Business School, Renmin University of China
March 10-14 GNW 2025 @Renmin
Beijing, China

GNW March 2025@Renmin‐Overview

❏ *Topic: Insights and Opportunities:*

Decoding China's Digital Economy

❖   **Brief Description**

China's digital economy has experienced a soaring increase in the past decade, contributing trillions of businesses to the economy in China and the Globe. The 2025 Global Network Week at Renmin University intends to take students to a discovering journey: decoding China's digital economy. This journey includes elaboration lectures in class and on-site observations in established Chinese companies. Students will zoom in to learn the best practices of digital economy in China and the underlying mechanisms. Attendees will have chances to see the blueprint of China's digital infrastructure and how it empowers China's digital economy; how traditional companies deploy cutting-edge technologies (i.e., big data, IoT, Blockchain and AI) to achieve digitalization revolution; how different companies on a supply chain get digitalized and connected enhancing efficiency as a coherent ecosystem. Eventually, this journey is to reshape your understanding of China's digital economy, providing insights for identifying new business opportunities in China and conducting digital business in your home country.

❖ **Main Topics Covered:**

➢ Role of traditional Chinese culture in digital economy

➢ Developments and trends of digital China

➢ Supply chain innovation in a digital era

➢ Digital transformation of China's traditional companies

➢ Digital entrepreneurship in China

❖ **Course Materials:**

Transportation and accommodation guides, along with other logistical information for Renmin GNW will be provided in due course. Printed materials will be distributed on-site and also be shared through *Email+ WeChat Group* one week prior to the event officially commencing.

GNW March 2025@Renmin - Schedule

❑ **Courses and Activities Included：**

➢ Interactive lectures and discussions by professors and executives/senior managers

➢ On-site visits to companies with best practice in digital economy

➢ Welcome reception and social opportunities

➢ Group presentations and reflection

❑ **Time Arrangement (Beijing Time):**

➢ **Monday** 6:00~9:00pm

   Reception Dinner

➢ **Monday** ~**Thursday**

   9:00~12:00am, Lectures

   2:00~5:00pm, Company Visits

➢ **Friday** 9:00am~12:00(noon)

   Group Presentations & Group Photo

❑ **Assessment Criteria:**

➢ Participation: attendees are required to attend all lectures and visits

➢ Presentation: group presentation within 15 minutes

➢ Essay: summary and thoughts of the journey (<1500 words count)

Contact Us:

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