



*Discover the Real China,
connecting the world*

Your Gateway to **China**



● **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.

Headquartered in Shanghai, with offices in Beijing, 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 **1,000** Travellers
Per Year

100+ Corporate Partners

10,000+
Community Followers

1,000,000+ Youtube
Views

4.9+ out of 5
Review Rating

**GET
YOUR
GUIDE**



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



Business Theme Tours



This Tour in a Nutshell

- 1 Visit Alibaba's headquarters, cultural centers, and shopping malls.
- 2 Visit 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.



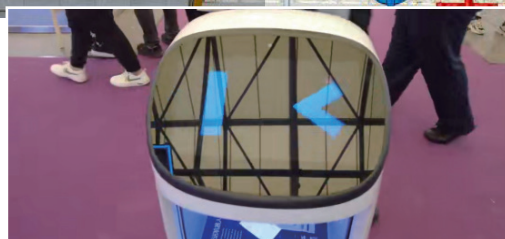
Yangtze Auto Industry Tour

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



China Tech Tour

8D7N

Starting From

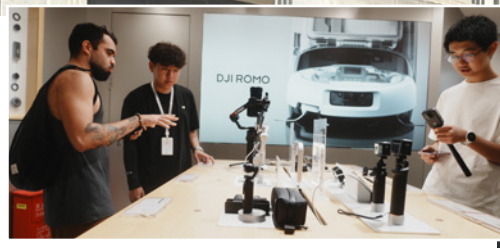
\$3,000 per person



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 live-streaming ecosystem.





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.

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.



China Retail Tour

5D5N

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

POP MART



美团

China Investment Tour

5D5N

Basic Package: \$2,000 per person
Premium 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

2026 June

Beijing CISCE Tour

10D9N, Beijing, Guangdong

- AI Ecosystem
- Advanced Manufacturing
- Global Supply Chain



2026 June

Shanghai SNEC Tour

7D6N, Shanghai, Jiangsu, Zhejiang

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



2026 June

Yiwu EC Fair

6D5N, Zhejiang

- Cross-border E-commerce
- Product Sourcing
- Live Commerce
- Logistics



2026 June

Shanghai MWC

6D5N, Shanghai, Jiangsu

- Mobile AI
- 5G/6G
- Industrial Internet
- Connected Ecosystems



2026 July

Shanghai WAIC Tour

6D5N, Shanghai, Zhejiang

- LLMs
- Embodied AI
- AI Urban Applications
- Generative AI



2026 August

Beijing WRC Tour

11D10N, Beijing, Shanghai, Guangdong

- Humanoid Robots
- Industrial Robots
- Medical Robotics
- Embodied AI



2027 April

Hangzhou Chinashop Tour

6D5N, Zhejiang

- New Retail
- Smart Supply Chain
- Retail Tech



2027 March

Shanghai AWE Tour

6D5N, Shanghai, Zhejiang

- Consumer Electronics
- Smart Home
- Home Appliances



2026 November

Shenzhen CHTF Tour

6D5N, Guangdong

- AI
- Robotics
- Semiconductors
- Advanced Manufacturing



2026 November

Guangzhou Auto Show Tour

7D6N, Guangdong

- Auto Parts
- Smart Manufacturing
- NEV Supply Chain



2026 October

Shenzhen ICBE Tour

6D5N, Guangdong

- Cross-border Sellers
- Supply Chain Integration
- Live Streaming



2026 October

Shanghai CIIF Tour

6D5N, Shanghai, Zhejiang

- Industrial Automation
- High-end Equipment
- Green Manufacturing

Business Consulting Services

WHAT WE DO ?

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 Exclusive Experience

Enjoy exclusive, hands-on experiences across culture, technology, and modern China — from ancient heritage to cutting-edge innovation — curated for private groups and led by experts.

