

Doing Business in China Immersion Programme

Connecting the leaders of today and tomorrow
with China's dynamic business landscape

2026

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Welcome to International Business School Suzhou at Xi'an Jiaotong-Liverpool University

Professional. Practical. Impactful. Global.

At International Business School Suzhou (IBSS), we deliver high-quality, practice-focused learning for ambitious students, executives and business leaders from around the world.

Designed for international partner institutions, organisations and executive groups, our immersion programmes combine expert-led lectures with curated company visits giving participants a clear, local understanding of how business works in China today and how China connects to global markets.

With Suzhou as your classroom, you'll explore themes like innovation, supply chain, AI and cross-cultural management in a setting where international trade, advanced industry and fast-moving enterprise meet.

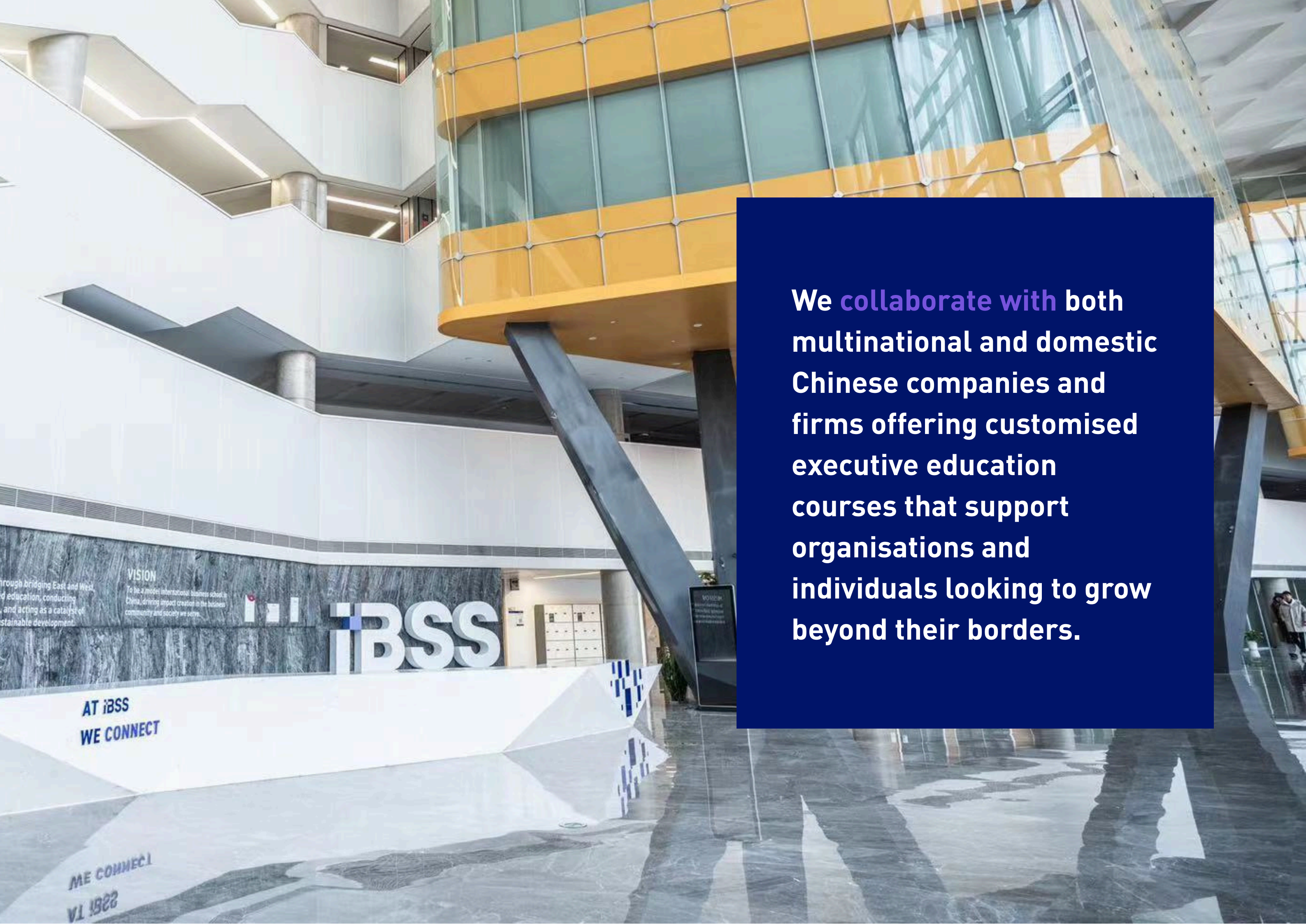
In the top 1% of business schools worldwide

IBSS is Triple Crown accredited (AACSB, EQUIS and AMBA), placing us among the top 1% of business schools globally. This recognition reflects our international standards, academic rigour, and commitment to real-world impact.

