



RENMIN
BUSINESS SCHOOL



GLOBAL NETWORK FOR
ADVANCED MANAGEMENT

Business School, Renmin University of China
March 9-13 GNW 2026 @ Renmin
Yiwu, China



Overview

❑ *Topic: Value Chain Reconstruction & Business Model Innovation*

❖ **Brief Description**

Business School, Renmin University of China (Renmin Business School) will collaborate with Belt and Road International Business School, Renmin University of China to hold its 2026 Global Network Week March at the vibrant campus in Yiwu, the world's unparalleled hub of cross-border commerce, to explore the challenges and hidden opportunities in global trade amidst ongoing trade tensions. Utilizing Yiwu's iconic trade landscape as a dynamic learning laboratory, the module will empower MBA students with profound insights into how Chinese enterprises navigate the complexities of global markets during trade disputes, while enhancing actionable strategies for facilitating business globalization and fostering cross-border commercial collaborations. Participants will have the opportunity to visit Yixin-Ou Trade Service Group, a pivotal player in the China-Europe land-sea trade corridors, as well as engaging with a variety of leading enterprises ranging from solar energy to daily necessities. The week will culminate in a business plan competition, providing students a platform to showcase their business acumen and achieve portfolio-worthy accomplishments.



Overview

❖ Main Topics Covered

- Challenges and Opportunities in Global Trade
- Cross-Border Commerce Collaboration
- Strategies for Navigating Complex Global Markets
- Value Chain Reconstruction for Sustainable Growth
- Business Model Innovation for Global Markets

❖ Course Materials

Local accommodation and transportation guides, along with other course information for Renmin GNW, will be provided later via both ***Email and WeChat Group*** in due course.



Schedule

□ Courses and Activities Included

- Interactive lectures and discussions with professors and executives/senior managers
- On-site visits to companies with the best practice
- Welcome reception and social opportunities
- Group presentations and reflection

□ Time Arrangement (Beijing Time)

- **Monday ~ Thursday**
9:00~12:00am, 2:00~5:00pm
Lectures & Company Visits
- **Monday** 6:00~9:00pm
Reception Dinner



Schedule

□ Assessment Criteria

- Participation: attendees are required to attend all lectures and visits
- Business plan preparation
- Group presentations and module directors/entrepreneur reviews



RENMIN
BUSINESS SCHOOL

Expert in Chinese
Management

About Yiwu



****Discover the Captivating Charms of Yiwu, China****

Yiwu, located in the heart of Zhejiang Province, China, has a rich history that dates back over 2,000 years. Originally a small fishing village, Yiwu grew into a significant trading hub during the Southern Song Dynasty (1127-1279). The city's strategic location along the ancient Silk Road facilitated trade between China and various countries, enhancing its cultural and economic development. In recent decades, Yiwu has transformed into a global business center, renowned for its international trade market, which is one of the largest wholesale markets in the world. Renowned as "China's Shopper's Paradise," Yiwu is a must-visit destination for both domestic and international travelers, which seamlessly blends modern commerce with rich cultural heritage.

GNAM students can fly to Shanghai Pudong International Airport (PVG) and from there, take a train (around 2 hours) to Yiwu. China currently implements visa-free policies for more than 70 countries. For specific details, you can consult the Chinese embassy or consulate in your country.



RENMIN
BUSINESS SCHOOL

Expert in Chinese
Management