



ASIA School
of Business
in collaboration with MIT Sloan Management

Idlif Executive Education Center



GLOBAL LEADERS

2 - 5 November 2026

China AI & Innovation Leadership Program

HANGZHOU, CN





GLOBAL LEADERS PROGRAM

AN OVERVIEW

The **Global Leaders China: AI & Innovation Leadership Program** is a **four-day** international executive learning journey designed for **senior executives, business owners and public sector leaders**. Combining faculty-led learning, executive dialogue and structured industry immersion, the program provides participants with first-hand exposure to Hangzhou's innovation ecosystem. Participants will examine how leading Chinese organizations leverage AI, digital technologies, advanced manufacturing, robotics, life sciences and culture-tech innovation to build sustainable competitive advantage, while identifying practices that can be adapted within Malaysian and ASEAN organizations.

PROGRAM OBJECTIVES

At the end of the program, participants will be able to:

- Interpret the strategic drivers behind China's innovation-led economic transformation.
- Evaluate how leading Chinese organizations integrate AI, digital technologies and ecosystem strategies.
- Compare innovation models across digital platforms, manufacturing, robotics, life sciences and culture-tech.
- Identify innovation practices applicable to organizations in Malaysia and ASEAN.
- Develop an executive action plan for innovation leadership and organizational transformation.



WHO SHOULD ATTEND?

- C-suite executives and senior business leaders
- Business owners and entrepreneurs
- Directors and Heads of Strategy, Innovation, Digital Transformation and Technology
- Government officials and GLC executives
- Manufacturing, technology and investment leaders

PROGRAM FEE

RM30,000 | USD7,500 *

Includes:

- Executive learning and industry immersion
- Five nights' accommodation
- Daily lunch and refreshment breaks during the program
- Local transportation during the program
- Learning materials and program support

Excludes:

- Cost of airfare, visa application and travel insurance.

TRAVEL GUIDELINES

- Overseas participants are responsible to apply for their own travel visa.

HRD CORP TERMS & CONDITIONS:

The claimable amount per participant is:

- The **standard claimable amount per participant is RM7,000.**
- **Maximum 9 participants per company.**
- To request **full financial assistance of RM30,000** companies must **submit a justification letter** upon grant application.
- Training grant **applications must be approved at least 3 days before the program commences on November 2, 2026.**
- **Final approval of higher claimable** program fees, airfare, and overseas trainee allowances remains at the sole **discretion of HRD Corp.**
- All other Terms & Conditions imposed by HRD Corp remained applicable for this program.

HANGZHOU PROGRAM AGENDA*

Day 1: Strategic Context & Ecosystem Leadership

09:00 - 10:30	Strategic Context & Ecosystem Leadership: Navigating China's Economic Landscape from a Global Perspective	Professor Rong Sen
10:30 - 10:45	Tea Break	
10:45 - 12:15	Leading in the Age of AI and Innovation	Brian Wong
12:15 - 13:30	Lunch Break	
13:30 - 17:30	Applied Industry Learning: Generative AI Frontiers and the Power of the "Alibaba Way"	
18:30 - 20:00	Welcome Dinner	

Day 2: Intelligent Mobility & Embodied AI

09:00 - 12:15	Applied Industry Learning: Geely Auto Blueprint for AI-Driven Smart Manufacturing and Global Innovation
12:15 - 13:30	Lunch Break
13:30 - 17:30	Applied Industry Learning: BrainCo – Brain-Computer Interfaces: Unlocking the Next Frontier of Human–Machine Interaction

Day 3: Digital Experiences & Innovation Clusters

09:00 - 12:15	Applied Industry Learning: NetEase - The Art of Digital Innovation and Scaling AI-Powered Ecosystems
12:15 - 13:30	Lunch Break
13:30 - 17:30	Applied Industry Learning: Hikvision – AI-Powered Industries and Intelligent IoT Innovation

Day 4: Culture-Tech & Executive Action

09:00 - 12:15	Applied Industry Learning: Wensli Group - Digital Transformation and Brand Innovation in Traditional Manufacturing	
12:15 - 13:30	Lunch Break	
13:30 - 15:30	Executive Learning: China's Innovation Playbook - Leadership Lessons for Malaysian Executives	Professor Rong Sen Professor David Asirvatham
15:30 - 17:30	Closing reflection, certificate presentation and program close	

SESSION 1

Navigating China's Economic Landscape from a Global Perspective

China's next phase of growth is being shaped by structural rebalancing, industrial policy, technological self-reliance, demographic change and shifting global trade relationships. This session helps leaders distinguish short-term volatility from longer-term strategic direction and assess how policy, capital and market forces influence sector opportunity.



