

Xiamen Benchmark Enterprise Study Tour

No.	Company	Industry	Market Position	Schedule	Duration
1	International Trade Group	Comprehensive	ITC Group (abbreviated as: ITC Holdings) is a Fortune 500 company (supply chain management, real estate operations, financial services)	09:30-10:15 Visit to China International Trade Group, company development history, corporate culture, party building culture, etc. 10:30-12:00 Theme exchange: capital mergers and acquisitions, cost reduction and efficiency improvement	0.5 days
2	International Trade Real Estate Culture and Tourism	Culture and Tourism	A subsidiary of ITC Holdings Group	09:30-10:30 Visit to Tianyuan Zhuba, development history, party building culture, industrial park, and the Returned Overseas Chinese Museum 10:35-12:00 Theme exchange: cultural	0.5 days

				tourism industry operation, rural revitalization	
3	International Trade Real Estate Culture and Tourism	Culture and Tourism	Guomao Real Estate Culture and Tourism-Chushan Party Building Learning	09:30-11:00 Chushan Culture: Visit to the Rural Party School, Revolutionary History Museum, and Chushan Commune 11:00-12:00 Theme Exchange: Party Building Theme, Rural Revitalization	0.5 days
4	Xiamen Tungsten Co., Ltd.	Non-ferrous metals	A global leading nonferrous metal enterprise, one of the leading enterprises of the large-scale rare earth enterprise group established by the state. One of the first national demonstration enterprises for the	Xiamen Tungsten Technology Center: 09:30-10:30 Development history, full industry chain layout, core technology introduction 10:30-12:00 Theme exchange: Management change, enterprise digital transformation, talent development	0.5 days

development of
circular economy

5	Xiamen Tungsten Co., Ltd.	Non-ferrous metals	(ibid.)	Xiamen Tungsten Motor Industrial Park: 14:00–14:45 Park visit: development history, energy-saving service IoT platform, smart park operation, 10 major motor industry systems 14:45–15:15 Production line visit: servo motor factory production line visit, experience permanent magnet industrial fan 15:15–17:00 Enterprise digital transformation	0.5 days
6	Gold Medal Cabinets	cupboard	Ranked as the preferred cabinet brand of China's top 500 real estate companies	14:00–15:30 Visit Jianpan Detao Technology Park/Intelligent Manufacturing Workshop/Informatization Exhibition Hall/Color	0.5 days

				Center/Product Center	
				15:30-17:00 Theme	
				Exchange: Theme Sharing:	
				"Gold Medal Culture	
				Construction "Five Ones"	
				Project"/Theme Sharing:	
				"Digitalization Leading	
				Enterprise Business	
				Transformation"	
7	AUO Intelligent Manufacturing	Smart Manufacturing	A company that provides intelligent manufacturing solutions	09:30-11:00 Visit the AUO Intelligent Manufacturing Exhibition Hall (about 1.5 hours) 11:00-11:30 Theme sharing: Sharing industrial wisdom to help enterprises develop high-quality (30 minutes) 11:30-11:50 Exchange session (20 minutes)	0.5 days
8	Cicada Mother	Digital Marketing Service Leader	Well-known domestic Douyin and Xiaohongshu data analysis service platform	09:30-10:00 Visit the office area and cultural wall 10:00-12:00 Theme exchanges: "Infinite progress, exploring the	0.5 days

new future of digital
marketing", "2023,
winning strategies for
brand marketing under
new potential" / "Gathering
strength to build a vital
corporate culture and
talent strategy"

Big data,
artificial
intelligence

We have been
deeply engaged
in electronic data
forensics and big
data intelligent
business, and
have now grown
into the domestic
electronic data
forensics industry
leader and public
security big data
leader. We have
participated in the
information
security

Topic sharing: "Information
Security" / "Big Data"

0.5 days

9 Meiya Pico

			protection of more than a dozen national large-scale events such as the 2018 National People's Congress, the Xiamen BRICS Meeting, the Beijing Belt and Road Summit, the Hangzhou G20 Summit, and the Beijing Olympics.		
10	Dell	hardware	The world's leading provider of IT products and services	9:30-10:30 Visit Dell Xiamen Factory: Dell Factory Data Center, Factory Call Center 10:30-12:00 Supply Chain Management under Dell Direct Sales Model	0.5 days
11	C&D Group	Industrial Investment	Ranked 77th among the	09:00-10:00 Visit C&D Headquarters	0.5 days