At IBSS, we connect

We are a connector, bridging China insight with international expertise. At IBSS, we distinguish ourselves through:

- impactful, experiential learning through lectures and company visits
- a global perspective with China depth
- strong ethical principles for sustainable business and management
- a personalised experience, accommodating your own unique business challenges
- a worldwide network of partnerships and collaborations.



We collaborate with both multinational and domestic Chinese companies and firms offering customised executive education courses that support organisations and individuals looking to grow beyond their borders.

through bridging East and West
education, conducting
and acting as a catalyst of
sustainable development.

VISION

To be a model international business school in
China, driving impact creation in the business
community and society we serve.

iBSS

AT iBSS
WE CONNECT

WE CONNECT
AT iBSS

Your gateway to China

Insight. Access. Opportunity.

“Through this programme IBSS offers participants the opportunity to gain first-hand insight into China’s fast-evolving economy, its innovation landscape and the cultural and strategic factors that shape business here. Our aim is to equip you not only with knowledge, but also with the confidence, perspective and connections to identify opportunities and build meaningful partnerships in and with China.”

Professor Eddy Fang
Dean, International Business School Suzhou



“IBSS has designed and delivered bespoke training and immersion programmes for teams and organisations across the globe. The differentiator with IBSS is the calibre and experience of our instructors, who are all seasoned practitioners and academics. We are a ‘business school for business’, and that focus really creates value for organisations that engage in our bespoke programmes.”

Professor Ewout van der Schaft
Associate Dean Internationalisation & Global Partnerships, IBSS



Develop your business

We work with organisations across sectors and markets to deliver practical training, executive education and consultancy with real-world impact. Combining China insight with a global perspective, we help partners strengthen leadership, navigate change and achieve impact through bespoke immersion programmes.

We work with you to identify your specific needs, to grow the scope and scale of your organisation and to deliver tangible improvements.

Develop your people

Growth and progress come from people. Strategy succeeds when leaders and teams have the skills and confidence to effect change; especially across cultures and borders. Today, that also means understanding how innovation and AI are transforming decision-making, operations and customer value.

At IBSS, our professional, executive and part-time programmes are learner-centred and grounded in practice. We combine academic rigour with real business expertise to develop leaders who can succeed in China and in global markets.





Suzhou, where tradition meets modernity

Just 25 minutes away from Shanghai, Suzhou is a large historical and cultural city in Jiangsu Province. Suzhou is commonly known as the 'Venice of the East' because of its many canals. It is also world-renowned for its beautiful natural environment and traditional gardens, both of which are UNESCO World Heritage Sites.

As one of the world's most advanced technology centres, Suzhou is a hub of innovation in China, home to cutting-edge industrial zones, research centres and international companies in the high-tech, biopharmaceutical, and artificial intelligence sectors.

This unique combination of tradition and modernity makes Suzhou an exceptional place, where cultural charm meets economic and scientific excellence.

key facts and stats

1st

province in China in terms of higher education with 168 institutions

9

classical gardens listed by UNESCO

180

Fortune 500 companies located in Suzhou

**12.9
million**

residents in Suzhou

5,000

international companies located in Suzhou

About the programme

The IBSS Doing Business in China (DBIC) Immersion Programme is a one-week, practice-focused experience in Suzhou (with optional days in Shanghai and Taicang), designed for international cohorts of students, executives and business leaders. It blends expert-led business lectures, curated company visits and cultural experiences to give participants an applied understanding of how business is done in China and with China.

Across the week, participants follow an itinerary built around themes such as tech, innovation, AI and supply chain, with four lectures and three company visits, plus an online pre-departure briefing and a networking evening with the IBSS community and corporate partners.

DBIC offers a unique vantage point at the intersection of East and West 'connecting' international academic standards with on-the-ground China insight. By the end of the week, participants leave with practical frameworks, fresh ideas and new connections they can apply in their organisations and home markets.