Key Learning Areas

- China's evolving economic strategy and industrial policy
- Geopolitics, trade and global market implications
- Opportunities for Malaysian and ASEAN businesses

SESSION 2

Leading in the Age of AI and Innovation

As AI is changing the basis of competition - from how organizations understand customers and allocate resources to how they design work, manage risk and create new business models. The session examines AI as an enterprise transformation agenda rather than a stand-alone technology project.



Key Learning Areas

- AI-enabled business transformation
- Leadership in the age of intelligent technologies
- Building organizational innovation capabilities

SESSION 3

China's Innovation Playbook: Leadership Lessons for Malaysian Executives

This synthesis module identifies the patterns behind Hangzhou's innovation performance: ecosystem orchestration, rapid experimentation, customer-led iteration, digital infrastructure, patient capability building and alignment between public and private actors. Participants compare these patterns with the realities of their own sectors and institutions.



Key Learning Areas

- Innovation ecosystem design
- Translating China's practices into local contexts
- Developing an executive innovation action plan



APPLIED INDUSTRY LEARNING



ALIBABA GROUP

Generative AI Frontiers and the Power of the "Alibaba Way"

Founded in Hangzhou, Alibaba has evolved from an 18-person startup into a global titan and digital commerce powerhouse serving hundreds of millions of users worldwide. It is the ultimate blueprint for digital ecosystem orchestration.

At Alibaba's Xixi Campus, participants will trace the company's evolution from an 18-person start-up into a global technology enterprise. The visit examines how Alibaba uses platforms, data and AI to coordinate complex commercial networks, scale innovation and create new sources of value. Participants will gain actionable insights into the company's multi-business layout, its global eWTP initiative, and the integration of generative AI across its ecosystem. Crucially, the visit unpacks the "Alibaba Way"—exploring how their renowned talent development system and mission-driven culture sustain high-performance organizational resilience. This module equips leaders with the frameworks to architect AI-driven business models while cultivating a robust, adaptive corporate culture capable of navigating disruptive market shifts.

GEELY AUTO

Blueprint for AI-Driven Smart Manufacturing and Global Innovation

Geely, a top-tier global automotive group renowned for its strategic acquisitions (including Volvo and Lotus) and aggressive NEV transition, represents the pinnacle of China's smart manufacturing. The Qiantang Base is a benchmark for Industry 4.0, featuring a fully automated servo stamping line, nearly 400 collaborative industrial robots in the welding workshop, and a highly flexible assembly line capable of co-producing ICE, BEV, PHEV, and battery-swap models.

During this executive tour, participants will navigate the major smart workshops and the brand technology exhibition hall. The experience provides a granular view of Geely's SEA (Sustainable Experience Architecture) and its top-level strategy in global supply chain synergy. Executives will analyze real-time production data dashboards, AI visual quality inspection, and AGV automated logistics. This session delivers a masterclass in operational excellence, demonstrating how legacy automakers can successfully leverage digital transformation and flexible manufacturing to lead the global new energy vehicle revolution.

BRAINCO

Brain-Computer Interfaces: Unlocking the Next Frontier of Human-Machine Interaction

BrainCo is a Hangzhou-based deep-tech company and one of China's leading non-invasive brain-computer interface (BCI) unicorns. Recognized as one of Hangzhou's "Six Little Dragons," the company builds on technological foundations developed through Harvard research and specializes in brain signal acquisition, intelligent analysis, and the commercialization of brain-computer interface technologies. By integrating neuroscience, AI algorithms, and intelligent hardware, BrainCo is advancing next-generation human-machine interaction across intelligent bionic rehabilitation, humanoid robotics, and smart wearable applications. BCI technology is emerging as a critical interface for embodied AI and humanoid robotics, enabling human neural signals to be captured, decoded, and translated into machine commands through AI-powered algorithms.

