



Presented By :
Intennel Business Group

Business PROPOSAL

2026 WORLD MANUFACTURING CONVENTION

HEFEI CHINA
Dates: September 2026



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VISUAL MAP

The ten-day journey will take us across three key cities in China: Shanghai, Hefei, and Hangzhou.

From Shanghai, China's global business gateway, to Hefei, a leading centre for advanced manufacturing, and Hangzhou, a hub of digital innovation and technology, this journey connects international business, industrial development, and future innovation.

We will explore world-class manufacturing platforms, emerging technology industries, and dynamic business environments through the 2026 World Manufacturing Convention and curated enterprise visits. More importantly, the programme offers direct access to valuable partnerships and new opportunities within one of China's fastest-growing economic regions.



2026 WORLD MANUFACTURING CONVENTION

ABOUT US:

The World Manufacturing Convention 2026 is a major international platform focusing on advanced manufacturing, technological innovation, and global industrial cooperation. The convention brings together government agencies, leading manufacturing enterprises, research institutions, industry associations, and innovative companies from around the world to explore future trends in global manufacturing, industrial transformation, and international collaboration opportunities.

BENEFICIAL IMPACT

The World Manufacturing Convention 2026 will further promote global resource sharing and collaborative innovation in manufacturing, accelerate industrial internationalization, and inject new momentum into global economic growth.

STRATEGIC VALUE COMPARISON

This is where deals aren't just made—they're born from energy, from the belief that together, we build something bigger. Come, let's turn "what if" into "what's next."

DIGITAL INNOVATION & TECHNOLOGY VISIT

HANGZHOU – CHINA



Key Highlights

- One of China's leading digital economy and technology hubs
- Headquarters location for globally recognised technology companies including Alibaba
- Strong ecosystem in AI, e-commerce, fintech, cloud computing, and smart city development
- Combination of technological innovation and cultural heritage within a fast-growing urban environment

Visitor Engagement

- Visit innovative technology campuses and digital economy enterprises
- Explore Hangzhou's smart city infrastructure and business innovation ecosystem
- Opportunities for business networking and cross-border collaboration discussions

STRATEGIC VALUE COMPARISON

Here, innovation moves fast, ideas become reality, and every connection sparks possibility—ready and within reach.

WORLD MANUFACTURING CONVENTION

Hefei – China



Key Highlights

- Host city of the World Manufacturing Convention, China's leading manufacturing and innovation platform
- Strong focus on advanced manufacturing, new energy vehicles, robotics, semiconductors, and AI industries
- Home to leading research institutions, high-tech enterprises, and emerging industrial clusters
- Direct exposure to China's rapidly growing intelligent manufacturing ecosystem

Visitor Engagement

- Attend the opening ceremony, keynote speeches, and international industry forums
- Visit advanced manufacturing exhibitions and project matchmaking sessions
- Access networking opportunities with government representatives, manufacturers, and investors
- Participate in company visits focused on robotics

ITINERARY HIGHLIGHTS

HEFEI

Part 1: Advanced Manufacturing Base

- Key national base for intelligent manufacturing and new energy vehicles.
- Leading industries: EV, semiconductors, new display, solar energy and home appliances.

Part 2: Sci-tech Innovation Powerhouse

- Home to USTC and high-level national labs.
- Strong in fundamental research, semiconductors, quantum, and future technologies.

Part 3: Industrial Cluster Advantage

- Complete industrial chain and strong supply chain resilience.
- National-level development zones and industrial parks.

Part 4: Strategic Location & Growth

- Located in the heart of the Yangtze River Delta.
- Lower cost, strong policy support and high growth potential.



HANGZHOU

Part 1: Digital Economy Leader

- Home to Alibaba, DeepSeek and leading internet & AI companies.
- Strong in e-commerce, fintech, cloud computing and big data.

Part 2: Innovation & Talent Hub

- Top universities and research institutes.
- Vibrant startup ecosystem and rich innovation resources.

Part 3: Advanced Industries

- Strengths in high-end equipment, new materials, biomedicine and smart manufacturing.
- National pilot zone for digital economy innovation.

Part 4: Open & Livable City

- Internationalized business environment.
- Famous for West Lake, cultural heritage and high quality of life.

about ITINERARY

SEPTEMBER 17 - 27



Day 1 17 Sept 2026 London → Shanghai

- International flight from London to Shanghai.
- Arrival in Shanghai and hotel check-in.



