Our Partners

默琳 · DV · ACE-Force bv · Robotuo · 干的漂亮 · startup grind SHANGHAI · HICOOL · ChinForm

环博金诚 Glopen

Discover the Real China, connecting the world

Your Gateway to China

Contact Us

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https: //www.Instagram.com/glopenofficial

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WeChat: Glopen Travel

Rednote: Glopen Travel



Corporate Travel **MICE** **Education Program**

ABOUT GLOPEN





Discover the Real China, Connecting the World

China Glopen Group was founded with the vision of discovering the real China and connecting it with the world.

China Glopen Group is a leading Business and Tech Travel Agency in China, with offices in Beijing, Shanghai, Shenzhen and Singapore. We operate through Shanghai Glopen Travel Agency and Shanghai Glopen Business Consulting Ltd.

We provide premium travel experiences and consulting services to global clients. Each year, we serve thousands of visitors from entrepreneurship organizations, industry associations, multinational corporations, educational institutions, and other groups.

OUR ACHIEVEMENT

Over 2,000 Travellers Per Year

More than 65 Countries

100+ Corporate Partners

10,000+ Community Followers

1,000,000+ YouTube Views

4.9+ out of 5 Review Rating

GET YOUR GUIDE

tripadvisor

WHY US?

Experience China with your one-stop shop partner that understands the global landscape

Save Time **High-Quality Service** **Minimize Risk**

From business delegations to tailor-made journeys

Seamless Communication

- Email
- WhatsApp
- WeChat
- Virtual Meetings
- Trade fair

Multilingual Capabilities

- Mandarin
- Cantonese
- English
- French
- German
- Portuguese
- Spanish
- Japanese

Cross-Industry Expertise

- Automotive
- Financial Service
- Retail
- Intellectual Property
- Healthcare
- Architecture
- Real Estate
- Media

Strong Partner Ecosystem

- Universities
- Local Governments
- Industrial Parks
- Chambers of Commerce
- Venture Capital
- Incubators
- Industry Associations



PRESS 经济日报

Why China's Tech Tourism Is Winning Over International Travelers



PRESS 人民日报

China's Tech Tourism Offers a Glimpse into the Future



NEW MEDIA REUTERS

Tech pilgrims flock to China as global innovation race heats up



NEW MEDIA 第一财经

China's Tech Tourism Boom Draws Curious Foreign Travelers



VIDEO CMG

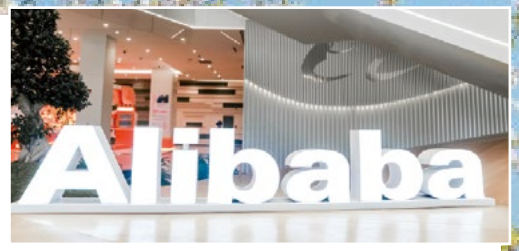
Tech Travel Boom Gives Global Tourists Glimpse of China's Innovation



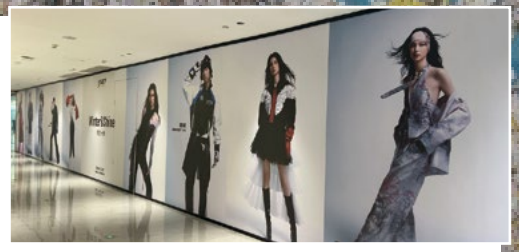
VIDEO CGTN

Tech Travel Boom Draws Global Tourists to China

Business Theme Tours









This Tour in a Nutshell

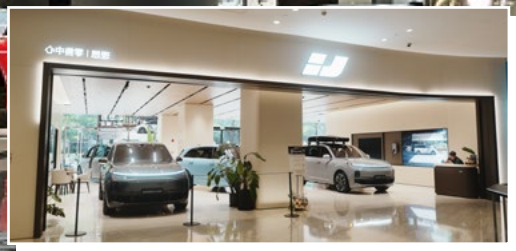
1. Visit Alibaba's headquarters, cultural centers, and shopping malls.
2. A live-stream theme park or MCN organizations to understand different platforms and live-streams.
3. Explore renowned corporations and their strategies.
4. Gain insights into ecosystems such as JD.com, RED (Xiaohongshu), and ByteDance.