Programme itinerary

This example itinerary has been carefully designed around the client's objectives, intended outcomes, preferred destinations and budget.

At IBSS, every immersion programme is designed to provide a strong, practical foundation for understanding China's business landscape. Through a structured blend of expert-led lectures, curated company visits and cultural experiences. Together, these elements are intended to broaden perspective, deepen market understanding and build confidence in doing business in and with China.

While we work hard to confirm every visit outlined in the itinerary, occasional changes may be necessary due to company availability. If a visit cannot be secured, IBSS will draw on its extensive network to arrange a suitable alternative with the same academic and business focus, ensuring the overall flow, learning outcomes and programme quality remain unchanged.

Schedule for the week

Sunday	Welcome to China
 Shanghai  9 am - 5 pm	• Arrival in Shanghai • Transfer to Suzhou by coach to hotel (check-in and refresh)
Monday	Supply Chain in China
 Suzhou  9 am - 5 pm	• Breakfast at the hotel • Welcome: introductions and programme briefing • Lecture 1: Supply Chain in China: • Group lunch • Company visit: factory tour and technology showcase (e.g., Li Auto/Etron/BYD Auto): see how Chinese manufacturers use real-time data and end-to-end “closed-loop” systems to improve production, supplier collaboration, and product development, offering a practical look at the EV sector • Welcome dinner: e.g., ‘A Taste of Suzhou’
Tuesday	Digital China 2030
 Suzhou  9 am - 5 pm	• Breakfast (hotel) • Lecture 2: China’s Economic Outlook – “Digital China 2030” • Group lunch • Cultural event: Suzhou city tour • Networking mixer with IBSS MBA students, alumni, and corporate partners (e.g., Peking Duck night)
Wednesday	Shanghai city tour
 Shanghai  9 am - 5 pm	• Breakfast (hotel) • Transfer to Shanghai (by coach) • Shanghai city tour: Yu Garden, Lujiazui, The Bund - <i>a snapshot of Shanghai’s rich history and modern skyline</i> • Company visit: perspectives from international consultancy and legal firms on doing business in China • Free time to explore • Return to Suzhou, (by bus) • Group dinner: e.g., Sichuan-style buffet

Thursday	AI-Digitalised Future
 Taicang  9 am - 5 pm	• Breakfast (hotel) • Transfer to XJTLU's Entrepreneur Campus in Taicang Hi-tech Development Zone • Lecture 3: AI, Digitalisation & Industrial Transformation: look at real cases showing how AI/ML improves efficiency, reduces costs, enhances customer experience, and enables new business models across sectors • Group lunch • Company visit: FinTech transformation - how emerging technologies are reshaping financial services through innovation, efficiency, and accessibility. • Group dinner: e.g., 'Shanghai Classics' sit down dinner
Friday	China's Financial Market
 Suzhou  9 am - 5 pm	• Breakfast (hotel) • Lecture 4: China's Financial Market: an overview of China's financial system, development, and global significance—plus key trends shaping its next phase • Group lunch • Group challenge: Design an AI-Fintech solution for cross-border supply chains. Tackle real-world issues in finance, logistics, and compliance in global supply chains. • Farewell dinner: a final evening to reflect, celebrate, and strengthen connections (e.g., 'Dim Sum' style banquet)
Saturday	Departure
 Shanghai  TBD	• Breakfast (hotel) • Check-out and airport transfer (by coach) • Depart for home country (own arrangements)