Technology Experiences Robotics, EVs, & Drone Experience



Explore Shanghai's cutting-edge tech scene on a tour of Lujiazui. Visit the Shanghai Tower, China's tallest building, experience a ride in a driverless car, and interact with advanced humanoid robots showcasing the future of innovation.

VR & Exoskeleton Tour



Discover cutting-edge innovation through humanoid robots, intelligent EVs, VR, and exoskeleton technology.

Drone Delivery Experience



Experience the full drone delivery process, showcasing the speed, precision, and convenience of autonomous delivery technology.

Tech Discovery with Shanghai Tower Observatory Access



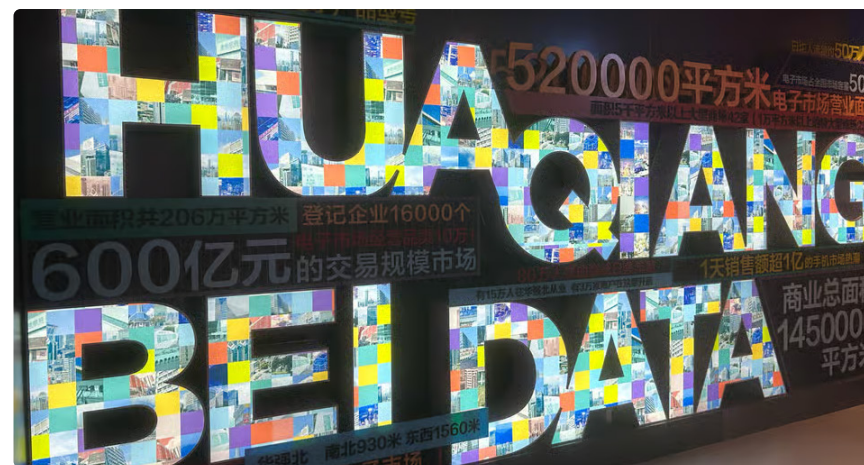
Visit the 118th Floor Observation Deck of Shanghai Tower, China's tallest building and a symbol of modern innovation.

Driverless Car & Robotics Tour



Experience Shanghai's tech-scene through driverless cars without driver.

Huaqiangbei & China Economic Reform



Explore Huaqiangbei, Shenzhen's iconic electronics hub, where the city's transformation from a fishing village to a global tech powerhouse began. Experience its vibrant markets, innovation culture, and fast-moving maker ecosystem.

Exclusive

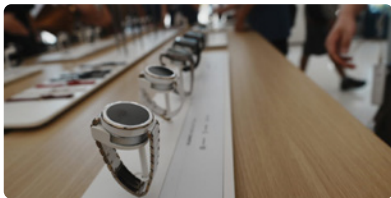
Cultural Experiences

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.

Shanghai Retail & Lifestyle



Discover Shanghai's futuristic retail scene — from luxury EVs and tech flagships to designer toys and lifestyle showrooms.

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.

Paper Cutting Workshop



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

Exclusive

Exclusive

Destinations



Kanas Lake



Tianchi Lake



Xinjiang Sayram Lake



Xi'an



Chengdu



Zhangjiajie



Yunnan



Beijing



Luoyang



Nanjing



Hangzhou



Shanghai



Shenzhen



Guangzhou



HongKong

Our Cases

Business Tour



Conventions, Exhibitions & Events



Incentive & Meetings



Cultural Tour



Our Team



Boyang Shen

**Founder and
CEO**

EM Lyon 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

Experience as a Global Account
Manager and negotiating with
VP-level executives at Fortune
500 companies



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

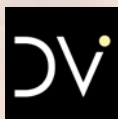
**GM of Glopen
Travel**

Serial entrepreneur in the
tourism industry

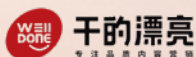
Over 15 years of experience in
the MICE sector, skilled in full-
chain resource integration and
business implementation

Experience organizing study
tours for over a thousand
participants

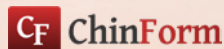
Our Partners



Robotuo



ONE SIM
ONE WORLD



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