

GLOPEN

*DISCOVER THE REAL CHINA
CONNECTING THE WORLD*



Information & Reservations

www.gl-open.com



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01

ABOUT US

OUR HISTORY
OUR JOURNEY
OUR MISSION
OUR ECOSYSTEM



www.gl-open.com



OUR HISTORY

Glopen was founded in Shanghai with a branch in Shenzhen. As a business consulting firm with an official travel agency license, we specialize in providing premium travel experiences and consulting services to global clients.

OUR JOURNEY

PHASE 1 Telling China's Real Story

Launched the YouTube channel "Glopen" to share authentic views of China; built a global community with 8,000+ followers and 500,000+ views.



PHASE 3 Hosting Industry-Focused Events

At Fortune 500 clients' request, organized business visits; connected leaders and universities; partnered with 100+ Chinese companies.

PHASE 5 Integrating Consulting + Travel

Combined business consulting and theme tours —serving hundreds of international visitors including executives, entrepreneurship organizations, travel agencies, MICE organizers, schools, and individuals.

PHASE 2 Entering Business Consulting

Leveraged audience trust to deliver in-depth China market research; our weekly newsletter became a go-to resource for decision-makers.

PHASE 4 Expanding into Premium Travel

Acquired official travel agency license to offer one-stop, customized premium travel grounded in our business expertise.



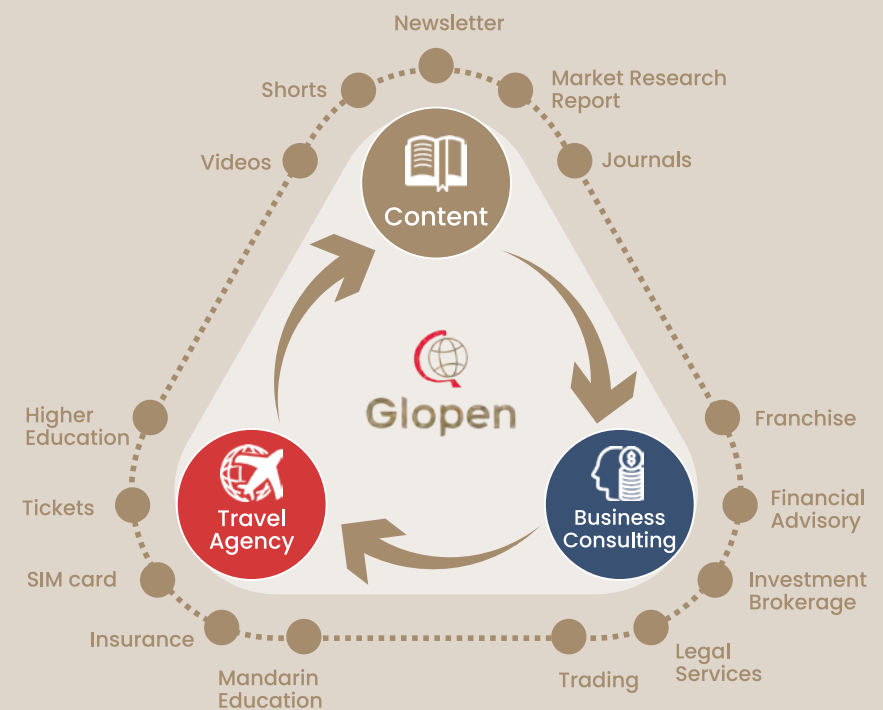
OUR MISSION

At Glopen, we Discover the Real China, connecting the world. Through our videos, shorts, newsletter and more, we present the real China with an open mind, exploring various facets of its culture, society, economy, and technology.

Since incorporation, we We have served hundreds of foreign clients and over a thousand domestic travelers, and built a China inbound ecosystem in partnership with over 50 corporations within China and has become the official suppliers of BMW and Huawei.

OUR ECOSYSTEM

Our inbound ecosystem synergizes three core pillars to drive sustained growth.