Hangzhou E-commerce Tour

5D5N

***Basic Package*: $2,100 per person**
***Premium Package*: $4,000 per person**









This Tour in a Nutshell

1. Keynote sessions by leading automotive industry experts.
2. Visits to Geely Museum and manufacturing facilities.
3. Autonomous driving technology experience.
4. Comparison of traditional 4S dealerships and EV retail stores.
5. Optional extension to attend major auto shows.

Business

Yangtze Auto Industry Tour

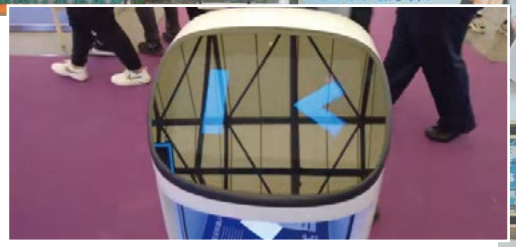
5D5N

***Basic Package*: $2,000 per person**
***Premium Package*: $4,000 per person**









This Tour in a Nutshell

1. Visit Alibaba headquarters and MCN organizations.
2. Explore Yiwu International Trade City.
3. Tour Huaqiangbei and innovation hubs in Shenzhen.
4. Inspect selected factories in Guangdong & Zhejiang.
5. This tour can be combined with Canton Fair or other exhibitions.

China Sourcing Tour

5D5N

***Basic Package*: $2,000 per person**
***Premium Package*: $4,000 per person**









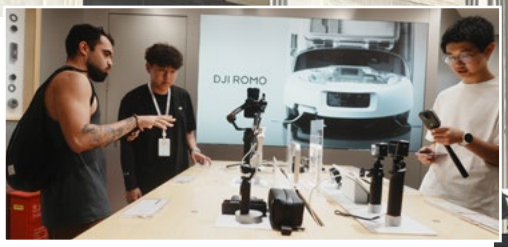
This Tour in a Nutshell

1. Explore China's innovation ecosystem, including AI, robotics, and advanced manufacturing.
2. Visit leading tech companies and autonomous driving pioneers.
3. Engage with top universities and frontier-tech startups.
4. Network with founders, investors, and industry experts.
5. Gain insights into China's e-commerce and livestreaming ecosystem.

China Tech Tour

8D7N

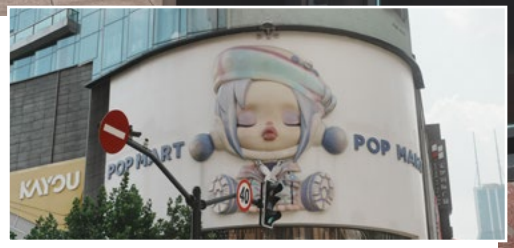
Starting From $3,000 per person





Business





This Tour in a Nutshell

1. Discover innovative Chinese consumer brands.
2. Experience livestreaming, smart retail, and social commerce.
3. Join expert talks and business networking sessions.
4. Explore culture and innovation in Shanghai and Hangzhou.
5. Explore China's New Retail innovations through immersive field visits.

China Retail Tour

5D5N

Basic Package : ***$2,000 per person***
Premium Package : ***$4,000 per person***

京东 好特卖 POP MART 盒马 美团





This Tour in a Nutshell

1. Explore Zhongguancun, Beijing's core innovation district.
2. Visit Lingang Free Trade Zone and smart manufacturing hubs.
3. Tour Zhangjiang Hi-Tech Park and biotech innovation centers.
4. Connect with founders, VC firms, and innovation leaders.
5. Gain insights into China's digital economy and innovation ecosystem.



