | Tempo livre |  |
| Almoço | | |
| Tarde | Tour Macau Heritage |  |
| Jantar | | |
| Estadia no Hotel a confirmar | | |

| 12º Dia | 25 Outubro | |
|--------------------------|--|--|
| Local | Hong Kong | |
| Tópico | Conhecer Hong Kong | |
| Manhã | Check-Out do Hotel Turbojet para Hong Kong às 11:00 Check-in no Hotel |  |
| Almoço | | |
| Tarde | Visita turística a Hong Kong |  |
| Jantar | | |
| Estadia no Hotel Kowloon | | |

| 13º Dia | 26 Outubro | |
|-----------------|--|--|
| Local | Hong Kong | |
| Tópico | Investimento em Hong Kong | |
| Manhã | <p>Check-Out Visita ao Hong Kong Invest* * A confirmar</p> |  |
| Almoço | | |
| Tarde | <p>Tempo Livre</p> |  |
| Jantar | | |
| Voo para Lisboa | | |



Preço

Por Pessoa em Quarto Duplo: 5300 Euros

Suplemento Single: 650

Preço inclui o seguinte:

- Passagens aéreas Portugal - Beijing e Hong Kong - Lisboa
- Visitas às empresas, assistência a aulas e workshops (com P&R aos gestores e professores). Todos os transportes em Beijing/Chengdu/Shanghai/Macau/Hong Kong (incluindo autocarros e voos)
- Todas as refeições em Beijing/Chengdu/Shanghai/Hong Kong, Pequeno almoço fornecido pelo Hotel
- Atividades culturais do programa
- Aulas e salas de aulas
- 1 Cordenador durante toda a viagem
- Taxas

Preço não inclui:

- Vistos
- Early check in e late check out
- Almoços e jantares em Macau e jantar em Hong Kong no dia do regresso.
- Bebidas, lavandaria, chamadas telefónicas, seguros... e despesas de natureza pessoal
- Serviço de bagagem de Macau para Hong Kong no ferry cerca de 5 euros por mala
- Outros serviços para além dos mencionados
- Gorjetas.

Condições de Inscrição

**Prazo de Inscrição até 8 Agosto 2015
Com a inscrição pagamento de 30% do preço.**

Até 10 de Setembro 2015 pagamento de 70% do valor total.

Nota: Não é possível efetuar devoluções

Número limitado de inscrições – máximo 20

Contato:

IDEFE - Dr. Sérgio Pereira tel. 21 392 27 16. Email: sergio.pereira@idefe.pt

Perfil das entidades a visitar

| | |
|--|---|
|  | <p>. Sinapolis</p> <p>Sinapolis is a specialist in urban planning research office in China, based in Beijing. The agency proposes, through an original concept combining expertise and advice, dissemination of knowledge and new media, an updated approach to Chinese urban in its most various forms - history, practices, actors, performances, trends, localities ..</p> |
|  | <p>EXO Travel China Branch</p> <p>Exo is a reputable French travel company which organizes travels all around Asia. They have 700 staff and have offices in Vietnam, Thailand, Cambodia, Laos, Myanmar, Indonesia and Japan. Their China branch are based in Beijing and Huizhou (South China). They operate all around mainland China, as well as in Hong Kong and Macau.</p> |
|  | <p>Abyss & Habidecor</p> <p>Abyss & Habidecor is a fine Portuguese bath linens manufacturer who has combined a passion for artistic design and highest quality Egyptian cotton for over thirty years. Its exclusive collections serve the world with the most luxurious bath products, ranging from heavenly towels, bath rugs and robes. Made in the heart of Portugal with care from master textile artisans, the company takes unprecedented measures in producing flawless necessities for the consumers' enjoyment.</p> |

