



ISCM 2023 Greater Bay Area Study Tour

深圳南山與龍華特色項目一日遊

16 September 2023 (Saturday)

ISCM will organize a one-day study tour to Greater Bay Area (Shenzhen) on 16 September 2023, where participants will be given the opportunity to visit Longhua Uniwalk (龍華壹方天地) in Longhua, Tencent Binhai Mansion (騰訊濱海大廈) and The MixC World (華潤萬象天地) in NanShan.

Furthermore, participants can enjoy networking with peers. We trust this tour will bring you a unique experience that combines learning with travelling.

TOUR INFORMATION

Date: 16 September 2023 (Saturday)

Coach: Kowloon Tong MTR Station ↔ Liantang Port / Heung Yuen Wai Boundary Control Point

PACKAGE INCLUDES

- Transportation with private coach (Hong Kong and Shenzhen)
- Travel around various well-known shopping malls in Shenzhen
- Lunch
- Travel insurance

*Special Guided Tour will be given by the relevant developers

REGISTRATION FEE

Member	Non-Member
HK\$988	HK\$1,288

APPLICATION DEADLINE
11 September 2023

Register now at:
<https://forms.office.com/r/7xp32T1Bpj>



Thank you for the overwhelming support! Limited Seats Only!

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ITINERARY

Time	All below listed times are in local time zones	
Hong Kong		
09:00	Departing Kowloon Tong, Hong Kong	
Shenzhen		
09:45	Arriving Liantang Port, Shenzhen	
10:30	 Visit 1: Longhua Uniwalk (龍華壹方天地)	
12:30	Lunch at Longhua Uniwalk (龍華壹方天地)	
14:00	 Visit 2: Tencent Binhai Mansion in Nanshan (騰訊濱海大廈)	
15:30	 Visit 3: The MixC World in Nanshan (華潤萬象天地)	
17:30	Departing Nanshan, Shenzhen	
Hong Kong		
18:30	Arriving Kowloon Tong, Hong Kong	

Remarks:

- Participants' travel document must be valid for at least 6 months including entry and transit visa for your journey
- Participants' registered name must be identical with the travel document.
- The itinerary is subject to change without prior notice.
- Participation priority will be given to ISCM members.
- Health Code to Shenzhen must be applied by participants.
- ISCM reserves the right to amend the itinerary without prior notice.

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Longhua Uniwalk 龍華壹方天地

Longhua Uniwalk designed by Lead8 is now one of Shenzhen's biggest shopping malls and is becoming a must-see for customers and industry practitioners since fully opening its door in last December. This 600,000 sq.m. commercial development with more than 1,000 brands/retailers ranging from indoor skydiving, indoor surfing, electric cars, membership-only retail warehouse clubs to other retail and F&B tenants are evenly distributed in the 5 retailtainment zones of this giant.



Tencent Binhai Mansion in Nanshan 騰訊濱海大廈

Tencent commissioned NBBJ, who has designed for the likes of Amazon & Google in the States, to design Tencent Baihai Mansion to fit for 10,000 employees in Houhai, Shenzhen. The building consists of 2 office towers (41 floors & 50 floors) connected by "culture link" at the base of the building, "health link" on the 21st floor and "knowledge link" on the 34th floor.

The MixC World in Nanshan 華潤萬象天地

Since the opening of MixC World Shenzhen in 2018, the 'Bubblecoat Elephant', an art installation by Florentijn Hofman (the Dutch artist who created the yellow Double Ducks), has turned the space into an Instagrammable hotspot in Nanshan. During the past few years, proactive reshuffling tenant mixes and keeping its unique spatial form of "block + mall" have successfully made MixC World become one of the most successful shopping malls in Shenzhen. The 230,000 sq. m space is now a blend of streets and shopping malls with good vibes, consisting of around 300 shops together with approximately 12 standalone flagship stores. Those with exquisite taste can also keep his or her stomach satisfied at a 24-hour food street there.