Day 2 18 Sept 2026 Shanghai City Tour & Business Briefing

- Explore Shanghai's major landmarks and attend a pre-event business briefing.
- Suggested attractions: The Bund, Lujiazui Financial District, Yu Garden.



Day 3 19 Sept 2026 Shanghai → Hefei

- Travel to Hefei by high-speed rail.
- Welcome reception and networking activities.



Day 4 20 Sept 2026 Opening Ceremony of World Manufacturing Convention

- Attend the opening ceremony and keynote speeches of the 2026 World Manufacturing Convention.

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Day 5
21 Sept 2026
**Exhibition Tour &
Matchmaking Meetings**

- Visit the manufacturing exhibition halls and participate in business matchmaking sessions.



Day 6
22 Sept 2026
**Industry Forums & Free
Exhibition Visit**

- Attend industry forums and freely explore the convention exhibition areas.



Day 7
23 Sept 2026
**Manufacturing & Technology
Company Visits in Hefei**

- Visit leading manufacturing, robotics, and new energy enterprises in Hefei.

about ITINERARY

SEPTEMBER 17 - 27



Day 8
24 Sept 2026
Hefei → Hangzhou

- Travel to Hangzhou for business networking and city experiences.



Day 9
25 Sept 2026
Hangzhou Enterprise Visits & West Lake Tour

- Visit innovative technology companies and explore Hangzhou's digital economy ecosystem.
- Afternoon cultural tour to West Lake and historic districts.



Departure
26 Sept 2026
Shanghai → London

- Free time for sightseeing, shopping
- Shanghai → London



Supply Chain Risk Mitigation

Main Paragraph

By participating in the World Manufacturing Convention in Hefei, businesses gain direct access to China's leading manufacturing and innovation ecosystem.

The convention connects global enterprises, government institutions, research organisations, and advanced manufacturers through exhibitions, forums, and project matchmaking activities.

With strong industrial resources and international collaboration opportunities, the platform supports technology exchange, investment cooperation, and future business development.

Global Manufacturing Platform

Connect with leading enterprises, government representatives, and industrial organisations from around the world through one of China's most influential manufacturing events.

Innovation & Industry Showcase

Explore cutting-edge developments in intelligent manufacturing, robotics, new energy vehicles, semiconductors, AI, and advanced industrial technologies.

Business Matchmaking & Collaboration

Participate in networking events, project matchmaking sessions, enterprise visits, and international forums designed to encourage cross-border partnerships and investment opportunities.

COST OF THE TRIP

THREE CITIES

10 DAYS

TOTAL PRICE:

£1,899

The itinerary includes international flights, local transportation, accommodation, meals, guided services, and access to all convention activities, business events, and company visits.

The programme spans 10 days across Shanghai, Hefei, and Hangzhou, combining advanced manufacturing, technology innovation, and international business exchange. Core engagements include participation in the 2026 World Manufacturing Convention, exhibition tours, industry forums, project matchmaking sessions, and curated visits to leading manufacturing and technology enterprises in Hefei and Hangzhou.



HEFEI: CHINA'S ADVANCED MANUFACTURING HUB

CITY OVERVIEW

Hefei is a rapidly growing centre for advanced manufacturing, scientific research, and industrial innovation. As the host city of the World Manufacturing Convention, Hefei plays an important role in China's intelligent manufacturing and technology sectors.

KEY ATTRACTIONS



MIXC MALL HEFEI

A premium retail and lifestyle destination featuring international brands, modern architecture, and luxury shopping experiences.



