



Raising Executive
Development Centre



NEW PROGRAMME

A Premier Partnership Between
Zhejiang University and REDC-SDSB, LUMS

IMMERSION IN CHINESE BUSINESS, TECHNOLOGY AND INNOVATION

October 26 - 31, 2026

6 Days in China | Hangzhou & Shanghai

Suleman Dawood
School of Business

A PREMIER PARTNERSHIP BETWEEN ZHEJIANG UNIVERSITY AND REDC-SDSB, LUMS

China's rise as a global force in manufacturing, technology, digital commerce, infrastructure, and business model innovation has reshaped the way emerging markets think about growth, competitiveness, and transformation.

This programme brings together Zhejiang University—ranked among the top 50 globally and top 3 in China—and REDC LUMS, Pakistan's premier executive education platform, to create a globally benchmarked executive immersion experience focused on business, technology, and innovation.

Located in Hangzhou, at the heart of China's digital economy, Zhejiang University provides deep access to one of the world's most dynamic innovation ecosystems through strong industry integration and proximity to globally influential technology and manufacturing firms. REDC-SDSB, LUMS contributes extensive expertise in executive learning, organizational transformation, and continued scholarship on Chinese business models, innovation, and emerging-market competitiveness.

This collaboration represents one of Pakistan's first international executive immersion programmes of its kind, designed to bridge China's industrial and innovation capabilities with the strategic priorities of Pakistani and emerging-market organisations.

PROGRAMME OVERVIEW

WHY IT MATTERS

This programme offers senior executives direct immersion into China's business, technology, and innovation ecosystems across Hangzhou and Shanghai—two of the country's leading hubs for digital transformation, advanced manufacturing, AI, platform business models, and industrial innovation.

Through curated company engagements, focused thematic discussions, and structured reflection, participants move beyond trade fairs and observational visits to gain strategic insight into how Chinese firms build competitiveness through speed, scale, experimentation, operational excellence, technology integration, and ecosystem-based innovation.

The programme combines ecosystem exposure with executive-level interpretation, enabling participants to understand not only what Chinese firms are doing, but how they build capabilities, execute at pace, and sustain competitiveness in rapidly evolving industries innovation, and emerging-market competitiveness.

SPECIAL FEATURES

SHANGHAI–HANGZHOU INNOVATION CORRIDOR

Exposure to Asia’s leading innovation hubs through visits across the Shanghai–Hangzhou corridor, offering insight into platform ecosystems, AI, robotics, EVs, semiconductors, trade facilitation, and high-tech clusters.

CURATED COMPANY AND ECOSYSTEM VISITS

First-hand learning from organisations and sites such as Alibaba, Hikvision, Unitree Robotics, Geely, Shanghai Free Trade Zone, and Zhangjiang Hi-Tech Park.

FACULTY-LED STRATEGIC REFLECTION

Structured synthesis sessions led by China and Pakistan-based faculty to help participants compare models, identify patterns, and translate insights into strategic implications.

CULTURAL IMMERSION IN SHANGHAI

A curated cultural experience connecting Shanghai’s heritage and modern energy, from Yu Garden and Old City to East Nanjing Road and The Bund.



INDUSTRY VISITS

ALIBABA GROUP

Understand how platform ecosystems scale through integration of commerce, logistics, cloud, fintech, and data.

HIKVISION

Explore how AI and smart infrastructure improve operational efficiency, security, and large-scale systems management.

UNITREE ROBOTICS

Examine how robotics and AI are transforming automation, productivity, and industrial operations.

GEELY

Learn how manufacturing firms transition into technology-driven and EV-focused businesses.

SHANGHAI FREE TRADE ZONE

Trade facilitation, policy innovation, import-export ecosystem design.

ZHANGJIANG HI-TECH PARK

Explore how innovation clusters accelerate entrepreneurship, technology commercialization, and industrial transformation.

Industry visits are indicative and may be subject to change based on host organisation availability.



WHO SHOULD ATTEND

This programme is designed for senior decision-makers and leaders responsible for shaping strategy, driving innovation, and leading organisational transformation in a fast-evolving global landscape. It brings together a diverse executive cohort seeking to learn from China's growth and innovation ecosystem and translate those insights into meaningful impact within their own organisations and sectors.

It is especially relevant for:

C-suite leaders, owners, directors, and business unit heads are responsible for enterprise growth, competitiveness, and strategic direction.

Senior executives across strategy, operations, technology, innovation, transformation, and digital transformation who are leading change and building future-ready capabilities.

Entrepreneurs, founders, and next-generation leaders in family-owned, growth-oriented, and emerging businesses seeking new models for scale and reinvention.