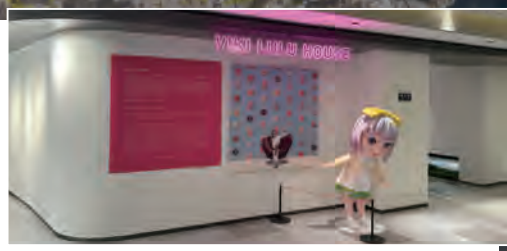
02

TRAVEL SERVICES

BUSINESS THEME TOURS
CULTURAL THEME TOURS
DAY TOURS
OUR CASES



***Business
Theme
Tours***



This Tour In a Nutshell

- 1 Visit Alibaba's Headquarters, Cultural center and Shopping mall.
- 2 Visit MCN organizations to understand different e-commerce platforms.
- 3 Explore renowned corporations.
- 4 Learn more about the ecosystem of JD.com, Red, and ByteDance.



HANGZHOU E-COMMERCE TOUR

5D5N

Basic package \$2100/person
Premium package \$4000/person

7 / 8

During our 5-day tour, you'll experience the dynamic e-commerce capital of China – Hangzhou. Through keynote speeches, company visits, and real-life case studies, you'll witness first-hand how e-commerce has transformed China and influenced the global market. Discover the innovative strategies and technologies that are driving this transformation and see how they can benefit your business.

This Tour In a Nutshell

- 1 Keynote by Automotive experts.
- 2 Visit Geely's Museum and factory.
- 3 Experience autonomous vehicle services.
- 4 Explore Autonomous Driving Park and test ride.
- 5 Traditional 4S vs EV stores.

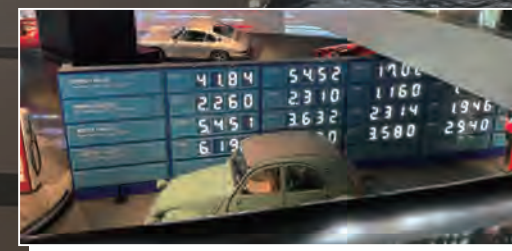


YANGTZE AUTO TOUR

5D5N

Basic package \$2000/person
Premium package \$4000/person

Embark on a unique journey into the heart of China's burgeoning auto industry with our 5-day Auto Trip Tour. Dive deep into the pioneering realms of EV and Autonomous technologies and experience firsthand the innovations that are revolutionizing the global automotive landscape.





This Tour In a Nutshell

- 1 Visit Alibaba's Headquarters & MCNs.
- 2 Explore the International Trade City of Yiwu.
- 3 Tour Huaqiangbei and Innovation lab in Shenzhen.
- 4 Inspect the specific factories in Guangdong.
- 5 This tour can be combined with Canton Fair.



SOURCING TOUR

5D5N

Basic package \$2100/person

Premium package \$3000/person

Discover the heart of global manufacturing with our exclusive 5-day Sourcing Tour! Gain invaluable insights into sourcing from China through visiting the two largest manufacturing hubs: Zhejiang and Guangdong provinces. Uncover the secrets to successful sourcing and connect with featured manufacturers in the world's factory. Let us guide you to finding your perfect supplier in China!

