

Shanghai 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, employee leisure and entertainment area, and office area 10:00-12:00 Topic sharing: "OKR talent goal management model" Alternative topics: "How to achieve organizational digital innovation management", "ByteDance and OKR organizational effectiveness improvement", "ByteFan and organizational form innovation"	0.5 days
2	Bilibili	internet	A cultural	09:30-10:00 Visit the	0.5 days

community and
video website
where the young
generation of
China gathers

headquarters office area,
cultural corridor, and B
station game center
10:00-12:00 Topic
sharing: "Bilibili model
innovation and
two-dimensional
operation"

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
conference room named
"Bookstore" and "Flower

3

Little Red
Book

internet

The largest global
shopping sharing
community, a
lifestyle platform
for young people

0.5 days

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.

sharing "ZhongAn's
innovation and practice in
digitalization" 11:15-11:30
Take a group photo at the
Bund - feel the prosperous
urban charm of the Bund

As a world-leading
integrated
sustainable energy
company, it
provides
comprehensive
services from
energy generation,
storage to
transportation, and
is committed to
"accelerating the
world's transition
to sustainable
energy."

09:30-10:30 Visit
Shanghai Tesla Experience
Center 10:30-12:00
Theme sharing "Innovation
and technological
disruption of new energy
vehicles" Alternative theme
"Entering the intelligent
era"

0.5 days

A global smart
electric vehicle
company

10:00-10:30 Brand Story:
NIO is more than just a car
company 10:30-12:00 Topi

0.5-1
day

c sharing: NIO user
operations12:00-14:00Lun
ch, then visit the NIO user
experience center and test
drive14:00-16:00Topic
sharing: NIO user
operations and service
innovation

7	SAIC Volkswagen	car	One of the largest modern car production bases in China	09:00 ~ 10:00 Visit	0.5-1 day
				Shanghai	
				Volkswagen10:40 ~ 12:00	
				Theme sharing: The essence of lean production concept of SAIC	
				Volkswagen12:00 ~ 13:00	
				Lunch and rest13:30 ~	
				16:30 Theme sharing:	
				Eliminate waste, create value, and continuously improve	

8	SAIC-GM	car	The most advanced and intelligent luxury car factory in	09:30 ~ 10:30 On-site visit	0.5-1 day
				to SAIC-GM Industrial	
				Park10:40 ~ 11:40 Theme sharing: GM Intelligent	

China

Manufacturing 12:00 ~

13:00 Lunch at GM

Employee Canteen

(experience the logistics

service system) 14:00 ~

17:00 Theme sharing:

SAIC Lean Innovation and

Lean Manufacturing

09:30 ~ 11:30 Visit the

Shanghai Baosteel Group

History Exhibition Hall

2050 Hot Rolling

9

Shanghai

Baosteel

Steel

The world's largest
steel producer

Workshop All-weather

Products in and out of the

dock 12:00 ~ 13:00 Lunch

and rest 13:30 ~ 16:30

Theme sharing: Baosteel

Smart Manufacturing

0.5-1

day

09:30 ~ 10:30 On-site visit

SANY

HEAVY

MACHINER

Y

Heavy

Industry

The world's largest
production base
for assembly line
excavators

to Sany Heavy Machinery

Shanghai Industrial Park

10:40 ~ 11:40 Topic

sharing: Sany Heavy

Machinery Industry 4.0

10

0.5 days

and Intelligent

Manufacturing

11	COMAC	AI	my country's core enterprises and key central enterprises in the large aircraft industry	09:30-10:30Visit the COMAC headquarters10:30-12:00 R&D of domestic commercial aircraft14:30-15:00Visit the COMAC final assembly and manufacturing base15:00-16:30The development history of China's civil aircraft	0.5 days
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12	DeepBlue Technology	AI	Artificial Intelligence Unicorn Companies	09:30-10:30 DeepBlue Technology Exhibition Hall Visit DeepBlue Technology Product Exhibition Center to learn about DeepBlue Technology's development history, products and services. Learn about DeepBlue Technology's product and technology innovations and market	0.5 days
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opportunities, and gain insight into AI industry solutions. Learn about how AI changes new retail and how deep learning is combined, as well as how different companies are planning their AI efforts.

10:30-11:30 Topic: DeepBlue Technology Innovation and Application

13	Schindler Elevator Jiading Park	industry	It is a leading global supplier of elevators, escalators, moving walks and related services.	09:30-10:30 Enter the park, tour introduction and corporate promotional video 10:30-11:00 Visit the world's first escalator factory 11:00-12:00 Communication theme: "Inheritance of family business, excellent quality control"	0.5 days
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14	Jiangnan Shipyard	industry	It is the birthplace of China's national industry, a pioneer	09:30-10:50 Visit the Jiangnan Shipyard Exhibition Hall, 5G	0.5 days
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in China's opening up to the outside world, and also a national super-large backbone enterprise and a national key military enterprise. Laboratory and Welding Laboratory. A towering photo wall comes into view at the entrance of the Jiangnan Shipyard Exhibition Hall. Here you can appreciate the various types of historically famous ships built by Jiangnan Shipyard since its establishment. The first floor uses a film to show the world-leading high-end shipbuilding technology and many achievements of Jiangnan Shipyard in recent years. The second floor displays the excellent ships produced by Jiangnan Shipyard in various periods according to historical stages. Through models, historical materials, and

treasured objects, the wonderful chapter written by Jiangnan Shipyard in its one and a half century of transformation is fully and multi-dimensionally displayed. From the evolution of Jiangnan Shipyard with a profound historical heritage to the highest level of high-tech shipbuilding technology in modern industrial manufacturing, the students felt the rise from "Made in China" to "Made in China". 11:00-12:00

Discussion and exchange

15 JD Logistics logistics

JD.com's largest logistics center

09:30-10:30 Visit the Shanghai "Asia No. 1" headquarters and watch the corporate promotional video 10:30-11:30 Theme exchange: Embrace

0.5 days

					logistics	
					09:30-10:30 Visit and real	
					cabin/flight simulator	
					experience 10:30-11:30	
					Topics: Strategic	
					transformation (China	
					Eastern Airlines Logistics	
					mixed-ownership reform;	
16	China	aviation	A new aviation	China United Airlines	0.5 days	
			talent base	low-cost transformation,		
	Eastern		integrating	China Eastern Airlines		
	Airlines		"production,	Science and Technology		
			learning, research	Innovation Center		
			and application"	construction exploration),		
				service innovation (product		
				innovation, incubation		
				innovation), business		
				exploration (business		
					integration innovation, Link	
					Coffee incubation	
					innovation)	