

# Business Mission and Study Tour (US)

## Disruptive Innovation and New Business

(19-24 August 2018)



Partnered with



Hong Kong General Chamber of Commerce  
香港總商會 1861

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BUSINESS ASSOCIATION

Visiting Companies



Google



**ONE STEP AHEAD**

Executive Education @ HKU SPACE EXECUTIVE ACADEMY

**HKUSPACE**

# ABOUT THE TOUR

## Silicon Valley

- ◆ Headquarters of 39 businesses in the Fortune 1000
- ◆ 1000+ startup companies

## Objectives

- ◆ Discover the high-tech innovation in the Silicon Valley and new business in Wine in San Francisco
- ◆ Understand how to engage with rapid growth of business and technological innovation in the US
- ◆ Analyse regional interactions and business differences among the US, Mainland China, Hong Kong and Macau
- ◆ Network with business leaders from the US with global vision and mindset

## Activities

- ◆ Lectures, corporate visits, business meeting, experiential and cultural activities

\* *All lectures are conducted in English*

\*\* *Upon completion of the programme, participants will be awarded a Statement of Attendance from HKU SPACE.*

# Activity in Hong Kong

## 3 August 2018 (Friday)

18:15 – 20:15

**Pre-trip Lecture –Innovative Leadership**

Dr. Alexander Chan

Senior Programme Director of HKU SPACE Executive Academy

Venue:

Chamber Theatre, 22/F, United Centre, 95 Queensway, HK

# 6-DAY ITINERARY

## DAY 1 - 3

### Day 1 | 19 Aug (Sun)

1. Self Check-in
2. Gather at Hotel

### Welcoming Dinner

### Day 2 | 20 Aug (Mon)

#### AM

Lecture 1: Traditional Enterprise & Innovative Transformation (Stanford University)

#### Lunch

Stanford University<sup>2</sup>

#### PM

- 1) Corporate Visit 1: Google
- 2) Drop by renowned enterprises (e.g Facebook / Alibaba)<sup>3</sup>

#### Dinner

### Day 3 | 21 Aug (Tue)

#### AM

Lecture 2: Design Thinking  
Workshop: Innovation The Silicon Valley Way (INSEEC Business School)

#### Lunch

San Francisco Down Town

#### PM

- 1) Corporate visit 2: TELSA

#### Dinner

<sup>1</sup> Participants should arrange their own flights.

<sup>2</sup> Self-payment. This is excluded from the Land Services.

<sup>3</sup> Subject to schedule arrangement

# 6-DAY ITINERARY

## DAY 4 - 6

### Day 4 | 22 Aug (Wed)

#### AM

1) Corporate Visit 3: Apple

#### Lunch

#### PM

Business Networking with members of Global Chamber San Francisco<sup>3</sup>

#### Dinner

### Day 5 | 23 Aug (Thu)

#### AM

Corporate Visit 4: Plug and Play Centre

#### Lunch

#### PM

Guided City Tour

#### Dinner

### Day 6 | 24 Aug (Fri)

#### Full Day Tour

Napa Valley Wineries Tour

#### Lunch

#### Late PM

End of Programme

*Coach bus to San Francisco International Airport*

<sup>3</sup> Subject to schedule arrangement



## ABOUT STANFORD UNIVERSITY

Stanford University, officially 'Leland Stanford Junior University', was founded in 1885. Stanford faculty and alumni have founded many companies including Google, Hewlett-Packard, Nike, Instagram, Snapchat, LinkedIn and Yahoo!. The companies founded by Stanford alumni generate more than \$2.7 trillion in annual revenue, equivalent to the 10th-largest economy in the world.

**More info:** <https://www.stanford.edu>

## ABOUT INSEEC BUSINESS SCHOOL (San Francisco)

The INSEEC Business School (L'Institut des hautes études économiques et commerciales) is a French Business School which was found in 1975. They focus on training Executives and business leaders. It is one of a number of European universities to have the accreditation of [Conférence des grandes écoles \(CGE\)](#), [UGEI](#), [AMBA](#), and [EFMD](#).

**More info:** <https://www.inseec-bs.com>

## Pre-trip Lecture Innovative Leadership

A general introduction as to how to enhance the management efficiency of an enterprise by transforming management skills, strategic decision and leadership training.



Lecture given by Dr Alexander Chan (Alex). He is the Senior Programme Director / College Principal Lecturer of HKU SPACE Executive Academy. Dr Chan joined the mobile technology industry in late 1990s. For over 15 years he took senior roles in sales and marketing with leading British and European companies.

From 2004 and 2011, Alex was VP of Sales for Asia Pacific based in Beijing with annual sales revenue in excess of €40 million. The customers that Alex has managed include Google, Samsung, LG, Nokia, Motorola, Microsoft, Toshiba, Panasonic, HTC, Lenovo, Huawei and China Mobile. His specialties are Management, Strategy and Innovation.



## Lecture 1: Traditional Enterprise Innovative Transformation

This is a comprehensive programme that aims at inspiring participants to adopt strategic thinking to contrast traditional enterprise with multinational business and current economic environment in positioning their enterprises' future development.