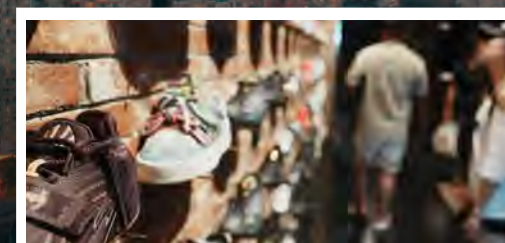
CHINA RETAIL TOUR

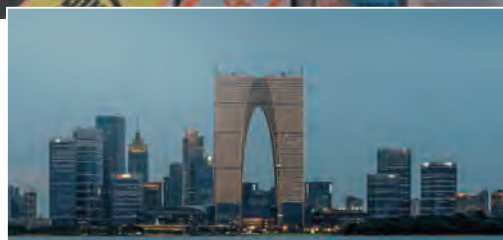
5D5N

Basic package \$2000/person

Premium package \$4000/person

Join our 5-day China Retail Tour in Shanghai and Hangzhou and explore the future of retail through exclusive visits to Alibaba HQ, MCN livestream studios, and leading smart retail spaces. Gain firsthand insights into China's digital commerce, social retail, and O2O innovation through company visits, expert talks, and hands-on experiences. Enjoy local cuisine and culture in the vibrant Yangtze River Delta.





This Tour In a Nutshell

- 1 Explore Zhongguancun, Beijing's core innovation district.
- 2 Visit Lingang Free Trade Zone and explore smart manufacturing.
- 3 Tour Zhangjiang Hi-Tech Park and AI biotech innovation labs.
- 4 Network with founders, VC firms, and innovation leaders.

This Tour In a Nutshell

- 1 Experience university life in China through multiple activities.
- 2 Explore China's rich history and culture.
- 3 Immerse yourself in traditional and modern lifestyles.
- 4 Discover China's thriving e-commerce scene and witness innovation firsthand in Hangzhou.
- 5 Extend your journey with additional adventures in other cities.



