

## **Hong Kong, Shenzhen and Beijing**

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Our journey began when we flew from Taiwan to Hong Kong. Once in Hong Kong, we met up with a friend, we got acquainted with from the Chinese language course during the summer in Taiwan. He guide us around town, took us to some famous tourist attractions that is a “must-see” during a visit to Hong Kong and also one of the world's best sushi restaurants, according to us.

Next day we visited Swedish Trade Council (Exportrådet), which was an interesting and quite relaxed meeting. We also visited SCA and H&M. At SCA, we got familiar with all the brands owned by SCA. Most of them were familiar for us but we had no idea that SCA owned these brands. Also the forest part of their operations is reduced in importance for their future business. The meeting room at H&M had a large table with goodies and they guide us through all their operations activities, this was a very interesting visit. Impressions from Hong Kong was that everything is at constant movement all the time, that rents are among the highest in the world and the subway system is incredibly flexible and well-developed.

Next stop was Shenzhen, a former fishing village that has grown explosively to one of the fastest growing cities in the world. We visited two different markets, one with the world's computer equipments but mostly only components and the other was a shopping market with affordable clothes. It was also in Shenzhen, we visited IKEA, so far the most professional and well planned business visit. We got to meet five different people in sets who were in charge of different parts of the business. They went through all that IKEA stands for, what it's like to work there, market barriers and benefits, etc. It definitely changed our picture of IKEA as a company.

In order to take us on to Beijing, we made a stopover in the seemingly small town Gui Yang with a population greater than Gothenburg. We had to stay the night at an airport hotel for their flight to Beijing on the morning after.

The final stop at Beijing the capital of Peoples Republic of China started with a quick check-in at a hotel and went directly thereafter to a meeting with Chairman and CEO for P1. The company works with promotion and manages a private social network for exclusive members only, a membership can only be attained by invitation. Later we visited the Swedish Trade Council for Beijing area which was interesting since they shared their view on the Chinese market. Next company to visit was Ericsson which gave us an extensive walkthrough about the telecommunications market in China.

During the weekend in Beijing we did what most people who visit Beijing do, browse the city markets, visit the forbidden city and took a hike on the great wall.

The last two days we did two more company visits. The first one was Nordic Ways, which is a event-driven organization. Upon their agenda they organize the Chinese versions of Vasaloppet, Vätternrundan, Lidingöloppet and also many other china-specific bicycle, running and cross country skiing events. Fun fact: Nordic ways are told by the organizers of Vasaloppet in Sweden that it would look bad if the Chinese version of Vasaloppet's participants exceeds those in Sweden. This will probably happen in three to four years. Last company visit was REDBang. They do maps with a twist. Most of their customers are high-end hotels that buy maps from them as give aways to their customers.