Business

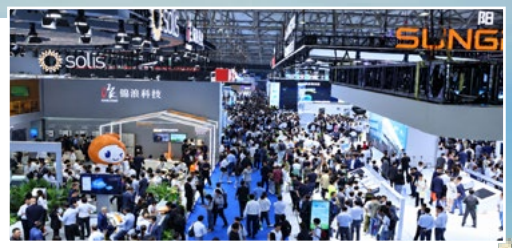


China Investment Tour

5D5N

Basic Package : ***$2,000 per person***
Premium Package : ***$4,000 per person***

PARTNERS 華熙 LIFESTYLE 上海临港 HICOOL





Business





This Tour in a Nutshell

1. Explore China's rapidly evolving new energy ecosystem.
2. Visit leading energy institutions, universities and companies.
3. Discover cutting-edge technologies in battery storage, hydrogen production, and EV charging infrastructure.
4. Connect with industry experts and explore sourcing opportunities.

China New Energy Tour

8D7N

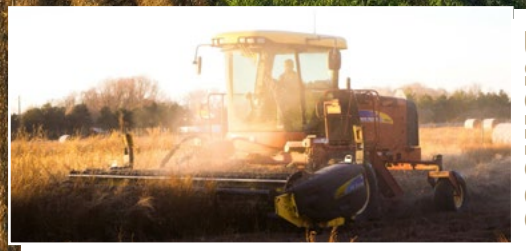
Basic Package : ***$ 4,500 per person***





This Tour in a Nutshell

1. Explore China's agricultural transformation and smart farming innovations.
2. Visit leading agribusinesses, modern farms, and agritech pioneers.
3. Engage with top universities and agricultural research institutions.
4. Discover rural revitalization and innovative farming models.
5. Network with industry leaders and explore global trade opportunities.



Business



China Agriculture Tour

7D6N

Basic Package : ***$4,000 per person***









This Tour in a Nutshell

1. Experience university life in China through campus activities.
2. Explore China's traditional culture & modern tech.
3. Visit Beijing's UNESCO World Heritage Sites and experience its rich culture.
4. Discover China's thriving e-commerce ecosystem in Hangzhou.
5. Extend your journey with optional programs in other cities.

China Educational Tour

11D10N

Starting From
$1,600 per person



Public Tour Information

Public Tour Information

2027 April

Zhengzhou CHINASHOP Tour

6D5N, Zhejiang, Henan

- New Retail
- Smart Supply Chain
- Retail Technology

2027 April

Auto Shanghai Tour

6D5N, Guangzhou, Zhejiang, Shanghai

- New Energy Vehicle (NEV) Brands
- Auto Parts
- Smart Manufacturing

2027 April/October

Canton Fair Tour

5D4N, Guangzhou, Shenzhen

- International Trade
- Electronics & Consumer Goods
- Furniture & Food Products

2027 June

Shanghai CPHI & PMEC China Tour

9D8N, Shanghai, Beijing

- Pharmaceutical Equipment
- Biotechnology
- Pharmaceutical R&D
- Life Sciences

2027 June

Beijing CISCE Tour

10D9N, Beijing, Guangdong

- AI Ecosystem
- Advanced Manufacturing
- Global Supply Chain

2027 June

Shanghai SNEC Tour

7D6N, Shanghai, Jiangsu, Zhejiang

- Solar PV
- Energy Storage
- Hydrogen Energy
- Smart Grid
- Zero-Carbon Technologies

2027 November

Shenzhen CHTF Tour

6D5N, Guangdong

- AI
- Robotics
- Semiconductors
- Advanced Manufacturing

2027 November

Shanghai CIIE Tour

6D5N, Shanghai, Zhejiang

- Import Trade
- Industrial Automation
- Smart Manufacturing

2027 September

Shanghai CIIF Tour

6D5N, Shanghai, Zhejiang

- Industrial Automation
- High-End Equipment
- Green Manufacturing

August 2027

HICOOL Global Entrepreneur Summit, 6D5N, Beijing, Shanghai

- Global Entrepreneurship
- Frontier Technologies
- Investment & Innovation
- Industry Applications