Perfil das entidades a visitar

| | |
|--|--|
|  | <p>RSM-UESTC MBA</p> <p>UESTC MBA program was founded in 1997. As the main part of the UESTC MBA program, the school of management and economics consists on the strategic and developing ways of 'Rooting in IT industry and its application areas, focusing on technological innovation and entrepreneurship with characterization and internationalization'. After continuous efforts on program improvement, the UESTC MBA program has been highly recognized by experts and the society for its clear focus and unique training methods.</p> |
|  | <p>Tianfu Software Park</p> <p>Chengdu Tianfu Software Park Co., Ltd. a wholly-owned subsidiary of Chengdu Hi-tech Investment Group, was formed with the main objective to better serve the needs of enterprises operating in the park, and to further promote the development of the IT and information technology service industry in Chengdu. They have a team of well-trained and experienced professionals who can help other company in setting up their operation in China. More than just a landlord, they are a first-class partner for the development of the IT and information technology service industry in China.</p> |
|  | <p>Tencent</p> <p>Tencent Holdings Limited is a Chinese investment holding company whose subsidiaries provide media, entertainment, internet and mobile phone value-added services, and operate online advertising services in China.</p> <p>Tencent's many services include social network, web portals, e-commerce, and multiplayer online games. Its offerings include the well-known (in China) instant messenger Tencent QQ and one of the largest web portals in China, QQ.com. Mobile chat service WeChat has helped bolster Tencent's continued expansion into smartphone services.</p> <p>It is one of the largest Internet companies in the world and competes with Amazon, Google, eBay, Facebook and Alibaba.</p> |
|  | <p>Pratt Whitney Group</p> <p>Pratt & Whitney is an American aerospace manufacturer with global service operations. It is a subsidiary of United Technologies Corporation (UTC). Pratt & Whitney's aircraft engines are widely used in both civil aviation (especially airlines) and military aviation. Its headquarters are in East Hartford, Connecticut. As one of the "big three" aero-engine manufacturers, it competes with General Electric and Rolls-Royce, although it has also formed joint ventures with both of these companies. They have a branch in Chengdu.</p> |

Perfil das entidades a visitar



ICW

IndustriaComm Worldwide Inc. (ICW) is a global B2B communications and stakeholder engagement agency that challenges conventional thinking to give their clients the specialized strategies and services they need to thrive in today's dynamic, multicultural business environment.

Their worldwide team of experts comes from all walks of business life. They are public relations experts, former journalists, marketing gurus, advertising specialists, market researchers, writers, technologists, sales trainers and social and digital media pros who design targeted communications solutions to achieve our clients' business goals.

Their clients include leading multinationals, mid-size companies, startups, trade groups and NGOs.



FOSUN International

Fosun International Limited is the largest private-owned conglomerate in Mainland China. Founded in 1992 in Shanghai, the company is headquartered in Shanghai and was incorporated in Hong Kong in 2007. Fosun's businesses cover industrial operations, investment, asset management, and insurance with many subsidiary companies in each business. It is one of the biggest or the biggest Chinese investor in Portugal

Perfil das entidades a visitar



IPIM

Macau Trade and Investment Promotion Institute (IPIM), is a Institute who To introduce potential investors to the local investment environment and opportunities. And they also to provide trade, economic, statistical, general information and market analysis to assist clients in exploring the market and the development of their business, to organize, co-organize exhibitions and other promotional events locally, to participate in such events held outside Macao and to sponsor local enterprises participation in such events, as a way to create trade opportunities.



Macao International Trade and Investment Fair (MIF)

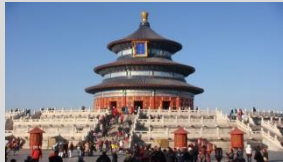
Macao International Trade and Investment Fair is currently the only exhibition event in Macao accredited by The Global Association of the Exhibition Industry (UFI). Serving as a regional co-operation platform for Macao by maintaining close ties with the Chinese Mainland, particularly the Pan-Pearl River Delta Region, Portuguese-speaking countries, the European Union and the rest of the world, MIF aims to promote interactive trade and investment activities, in order to foster the integration of funds, resources, markets and technologies and taking further steps to advance entrepreneurial co-operation in numerous areas



