



GBA DISCOVERY



HIGHLIGHTS

A Global Dialogue Begins Here

Join a diverse international student community and make this summer the starting point of your dialogue with the world. Through cultural exchange, academic exploration, and hands-on projects, expand your global perspective and forge meaningful connections.

Immerse in Lingnan Heritage

Experience the charm of Lingnan's intangible cultural heritage, such as Southern Lion Dance, Lingnan ceramics, and Cantonese embroidery, while savoring authentic Cantonese cuisine. This hands-on journey brings centuries-old traditions to life, showcasing the openness, inclusivity, and innovative spirit of Lingnan culture.

Cultural Fusion: Where East Meets West

Explore the dynamic fusion of Eastern and Western cultures in the Greater Bay Area, uncovering how its rich cultural diversity and the lasting practice of cross-cultural communication shape its unique cultural identity and bridge cultural exchanges which demonstrates the seamless integration of modernity with historical roots.

City Walk: Discover Urban and Technological Vibrancy

Explore the Guangdong-Hong Kong-Macao Greater Bay Area as a vibrant world-class city cluster. Through visits to the iconic landmarks, thriving business districts, and cutting-edge tech hubs of Guangzhou, Shenzhen, Hong Kong, and Macau, feel the pulse of innovation and charms of Greater Bay Area cities.

A Glimpse of China: Heritage and Transformation

Dive into China's rich heritage and its journey of modernization. From ancient traditions like calligraphy and painting to state-of-the-art innovations in technology, witness how China harmoniously balances its cultural roots with contemporary advancements.

Create Art: The Timeless Beauty of Calligraphy and Painting

Engage in interactive workshops to explore the artistic essence of Chinese calligraphy and painting. Learn to appreciate their cultural significance while creating your own works, embodying the poetic elegance of Chinese aesthetics.

PROGRAM OVERVIEW

Mission and Objectives

Designed to provide participants with a comprehensive understanding of the Guangdong-Hong Kong-Macao Greater Bay Area, this program highlights the region's role as a dynamic hub integrating Eastern and Western cultures, international finance, and technological innovation. Rooted in its spirit of openness, inclusivity, and bold entrepreneurship, it blends academic learning, industry engagement, and cultural exploration. Participants are guided to explore the unique intersection of Lingnan cultural heritage, global financial leadership, and the rapid growth of vibrant, technology-driven enterprises. Through this journey, a deeper appreciation for the region's transformative impact on global innovation and sustainable development is cultivated.

Experiential Learning

Featuring a dynamic curriculum, the program includes field trips to renowned enterprises in Guangzhou, Shenzhen, and Foshan, as well as exploration of cultural landmarks and immersive city tours in Hong Kong or Macau. Hands-on workshops in Lingnan cultural heritage and traditional arts deepen participants' appreciation for the Greater Bay Area's vibrant blend of tradition, innovation, and global connectivity.

Program Support and Leadership

Supported by an experienced team of faculty and industry experts, the program ensures academic excellence and practical relevance. Participants benefit from immersive cultural activities led by local specialists, modern accommodations, and organized logistics for field trips and city tours. Flexible customization options allow the program to meet the specific needs of partner institutions, creating a transformative learning journey enriched by cultural immersion and tailored experiences.

Duration and Flexibility

Scheduled between late June and July 2025, the program offers a two-week immersive experience. Flexibility is provided through customizable course content and duration tailored to meet the unique requirements of partner institutions.



PROGRAM CURRICULUM & SPOTLIGHT COURSES

The program is structured into three key modules: Cross-Cultural, Heritage, and Innovation. Students have the flexibility to participate in workshops within their chosen module based on personal interests, ensuring a tailored and immersive learning experience.



Cross-Culture

- Understanding the Greater Bay Area in South China: East meets West
- Intercultural dialogue: Enhancing mutual understanding
- Intercultural Communication in Business Context



Heritage

- Chinese Culture and Traditional Aesthetics
- Discovering Lingnan Cultural Heritage
- Chinese Calligraphy and Painting
- Introduction to Chinese



Innovation

- Managing Private Enterprises in the Guangdong-Hong Kong-Macao Greater Bay Area
- An Overview of Service Industry in China
- AI for the Future: Exploring Cutting-Edge Technologies in China
- Digital Transformation of Intelligent Manufacturing in the Greater Bay Area via Data Science
- Understanding Electronics and Informatics in the Greater Bay Area: Foundations and Applications

Dates: Mid June – Mid July

Duration & Format: Two Weeks On Site

Contact Information: International@ibc.scnu.edu.cn

Fee: Two-week's tuition fees around 1250USD for 2025

Round airfare and local expenses self-covered

Accommodation: Around 300USD for each