



AAA Global Conference Details

1. Meals and Events

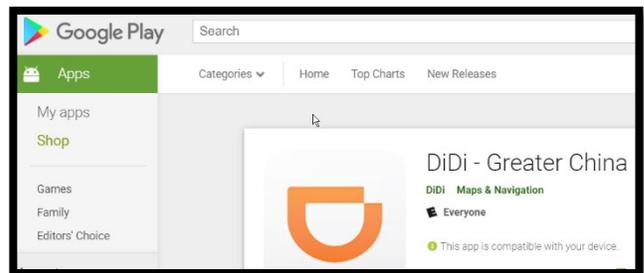
- a. Opening Reception July 12, evening: Included for both registered scholars and accompanying guests
 - b. Lunches will be arranged and provided for registered scholars at the Nongyuan Dining Hall and/or in the Ahongguanyuan Village Buffet Restaurant on July 13, 14, 15, and tickets may be purchased for accompanying guests for \$35 US at the time of the Registered Scholar's registration.
 - c. Registered Scholars and Guests are on their own for dinner for both July 12 and July 14.
 - d. The Gala Dinner on July 13 is provided for Registered Scholars and accompanying Guests may attend at a cost of \$40 US (guest tickets can be purchased at the time of the Scholar's registration).
 - e. Off-site social events on July 15:
 - Visit to Tech Companies in the morning for registered scholars only: All scholars are invited to visit one of the four selected top tech companies around the Beijing area (e.g., Weibo, Baidu, MI, ByteDance). Due to capacity limitations, each person can visit only one company and individual preference can be indicated on the registration form.
 - Summer Palace in the afternoon: All Scholars are invited to accompany staff to the **Summer Palace** in the afternoon; guests are invited for an additional \$5 each (payable on the Registered Scholar registration form).
7. **Optional Full Day Tour for AAA Scholars for Tuesday July 16** – Preregistration is required by June 5, 2019.
- a. In a tour of four to six persons per car, China Highlights Company will take those who register on a full day's visit to Mutianyu Great Wall (with round way cable car), The Forbidden City, Tiananmen Square, and we will visit popular local restaurants.
 - b. The price includes transportation from the hotel, entrance fees, an allowance for lunch, an English-speaking guide/driver, all service charges, taxes and fees. Tips are at your discretion. Please read more.

Event	Included in Scholar Registration	Optional Add-on Cost for Guest
July 12 Opening Reception	Included	Complimentary for Guests
July 12 Dinner	On Own	On Own
July 13 Lunch	Included	Optional Ticket cost \$35
July 13 Gala Dinner	Included	Optional Ticket cost \$40
July 14 Lunch	Included	Optional Ticket cost \$35

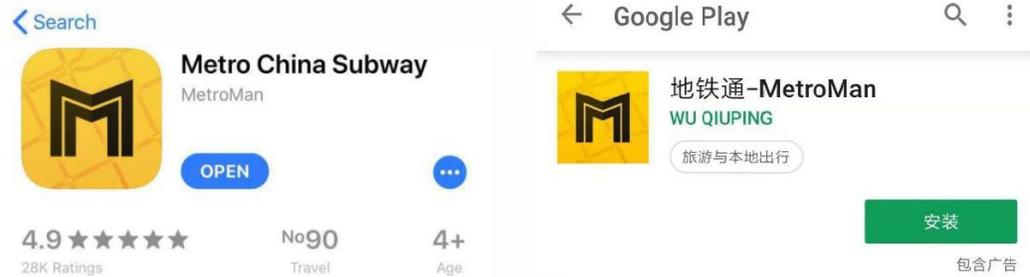
July 14 Dinner	On Own	On Own
July 15 Tech Visits	Registered Scholars Only	On Own
July 15 Lunch	Included	Optional Ticket cost \$35
July 15 Summer Palace Visit	Included	Optional Ticket cost \$5
July 16 Full Day Offsite Tour	Optional \$150 per person	Optional \$150 per person

2. “Getting Around” and Ground Transportation from the Beijing Airport to Peking University

- a. Uber/Lyft-Type Service Mobile App: DiDi-Greater China (*make sure it says “Greater China”*). A verification code is sent to your mobile phone when you sign up thus it is recommended that you complete the registration before arriving. It will accept credit cards. There is a dialogue box for communicating with a driver.