Hong Kong Tourism Association

The Hong Kong Tourism Board (HKTb) is a Government- subvented body founded in 2001. The Board replaced the Hong Kong Tourist Association (HKTA) established in 1957. It has 15 branch offices and 5 representative offices around the world, and its primary mission is to maximise the social and economic contribution that tourism makes to the community of Hong Kong, and consolidate the city's position as a desired destination. In fulfilling this, it works with the Government, travel industry and other partners to market and promote Hong Kong worldwide, improve the range and quality of visitor facilities and tourism service standards, and enhance the experiences of visitors once they have arrived.

Atividade Cultural - Beijing



Temple of Heaven

The Temple of Heaven, literally the Altar of Heaven, is a complex of religious buildings situated in the southeastern part of central Beijing. The complex was visited by the Emperors of the Ming and Qing dynasties for annual ceremonies of prayer to Heaven for good harvest. It has been regarded as a Daoist temple, although Chinese heaven worship, especially by the reigning monarch of the day, predates Daoism.



Forbidden City

The Forbidden City was the Chinese imperial palace from the Ming Dynasty to the end of the Qing Dynasty. For almost 500 years, it served as the home of emperors and their households, as well as the ceremonial and political center of Chinese government. Built in 1406 to 1420, the complex consists of 980 buildings and covers 720,000 m². The palace complex exemplifies traditional Chinese palatial architecture, and has influenced cultural and architectural development in East Asia and elsewhere. The Forbidden City was declared a World Heritage Site in 1987, and is listed by UNESCO as the largest collection of preserved ancient wooden structures in the world.



Tiananmen Square

Tiananmen Square is a largest city square in the center of Beijing, China, named after the Tiananmen Gate (Gate of Heavenly Peace) located to its North, separating it from the Forbidden City. It is the third largest city square in the world (440,000 m²). It has great cultural significance as it was the site of several important events in Chinese history. Outside China, the square is best known in recent memory as the focal point of the Tiananmen Square protests of 1989, a pro-democracy movement which ended on June 4th 1989 with the declaration of martial law in Beijing by the government and the death of several hundred or possibly thousands of civilians.



The Great Wall of China

The Great Wall of China is built along an east-to-west line across the historical northern borders of China to protect the Chinese Empire against intrusions by various nomadic groups. Several walls were being built as early as the 7th century BC, later joined together and made bigger and stronger unified now collectively referred to as the Great Wall. The Great Wall stretches from Shanhaiguan in the east, to Lop Lake in the west, along an arc that roughly delineates the southern edge of Inner Mongolia measuring 8,850 KM.

Atividade Cultural - Chengdu



Kuanzhai Alley

Kuan zhai Alley, along with Daci Monastery and Wenshu Monastery, consist of three Well-known historic preserve districts in Chengdu City. Being the typical epitome of Chengdu, Kuan Zhai Alley is the combination of history and modern changes. Formed by three alleys: Kuan Alley (Wide Alley), Zhai Alley (Narrow Alley) and Jing Alley, Kuan Zh ai Alley is a cultural site consisting of 45 Ming and Qing Dynasty style courtyards, modern villas and gardens, as well as theme hostels.

Kuan Alley is the representative of the very local culture in Chengdu. Local residents, phoenix trees, inns and the old tea houses, all of these make Kuan Alley become a unique site. Kuan Alley is the symbol for modern people to memory past Chengdu.



Panda Breeding Research Center

Chengdu Research Base of Giant Panda Breeding, or simply Chengdu Panda Base, is a non-profit research and breeding facility for giant pandas and other rare animals. It is located in Chengdu, Sichuan, People's Republic of China.

A Giant Panda at Chengdu Panda Base

Chengdu Panda Base was founded in 1987. It started with 6 giant pandas that were rescued from the wild. By 2008, it had 124 panda births, and the captive panda population has grown to 83.

