Please note: 1) Under exceptional circumstances (in case of force majeure), this schedule may be altered. The tour organisers may suggest visiting a company of similar standing from the same industry in lieu of one of the companies specified herein. Please contact FastForward representatives for the final version of the schedule. 2) The programme takes into account the participants’ individual wishes and objectives. Some proposed meetings are included in the schedule based on FastForward’s many years of experience organizing such tours. 3) All visits are interactive; the accompanying expert is always ready to answer any questions in the areas the participants find interesting.
### SATURDAY

The group arrives in Beijing. At the airport, the group is met by a partner of FastForward who will be accompanying them. From there, the group proceeds to check in at the hotel where they will be staying.

### SUNDAY

- **8:00-9:00**
  - Breakfast at the hotel.

- **14:00**
  - A tour of Beijing, including a visit to the Forbidden City and the Tiananmen.

  Our very first stop is the Forbidden City, with its magnificent palace. The Forbidden City is the largest palace complex in the world (961 meters long and 753 meters wide, with an area of 720,000 square meters, comprising 980 buildings). The palace complex is located in central Beijing, north of Tiananmen Square, which the group is scheduled to visit later. Built between 1406 and 1420 as the palace of the Chinese emperors of the Ming dynasty, the Forbidden City has since undergone many changes. It is a shining example of traditional Chinese palace architecture, and it has influenced the development of culture and architecture in East Asia and other regions. Since 1925, the Forbidden City has been managed by the Palace Museum, whose extensive collection of works of art and artefacts is built upon the imperial collections of the Ming and Qing dynasties. In 1987, the Forbidden City became the first place in China to be listed by UNESCO as a World Heritage Site. Moreover, the palace complex has been recognized by UNESCO as one of the world’s largest collections of preserved ancient wooden buildings.

### MONDAY

- **7:00-8:00**
  - Breakfast at the hotel.

- **10:00-12:00**
  - Visit to 7Fresh.

  7Fresh is a high-tech supermarket from JD.com. The new store in Beijing has an area of 4,000 square meters. Smart carts accompany the customers to rows and shelves where they will find the items they want. The supermarket has a large selection of fresh and cooked products. Purchases are delivered in half an hour within 5 kilometers’ distance of the store.

- **12:00-13:00**
  - Lunch at 7Fresh.
13:00-16:30
Visit to JD.com.

JD.com (Jingdong Mall) is a Chinese e-commerce company based in Beijing. It is one of the largest B2C vendors on the Chinese internet by transaction volume. The company started selling products internationally in October 2012, when it launched its English-language website. JD.com was founded by Liu Qiangdong (Richard Liu) in July 1998, while the online store opened in 2004. Initially, the company sold magnetic and optical media, but it soon expanded its product range to include electronics, cell phones, computers, and more. From June 2007, Jingdong Mall used the website 360buy.com, but it has relocated to JD.com since 2013.

16:30-19:00
Visit to BingoBox.

The BingoBox startup has already opened 200 automated stores in mainland China. Now, the company wants to expand its business and enter the markets of Hong Kong, East Asia, and eventually the entire world. In 2017, BingoBox announced ambitious plans to expand up to 5,000 stores. This will help the company gather more data on the personal preferences of customers living in different areas and, accordingly, offer special product ranges locally at affordable prices. BingoBox’s popularity shows that customers are moving away from conventional supermarkets with checkout cashiers and security guards. Entering a BingoBox store requires a customer to use the QR code reader on their mobile phone. Having selected the products they wish to buy, customers add them to a special counter that determines the number of items and issues them a shopping bill. Customers then pay using mobile wallets. Surveillance cameras and RFID tags are used to provide security in the stores.

8:00-9:00
Breakfast at the hotel.

10:00-13:00
Visit to Womai.
www.womai.com

Womai is one of the largest online grocery companies. Founded in 2008, Womai is a subsidiary of COFCO. In 2016, Fortune listed Womai as 170th largest business in its ranking of private companies with valuations of at least USD 1 billion. COFCO Group is the largest food producer in China.