INVESTMENT TOUR

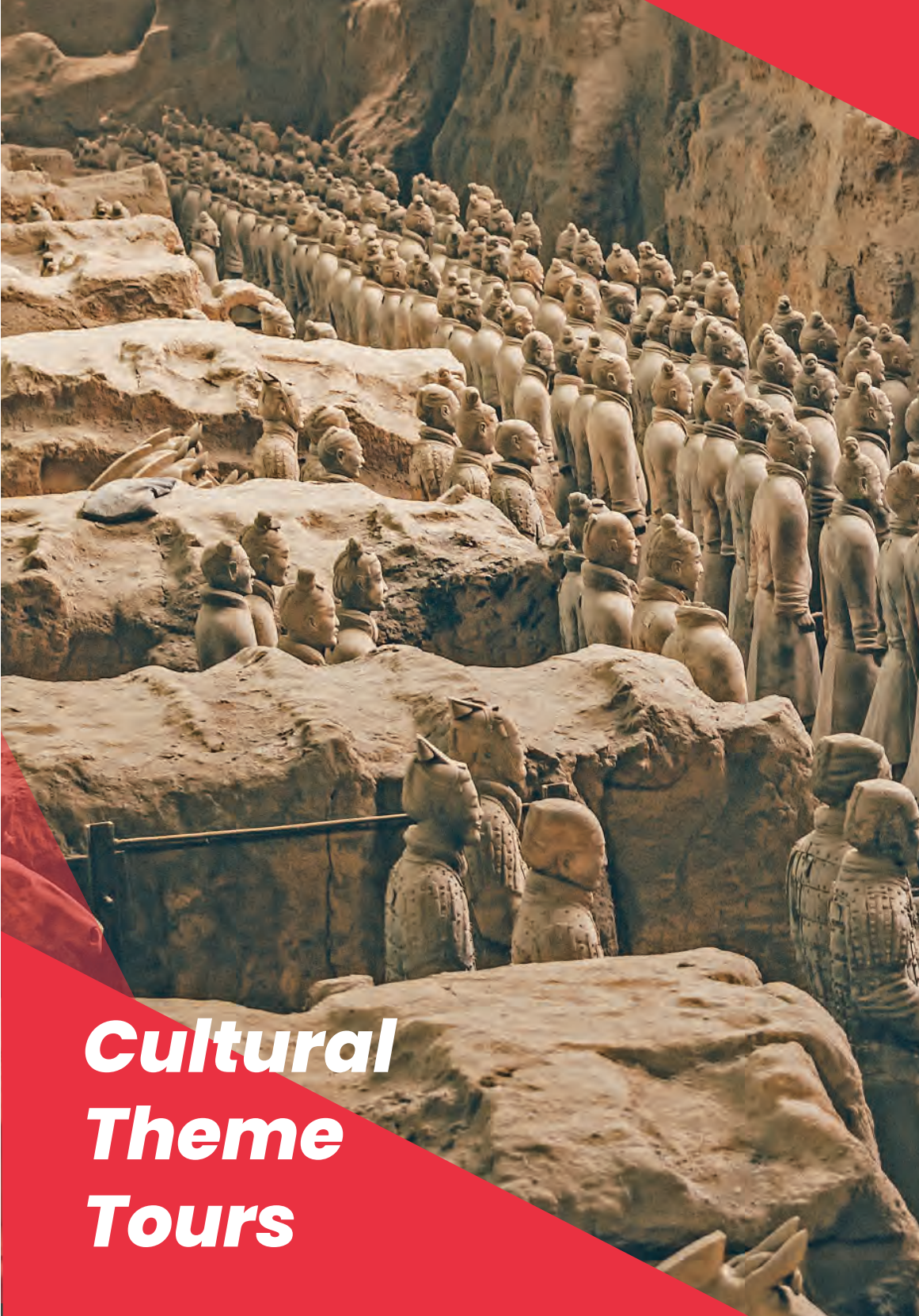
5D5N \$5000/person

Unlock the future of innovation and investment in China with this immersive 5-day journey through its top tech ecosystems. From Beijing's Zhongguancun to Shanghai's Zhangjiang High-Tech Park, witness how China fosters miracles, supports venture capital, and develops frontier industries. Perfect for investors, entrepreneurs, and ecosystem builders ready to engage with China's evolving business landscape.

EDUCATIONAL TOUR

11D10N \$2400/person

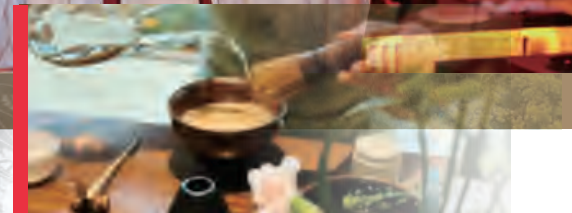
Experience China's rich culture, cutting-edge technology, and dynamic business landscape across five vibrant cities. From Beijing's historic wonders to Shanghai's modern skyline, you'll join unique hands-on workshops and lectures at top universities. This tour was designed to give you a comprehensive journey through China that blends learning, exploration, and inspiration.



Cultural Theme Tours

YANGTZE DELTA CULTURAL HERITAGE TOUR

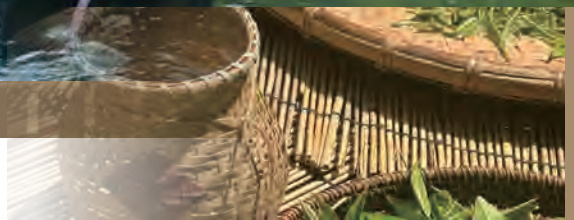
Culture



**5D5N Starts from
\$1600 / person**

- Explore a variety of cultural sites across Yangtze Delta, including hidden gems unfamiliar even to locals.
- Discover unique aspects of Chinese culture and history through curated experiences.
- Participate in hands-on activities that immerse you in traditional and contemporary artistic forms.
- Gain deep insights into the cultural heritage that has shaped Chinese life over centuries.

YANGTZE DELTA ECOLOGY TOUR



**5D5N Starts from
\$1300 / person**

Explore vibrant cities: **Shanghai, Suzhou, Huzhou, Hangzhou, and Ningbo.**

Discover ecological harmony through visits to **wetland parks** and **eco-tech museums.**

Enjoy scenic Jiangnan landscapes known for their charm and serenity.

- Participate in hands-on cultural experiences such as Tea picking & bamboo weaving.
- Learn about **sustainable living** and **green dining** through immersive activities.
- Blend natural beauty, heritage, and community life for an unforgettable travel story.

