

中国AI经济深度研究学习夏令营

SUMMER CAMP

China AI Economy
In-depth Research
and Learning Summer Camp



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01 Program Description

The China AI Economy Study Camp is a Sino-European talent exchange project organized by Yanke Education, aiming to help European youth gain an in-depth understanding of the integration of technology and economy in China. Focusing on the frontiers of the artificial intelligence industry, the program offers insights into the development trajectory of the Chinese economy.

During the 14-day immersive study program, participants will explore **Hangzhou** and **Shanghai**, two major technological hubs, as windows into China's progress. Through a comprehensive approach combining academic courses, corporate visits, and business practices, the program offers a complete decoding of the underlying logic connecting AI and the Chinese economy.



Program Commitments

24/7 personal assistant service with no language barriers

24-hour academic support

24-hour help hotline

24-hour medical emergency service

24-hour parental communication support

24-hour safety patrol

24-hour emergency contact

02 Schedule

| Day1 | | |
|-------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Morning Afternoon Evening | At the airport and inside the hotel | Touch down in Hangzhou and begin a 14-day in-depth exploration of China's AI-powered economic transformation. |
| Day2 | | |
| Morning Afternoon Evening | In-Hotel <hr/> In-Hotel <hr/> In-Hotel | Kick-off ceremony and academic orientation session. <hr/> Ice-breaking activities to foster quick connection and team bonding. <hr/> Core Course: Microeconomic Simulation Training |
| Day3 | | |
| Morning Afternoon Evening | Zhejiang University <hr/> In-Hotel | Explore Zhejiang University's Zijingang Campus — the largest single-campus university in China — and experience the scale of China's top academic institutions. <hr/> Elective Course: Marketing Strategies and Sales Techniques |
| Day4 | | |
| Morning Afternoon Evening | Zhejiang University <hr/> In-Hotel | Course at Zhejiang University's School of Economics — an immersive experience of a day in the life of top Chinese university students. <hr/> Elective Course: Product Design and Positioning |
| Day5 | | |
| Morning Afternoon Evening | Alibaba <hr/> Deepseek <hr/> In-Hotel | Visit Alibaba to explore the growth journey of a global internet technology giant. <hr/> Visit Deepseek's parent company, Shendu Qiusuo, to experience the forefront of China's AI revolution. <hr/> Elective Course: Human Resources and Finance |
| Day6 | | |
| Morning Afternoon Evening | Unitree Robotics <hr/> Robam Appliances <hr/> In-Hote | Visit Unitree Robotics for a face-to-face encounter with cutting-edge robotic technology. <hr/> Visit Robam Appliances, explore the Kitchenware Museum, and learn to cook authentic Chinese cuisine. <hr/> Start with a trial workshop and witness the launch of a fully immersive, 24/7 business simulation competition. |
| Day7 | | |
| Morning Afternoon Evening | Within Hangzhou City <hr/> Within Hangzhou City <hr/> In-Hotel | Explore West Lake and experience the timeless beauty praised in ancient poetry — where every view, subtle and splendid, is perfectly in harmony. <hr/> Explore Lingyin Temple, a thousand-year-old sanctuary, and immerse yourself in the Zen spirit of Hangzhou. <hr/> Begin Phase 1 of the hands-on business simulation. |

Day8

| | | |
|-----------|------------------|-----------------------------------------------------------------------------------------|
| Morning | In-Hotel | Engage in group discussions and Q&A to guide your company back on track. |
| Afternoon | High-Speed Train | Travel to Shanghai by high-speed train and witness the speed of modern China firsthand. |
| Evening | In-Hotel | Advance to Phase 2 of the business simulation operations. |

Day9

| | | |
|-----------|------------------|--------------------------------------------------------------------------------------------------------|
| Morning | In-Hotel | Engage in group discussions and Q&A to guide your company back on track. |
| Afternoon | Fudan University | Explore Fudan University and uncover the core logic of China's industry-academia-research integration. |
| Evening | In-Hotel | Advance to Phase 3 of the business simulation operations. |

Day10

| | | |
|-----------|----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Morning | In-Hotel | Engage in group discussions and Q&A to guide your company back on track. |
| Afternoon | Shanghai Science and Technology Museum | Explore the Shanghai Science and Technology Museum — with optional visits to the Planetarium or Natural History Museum — and uncover the mysteries of nature and technology. |
| Evening | In-Hotel | Advance to Phase 4 of the business simulation operations. |