Taicang Campus

An innovation ecosystem up close

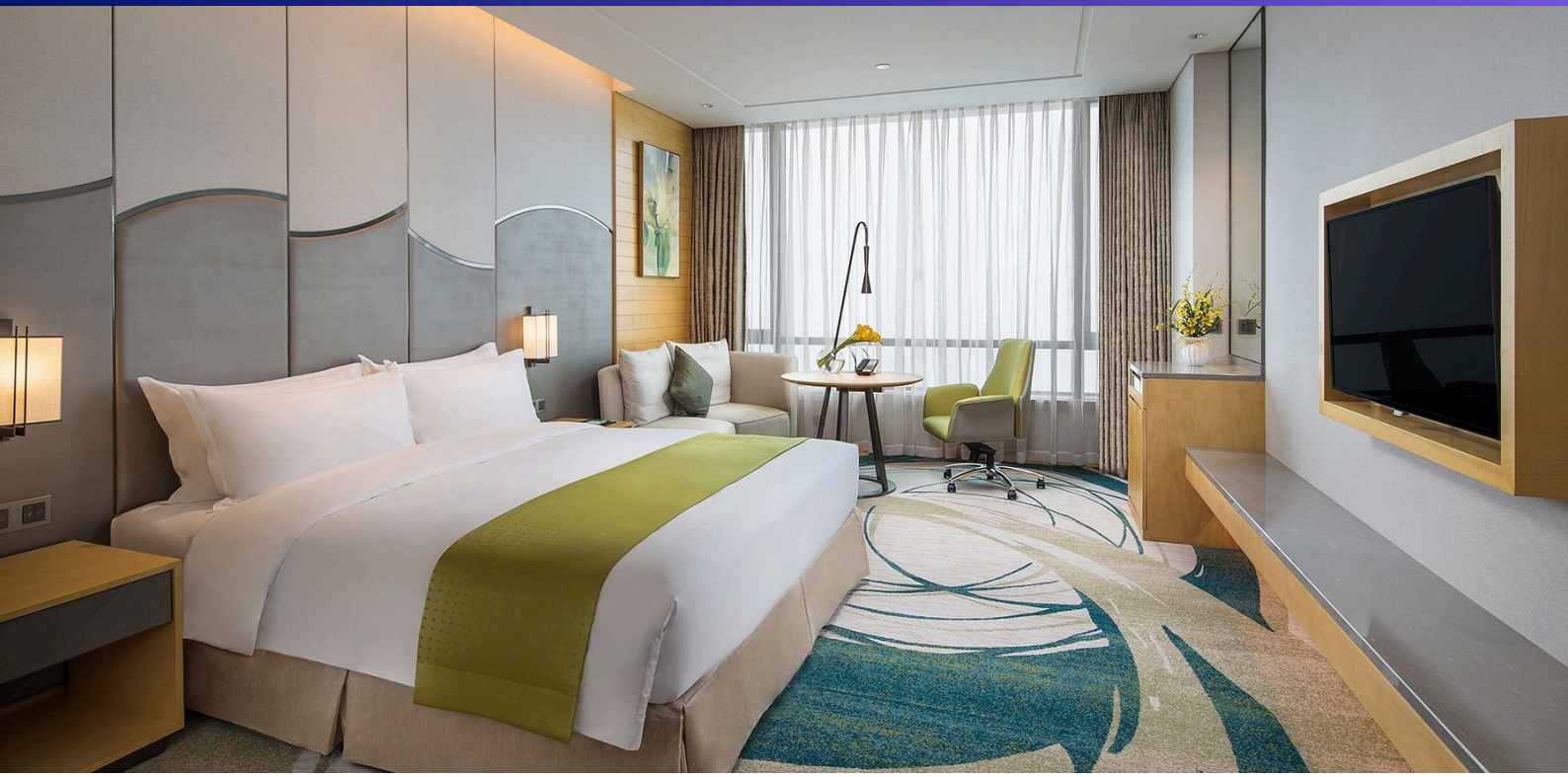
As part of the IBSS immersion experience in Suzhou, participants also have the option to visit XJTLU's Taicang Campus. A chance to experience first-hand the region's high-tech and future-facing economy. Taicang is a major hub for innovation and advanced industry in the Yangtze River Delta.

Home to XJTLU Entrepreneur College (XEC), the campus offers a valuable opportunity to explore how AI, digitalisation and entrepreneurship are being applied in practice and what that means for strategy, leadership and competitiveness.

Taicang at a glance

- Located in the Taicang High-Tech Development Zone
- Home to XJTLU Entrepreneur College
- North-east of Suzhou
- Ideal context for AI, innovation, industrial transformation themes.





Accommodation

Participants will be accommodated in a four-star hotel in single rooms, with daily breakfast included. IBSS will confirm a hotel that meets the required star rating, quality and convenient location for the week's academic and company-visit schedule.

Double-occupancy option: if required, IBSS can also request double occupancy rates from the hotel(s) during the booking process.

Accommodation includes:

- Single room for each participant
- Single room for faculty member/administrator*
- Breakfast each day
- Internet
- City taxes

*Upgraded rooms for faculty members/administrators are not guaranteed, are subject to availability and may incur an additional charge.