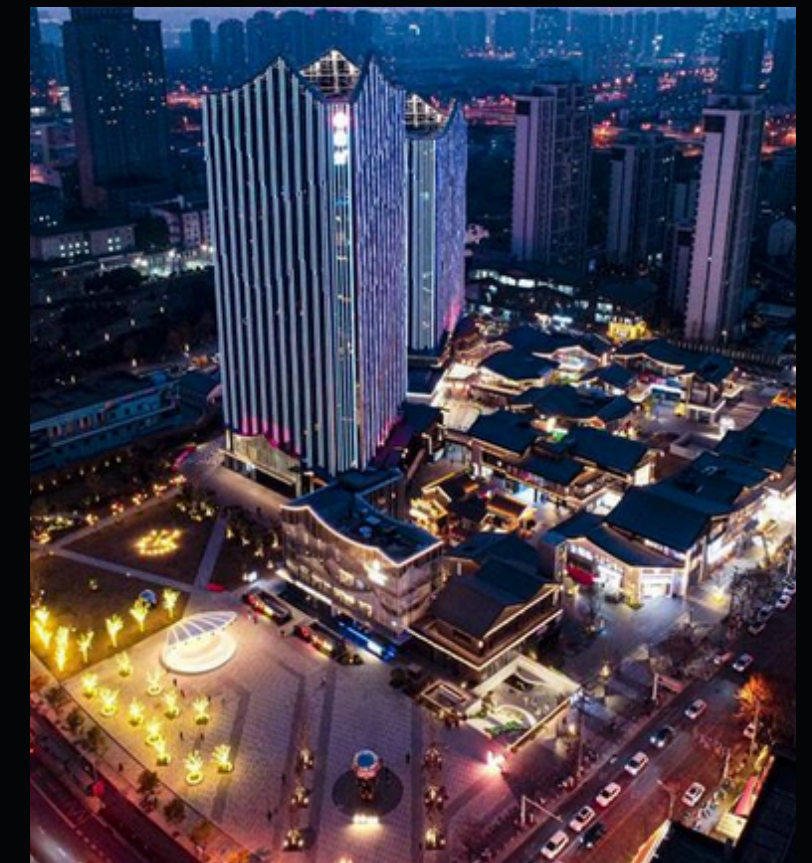
HUAIHE ROAD PEDESTRIAN STREET

One of Hefei's most popular commercial streets, combining shopping, local food, and cultural landmarks.



SUNAC CULTURAL TOURISM CITY

A large-scale entertainment and tourism complex integrating shopping, leisure, hotels, and cultural attractions.



ZHENGWU DISTRICT CBD

Hefei's modern business centre, known for its skyscrapers, financial institutions, and government buildings.

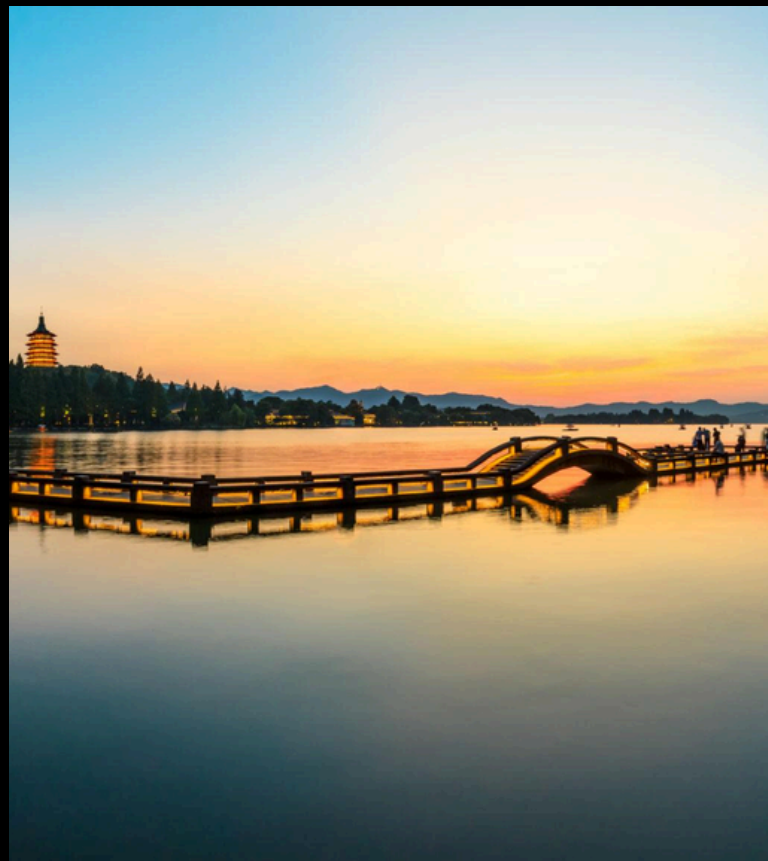


HANGZHOU: CHINA'S DIGITAL INNOVATION CITY

CITY OVERVIEW

Hangzhou is one of China's leading technology and digital economy hubs, famous for its innovation ecosystem, scenic landscapes, and cultural heritage.