Day11

| | | |
|-----------|-------------------|--------------------------------------------------------------------------------------------------------|
| Morning | In-Hotel | Engage in group discussions and Q&A to guide your company back on track. |
| Afternoon | Tongji University | Explore Tongji University and discover Shanghai's pioneering AI lab within a top academic institution. |
| Evening | In-Hotel | Advance to Phase 5 of the business simulation operations. |

Day12

| | | |
|-----------|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| Morning | Shanghai Tower | Visit Shanghai Tower — China's tallest building — and join top university students for the China-Europe Youth Innovation and Entrepreneurship Summit. |
| Afternoon | The Bund | Explore Nanjing Road and the Bund, savor international afternoon tea, and experience the evolution of Shanghai's century-old commercial legacy. |
| Evening | In-Hotel | Join the closing banquet and receive your exclusive blockchain-based digital certificate. |

Day13

| | | |
|-----------|------------------------|-------------------------------------------------------------------------------|
| Morning | Shanghai Disney Resort | Disneyland and enjoy a magical journey through a world of fantasy and wonder. |
| Afternoon | | |
| Evening | | |

Day14

| | | |
|-----------|----------------|---------------------------------------------------------------------------------------------|
| Morning | In-Hotel | Say farewell and capture the moment with a group photo. |
| Afternoon | At the airport | Take the Maglev train to Shanghai Pudong International Airport and begin your journey home. |
| Evening | | |

Alibaba DeepSeek Unitree Robotics

The itinerary covers visits to tech giants and unicorn companies such as Alibaba, DeepSeek, and Unitree Robotics, providing direct access to core technology industries in internet, AI, and robotics.

Participants will also explore top-tier universities like Zhejiang University and Fudan University, participating in economics courses and industry-academic exchange activities to experience China's academic ecosystem.

Zhejiang University

Fudan University

The program includes a fully immersive 24/7 business simulation competition, transforming theory into practice and enhancing participants' skills in strategic decision-making and operational management through teamwork.

24/7

West Lake

Lingyin Temple

Additionally, cultural landmarks such as West Lake, Lingyin Temple, and The Bund are incorporated into the program, along with experiences of China's innovative infrastructure like high-speed rail and magnetic levitation trains, showcasing China's development through the interplay of tradition and modernity.

High-speed rail

At the end of the program, participants will receive a unique blockchain-based digital certificate, marking their journey of exploration across technology, economy, and culture.

Introduction to the Full-Immersion Business Simulation Competition

The Full-Immersion Business Simulation Competition is jointly developed by Yanke Education and academic teams from world-renowned universities such as Johns Hopkins University and the University of Toronto. Based on the classic business simulation frameworks of Harvard Business School and Wharton School, the competition integrates cutting-edge innovative concepts to create an immersive learning system of “Role-Playing + Dynamic Simulation” .

Unlike traditional business simulations focusing on static case analysis, this competition redefines the educational paradigm by emphasizing “Continuous Operation” and “Dynamic Markets” , breaking the limitations of conventional business practice education.

Academic Empowerment by Top Universities

The rule design is led by the Business Logic Lab of Johns Hopkins University and the Innovation Management Team of the University of Toronto, integrating academic resources and practical experience from world-class universities to ensure theoretical rigor and commercial foresight.



Core Innovation Highlights



01 24-Hour Continuous Simulation Operation

Breaking the limitations of the traditional fiscal year system, adopting a “Non-Stop Clock” model to simulate the real operational pace of enterprises. An 8-hour work system combined with a 16-hour flexible overtime design ensures strategic coherence and team collaboration efficiency.



02 Multidimensional Dynamic Business Ecosystem

Participants form companies in groups of 3-4 and take on core executive roles, making decisions throughout the entire process from product development to capital operations. The system integrates over 200+ segmented markets, real-time stock option trading, futures price fluctuations, and a simulated employee system (personalized demands, cultural compatibility), achieving instant decision feedback and closed-loop validation.



03 Four Major Module Upgrades

- Financial Practice: Company IPOs, equity games, and banking competition and cooperation, deeply restoring the complexity and opportunities of capital markets.
- Humanized Management: Employee behavior models drive strategic adjustments. Variables such as overtime tolerance and salary expectations directly affect company development.
- WORKSHOP Matrix: Covers scenarios including product design, brand storytelling, and capital operations, strengthening the integration of diverse capabilities.