2027 August

Beijing World Robot Conference (WRC) Tour

6D5N, Beijing, Shanghai

- Robotics Technology
- Artificial Intelligence
- Industry Applications

2027 July

Shanghai WAIC Tour

6D5N, Shanghai, Zhejiang

- Large Language Models (LLMs)
- Embodied AI
- Generative AI
- AI Applications in Urban Environments

Cultural Experiences

Chinese Tea Ceremony



Experience authentic Chinese tea culture through hands-on brewing, a serene ambiance, and a blind tasting of 5–6 distinct Chinese teas.

The Palace Banquet Experience



Experience an immersive palace banquet with traditional rituals, grand decor, and exquisite Chinese cuisine.

Exclusive

Seasonal Fruit Picking Experience



Harvest fresh fruit and savor authentic countryside living near Shanghai.

Yangtze Delta's Ancient Water Town Retreat



A tranquil retreat in China's Yangtze Delta, known for its ancient canals, stone bridges, and timeless water-town charm.

Chinese Painting & Calligraphy Workshop



Learn Chinese art and calligraphy in a hands-on cultural session.

Exclusive

Paper Cutting Workshop



Learn the art of traditional Chinese paper cutting and create your own intricate designs inspired by classic cultural patterns and symbols.

Destinations



Kanas Lake









Xinjiang
Sayram Lake

Tianchi Lake

Beijing











Xi'an

Luoyang

Nanjing

Shanghai

Hangzhou







Chengdu

Zhangjiajie





Yunnan







Shenzhen

Guangzhou

Hong Kong



Our Cases

Business Tour

















Conventions, Exhibitions & Events











Our Cases

Incentive & Meetings











Cultural Tour












Business Consulting Services

WHAT WE DO?

环博金诚 Glopen

Focus on market entry service

Market Research
· Market review and analysis
· Competitor analysis
· Consumer behavior analysis

Strategy & Execution
· Market entry strategy
· Brand and product positioning (naming, slogan, etc.)
· Pricing strategy

Marketing campaign execution
· Business visits and trade shows
· Due diligence
· Partner sourcing and evaluation (professional services, suppliers, MCNs, e-commerce operators, etc.)

WHERE WE EXCEL

We provide a comprehensive range of services tailored to your business needs:

Market Analysis
A thorough overview of the Chinese market, including industry dynamics, competition, regulatory frameworks, and growth opportunities.

Trade Shows
Representation at trade fairs, exhibitions, and industry events to expand networks, generate leads, and capture market insights.

Business Strategy
Data-driven strategies based on in-depth research and due diligence to support successful market entry.

Due Diligence
Comprehensive evaluation to support critical business and investment decisions.

Business Visits
Curated corporate visits, seminars, and networking events to build meaningful connections.

Partner Matching
Identification and evaluation of suppliers, distributors, and KOLs, along with recommendations for legal, financial, and professional services.

Our Team



Boyang Shen

Founder and CEO

CEIBS AMP 90

EMLyon Business School and University of Munich

12 years of work and life experience in the US, Germany, and France

Proficient in strategic development and cross-border business in the automotive and insurance industries



Stella Gao

Marketing Director

Durham University MBA

10 years of experience in marketing, digital transformation, and brand strategy

Skilled in FMCG/IP/automotive industry analysis, strategy formulation, and brand building

Utilizes traditional and new channels to exponentially reach global target customers



Alex Chen

BD Director

INSEAD MBA, France & Singapore

Previously a strategy consultant, focused on real estate investment for 8 years

Skilled in market research and strategic analysis, providing consulting services to clients

Self-media practitioner, skilled in content creation and value discovery



Yang Zhang

GM of Glopen Travel

Senior entrepreneur in the tourism industry

Over 15 years of experience in the MICE sector, skilled in full-chain resource integration and business implementation

Experience organizing study tours for over a thousand participants