MEET OUR EXPERT FACULTY

MUHAMMAD SHAKEEL SADIQ JAJJA

Professor
Suleman Dawood School of Business, LUMS
Post-Doctorate, Stanford University
PhD, Lahore University of Management Sciences



Research Interests:

Strategic Management; Technology and Innovation;
Sustainability; The Evolution of Business Models and
Supply Chains in Emerging Economies; Ecosystems;
Electric Mobility; Agri- Business and Innovation

YONGYI SHOU

Professor
School of Management, Zhejiang University (ZJU), China
PhD, Operations & Supply Chain Management
Director, MBA Education Centre, School of Management,
Zhejiang University
Academic Director, DBA Programme (ZJU–Singapore
Management University)
Co-Founder, Dual Master’s in Global Manufacturing &
Supply Chain Management (ZJU–McGill University)

Research Interests:

Global Supply Chain Management; Sustainable
Operations; Digital and AI-Enabled Operations; Technology
and Operations Strategy; Advanced Manufacturing
Systems; Automotive and Semiconductor Supply Chains;
Industry–Academia Collaboration; Innovation in
Technology-Intensive Industries

REN QINYUAN

Professor
PhD, Control Science and Engineering
Zhejiang University

Research Interests:

Intelligent Systems; Technology and Robotics



ACCOMMODATION

Recommended hotels/locations will be prebooked for participants; however, payment will be made directly upon arrival.

SHAMA HOTEL HANGZHOU

Hangzhou Zijingang Shama Hotel is part of the Yaojiang Wending International business model, a high-end commercial complex in the west of the city. The hotel and the commercial complex complement each other and coexist. YaojiangWending International integrates hotels, education, catering, entertainment, culture, fitness, and leisure, with a wide range of living facilities.



Hotel Address: No. 657 Gudun Road, Xihu District, Hangzhou Zhejiang Province

SHANGHAI INSTITUTE OF SCIENCE AND TECHNOLOGY MANAGEMENT

On-campus residential accommodation at Shanghai Institute Of Science and Technology Management will be available to participants for the latter half of the programme. Staying on campus will allow participants to remain closely connected to the programme experience, engage more deeply with the academic and innovation ecosystem, and benefit from convenient access to sessions, campus facilities, and peer learning throughout the programme



No.37, Chengzhong Road, Jiading District, Shanghai

PROGRAMME FEE

PKR 1,000,000

CN· 25,000

USD 3,600

All fees quoted are exclusive of any value-added or other indirect taxes that may occur. The programme fee includes tuition, teaching materials, working lunches during the industry visits, networking dinner, transportation for industry visits, and intercity bus transfers or bullet trains between Hangzhou & Shanghai.

The programme fee is (exclusive of taxes). The fee does not include international airfare, visa processing costs, accommodations, breakfast, dinners, personal expenses, or travel insurance (recommended).

Application deadline: May 31, 2026

Fee Submission Deadline: June 20, 2026

ADMISSION PROCESS

Applications will be screened for the suitability of the individual participant's profile for the programme. Kindly ensure your online application is submitted by the deadline.

Our online application form is available at: <https://redc.lums.edu.pk/programme-calendar> "Seats in the programme will be reserved on a first-come, first-served basis."

[REGISTER ONLINE>>](#)

For More Information Contact:

Manager Marketing

Rausing Executive Development Centre Suleman Dawood School of Business

Lahore University of Management Sciences

Tel: 042-35608243, 8119 & 8241, 8333

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PAYMENT PROCESS

Payment is due upon receipt of the acceptance email or letter, together with the invoice. To ensure timely visa processing, payment must be received by June 20, 2026. Space in the programme can only be guaranteed after receipt of the fee. Payment may be made directly through:

- Debit/credit card by visiting <https://pay.lums.edu.pk>. You can process the payment by selecting REDC payments from the Payment Type Section and entering a valid voucher number and access code mentioned on the voucher. Additional bank charges may apply.
- Cash, Crossed Cheque, or Pay Order/Bank Draft made in favor of "Lahore University of Management Sciences" at any United Bank Limited (UBL) branch against the programme voucher.
- IBILL payment option available on online/mobile/internet banking payment portals, where Invoice/Voucher payment option can be found. Please enter the assigned 6-digit BILL LUMS identifier (prefix) followed by the 13-digit voucher number to fetch bill details, i.e., 1058674001802223140. However, the programme fee can also be paid via bank transfer. If you wish to dispatch the cheque directly to our office, please send it to the Marketing Manager at the address shared below.

** LUMS is a not-for-profit organisation under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax deductible/collectable **

REFUND AND SUBSTITUTE

The Centre will accept a substitute until June 30, 2026. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a programme, please notify in writing or on call by June 10, 2026. In case of late cancellation, the programme fee will be refunded after deducting an application processing fee of PKR 250,000.

It is possible to transfer the deposited fee to any open enrolment programme within 3 years. In case the participant or sponsoring organisation fails to utilise the funds within 3 years, the deposited fee will be forfeited.