04 Educational Value and Outcomes

Through 7×24 hours of high-intensity simulation, participants will directly face the innovative genes of Chinese technology companies, honing strategic thinking and risk management capabilities. Upon project completion, blockchain-certified certificates will be awarded, providing a digital mark for global business vision and academic endorsement from top universities.

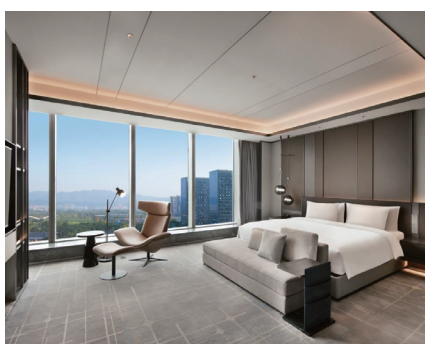
03 Organizer Introduction



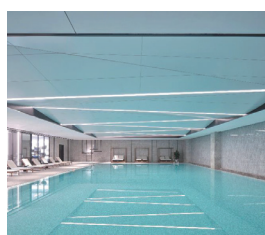
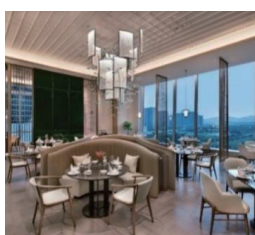
Yanke Education Founded in 2021, Shanghai Yanke Education Technology Co., Ltd. (Yanke Education) is dedicated to providing specialized and standardized education and research practice programs for young students worldwide. Its core team consists of top talents from the world's Top 100 universities and China's "Double First-Class" institutions, with over six years of experience in organizing international educational activities.

Yanke Education originated from the China Youth Leaders Alliance, established in 2017. After years of development, it has now formed four major business divisions and six product lines, covering multiple areas such as quality development, scientific research training, and international exchange. So far, the company has organized nearly 200 large-scale events nationwide, maintained close cooperation with well-known universities at home and abroad, and actively collaborated with government agencies at all levels, receiving unanimous praise from all sectors of society.

04 Accommodation and Catering Arrangements



During the study program, all participants will stay in selected five-star high-end hotels, enjoying a comfortable and elegant environment to ensure a pleasant and cozy stay. Nutritious, well-balanced daily meals will be provided, including both buffets and fine table meals, featuring Chinese and international delicacies to meet various preferences. This arrangement ensures a luxurious experience in both learning and living.



05 Top University Visits · In-depth Integration of Elite University

This program introduces a cooperative mechanism with three of China's most prestigious universities: Zhejiang University, Fudan University, and Tongji University. Participants will have the opportunity to visit university campuses, engage in immersive academic experiences, and broaden their global perspectives.

Zhejiang University

Participants will explore this century-old renowned university, attending lectures at the School of Economics and School of Management. Through integration with business courses, participants will experience the academic strength and talent cultivation systems of one of China's top universities up close.



Fudan University



At Fudan University, participants will attend customized lectures focused on the underlying logic of integrating research, industry, and education. Through on-site discussions and seminars, they will gain insight into how Fudan combines scientific research, industrial collaboration, and talent cultivation, understanding the driving forces behind China's innovative economic development.

Tongji University

Known for its excellence in engineering, architecture, and management, Tongji University offers a unique experience by providing visits to Shanghai's first university AI laboratory. Participants will gain insights into cutting-edge AI research, practical applications, and how AI empowers education and research, experiencing the infinite possibilities of technology and the future.



Three Highlights

Deep Integration with
Prestigious University Classes

Participate in real university classrooms and experience an immersive academic atmosphere

Zero Distance from Research
and Innovation

Visit AI laboratories and industry research platforms to experience cutting-edge technology

Expand International
Perspective

Visit top universities to inspire a global academic dream

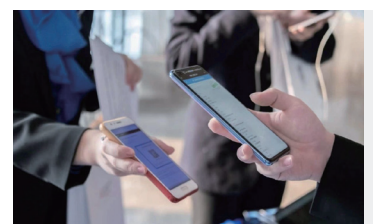
Central and European Youth Innovation and Entrepreneurship Exchange Conference

Organized by Yan Ke Education, the Central and European Youth Innovation and Entrepreneurship Exchange Conference brings together student unions, entrepreneurship associations, and industry organizations from more than 10 top universities in China and Europe, creating a platform for dialogue among young elites across the Eurasian continent.