- Journey through China's rich cultural heritage and iconic historical landmarks.
- Visit ancient temples, majestic palaces, and world-class museums.
- Explore five legendary cities: **Beijing, Xi'an, Luoyang, Nanjing, and Shanghai.**
- Walk along the Great Wall and marvel at imperial architecture.
- Discover breathtaking grottoes, hidden relics, and ancient treasures.
- Enjoy immersive culinary experiences that reflect centuries of regional tradition.

**14D13N Starts from
\$2500 / person**



CHINA HISTORY TOUR

故宫博物院

KUNGFU TOUR



- Delve into the essence of Chinese Kungfu culture and ancient philosophy.
- Visit ancient temples and iconic landmarks in the cradle of Chinese civilization.
- Learn Kungfu from experts at the **Shaolin Temple** and its martial arts museum.
- Explore **Songshan**, the birthplace of Chinese martial arts and home to stunning natural landscapes.

7D7N Starts from \$1900 / person

- Discover centuries-old architecture and breathtaking scenic views.
- Understand the spiritual roots of **Buddhism and Daoism**, guided by cultural interpreters.
- Reflect on the philosophical contrasts and commonalities of China's major religious traditions.

- Travel through Xinjiang's vast grasslands, alpine lakes, and desert vistas.
- Explore **historic Silk Road towns** rich in trade, culture, and architecture.
- Discover the **nomadic heritage** of the region through immersive cultural encounters.
- Witness breathtaking natural beauty across diverse terrains and ecosystems.
- Experience a unique blend of **frontier history, ethnic diversity, and unspoiled landscape**.

9D9N Starts from \$2000 / person



XINJIANG NORTH LOOP TOUR

YUNNAN FOLK CULTURE TOUR

Culture



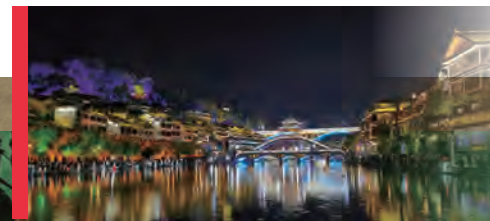
- Discover the rich cultural tapestry of **Yunnan**, known for its ethnic diversity and timeless traditions.
- Visit **vibrant local markets**, ancient villages, and historic sites.
- Immerse yourself in the **customs, festivals, and daily life** of Yunnan's ethnic groups.

7D6N Starts from \$1200 / person

- Enjoy stunning natural landscapes as you travel through culturally significant regions.
- Engage with local communities and explore the harmony between heritage and modern life.

- Journey into the **spectacular landscapes of Zhangjiajie**, a UNESCO World Heritage Site.
- Marvel at **towering sandstone pillars**, misty mountain peaks, and surreal natural formations.
- Explore one of China's most breathtaking national parks with expert local guides.

8D7N Starts from \$1300 / person



ZHANGJIAJIE'S NATURAL SCENERY TOUR

- Experience a perfect blend of **scenic beauty**, outdoor adventure, and cultural immersion.
- Discover the mystical inspiration behind the floating mountains in Avatar.
- Savor ecological cuisine and **farmhouse specialties**, embracing regional flavors.