Through live demonstrations of intelligent bionic hands, prosthetic devices, and brain-signal acquisition systems, participants will observe how neural signals are captured, processed, and translated into physical actions. The visit provides a practical perspective on how deep-tech companies transform cutting-edge scientific research into scalable commercial products, from technology development and clinical validation to regulated medical-device commercialization. Participants will explore how BrainCo integrates brain science, AI algorithms, and intelligent hardware to unlock new possibilities in human-machine interaction, while gaining insights into the technological evolution and commercial potential of BCI in embodied intelligence, humanoid robotics, rehabilitation, and next-generation smart devices.





APPLIED INDUSTRY LEARNING

NETEASE

The Art of Digital Innovation and Scaling AI-Powered Ecosystems

NetEase stands as a premier internet technology company, celebrated for its "product-first" philosophy and its ability to cultivate blockbuster, long-lifecycle IPs like Fantasy Westward Journey and Naraka: Bladepoint. With a massive user base across gaming, music, smart learning, and premium e-commerce, NetEase exemplifies the successful commercialization of digital creativity and AI.

Participants will tour the state-of-the-art Binjiang campus, exploring the motion capture studio equipped with over 200 cameras, the AI music creation lab, and the smart education hardware showcase. The visit highlights NetEase's open, human-centric organizational design and its agile, project-based collaboration model. The core learning module dissects the anatomy of viral digital products. Participants will decode NetEase's strategies for user-centric community building, AI integration in consumer scenarios, and the delicate balance of maintaining an innovative corporate culture while scaling diverse digital ecosystems globally.

HIKVISION

AI-Powered Industries and Intelligent IoT Innovation

Hikvision, a global leader in AI-powered IoT solutions, is at the forefront of intelligent transformation across industries through its integration of artificial intelligence, computer vision, big data, and smart sensing technologies. As one of China's leading technology innovators, Hikvision has evolved beyond traditional security solutions to become a key enabler of smart cities, intelligent manufacturing, and digital business transformation.

During this executive tour, participants will explore Hikvision's intelligent technology ecosystem and real-world industry applications, gaining insights into how AI and IoT technologies are translated into scalable business solutions. The experience will showcase advanced applications in intelligent manufacturing, smart management, and digital operations, demonstrating how data-driven technologies enhance efficiency, safety, and decision-making across industries. Executives will analyze Hikvision's approach to combining AI algorithms, intelligent hardware, and industry-specific solutions to create new business value. This session delivers a strategic perspective on how technology companies can transform cutting-edge innovation into practical applications, helping organizations accelerate digital transformation and build competitive advantages in the AI era.

WENSLI GROUP

Digital Transformation and Brand Innovation in Traditional Manufacturing

Wensli is a globally recognized silk brand that has masterfully bridged China's intangible cultural heritage with modern digital manufacturing and high-end fashion. By transforming a traditional light industry into a high-tech, culturally rich enterprise, Wensli demonstrates how legacy brands can achieve premiumization and global relevance in the 21st century.

Participants will walk through Wensli's fully digitized silk production workshop, observing automated cutting and smart sewing pipelines that drastically enhance efficiency and quality control. The tour continues to the Wensli Fashion Art Center, a hub for original design, new material R&D, and cultural exhibition. The core discussion, "Culture + Tech + Brand," unpacks Wensli's unique business model. Participants will learn how to leverage digital tools to revitalize traditional craftsmanship, build high-value cultural IPs, and execute a successful brand upgrade. This session provides a compelling case study on modernizing traditional industries, proving that deep cultural roots, when fused with technological innovation, can create unparalleled competitive advantages.

FACULTY PROFILES



Prof. Ts. Dr David Asirvatham is Professor of Practice, AI & Technology and Head, Information Technology at the Asia School of Business (ASB), which was established in collaboration with MIT Sloan. He has been in the academic leadership and CIO roles for 30 years. His areas of expertise include Digital Neural Network, E-Learning Technologies, ICT Project Management, Multimedia Content Creation and AI.

Prior to joining ASB, he was the executive dean for the Faculty of Innovation and Technology at Taylor's University, director of the Centre of Information Technology at the University of Malaya, and CIO/senior director of the Centre for Information Technology at Multimedia University.

