



**Digital Transformation:**  
Exploring Technological Developments in Japan and China  
Tokyo & Shanghai, May 8th-13th 2016

# IT Study Tour 2016

## PROGRAMME

8<sup>th</sup> – 13<sup>th</sup> May 2016  
Tokyo & Shanghai



# Digital Transformation: Exploring Technological Developments in Japan and China

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## TOKYO *Japan*



Sunday 8th May 2016

### COCKTAIL RECEPTION

7.00pm-8.30pm



Okura Hotel Tokyo  
2-10-4 Toranomon, Minato-ku, Tokyo 105-0001, Japan  
Tel: +81 3 3582 0111  
<http://www.hotelokura.co.jp/tokyo/en/>

Monday 9th May 2016

### DEPARTURE (from Hotel Okura)

7.50am

#### AEON – Distribution Center and Kasai Store

8.50am-3.00pm

AEON is the largest retailer of multi format in Japan and is expanding its business in China and South East Asia. AEON is an IT driven entity and its supply chain management is highly supported by IT. We will visit its hub distribution center and see the following operations:

- Supply Chain Management Strategy of AEON Group.
- How to utilize IT in the supply chain (CPFR, RFID and Cart Rack management, GPS equipped truck).
- Sustainable Logistics (Modal Shift).
- New concept of service targeting ageing society

For more information

Visit [www.theconsumergoodsforum.com](http://www.theconsumergoodsforum.com) or email: [t.bailey@theconsumergoodsforum.com](mailto:t.bailey@theconsumergoodsforum.com)



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### TRANSFER TO HITACHI

3.10pm-3.50pm

#### HITACHI

4.00pm-6.50pm

Hitachi will offer insight into the areas of Corporate and Social Innovation, AI and Big Data Technology, Robotics, its SAP business and CloudApplications. The visit will include:

- An overview of the company and its history with a focus on Social Innovation business.
- A presentation by Hitachi's leading researcher on its developing technology and prior research in AI and Big Data area, focusing on "Human Big Data".
- The company's current joint initiatives including high performance platform and data analytics.

### TRANSFER TO DINNER

6.50pm-7.10pm

#### DINNER - kindly hosted by **HITACHI**

7.10pm-9.10pm

### TRANSFER TO HOTEL

9.20pm-9.50pm

## Tuesday 10th May 2016

### DEPARTURE (from Hotel Okura)

8.20am

#### YAMATO

9.10am-11.30am

Yamato Transport is the largest "Door to Door Parcel Delivery Service" company in Japan. Their service is well known under the brand name "TA-Q-BIN".The company has set up its own distribution network and created its own IT system. We will visit:

- The company's IT center.
- The latest large-scale distribution center in Tokyo.

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### TRANSFER TO LAWSON

11.40am-12.40am

#### LAWSON

12.50pm-2.20pm

Lawson, Inc. is the second largest convenience store franchise chain in Japan behind 7-Eleven. The store originated in Cuyahoga Falls, near Cleveland and Akron, in the USA, but today exists as a Japanese company. We will visit the store and regional distribution center in order to observe the company's operations.

### TRANSFER TO CANON

2.30pm-3.30pm

#### CANON

3.40pm-6.40pm

Canon will provide in-depth insight into the company's Versatile Collaboration System (VCS), Rich Collaboration System (RCS) and Network Video System (NVS). Highlights include:

- A close look at VCS equipped with camera, projector and distance-sensor.
- Insight into the collaborative nature of RCS in generating innovative ideas.
- How Canon NVS can quantify customer's profile & behaviour to impact on store layout.

