

Bundesverband
für Wirtschaftsförderung
und Außenwirtschaft



BWA

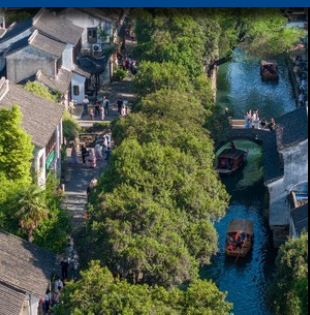
Global Economic Network

INVITATION

BWA China Classroom 2026

Explore. Connect. Lead.

An Exclusive Leadership & Innovation Program
for Europe's Next Generation



SUNDAY - FRIDAY
September 6 – 25, 2026
Shanghai • Jiangsu • Zhejiang
China

Dear Students and Young Professionals,

The world is changing at an unprecedented pace. Technological innovation, economic transformation and new geopolitical realities are redefining how nations cooperate and how future generations will work, lead and create value together. In this environment, international understanding is no longer optional—it is an essential capability.

The BWA China Classroom was created from a clear conviction: meaningful cooperation begins with personal experience. No book, lecture or online course can replace the insights gained through direct dialogue with people, institutions and companies that are shaping one of the world's most dynamic economies.

Drawing on BWA's trusted relationships with government institutions, leading universities and globally recognized enterprises across China, this program offers opportunities that extend well beyond those of a traditional exchange. It provides privileged access to innovation ecosystems, decision-makers and academic excellence while creating lasting connections between outstanding young talents from Europe and China.

At BWA, we believe that the future of international cooperation will be shaped not only by governments and businesses, but by people who are willing to engage across cultures with curiosity, respect and an open mind. This program is an investment in precisely that future. I encourage you to make full use of this unique opportunity. Challenge your perspectives, build meaningful relationships and embrace every conversation as a chance to learn. The experiences and networks you gain during these weeks will remain valuable long after the program has ended.



I look forward to welcoming you to China and wish you an inspiring and rewarding journey.

Michael Schumann

Michael Schumann
Chairman
BWA Global Economic Network

MORE THAN A SUMMER CAMP.

A GATEWAY TO CHINA'S INNOVATION ECOSYSTEM.

BWA China Classroom 2026 is an exclusive three-week immersion program designed for outstanding students from German and European universities with a strong interest in technology, innovation, business and international cooperation

Organized by the German Federal Association for Economic Development and Foreign Trade (BWA Global Economic Network), together with leading Chinese government institutions, universities, research organizations and internationally renowned companies, the program provides participants with unique access to one of the world's most dynamic innovation ecosystems.

Participants gain first-hand insights into China's technological transformation, industrial development and global economic development while building valuable international networks that can shape their future careers.



PARTICIPANTS WILL

- Engage directly with executives, entrepreneurs and decision-makers from leading Chinese and international companies.
- Exchange ideas with professors, researchers and students from China's leading universities.
- Experience China's innovation ecosystem through company visits, academic exchanges and institutional dialogue.
- Develop intercultural leadership skills in an international environment.
- Build lasting relationships with future business and innovation leaders.

BWA China Classroom is more than an international study program—it is an investment in global perspectives, international careers and future leadership.

ABOUT BWA

The German Federal Association for Economic Development and Foreign Trade (BWA Global Economic Network) is one of Germany's leading independent business organizations dedicated to promoting international economic cooperation. Founded in 2003 by internationally active companies, BWA connects business, politics, academia and innovation ecosystems worldwide. Through strategic dialogue, international delegations and long-term partnerships, BWA supports sustainable cooperation between Germany and key international markets.

With headquarters in Berlin and a strong presence in China through its Shanghai office, BWA has established trusted partnerships with government institutions, universities, research organizations and leading enterprises across China. BWA China Classroom reflects this long-standing commitment to fostering international dialogue and developing the next generation of globally minded professionals.



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THE THREE-WEEK JOURNEY

WEEK 1 | SHANGHAI

GLOBAL BUSINESS, INNOVATION & INTERNATIONAL DIALOGUE

- Visit the Shanghai Municipal People's Congress and gain insights into China's governance and regional development.
- Exchange ideas with professors and students from leading universities, including Fudan University, Shanghai Jiao Tong University and Tongji University.
- Visit innovation leaders such as Tencent, Huawei or Douyin (TikTok) and engage with executives, engineers and HR professionals.
- Experience Shanghai through curated cultural activities, including the Bund, Yu Garden, Tai Chi and introductory Business Chinese sessions.