He has held numerous posts, including Associate Dean for Faculty of Information Technology (Multimedia University), Project Manager for the Multimedia and IT Infrastructure Development for a university campus (US\$14 million project), and SAP Advisory for High Education Council (Germany).

He was the Chairman of the ICT Human Capital Development for 11th Malaysia Plan 2016-2020, Secretary for the Artificial Intelligence Society Malaysia, President of the Data Science Association (Malaysia) 2022-2025, Country Representative for the Asia E-learning Network (Japan), Steering Committee Member for the Implementation of E-Learning for Malaysian Public Sector, and Member of the Malaysian Grid for Learning's Standards Expert Group 2003-2004.

He also worked on various ICT Projects and conducted workshops in South Africa, Sudan, Iran, Ghana, Kenya, Vietnam, Maldives, Bangladesh (World Bank Project), UAE, India, and Brunei. David completed his Ph.D. from Multimedia University, M.Sc. (Digital System) from Brunel University (U.K.), and B.Sc. (Hons) Ed., and Post-Graduate Diploma in Computer Science from the University of Malaya. He has published over 70 academic papers and graduated 10 PhD students.



Prof. Rong Sen is the Faculty Director and Lead Faculty for the AI & Innovation Leadership Program. His expertise spans China's macroeconomic transformation, industrial development, financial markets, and the strategic impact of geopolitics on business and innovation.

Drawing on extensive experience across academia, financial institutions, and public policy, Professor Rong helps senior executives understand the broader forces shaping China's innovation ecosystem - from industrial policy and technological self-reliance to regional development, capital markets, and global economic shifts. Throughout the program, he connects macroeconomic trends with real-world business strategy, enabling participants to better interpret China's evolving innovation landscape and its implications for organizations in Malaysia and ASEAN.

Professor Rong currently serves as a specially appointed professor at Tsinghua University, Peking University, Shanghai Jiao Tong University, Shanghai University of Finance and Economics, and Southwestern University of Finance and Economics. He previously served as Deputy Leader of the Financial Research Group jointly established by China's National Development and Reform Commission (NDRC) and the Asian Development Bank (ADB). He also brings valuable international perspectives through professional experience in the City of London, where he worked on international financial markets and RMB internationalization.

This combination of global market exposure and deep understanding of China's economic system enables him to bridge international business perspectives with China's rapidly evolving innovation ecosystem.

FACULTY PROFILES



Brian A. Wong is an entrepreneur, investor, and author. He was the first American and the fifty-second employee to join Alibaba Group, where he played a key role in the company's early globalization efforts and served as Jack Ma's special assistant for international affairs. He is the author of the award-winning management book *The Tao of Alibaba* (www.tao-of-alibaba.com), published by Hachette's PublicAffairs imprint.

Today, Brian serves as Managing Director of the Aspen China Fellows Program. He continues to teach entrepreneurship programs and invests in AI-powered technology ventures through his angel fund, Seaciff Partners Limited. He is also the founder of RADII (www.radii.co), a digital media platform dedicated to fostering East-West understanding.

A graduate of Swarthmore College, the Johns Hopkins–Nanjing University Center, and the Wharton School of the University of Pennsylvania, Brian has been recognized as a Young Global Leader by the World Economic Forum, is a China Fellow at the Aspen Institute, and a member of the Thinkers50 Radar class. He serves on the Swarthmore College Board of Managers and its AI Task Force, and is also a board member of the Committee of 100.

Based in Hong Kong, Brian is regularly featured in international media such as Bloomberg, Reuters, and the Financial Times. His expertise bridges the digital economy, entrepreneurship, and inclusive development.

Note *

- USD Pricing is indicative pricing. All fees are invoiced in Malaysian Ringgit (RM). USD amounts are shown for reference only and will vary based on the prevailing exchange rate at the time of payment.
- ASB reserves the right to amend the program design, schedule, or faculty lineup without prior notice to maintain academic and delivery excellence.



Asia School of Business (DU046(W))

Iclif Executive Education Center

ASB Academic, No 11, Jalan Dato' Onn, 50480 Kuala Lumpur

Email: ExecEd@asb.edu.my

exec.asb.edu.my



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