KEY ATTRactions



WEST LAKE SCENIC AREA

UNESCO-listed cultural landscape known for its natural beauty and historic atmosphere.



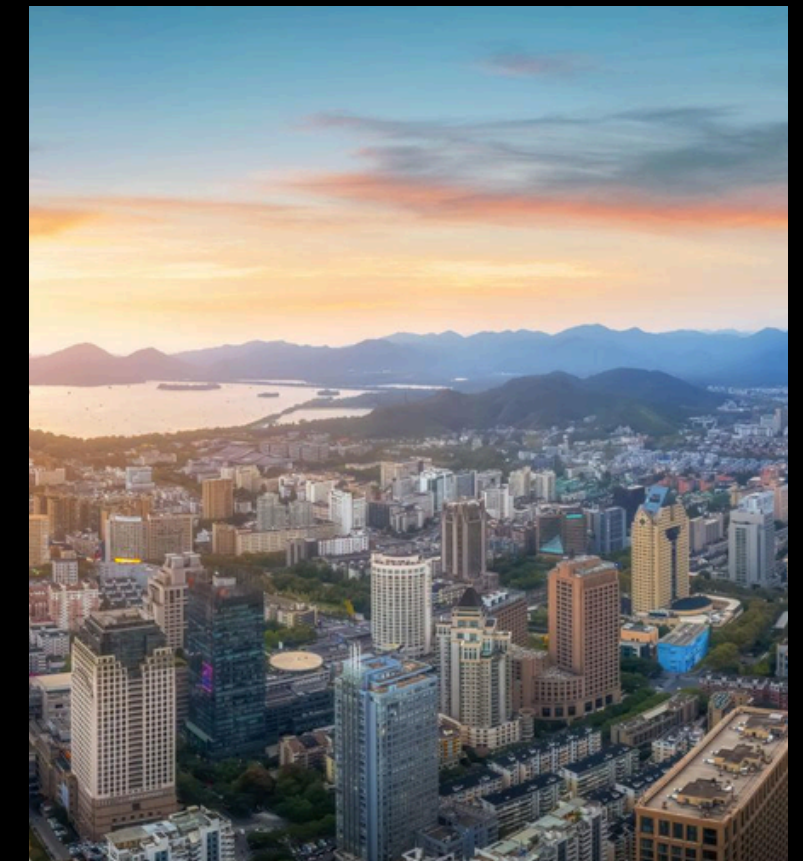
ALIBABA & TECH DISTRICTS

A major centre for e-commerce, AI, cloud computing, and digital innovation.



HISTORIC STREETS & TEA CULTURE

Traditional architecture, tea houses, and local cultural experiences throughout the city.



URBAN GREEN SPACES & WATERWAYS

A livable city environment combining nature, smart urban planning, and modern development.