With the theme "Linking the Future · Creating Prosperity Together," the conference focuses on the most dynamic youth forces of the two major economic powers of China and Europe, covering multiple dimensions such as technology, innovation, entrepreneurship, and academic exchange. It aims to break geographical barriers and disciplinary boundaries, creating an in-depth collision of ideas and capital, technology and industry, academia and practice.

A special Artificial Intelligence Frontier Forum will be set up at this summit to deeply explore technological breakthroughs in the AI field and the pathways for academic achievement transformation. Top scholars from leading universities in China and Europe, prominent young leaders, leading venture capital institutions, and industry experts will be invited to engage in dialogue, sharing cutting-edge insights and practical cases, promoting international resonance for innovative thinking.

Additionally, dozens of experienced mentors and investors will provide on-site guidance, inspiring the innovative potential of Chinese and European youth in the wave of globalization. Together, they will explore new patterns for future technology industries, creating a "golden channel" for Chinese and European youth for "idea collision, technical cooperation, capital connection, and project incubation."





Conference Highlights

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- Gathering 10+ top universities and entrepreneurship associations from China and Europe, building an authoritative international dialogue platform
- Covering four major areas: technology, innovation, entrepreneurship, and academia, facilitating cross-border cooperation
- Focusing on the artificial intelligence industry, exploring technology transformation and market landing paths
- Top scholars, young leaders, and investment giants in dialogue, promoting a dual circulation of talent and capital
- Building a multi-level exchange ecosystem for Chinese and European youth scholars, entrepreneurs, and industry chains

This is a truly meaningful "Top Gathering of Central and European Youth Leaders," bringing together wisdom, talent, and capital, looking at the world, and leading the future.



06 Top Internships and Research Opportunities · Gathering Global Premium Resources

By participating in this program, students will have the opportunity to gain priority access to high-quality internship positions and research project recommendations from world-renowned Fortune 500 companies, top technology firms, and China's top universities.

The partner organizations are powerful and include:

Global Famous Companies: Huawei, Tencent, Alibaba, Baidu, JD.com, Lenovo, Xiaomi, Didi, Ping An Insurance, BYD, NIO (蔚来), SenseTime (商汤科技), iFLYTEK (科大讯飞), CITIC Group (中信集团), Hillhouse Capital, MiraclePlus (奇迹创坛), and more.

Top University Research Projects: Zhejiang University, Fudan University, Peking University, and other holiday research and training projects.

Through this learning and exchange program, outstanding students will have the opportunity to directly connect with these top institutions, deeply engage in real project practices and research innovations, and personally experience the latest developments in cutting-edge fields such as artificial intelligence, autonomous driving, financial technology, big data, international trade, and innovation management.

This program not only helps students expand their horizons and enhance their professional skills but also lays a solid foundation for future admission to prestigious universities and employment at top companies. It bridges the gap between theoretical learning and practical application, fully unleashing personal potential and seizing career development opportunities.



ICBC

中国工商银行

Industrial and Commercial Bank of China (ICBC)

<https://www.icbc.com.cn>



中国农业银行
AGRICULTURAL BANK OF CHINA

Agricultural Bank of China (ABC)

<https://www.abchina.com>



中国银行
BANK OF CHINA

Bank of China (BOC)

<https://www.boc.cn>



Internal Referral Qualification of Xiaomi Group

<https://www.mi.com>



Internal Referral Qualification of Didi Chuxing Group

<https://www.didiglobal.com>

lenovo 联想

Internal Referral Qualification of Lenovo Group

<https://www.lenovo.com>



Internal Referral Qualification of JD.com Group

<https://www.jd.com>



Internal Referral Qualification of Huawei

<https://www.huawei.com>



Internal Referral Qualification of Baidu

<https://www.baidu.com>



Internal Referral Qualification of Alibaba

<https://www.alibaba.com>



Internal Referral Qualification of
Tencent
<https://www.tencent.com>



Internal Referral Qualification of
Ping An Insurance (China)
<https://www.pingan.com>



Internal Referral Qualification of
BYD Auto
<https://www.byd.com>



Internal Referral Qualification of
Hillhouse Capital
<https://www.hillhousecap.com>