*Lecture given by Professor Edison Tse, Director of Asia Center of Management Science and Engineering, Stanford University. He has been teaching his new found theory on China innovation and Industry Transformation to high level Chinese government officials and Chinese executives. He also co-directed a Stanford Programme that upgrades the quality of managers and traders in the financial institutions.*

## Lecture 2:

### Design Thinking Workshop: Innovation The Silicon Valley Way

This practical and intensive workshop focuses on how to achieve breakthrough innovations in services and products by adopting Design Thinking, which is an empathy-driven and end-user-centric method, widely used by Silicon Valley's most successful companies, for practical and creative resolution of problems. Drawing from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.



*Mr. John Stoddard, Workshop Conductor*

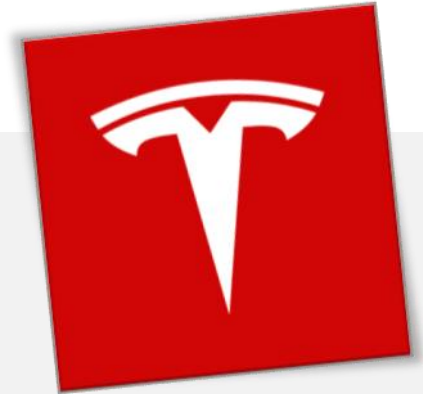
*Mr. Stoddard has been recognized by design awards from Business Week magazine, Wallpaper magazine, Design Week magazine, The Design Council of the UK, iF Award in Germany, iF Award in China, and received a Medical Design Excellence Award in 2014.*



## Visit 1: Google

Google was founded in 1998. Its rapid growth has triggered a chain of products, acquisitions and partnerships beyond Google Search. Products include Google Docs, Google Calendar, Google Drive, Google Allo/Duo, Google Map, Chrome and YouTube.

Google has moved increasingly into hardware; it partnered with major electronics manufacturers in the production of its Nexus devices. In 2016, it released Google Pixel smartphone, Home smart speaker, Wifi mesh wireless router, and Daydream View virtual reality headset.



## Visit 2: Tesla

Tesla first gained widespread attention following production of the Roadster, the first mass-produced electric sports car in 2008. The company's second vehicle, the Model S, has been the world's best-selling plug-in electric car in 2015 and 2016. Its global sales achieved the 150,000 unit milestone in 5 months after its introduction. As of 2016, the Model S ranks as the world's all-time second best-selling plug-in.

Musk, the CEO, has said that he envisions Tesla as a technology company and independent automaker, aimed at eventually offering electric cars at prices affordable to the average consumer.



## Visit 3: Apple

Apple Inc. is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services.

It is the world's largest information technology company by revenue and the world's second-largest mobile phone manufacturer after Samsung. In February 2015, Apple became the first U.S. company to be valued at over US\$700 billion. The company employs 123,000 full-time employees and maintains 499 retail stores in 22 countries as of December 2017. It operates the iTunes Store, which is the world's largest music retailer. As of January 2016, more than one billion Apple products are actively in use worldwide.



- ◆ Collaborating community of CEOs, executives, and professionals
- ◆ Growing to 525 metropolitan areas around the world
- ◆ Leverage technology and their business networks to help companies succeed faster and more profitably
- ◆ Hosts events, provides business services, collaborates with regional groups and helps to create a more global business community

*<sup>4</sup> The school is coordinating a business networking and matching with Global Chamber San Francisco, and it is subject to final confirmation. If the school cannot arrange business matching, city tour will be organized as an alternative.*

## Plug and Play Tech Center<sup>5</sup>

- ◆ Plug and Play Tech Center (or "Plug and Play") is a network startup accelerator and corporate innovation platform with global headquarters in Sunnyvale, California in the Silicon Valley.
- ◆ It claims to be the largest accelerator in the world. It runs two programs per year in each industry and location (totaling 50 accelerator programs per year) and has 220 corporate partners and 200 venture capitalists in its ecosystem. It was recently named the 'Most active Silicon Valley venture capital firm' by Silicon Valley Business Journal.
- ◆ Plug and Play were early investors in Google, PayPal, Dropbox, LendingClub, and Naturebox.

<sup>5</sup> The school is coordinating a visit with Plug and Play Tech Center, and it is subject to final confirmation. If the school cannot arrange business matching, city tour will be organized as an alternative.

Napa Valley is defined by its two mountain ranges, the Mayacamas to the west and Vacas to the east. The tour will bring you to some of the signature Napa Wineries to enjoy unforgettable wine tastings, stunning views and behind-the-scenes tours of wine cellars and caves.





HKG > SFO on 19 August 2018

CX870 | Departure:(HKG)14:10 Arrival:(SFO)12:15 (same day)



SFO > HKG on 25 August 2018

CX873 | Departure:(SFO)01:00 Arrival:(HKG)06:10 (on 26 August)

More info: [www.cathaypacific.com.hk](http://www.cathaypacific.com.hk)

<sup>6</sup> *Participants should arrange their own flights.*



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| [Programme Page](#)