12	Tianma Microelectronics	Smart Products	Fortune Global 500, a state-owned diversified multinational group. Main business: supply chain finance, urban construction and operation, tourism and exhibition, new industry investment, with 5 listed companies	10:00-12:00 Theme Discussion: "C&D Group's Cross-Industry Collaborative Business Model" 13:30 -17:00 Theme Discussion: "C&D Group Operation Management"	0.5 days
			An innovative technology company that provides comprehensive customized display solutions and fast service support	09:30-10:30 Visit the company's development history, corporate culture, party building culture, production lines, etc. 10:35-12:00 Theme exchange: Intelligent manufacturing, digital transformation	

			worldwide		
			A Fortune 500		
			company, China's		
			largest mining		
			and gold		
			company, and a		
			large		
			multinational		
			state-owned		
			mining group	09:30–10:00 Visit the	
		Zijin	engaged in the	Industrial Park and Zijin	
		Cross-Strait	exploration,	Zhixin 10:00–12:00 Topic	
13	Zijin Mining	Jewelry	development,	sharing: "Zijin Mining	0.5 days
	Department	Industrial Park	engineering	Group's Digital	
			design, and	Transformation Practice"	
			technology		
			application		
			research of metal		
			mineral resources		
			such as copper,		
			gold, zinc, and		
			lithium worldwide		
14	Xiangyu Group	Leading	A Fortune 500	09:30–10:00 Visit the	0.5 days
		enterprise in	company, a	exhibition hall of the	

China's supply chain industry	high-end intelligent manufacturing equipment supply chain platform under Xiangyu Group	high-end intelligent manufacturing center and the digital exhibition hall 10:00-12:00 Topic sharing: "Supply Chain Finance" / "Supply Chain Management"
-------------------------------	--	--

15	XCMG	Construction machinery industry	XGMA is one of the leading enterprises in my country's construction machinery industry. Since its establishment in 1951, it has gone through 70 years of glorious entrepreneurial history.	09:30-10:00 Visit the shield machine production line, the Party Building Cultural Gallery, and the corporate culture introduction 10:00-12:00 Theme sharing: "The Craftsmanship Spirit of a Great Power's Heavy Equipment"	0.5 days

16	Dreamplus Network	Online Games	A national key cultural export enterprise, one of the top 20	09:30-10:00 Visit the corporate culture wall and office area 10:00-12:00 Topic sharing: "Corporate	0.5 days

			Chinese online game export enterprises, dedicated to building a Chinese game national brand that will go global	Culture Construction" / "New Generation Employee Management" / "Transnational Employee Management Integration"	
17	Huawei Xiamen Innovation Center	high tech	The world's largest mobile communications equipment provider and the world's third largest mobile phone provider	Topic sharing: Digital Transformation	0.5 days
18	Linde Forklift	Material handling, smart logistics	A global Fortune 500 company, a leader in comprehensive material handling solutions and smart logistics solution design	09:30–10:00 Visit the park 10:00–12:00 Topic sharing: "Supply Chain System Construction" / "Smart Logistics System Construction"	0.5 days

			consulting		
19	Ande Business	estate	Well-known commercial real estate operation and property operation company	Commercial operation management, property management	0.5 days
20	Feibo Co-creation	Digital Marketing	Well-known MNC, IP incubator, digital marketing solution provider	09:30-10:00 Visit the office area and cultural wall 10:00-12:00: Topic sharing: "Digital Marketing" / "MNC Operation" / "IP Creation"	0.5 days
21	Tsinghua Straits Institute	Service Platform	An important carrier of the service overpricing strategy, jointly established by Xiamen Municipal People's Government and Tsinghua University on both	Topic sharing: Rural revitalization, dual carbon theme, big data AI ecology, big health-medical and engineering industry collaboration	0.5 days

			sides of the Taiwan Straits to serve as a service platform for technology transfer and transformation of Tsinghua University	
			It is one of the top 20 logistics companies in China, with a mature port logistics supply chain management system, covering the leading international shipping agency in the southeast coast and the investment and	
22	Xiamen Port Authority	logistics	Topic sharing: "Supply Chain" / "Modern Warehousing Management" / "Information-based Logistics Construction"	0.5 days

operation entity of

Xiamen Xiangyu

Comprehensive

Bonded Zone.
