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Business Council
荷中商务理事会



DSBP CONSULTANTS
CONNECTING FOR SUSTAINABLE GROWTH



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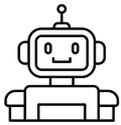
China Inspiration Mission 2026

Rethink Strategy. Understand China. Future-Proof Your Business.

October 10 - 17, 2026

In a world shaped by geopolitical tension, supply chain shifts, and rapid technological change, one question becomes critical:

Is your company thinking far enough ahead?



Why China?

- Different mindset: Long-term vision + industrial policy + fast execution
- Massive scale & speed: reshaping global markets
- Learn about innovation at ecosystem level
- Flexibility & tech adaption



For who?

- CEOs, founders, and senior executives
- Strategy, innovation, and business development leaders
- Decision-makers in internationally active SMEs



Why participate?

- Not a traditional trade mission
- Step out of daily operations
- Turn real-time insights from China into actionable ideas
- Translate learnings into your own business strategy

What you will gain

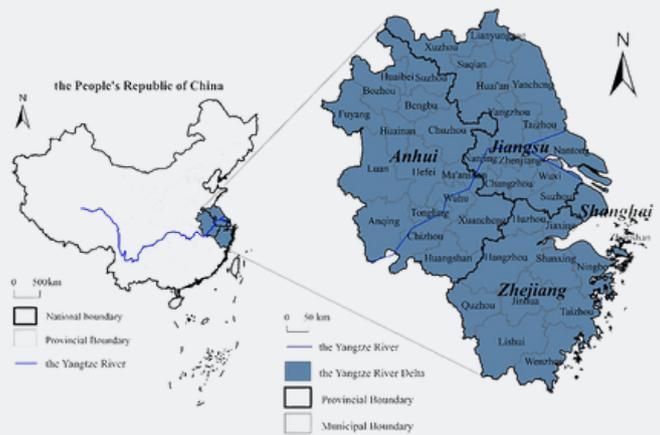
- A deeper understanding of **China's long-term strategy + direction**
- New insights into **global economic & geopolitical shifts**
- A clear reflection on your own company's **strategic resilience**
- Concrete ideas to strengthen your **long-term positioning**
- A **strong network** of peers facing similar strategic challenges



Step out of your daily operations. Step into the future of strategy.

What you will experience

- The China International Industrial Fair (CIIF)
- High-level company visits across multiple regions
- Meetings with regional governments & economic zones
- Exposure to both global innovation hubs & regional growth models
- Networking with local and international companies operating in China
- A carefully designed journey across **Shanghai, Hangzhou**, and more cities in the **Yangtze River Delta Economic Region**



Understanding China's strategic mindset

The program offers unique access to how China thinks and operates at multiple levels:

Government & policy

- Engage with local governments on industrial policy and long-term economic planning
- Understand how 10–20 year strategies are developed and executed

Leading companies

- Visit innovative Chinese companies, e.g. Pony AI (autonomous driving), Alibaba (e-commerce/tech), Unitree (robotics)
- Explore how businesses scale through state-industry alignment and long-term vision

Global context

- Expert session on China, Europe, and the new geopolitical reality
- Insights into how Chinese actors respond to trade tensions, decoupling, and uncertainty

Integrated focused strategy sessions:

- Daily reflections: key takeaways & business impact
- Scenario workshop: your company in 2035
- Peer roundtables: exchange with fellow executives
- Final synthesis: turn insights into next steps

You will be challenged to rethink:

- Your long-term positioning in a fragmented global economy
- Your exposure to geopolitical risks & dependencies
- Your ability to adapt to system-level shifts in technology & industry

Participation Fee

Price:

- €4900,-
- €3500,- for NCBC members

Note: price is excluding intercontinental tickets and VAT, and including all program activities, travel- and accommodation costs in China.

Would you like more information?

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