SHANGHAI: CHINA'S GLOBAL BUSINESS GATEWAY

CITY OVERVIEW

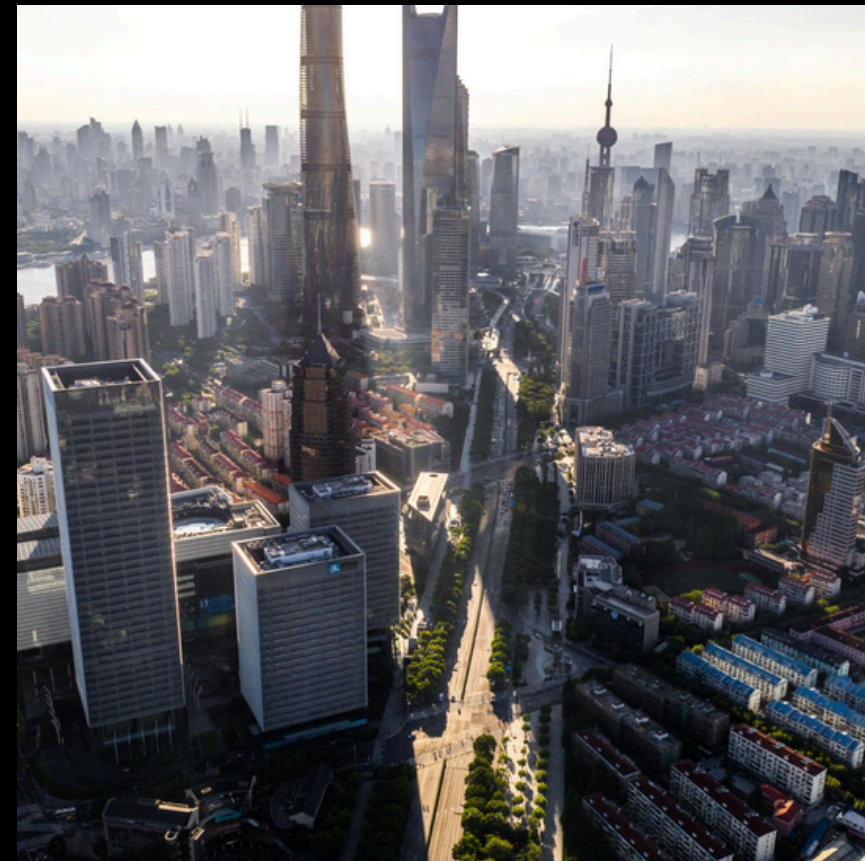
The city combines historic architecture with cutting-edge urban development, creating a dynamic destination for business and exploration.

KEY ATTRACTIONS



THE BUND & LUJIAZUI

Iconic waterfront skyline showcasing Shanghai's blend of historic and futuristic architecture.



YU GARDEN & OLD TOWN

Traditional Jiangnan-style gardens and cultural streets reflecting Shanghai's historical heritage.



NANJING ROAD & XINTIANDI

Premium shopping, dining, and lifestyle destinations in the heart of the city.



HUANGPU RIVER & URBAN LANDSCAPE

A vibrant riverside experience connecting Shanghai's commercial, cultural, and financial districts.



VALUE FOR DELEGATES

BEYOND THE EXHIBITION



HEFEI

A leading manufacturing and innovation hub, connecting global businesses with China's advanced industrial and technology sectors.



HANGZHOU

A city that represents China's future, offering direct exposure to innovation ecosystems, technology companies and modern urban life.



HANGZHOU ZHEJIANG



Hefei, the capital of Anhui Province in eastern China, is rapidly emerging as a major centre for advanced manufacturing and technological innovation.

Known for its strong development in sectors such as artificial intelligence, new energy vehicles, semiconductors, and intelligent manufacturing, Hefei brings together leading research institutions, high-tech enterprises, and global industrial partners.

As the host city of the World Manufacturing Convention, Hefei provides an international platform for business exchange, investment opportunities, and industrial collaboration. With growing global connectivity and a strong innovation ecosystem, the city offers UK businesses valuable access to China's next-generation manufacturing market.

08 ABOUT CITIES

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HEFEI ANHUI



Hefei, the capital of Anhui Province in eastern China, is rapidly emerging as a major centre for advanced manufacturing and technological innovation.

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ORGANIZER

IBG -- Inspiring Brand Growth

IBG (Intennel Business Group) is a global branding and communication agency dedicated to empowering brands with global reach and local success. Since its inception, IBG has provided one-stop tailored solutions covering international exhibitions, business delegations, cultural exchanges, and professional training.

With a strong international network and professional service team, IBG supports clients in expanding global markets while maintaining local relevance. IBG's portfolio includes collaborations with Fortune 500 companies, leading industry organizations, and government agencies, delivering impactful experiences that drive brand growth and international cooperation.

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CASE PRESENTATION



In October 2024, organize British purchasers to participate in the Shandong International Precision Procurement Matching Meeting during the Canton Fair.



In October 2024, organize British business representatives to visit Qingdao and hold a Sino - British Economic and Trade Cooperation Exchange Meeting.



In 2024, organize representatives of British purchasers to attend the opening reception of the 136th Session of China Import and Export Fair .

CASE PRESENTATION



In July 2025, organize British purchasers to visit Linyi Commercial City.



In July 2025, organize British purchasers to visit Linyi Commercial City.



In July 2025, organize purchasers from the UK and Ireland to participate in the "Entering Linyi Commercial City" Purchasers' Precision Matching Meeting.



Thank you very much!

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