- b. Taxi: CAR Inc. is the taxi company recommended by the conference host.
 - i. CAR, Inc. taxi services can be pre-ordered through +86-22-24807557 (Customer Service Number in Beijing is 10101111). You may pay by credit card. Reservations are required and should be confirmed no more than three days prior to your ride. A Chinese phone number is required. If you buy or rent a phone, this is no problem. Otherwise, provide your reservation to support@aaasite.org and we will share this information with the Peking University staff and provide them with your phone number.
 - ii. If you don't pre-order a Taxi, follow signage to the Taxi stand at the airport. We will be posting a bilingual location of the hotel on the website to facilitate communication.
- c. Subway: Please follow signs to the subway. The route to get to Peking University is: Airport Line → SANYUANQIAO Station → Transfer to Line 10 inside the station (this is a circle line so please notice that you should take the train toward TAIYANGGONG Station) → HAIDIANHUANGZHUANG Station → Transfer to Line 4 (Take the train toward ANHEQIAO North Station) → Get off at the East Gate of Peking University Station. Google maps are blocked in China, so please use these Apps to facilitate use of the subway.



3. Accommodations

- a. The hotel near the campus does not have an English website. Thus, instead of booking your hotel accommodations online, you are asked to enter your arrival and departure dates, as well as type of room preferred, when you register to attend. The conference organizers will make your reservation for you, which you will pay for with your credit card when you check into the hotel. Please make sure that you have informed your credit card provider that you will be making purchases in China.
- b. The room types are Standard Queen or Deluxe Twin.

4. Communications

- a. You are encouraged to research to learn more about bringing mobile phones and computers to China in order to find a solution that fits your budget, access, and expected need to communicate while there. You might start with this resource: [Using Your Mobile Phone While Traveling in China](#)
- b. Google (all Google services, including Gmail), Facebook, and other apps are blocked in China. In order to use these, you should install and use a VPN. Please consult with your university's tech support staff about it.

5. Monday July 15 Outings: High Tech Companies in the Morning and Summer Palace in the afternoon.

- a. Four High Tech Company Options and Information: Visit to Tech Companies in the Morning is limited to Registered Scholars. Please understand these considerations for these visits. AAA can only register 20 attendees for each company. For this reason, when you register you will be asked to rank-order companies based on your preference. Registered Scholars will only be able to visit one company. We will do our best to match your preference, but please understand that there is possibility that your first choice might not be assigned to you.



Weibo is the leading social network service provider in China. Although it always be regarded as a replicate of Twitter, it now formulates a completely different business ecosystem rooted in the reality of China. According to the annual financial report of 2018, the MAUs of Weibo in December 2018 is 462 million and the net revenue of the 4th quarter of 2018 is 481.9 million dollars.



A phenomenal Internet company for its rapid growing in recent years. Founded in 2012, ByteDance now gains an estimated value of 75 billion dollars. Its globalization strategy was launched in 2015. In 2018, one of its products Tiktok, a short video App, become the most popular App in Japan, Thailand etc., according to the data from App store and Google Play. From an analysis released in June, 2018, another products of ByteDance, Toutiao (an customized information recommendation products) now gains more than 7 hundred million subscribers.



MI. You may have heard it before. Established in 2010, MI is a company focusing on electronic products especially intelligent hardware. According to the report of IDC, MI ranks the fourth among cellphone manufactures worldwide (and the second in China next to Huawei) with a sales volume of 120 million. In addition, it is of great significance that MI burgeons on its successful marketing practice of building brand communities.



Baidu is usually known as the largest Chinese search engine with a market value of about 60 billion dollars. Whereas in recent years, Baidu shifts the focus onto artificial intelligence. It released a body of AI products among which the automatic driven car Apollo gains extensive attention.

6. **Safety:** USA Department of State [Smart Traveler Program](#)