### TRANSFER TO DINNER

6.50pm-7.10pm

DINNER - kindly hosted by **Canon**

7.20pm-9.00pm

### TRANSFER TO HOTEL

9.10pm-9.40pm

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## SHANGHAI

China



Wednesday 11th May 2016

**DEPARTURE FROM TOKYO TO SHANGHAI** (arrival at noon)

*Morning*



Fairmont Peace Hotel Shanghai  
20 Nanjing E Rd, Huangpu, Shanghai, China, 200002  
Tel +86 21 6138 6888  
<http://www.fairmont.com/peace-hotel-shanghai/>

**TRANSFER TO TENCENT FROM SHANGHAI AIRPORT** (lunch included)

### TENCENT

*Afternoon*

Speaker: Miss Maggie Zhu

Founded in November, 1998, Tencent has grown into one of China's largest and most used Internet service portals. It is Tencent's mission to enhance the quality of human life through Internet services. Presently, Tencent is providing value-added Internet, mobile and telecom services and online advertising under the strategic goal of providing users with "one-stop online lifestyle services". The visit will include:

- Overall digital landscape in china
- Tencent Introduction - company and key products with a focus on Wechat
- Digital marketing trends with case studies sharing

**Additional visit to METRO China**

**TRANSFER TO DINNER** - 5.00pm-6.00pm

**DINNER** - 6.00pm-8.00pm

**TRANSFER TO HOTEL** - 8.00pm

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### Thursday 12th May 2016

#### DEPARTURE *(from Fairmont Peace Hotel)*

7.00am

#### TRANSFER TO ALIBABA

7.00am-10.00am *(including high-speed train)*

#### ALIBABA

10.00am-1.40pm

Alibaba Group was established in 1999 by 18 people led by Jack Ma, a former English teacher from Hangzhou, China. From the outset, the company's founders shared a belief that the Internet would level the playing field by enabling small enterprises to leverage innovation and technology to grow and compete more effectively in the domestic and global economies. Since launching its first website helping small Chinese exporters, manufacturers and entrepreneurs to sell internationally, Alibaba Group has grown into a global leader in online and mobile commerce. Today the company and its related companies operate leading wholesale and retail online marketplaces as well as Internet-based businesses offering advertising and marketing services, electronic payment, cloud-based computing and network services and mobile solutions, among others. This visit will feature:-

- Alibaba introduction and key business
- Megatrends Driving China's Consumer Economy and How Mobile E-Commerce is Transforming Chinese Retail
- E-Commerce Media Ecosystem: How the Alibaba Ecosystem works on 11.11 – biggest 24-hour sales event
- Globalisation (cross-trading), Logistics, Omni-channel, Mobile
- Ali Cloud: New Generation of Green Data center
- Supply chain Customer analyze



12.30pm: Campus visit and networking lunch *kindly hosted by Alibaba.com*

3pm: Visit to KUAIDI - TBC

#### RETURN TO SHANGHAI *(high speed train)*

4.00pm-6.00pm

#### DINNER

6.30pm-8.30pm

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## Friday 13th May 2016

**DEPARTURE** (from Fairmont Peace Hotel)  
**8.10am**

### HUAWEI

**9.00am-11.00am**

Huawei is one of the leading ICT solution providers with a very strong presence in the carrier (operator) market globally and growing quickly in the Enterprise market for IP & IP solutions. Huawei is the most global Chinese company and is respected as an innovation leader. The visit will include:-

- **Intelligent Retail Solutions Experience: Smart Store**

Speaker: Yuan Shihong

Topics:

- Digital Price Tag Goods price changed in real-time / Digital Advertising Launch a advertise in real-time
- Social Media Advertising User Scan QR Code and access to wifi network
- Portal Page Advertising User access to the wifi Network
- Customer can customize their own advertise page

- **IP and IT infrastructure for datacenter and cloud evolution**

Speaker: Leon Heliang (tbc)

- **Mobile broadband exhibition center**

Speaker: Huxiaohui (tbc)

Our R&D center in Shanghai is the world leading wireless technology development center. We can provide the best outlook to the next 5G generation.

**12.30pm: Networking lunch** kindly hosted by



**Visit to OLE SUPERMARKET and YIHAODIAN head office**  
**2.00pm-4.00pm**

**CONCLUSION OF IT STUDY TOUR AND TRANSFER TO AIRPORT**  
**4.00pm**

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