13:00-15:00
Visit to Chunbo.

Chunbo has more than 200 employees at its head office in Beijing. The company has recently opened additional offices in Shanghai and Guangzhou, accomplishing this in just one year since launch. Chinese global-level suppliers provide the company with organic, fresh, and non-GMO food. Products sold via the Chunbo platform include meat, dairy, wine and other beverages, vegetables, fruit, seafood, and other food items. Chunbo’s main competitors are Yihaodian, TuoTuo, and Benlai Shenghuo. Unlike e-commerce sites such as JD.com and Tmall, Chunbo is a single platform without separate stores. Suppliers using the platform have less opportunity to promote their brands and interact with customers. On the other hand, they do not have to worry about online customer support, website design, after-sales services, and the monthly expenses associated with launching an e-commerce store.
### WEDNESDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>7:00-8:00</td>
<td>Breakfast at the hotel.</td>
</tr>
<tr>
<td>8:00-14:00</td>
<td>Transfer to Hangzhou by high-speed train.</td>
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<tr>
<td>14:00-15:30</td>
<td>Visit to Alibaba Cloud.</td>
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<tr>
<td>15:30-18:00</td>
<td>Visit to Tmall.</td>
</tr>
<tr>
<td>18:00-19:00</td>
<td>Dinner.</td>
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**Chinese High-Tech Startup Innoway**

Based in Beijing, Innoway is the first high-tech beacon of culture and innovation in China. Thanks to strong government and international ties, Innoway acts as a platform for sharing innovations between global and local startups, corporations, institutions, and universities.

**Chinese Startup Bianlifeng**

Bianlifeng is a Chinese startup that operates a chain of unmanned stores and vending machines selling food and beverages.

**Alibaba Cloud**

Alibaba Cloud (also known as Aliyun) is a cloud computing business in China and a subsidiary of the Alibaba Group. Alibaba Cloud provides cloud services to online businesses and offers its own e-commerce ecosystem. Meeting format: a presentation on New Retail Solutions.

**Alibaba Group**

Alibaba is a Chinese publicly traded company operating in the e-commerce field. The company is headquartered in Hangzhou. Its core business lines are B2B trading and online retail. In 2012, sales volumes across the two platforms of the Alibaba group reached RMB 1.1 trillion (USD 170 billion).
**THURSDAY**

8:00-9:00  
Breakfast at the hotel.

13:00-15:00  
Visit to HEMA HQ.

15:00-18:00  
Visit to Hema Fresh.

**FRIDAY**

7:00-8:00  
Breakfast at the hotel.

10:00-12:00  
Visit to Auchan 1 Minute.

13:00-15:30  
Meeting at Suning «Biu».

15:30-18:00  
Meeting Moby-Mart representatives.

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Hema is Alibaba’s first brick-and-mortar store. Using data and intelligent logistics technology, it seamlessly integrates online autonomous systems designed to deliver fresh products within 30 minutes.

Hema supermarkets by Alibaba are a key platform for testing the new retail concept of Alibaba, as customers can buy products both online and offline. Since early 2016, Alibaba has opened 64 Hema stores in 14 cities, serving more than 10 million customers. For a Hema supermarket operating for more than 18 months, the average daily sales volume exceeds RMB 800,000 (USD 116,500), with about 60% of orders being placed online.

Auchan 1 Minute stores don’t have sales personnel. Customers enter by scanning a code via WeChat. Scanned products are added to the virtual cart. Customers pay using AliPay or WeChat Pay.

This Swedish-Chinese startup has developed an automated store that travels to customers. Designed by Wheelys, the Hefei University of Technology, and Himalafy, Moby Mart has been described as “a supermarket that comes to you.” To purchase an item at the mobile store, a customer just has to select a product, scan it using their mobile phone, and add it to their cart. Payment for the selected items is collected automatically from a bank account attached to the phone.
SATURDAY

8:00-9:00
-breakfast at the hotel.