Culture



Day Tours

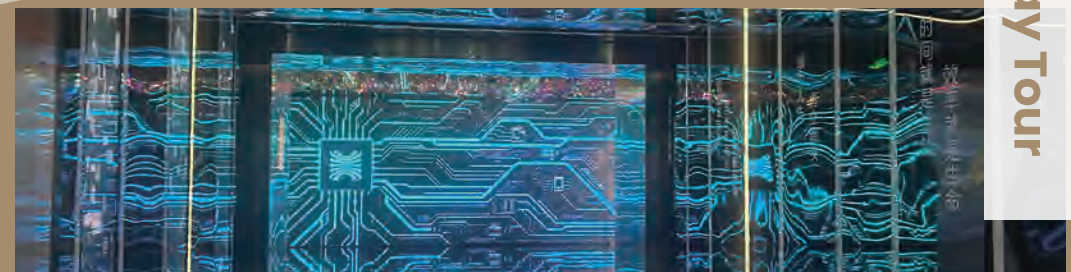
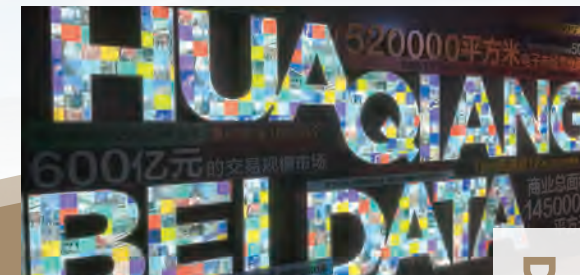
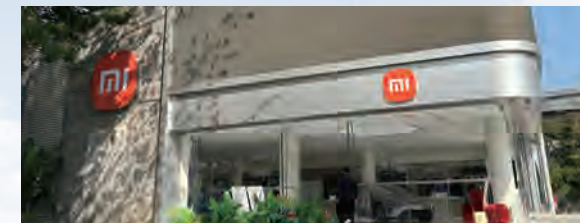
SHENZHEN TECH TOUR

Starts from \$129 /person



From fishing village to innovation hub, Shenzhen's rise is a story in fast-forward. In Huaqiangbei, electronic dreams fill every stall—its museum a tribute to the city's transformation into a tech powerhouse.

Across the bay, the DJI Flagship Store blends creativity and play, inviting visions of the future of flight. Lianhua Mountain offers a slower pace, where nature meets skyline and sunsets write Shenzhen's story in glass, steel, and ambition.



Day Tour

Overnight



YIWU SOURCING TOUR

Starts from \$300/person

Step into the world's factory with our over night Yiwu Insider's Tour—where wholesale ideas turn into real deals. Explore the Yiwu International Trade Market and Alibaba's offline B2B hub, gaining direct access to suppliers and sourcing insights. Leave not just with samples, but with real connections and the confidence to navigate global trade.



Overnight

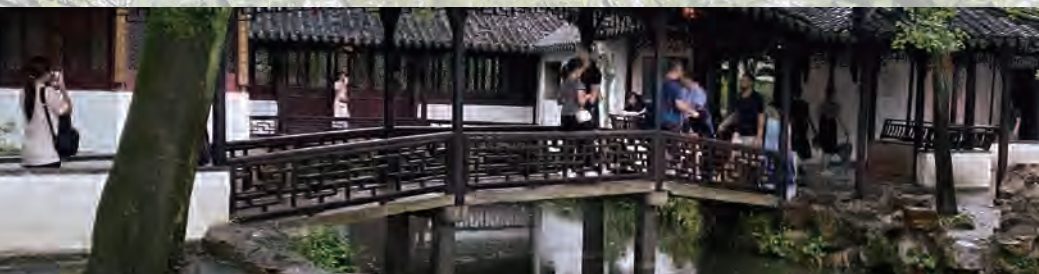
YANGTZE DELTA'S ANCIENT WATER TOWN RETREAT

Day Tour Package from \$130/person

Overnight Tour Package from \$350/person

Just beyond Shanghai lies a network of water towns—Tongli, Zhuji, Jiaji, Zhouzhuang, Wuzhen—where winding canals, arched stone bridges, and pristine Ming–Qing architecture evoke a century-old way of life. Once secluded retreats for the wealthy, these hidden paradises invite you to escape the modern rush and rediscover inner peace.





