

## Alibaba CEO Study Trip (Hangzhou, China)

*This programme will be conducted in Mandarin*

Digitalisation has taken retail industry by storm. Making good use of digital technologies to enhance operation efficiency and expand customer bases, adaptive retailers are able to reap huge benefits by switching to the digital path. If your business is prepared to capture the growth in digital landscape, understanding the elements behind the success of major companies is imperative.

SIRS has collaborated with the world's renowned Digital Commerce Giant - Alibaba Group, bringing you the exclusive opportunity to learn first-hand on their successful ecommerce strategies and marketing approaches. You will hear from leading industry practitioners and engage in a networking session with the Alibaba Business Executive Team. The study trip aims to provide you a competitive advantage in achieving above-market growth.

### What Can I Learn?

The 6D5N programme will cover the following areas:

- **Surviving the E-commerce Landscape: Digital Commerce Principle**
- **360 Digital Commerce Marketing**
- **Redefining Product, Brand and Marketing**
- **Dialogue & learning with various Alibaba Taobao Business Units Executive Team**
- **Site visits to successful E-tailers : Tmall Flagship Store Business**

[Email For Interest](#)

## WeChat Digital Immersion Programme (Shanghai, China)

*This programme will be conducted in Mandarin*

Mobile commerce is becoming a powerful channel in digitalizing your business. The success of WeChat as an effective social media business tool is drawing huge attention outside China. This study trip is designed and developed to provide retailers the opportunity to learn about how WeChat mobile commerce platform impacts consumers' lifestyle in China, affecting their everyday lives including government services, transportation services, retailing, service ordering and e-payments.

Participants will learn how to leverage on WeChat as a business tool to improve marketing and sales opportunities. This programme is specially tailored to provide an immersive, hands-on training and experience on the use of WeChat in consumers' daily life, thereby offering practical insights for businesses.

Join us in this experiential learning trip and future proof your e-Commerce strategy design through understanding the future of mobile integrated e-Commerce space.

### What Can I Learn?

The programme will cover the following:

- **Learn about the Tencent eco-system and opportunities to harness the prowess of new retail, mobile commerce, social media & big data**
- **Understand the different WeChat business models including Multi-level and Shop in Shop**
- **Immerse and experience how WeChat mobile commerce drives customer engagement and propel business growth through onsite visits to successful enterprises**
- **Learn and explore WeChat features and marketing techniques to attract and engage customers for sales conversion & loyalty**
- **Experience first-hand and learn how to leverage the pervasive mobile commerce culture and lifestyle of your customers**

### Programme Fee

#### **Total Fees (include accomodation and prevailing GST)**

Singaporean/ Singapore PR	S\$2,140
Singaporean 40 years and above	S\$1,140
Singaporean / SPR sponsored by SMEs	S\$2,140*
Others	S\$5,885

#### Notes

- Companies are eligible to claim Absentee Payroll and Productivity Innovation Credit (PIC). T&Cs apply.
- This programme is supported by SkillsFuture Credit for self-sponsored participants.
- Fees exclude: Airfare, VISA for travel to China and Travel Insurance

\*Reimbursement of \$1000 via SkillsConnect under Enhanced Training Support for SMEs.

**Email For Interest**