Pricing structure

Fee per participant

The price includes:

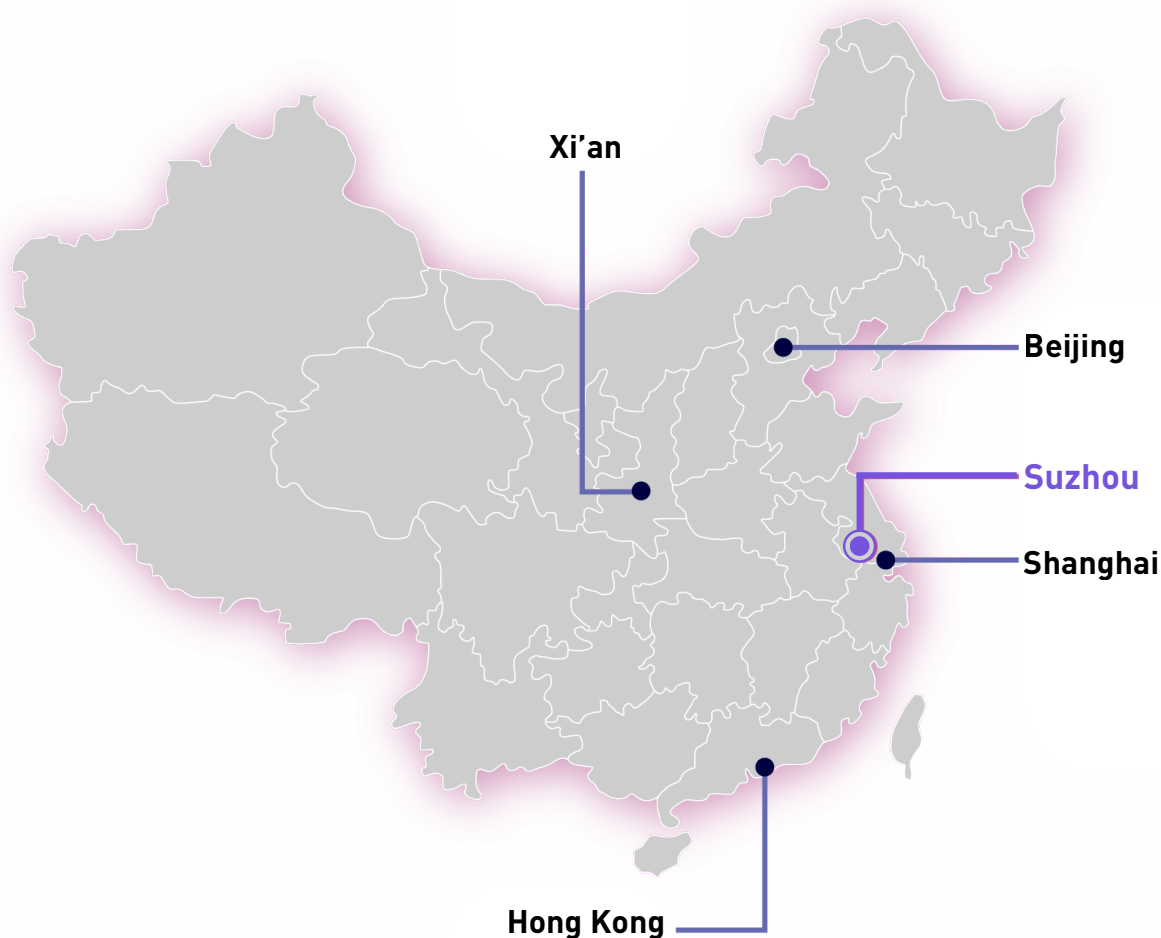
- An online pre-departure briefing, held approximately one month before the programme
- Three company visits
- Four lectures
- A guided tour of Suzhou
- An entrepreneur case-sharing session
- A networking event with IBSS MBA students, alumni and IBSS corporate partners
- Six nights' accommodation in a four-star hotel (single room), with meals and local transportation included

Please note: the programme will run subject to a minimum number of participants being met. In the event that minimum enrolment is not reached, IBSS and EduStudio reserve the right to amend, postpone or cancel the programme.



Find out more about IBSS

Visit the IBSS website for the latest information on our programmes, fees and what to expect during your week in Suzhou. If you have any questions, please get in touch with our team, we'll be happy to help.



Connect with us



xjtl.edu.cn/ibss



IBSS.international@xjtl.edu.cn



+86 (0) 512 8816 1700



8 Chongwen Road, Suzhou Industrial Park,
Suzhou, P.R. China



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