

Beijing Benchmark Enterprise Study Tour

No.	Company	Industry	Market Position	Schedule	Duration
1	ByteDance	internet	One of the earliest technology companies to apply artificial intelligence to mobile Internet scenarios	09:30-10:00 Visit the exhibition hall of Beijing headquarters and the employee leisure and entertainment area 10:00-12:00 Topic sharing: How to achieve digital innovation management of organizations	0.5 days
2	JD.com	internet	China's self-operated e-commerce companies	09:30-10:10 Visit the JD exhibition hall 10:20-11:20 Theme exchange: Mobile Internet e-commerce/JD management 14:00-17:00 Theme course: "JD culture and Internet thinking"	1 day
3	XiaoMi	internet	An innovative technology company focusing on the	09:30-10:40 Visit Xiaomi's corporate culture exhibition hall and office area 10:40-12:00 Topic sharing: Xiaomi's Internet thinking and secrets	1 day

			construction of high-end smartphones, Internet TVs and smart home ecosystems	of success The business logic of Xiaomi triathlon	14:00–17:00 Topic sharing:	
4	Tencent	internet	The fifth largest Internet company in the world by market value and the largest in Asia	09:30–10:30 Visit Tencent Beijing Exhibition Hall + Employee Activity Center 10:40–12:00 Tencent corporate culture sharing 14:00–17:00 Theme exchange: Internet thinking and product innovation (the itinerary and sharing content can be customized according to customer requirements for 1–3 days)		0.5–1 day
5	Red Note	internet	The largest global shopping sharing community, a lifestyle platform for young people	09:30–10:30 Visit the headquarters of Xiaohongshu (Shanghai/Beijing) Immersive experience From the two-dimensional Xiaohongshu into the three-dimensional world of Xiaohongshu Visit the work area of Xiaohongshu, which is full of design and youthful vitality. A three-story duplex venue. The first floor of the		0.5 days

conference room named "Bookstore" and "Flower Shop" is mainly a leisure reception area, with sofas, coffee tables and "movie"-themed, bright colors, with a strong sense of design, making people feel the youth and vitality of the company. The second and third floors are both employee offices. Green plants, wallpapers, and murals add interest to employees' daily work.

10:30-11:50 Theme sharing: Xiaohongshu's product concept and technological development - deciphering the content ecosystem and opening up smart digital marketing. Overview of Xiaohongshu's development. Redefinition of global business consumption, insights into Generation Z, and underlying logic of traffic. Xiaohongshu's AB-Test management model and Data-Driven. How Xiaohongshu attracts Generation Z talent and manages Generation Z.

				Xiaohongshu's innovative management and big data applications, and its competitive advantages in the new traffic ecosystem. Grass-seeding marketing + original content sharing. 11:50-12:00 Interactive Q&A - Give away Xiaohongshu's exquisite limited edition souvenirs and take photos as souvenirs.	
6	Lenovo	internet	A large enterprise group with diversified development in the information industry, an innovative international technology company	09:00-10:00 Visit Lenovo's Beijing headquarters exhibition hall 10:00-11:30 Lenovo's digital transformation 13:30-16:30 Lenovo's management review	1 day
7	Innovation Works	Sharing Economy	An investment institution and entrepreneurial platform	09:30-10:00 Visit the exhibition hall and office area of Sinovation Ventures 10:00-12:00 Topic sharing: Sinovation Ventures investment model and	0.5 days

			dedicated to early-stage investment and providing all-round entrepreneurial cultivation	investment strategy		
8	iFLYTEK	AI	Star companies in the field of artificial intelligence	09:30-10:15 Visit the iFLYTEK exhibition hall, product applications and experience 10:30-11:30 Theme sharing "iFLYTEK's Innovation and Practice in Artificial Intelligence"	0.5 days	
9	Baidu	AI	The world's largest Chinese search engine	09:30-09:55 Visit Baidu headquarters09:55-10:00 Welcome speech10:00-11:50 Theme exchange: Application and development of Baidu's artificial intelligence technology13:30-15:00 Theme exchange: Application and development of Baidu's big data15:30-16:30 Visit Baidu Building Exhibition Hall Unmanned vehicle test drive	1 day	
10	BOE	science	It is the only	09:30-11:30 Visit 13:30-16:30 Topic	1 day	

and company in sharing: Lean management
 technology China that
 provides display
 screens for
 Apple.

11	BAIC New Energy car		09:00-10:30 Visit Beijing Benz production line and	1 day
		China's leader in pure electric vehicles/pioneer in state-owned enterprise mixed ownership reform (the first state-owned enterprise with employee shareholding)	workshop10:30-12:00 Go to BAIC New Energy Headquarters - Blue Valley Park for a visit (photo of Blue Valley in full bloom) BAIC New Energy Development History/Battery Charging and Replacement Demonstration>>People • Car • Future	
			Blue Valley Exhibition Hall/SEED Think Space Visit/Cultural and Creative Products12:00-13:30	
			Lunch/Break13:30-16:30 >>Theme	
			Sharing: Development History of BAIC	
			New Energy Vehicles and Lean	
			Manufacturing	