Its stated goal is to "be a world-class research facility, conservation education center, and international educational tourism destination."

Atividade Cultural - Shanghai



The Bund

The Bund or Waitan is a waterfront area in central Shanghai. The area centers on a section of Zhongshan Road within the former Shanghai International Settlement, which runs along the western bank of the Huangpu River, facing Pudong, in the eastern part of Huangpu District. The Bund usually refers to the buildings and wharves on this section of the road, as well as some adjacent areas. It is one of the most famous tourist destinations in Shanghai. Building heights are restricted in this area.



Nanjing Road

Nanjing Road is the main shopping street of Shanghai, China, and is one of the world's busiest shopping streets. It is named after the city of Nanjing, capital of Jiangsu province neighbouring Shanghai. Today's Nanjing Road comprises two sections, Nanjing Road East and Nanjing Road West. In some contexts, "Nanjing Road" refers only to what was pre-1945 Nanjing Road, today's Nanjing Road East, which is largely pedestrianized.



Yu Garden

Yu Garden is an important traditional tourist resort in Shanghai, which enjoys the reputation of "the crown of beauty in southeast China". Most exquisitely decked out, the garden offers charming and pleasant views. With noble flora and exotic rocks setting off each other, it serves as a perfect model of "famous garden of Jiangnan". Inside the garden there is the site of the famous uprising of Shanghai's Small Sword Society in Qing Dynasty. On the 440 anniversary of the establishment of Yu Garden, comrade Jiang Zemin brandished his writing brush and left the inscription of "Famous Garden above the Sea". The famous scenic spots of the garden include the Wall of Cloud Piercing Dragon, Spring Transforming Hall, Yu Linglong (Jade Exquisite), Moon Appreciating Pavilion, Ancient Performance Stage, Grand Rockery.

Atividade Cultural – Macau e Hong Kong



Historic Centre of Macau

The Historic Centre of Macao, also known as the Historic Centre of Macau, is a collection of over twenty locations that witness the unique assimilation and co-existence of Chinese and Portuguese cultures in Macau, a former Portuguese colony. It represents the architectural legacies of the city's cultural heritage, including monuments such as urban squares, streetscapes, churches and temples.

In 2005 the Historic Centre of Macau was inscribed on the UNESCO World Heritage List, making it the 31st designated World Heritage site in China. It was described by UNESCO as: "with its historic street, residential, religious and public Portuguese and Chinese buildings, the historic centre of Macao provides a unique testimony to the meeting of aesthetic, cultural, architectural and technological influences from East and West," and "...it bears witness to one of the earliest and longest-lasting encounters between China and the West, based on the vibrancy of international trade."



Star Ferry

The Star Ferry, or The "Star" Ferry Company, is a passenger ferry service operator and tourist attraction in Hong Kong. Its principal routes carry passengers across Victoria Harbour, between Hong Kong Island and Kowloon. The company's main route runs between Central and Tsim Sha Tsui. It has been rated first in the "Top 10 Most Exciting Ferry Rides" poll by the Society of American Travel Writers ("SATW") in February 2009.



Victoria Peak

Located at the highest mountain on Hong Kong island. With some seven million visitors every year, the Peak is a major tourist attraction of Hong Kong. It offers spectacular views of the city and its harbours. The viewing deck also has coin-operated telescopes that the visitors can use to enjoy the cityscape. The number of visitors led to the construction of two major leisure and shopping centres, the Peak Tower and the Peak Galleria, situated adjacent to each other.



The Central

As the central business district of Hong Kong, it is the area where many multinational financial services corporations have their headquarters. Consulates general and consulates of many countries are also located in this area, as is Government Hill, the site of the government headquarters. The area, with its proximity to Victoria Harbour, has served as the centre of trade and financial activities from the earliest days of the British colonial era in 1841, and continues to flourish and serve as the place of administration after the transfer of sovereignty to China in 1997.