WEEK 2 | JIANGSU

ADVANCED MANUFACTURING, INDUSTRY 4.0 & SINO-GERMAN COOPERATION

- Meet German Hidden Champions, including OASE and Brose in Taicang.
- Experience successful examples of Sino-German industrial cooperation.
- Visit advanced manufacturing facilities such as Li Auto or Bosch Rexroth.
- Explore cutting-edge research at Southeast University and leading technology companies such as Yijiahe Robotics or GenScript.
- Discover Chinese history and cultural heritage through workshops, traditional arts and visits to important historical sites.



WEEK 3 | ZHEJIANG

DIGITAL ECONOMY, ENTREPRENEURSHIP & SUSTAINABLE INNOVATION

- Experience intelligent manufacturing at Zhejiang Polytechnic University.
- Visit Windey Energy, one of China's leading wind energy companies.
- Gain insights into China's electric mobility industry through visits to Zeekr or CATL.
- Exchange ideas with students and researchers at Ningbo University.
- Explore successful regional innovation ecosystems at the Shaoxing High-Level Foreign Experts Innovation Center.
- Experience Chinese tea culture and visit the historic water town of Anchang.



A detailed itinerary will be provided to admitted participants. Program elements may be adjusted depending on institutional availability.

WHO SHOULD APPLY?

Applications are welcomed from motivated students who wish to broaden their international perspective and gain first-hand insights into China's innovation ecosystem.

APPLICANTS SHOULD:

- Be enrolled in a Bachelor's, Master's or PhD programme at a German or European university.
- Have a strong interest in technology, engineering, business, innovation or international affairs.
- Possess good English communication skills.
- Enjoy intercultural collaboration and international exchange.
- Be willing to actively participate throughout the entire program.

APPLICATION PROCESS

1. **Submit the online application.**
2. **Upload your CV and proof of enrolment.**
3. **Review of application documents by BWA.**
4. **Admission notification.**
5. **Confirmation of participation through payment of the program fee and signing of the participation agreement.**
6. **Participation in the online pre-departure briefing.**



PROGRAM FACTS

Duration

September 6–25, 2026

Application Deadline

August 6, 2026

Participants

50–100

Participation Fee

€1,498 per person



THE PARTICIPATION FEE

INCLUDES

- Airport and railway station transfers within China.
- Accommodation in quality hotels (shared twin rooms).
- Breakfast, selected lunches, welcome and farewell dinners.
- Domestic transportation throughout the program.
- Company visits and institutional meetings.
- University exchanges and academic lectures.
- Workshops and cultural activities.
- Professional bilingual program coordination.
- Certificate of Participation.
- Official BWA program T-shirt.
- Pre-departure handbook and orientation.

DOES NOT INCLUDE

- International airfare.
- Visa fees (where applicable).
- Personal expenses.
- Meals during individual leisure time.
- Travel and health insurance.
- Telecommunications.

FAMILY & GROUP DISCOUNT

A 10% discount is available for each additional participant from the same family or group, up to a maximum of three participants.

PAYMENT SCHEDULE

- 10% deposit upon confirmation of participation.
- Remaining balance due no later than 30 days before program start.

PARTICIPANT SUPPORT & TRAVEL INFORMATION

BWA is committed to providing participants with a professionally organized, safe and rewarding international experience. From application through departure and throughout the entire program, our experienced team offers comprehensive support to ensure a smooth and enriching journey.



LANGUAGE

The entire academic and professional program is conducted in English. Company visits, university exchanges, lectures and official activities are designed for an international audience. Experienced bilingual coordinators provide additional language support throughout the program.

No Chinese language skills are required.

VISA & ENTRY REQUIREMENTS

Citizens of Germany and many other countries currently benefit from China's visa-free entry policy for stays of up to 30 days. Participants requiring a visa will receive the necessary invitation documents and guidance from BWA throughout the application process.

Participants should ensure that their passport remains valid for at least six months beyond their planned date of entry into China.

HEALTH & SAFETY

Participant safety is our highest priority.

Throughout the program, participants are supported by experienced bilingual coordinators, local partner institutions and dedicated emergency contacts. Carefully selected accommodation, comprehensive pre-departure briefings and professional on-site coordination ensure a safe and well-organized experience.

BEFORE DEPARTURE

Following admission, participants will receive:

- Official Letter of Admission
- Detailed Program Itinerary
- Pre-Departure Handbook
- Travel & Packing Information
- Program Contact Directory

QUESTIONS?

For further information regarding the program, eligibility, travel arrangements or the application process, please contact the **BWA China Program Office**:

event@bwa-china.com