CAPITAL CITY OF CLASSICAL CHINESE GARDENS

Starts from \$150/person

Only 1 hour drive from Shanghai, Suzhou is a typical Jiangnan city that you may luxuriate in. The well-preserved waterways and exquisite architectural styles keep the ancient structure of Suzhou, making it a wonderland that was once praised as "The Oriental Venice" by Marco Polo. The classical gardens in Suzhou are the works of art that you can walk in. Furthermore, a great poet, Su Shi, from the Song dynasty once said, "It is a lifelong pity if you come to Suzhou without visiting Tiger Hill". So join us with this Suzhou Trip, you'll be rewarded with the most unforgettable memory.



EVOLUTION OF THE ARCHITETURE AND THE CITY

Starts from \$170/person

From Shanghai old town to "Wall Street in the Far East", from farm land to skyscrapers cluster on the tip of Lujiazui, both banks of the Huangpu river underwent great changes.

The wood structure buildings in Yuyuan Garden are the legacies of traditional Chinese architectures while the WESTERN CLASSICAL and Art-Deco buildings on the bund are the evidences of the city's semi-colonial history. In no more than a century, the Bund became the gallery of the world architectures.

On the other side of the bank, within 30 years, Lujiazui turned to be one of the most amazing skylines in the world.

Take a walk along the riverside and let's feel the evolution.



Overnight



CHINA'S HOLLYWOOD TOUR

Starts from \$350/person

In the heart of Zhejiang lies Hengdian World Studios, the “Hollywood of China,” where palaces, markets, and dynastic cities recreate the grandeur of history. Step into the Forbidden City at Mingqing Palace, wander the mighty halls of the Qin Dynasty, and stroll through the lively streets of a Song-era riverside town. Invite you to walk through the screen and relive the popular dramas that captured millions, such as Hero, Empresses in the Palace, The Untamed, etc.



COMMUNIST REVOLUTION HISTORIC SITES TOUR

Starts from \$109/person

Shanghai marks the birthplace of the Chinese Communist Party, founded in July 1921. The nearby memorial museum traces China's journey from the Opium War of 1840 to the People's Republic of 1949, through powerful exhibits and historic artifacts. Nearby, Mao Zedong's 1924 residence and Zhou Enlai's wartime office reveal the personal side of revolution—family life, negotiation, and faith amid turmoil. Together, these preserved landmarks capture the spirit of struggle, vision, and renewal that shaped modern China and defined Shanghai's enduring role in its revolutionary story.



Overnight

OUR CASES

OUR CASES

CULTURAL TOUR



“

The experience was amazing. They gave you the history of tea drinking, and they explain the different ways to drink the tea and how they are manufactured better than expected.

”

— TEA CEREMONY



“

The trip itself was amazing, allowing me to fully enjoy and admire the stunning landscapes of Xinjiang. We had the unique opportunity to witness a seasonal transformation experiencing both autumn's vibrant colors and a snowfall within 24 hours. It was a phenomenon that words can hardly capture. We traveled through mountains, waterfalls, lakes, and deserts, experiencing everything from cold to hot weather.

”

— XINJIANG TOUR

BUSINESS TOUR

“

In 2024, Glopen started the collaboration with HUAWEI's program brought over 30 German University students to experience China's e-commerce ecosystem.

”

DIGITAL SEEDS



“

On July 9, 2024, Dartmouth College students, participating in the summer program, visited Shanghai Stock Exchange - China's Financial Hub.

”

DARTMOUTH



INCENTIVES & MEETINGS

AIA High-Worth Dunhuang Journey



SSME 30th Anniversary



2025 Global Developer Conference



CONVENTIONS & EXHIBITIONS & EVENTS



2023 OrmcoFORUM



Appreciation Dinner



03

***BUSINESS
CONSULTING
SERVICES***

**OUR SERVICES
OUR PARTNERS**



WHAT WE DO ?

Extension

For business tour visitors, if there is a subsequent need to enter the Chinese market, we can also provide market entry business consulting services.