2-3 Week Holiday Research at
Zhejiang University
<https://www.zju.edu.cn>



2-3 Week Holiday Research at
Fudan University
<https://www.fudan.edu.cn>



2-3 Week Holiday Research at
Peking University
<https://www.pku.edu.cn>



Short-Term Internship at SenseTime
<https://www.sensetime.com>



Short-Term Internship at iFlytek
<https://www.iflytek.com>



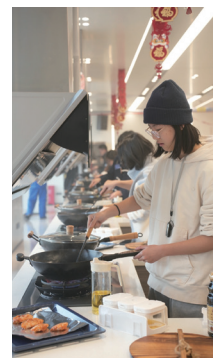
Short-Term Internship at NIO
<https://www.nio.com>



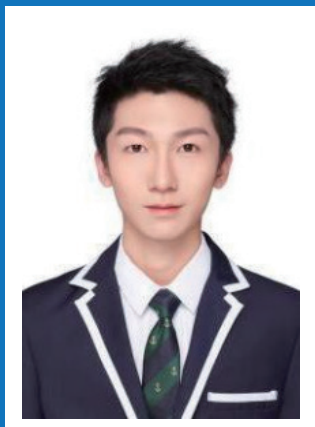
Short-Term Internship at MiraclePlus
<https://www.miracleplus.com>



Short-Term Internship at CITIC Group
<https://www.citic.com>



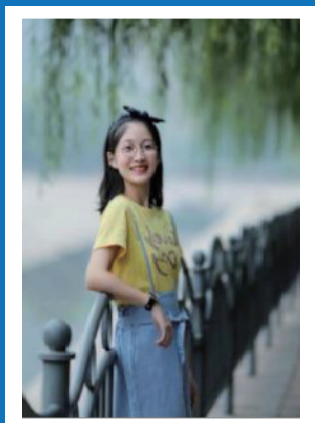
07 Previous Representative Voices



Meng Xianchen

► Peking University

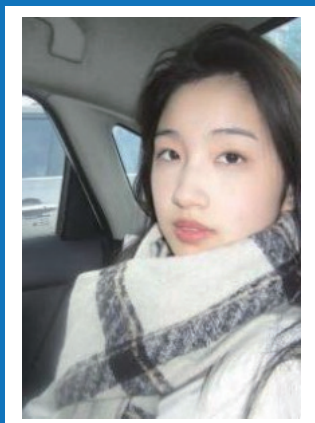
I first encountered the Hiworld competition during my winter vacation in my first year of high school. With curiosity and anticipation, I stepped into the arena and began my Hiworld journey...



Tong Jiagi

► Peking University

Hiworld was a completely new experience, a new way of thinking and learning, perfectly complementing the lack of business education in traditional schooling...



Zhang Siyuan

► University of Cambridge

Hiworld was a precious experience in my life. I had the opportunity to interact and learn with talented young people from all over the country...

08 Expense

- **Super Early Bird: €3699** (by April 20)
- **Early Bird: €3999** (by May 18)
- **Final Offer: €4399** (by June 15)
- **Standard Price: €4899**

Note:

Groups of 3+ people qualify for additional discounts. Contact us for details.

Date:

Registration deadline: June 25

The program will begin in mid-July or early August 2025.

Fees Include

- 14 days of full learning and training in China, including fees for instructor lectures, guest speaker fees, team leader service fees, and related materials costs.
- 13 nights of accommodation in a standard room at a five-star hotel in China, ensuring a high-quality lodging experience.
- At least 38 meals during the 14 days in China, including both Chinese and Western-style buffet meals and table service.
- Venue usage fees during the training and exchange period.
- Comprehensive standardized accident insurance for the entire duration, ensuring personal
- Bus transportation fees within China.
- Round-trip international airfare from Italy to China.
(Departure from other countries will incur adjusted costs.)

Fees Exclude

- Transportation fees from the participant's departure location to the meeting point in Italy.
- Personal additional expenses (such as hotel personal expenses, extra drinks, souvenirs, etc.).
- Personal communication fees and other expenses incurred outside the scheduled activities.

Special Note:

If departing from other countries or regions, airfare and related costs will be adjusted according to the actual departure location. The overall price may fluctuate, with the final itinerary quote being the definitive reference.



Registration Method:

- ▶ Complete the student form and send it to:
Email: hiworld-global@yankedu.com
- ▶ Upon preliminary approval, you will receive a reply with payment instructions, safety guidelines, and the participation agreement.

More information:

https://drive.google.com/drive/folders/1qlewo4ze4bdnt6NKebKBnI6QqeurH_L9