10:00-19:00
- Entertainment: A guided tour of Shanghai

As part of the tour, participants will visit the Jade Buddha Temple, Yu Garden, and the neighbourhood of Tianzifang, which is home to Shikumen-style buildings dating back to the early 20th century. At the end of the tour, participants will walk down the Nanjing Road and visit the Shanghai Municipal History Museum, also known as the Old Shanghai Wax Museum. Scenes from the period between 1840 and 1949, recreated with life-size wax sculptures, tell the story of Shanghai and give guests the illusion of walking down the streets of the old city.

19:00-20:00
- Dinner.

SUNDAY

7:00-8:00
- Breakfast at the hotel. Checkout.

8:30
- Transfer to the airport. Departure.
In China, the retail industry holds the most promise for the near future. The Chinese GDP is expected to continue its growth trend for many years to come. In 2015, retail made up a 26% share of China’s GDP. Exports, together with an increase in the domestic market, indicate a transition strategy in the Chinese economy to meet domestic demand. Rural and urban households in China have seen steady increases of income, which leads to a sharp increase in spending. This makes the Chinese market one of the fastest-growing consumer markets in the world. Foreign and domestic retailers are greatly interested in the Chinese consumer. Consumer goods retail sales in China have increased by no less than 10% YoY for every month between 2016 and 2017. Over 10% of consumer goods retail sales in China can be attributed to online sales. The figure has increased significantly from 0.6% in 2007 to 12.4% in 2017.

Virtually everyone in China has stopped using cash or credit cards. Instead, every transaction – buying fruit from a street vendor, shopping at the supermarket, buying movie tickets, paying one’s nanny, etc. – is performed using a smartphone. Convenience reigns supreme.

When it comes to mobile shopping, immediate delivery, and customer applications, China is well ahead of the rest of the world. About 20% of retail sales in China are made online, and orders are dispatched and delivered quickly. For example, JD delivers nearly all its packages on the same day, with
more than half of deliveries taking place in under 12 hours. Through some sites and apps, a customer can also order a product and have it delivered within 30 minutes.

China is a global leader in terms of combining online and offline retail. China is moving on to a world where all retail transactions are effected by the internet.

China Tech Big is looking to pull traditional retail companies into their exclusive online corporate universes.

A battle is currently being waged over digitalization-in-a-box systems that allow virtually any business to transform directly into the exosphere of electronic commerce.

The message stemming from this merger of e-commerce and regular commerce is that if e-commerce wants to continue to grow, then e-commerce stores and physical stores must become partners.

In China, merging is a matter of state. The President wants “Big Technology” to help the state adopt its economic policy – for instance, to expand the middle class. And they do exactly that, because they want to survive.

Prominent companies that support this idea include Alibaba, Tencent, and JD.com, in addition to Chinese e-commerce, games, and instant messengers.

What is the task of the lease provider? Owners of shopping malls “create an amazing environment where people want to spend time.” This means focusing on design, landscaping, and air quality (the latter is crucial in China). Shopping mall interiors must be flexible enough to serve brands that want to hold special events as well as allowing the mall’s management to arrange their own events. It is no longer enough to lease out the space as soon as possible; this strategy is not sustainable in the long term. Chinese shopping malls integrate their online and offline presences and use customer data wisely to attract consumers to shopping malls for targeted events and offers.

Alibaba came up with the phrase “New Retail” to describe a step beyond and/or a new approach to online and offline retail. The key is the interaction between people, product, and place, regardless of whether the place is physical or virtual. Retail will continue to become increasingly “event-based” as brands begin adapting events and promotions to their community. We can expect brand evolution both online and offline.
SINCE OUR MISSION IS TO MAKE TRAVEL USEFUL, FASTFORWARD MANAGERS WILL BE HAPPY TO ANSWER ANY QUESTIONS YOU MIGHT HAVE AT YOUR CONVENIENCE.

Moscow | http://fforward.biz | +7 499 705 10 79
Kiev | http://fforward.biz | +380 44 221 41 10