Focus on market entry service

- Market Review and Analysis
- Competitor Analysis
- Consumer Behaviour & Analysis

Market Research

- Brand & Product Analysis
- Positioning in China Market (naming, slogan, etc.)
- Pricing Strategy
- Marketing Campaign

Market Entry Strategy

Execution

- Business Visits and Tradeshow
- Due Diligence
- Partner Filtering (Professional Service, Suppliers, MCN, E-commerce Operation, etc.)

WHERE WE EXCEL

We provide an array of services tailored to meet your business needs.





Market Analysis

A thorough overview of the Chinese market to make you confident about entering it. This includes industry dynamics, competitors, regulatory frameworks, and potential opportunities and challenges, etc.



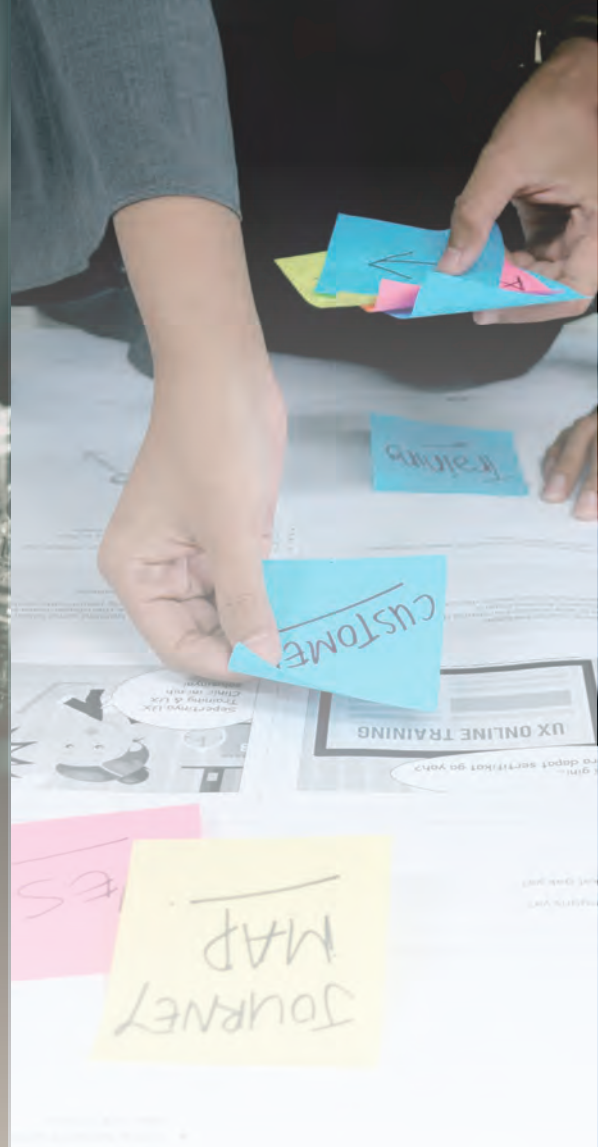
Tradeshow

We represent your company at trade fairs, expos, exhibitions, and similar events to expand your network, generate leads, secure sales, and stay informed about industry trends and developments.



Business Strategy

We effectively deliver a business strategy based on market research and due diligence to assist you in successfully entering the Chinese market.



Due Diligence

A comprehensive investigation for entering into your business arrangement or making a significant financial decision, examining relevant factors.



Business Visits

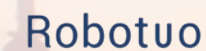
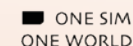
We provide opportunities to connect your business with local businesses to cultivate networks through corporate visits, seminars, roundtables, and many other engaging events.



Partner Filtering

We collect and assess potential partners (like suppliers, distributors, & KOLs). We can recommend law firms, accountants and other specialists for your business.

OUR PARTNERS





In this rapidly changing global environment, understanding the significance of local culture, humanities, language, and established societal norms is becoming increasingly pivotal for the success of international business.

At Glopen we possess a profound understanding of the intricate nuances within the Chinese context and the difference between China and rest of the world. We understand your needs and are your Trusted Partner in China!

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