



Legacy to Innovation

How China's Time-Honored Brands
Thrive in the Industry 4.0 Era

18-22 MAY 2026 | Beijing, China



中华老字号
China Time-honored Brand

FBI CONSULT SDN BHD (1190159-D)

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PROGRAM SNAPSHOT

-  Duration: 5 Days / 6 Nights
-  Location: Beijing, China
-  Focus: Family-Owned Enterprises
-  Theme: Industry 4.0 & Legacy Transformation
-  Visits: 8 Time-Honored Brands

WHY THIS PROGRAM

This is not a conventional study tour, but a curated Industry 4.0 immersion designed specifically for family-owned enterprises. The program offers rare access to legacy businesses undergoing real transformation, providing participants with practical insights into how traditional enterprises adapt, modernize, and remain competitive in a rapidly evolving industrial landscape.

LEARNING OUTCOME



Strategic Understanding of Industry 4.0

Understand how Industry 4.0 technologies shape the future of family-owned businesses.



From Concept to Implementation

Learn how to apply automation, digitalization, and data analytics to enhance productivity, decision-making, and competitiveness.



Learning from Proven Legacy Enterprises

Gain practical insights from companies that successfully integrate innovation while preserving core family business values.



Building a Regional Executive Network

Expand professional connections with industry leaders and fellow family business owners across Southeast Asia and China.

COMPANIES OVERVIEW (PART I)



北京同仁堂

Tongrentang

中国北京同仁堂（集团）有限公司

Discover how one of China's most iconic traditional Chinese medicine brands preserves centuries-old formulations while integrating modern manufacturing standards, digital quality control, and global compliance systems.



Sanyuan 北京三元食品股份有限公司

Learn how a state-backed dairy brand modernizes production, cold-chain logistics, and food safety systems while maintaining strong domestic brand trust.



Mengniu 内蒙古蒙牛乳业(集团)股份有限公司

Explore how one of China's leading dairy companies leverages automation, data-driven operations, and smart supply chains to scale innovation and enhance product quality.



Beibinyang 北京北冰洋食品有限公司

Understand how this classic beverage brand revitalizes its legacy through brand repositioning, product innovation, and modern distribution strategies in a competitive consumer market.

COMPANIES OVERVIEW (PART II)



Yili 北京义利食品有限公司

Examine how a long-established food brand balances tradition and modernization by upgrading production processes and adapting to evolving consumer preferences.



Liubiju 北京六必居食品有限公司

Discover how one of Beijing's oldest condiment brands sustains traditional craftsmanship while adopting standardized production and modern quality management systems.



Hongxing 北京红星股份有限公司

Learn how this iconic spirits brand modernizes brewing, packaging, and branding while preserving its cultural identity and loyal consumer base.



Xinghai Piano 北京星海钢琴集团有限公司

Explore how a heritage musical instrument manufacturer integrates craftsmanship with modern manufacturing technologies and quality systems to remain relevant in today's market.

PROGRAM FLOW

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| Day 0 | <p>17 May 2026</p> <p>Arrival in Beijing</p> | |
| Day 1 | <p>18 May 2026</p> <p>9am-12pm Training and program briefing</p> <p>12pm-2pm Lunch</p> <p>3pm-6pm Visit Tongrentang</p> <p>6pm Dinner</p>  | <p>Program briefing and an overview of China's time-honored brands and the Industry 4.0 landscape</p> <p>Tongrentang: TCM manufacturing modernization and digital quality systems.</p> |
| Day 2 | <p>19 May 2026</p> <p>9am-12pm Visit Sanyuan</p> <p>12pm-2pm Lunch</p> <p>3pm-6pm Visit Mengniu</p> <p>6pm Dinner</p>   | <p>Sanyuan: Modern dairy production and cold-chain food safety systems.</p> <p>Mengniu: Automation-driven operations and smart supply chain integration.</p> |
| Day 3 | <p>20 May 2026</p> <p>9am-12pm Visit Beibingyang</p> <p>12pm-2pm Lunch</p> <p>3pm-6pm Visit Yili</p> <p>6pm Dinner</p>   | <p>Beibingyang: Legacy brand revitalization through product and distribution innovation.</p> <p>Yili: Modernizing traditional food production for evolving consumer markets.</p> |
| Day 4 | <p>21 May 2026</p> <p>9am-12pm Visit Liubiju</p> <p>12pm-2pm Lunch</p> <p>3pm-6pm Visit Hongxing</p> <p>6pm Dinner</p>   | <p>Liubiju: Standardizing traditional craftsmanship with modern quality management.</p> <p>Hongxing: Modern brewing, packaging, and brand modernization.</p> |
| Day 5 | <p>22 May 2026</p> <p>9am-12pm Visit Xinghai Piano</p> <p>12pm-2pm Lunch</p> <p>3pm-7pm Training, Program Conclusion</p> <p>7pm Dinner</p>  | <p>Xinghai Piano: Craftsmanship combined with modern manufacturing and quality systems.</p> <p>cross-case discussion, key learning synthesis, and program conclusion, focusing on application to participants' own organizations.</p> |

Important Notice:

While every effort is made to follow the published schedule, the organizer reserves the right to adjust the itinerary at any time. We may change or replace specific company visits without prior notice should a manufacturing counterpart cancel or become unavailable.

PROGRAM HIGHLIGHT - 5 DAYS 6 NIGHTS



Exclusive for Family-Owned Enterprises

A dedicated program designed specifically to address the unique challenges and long-term needs of family-owned and legacy businesses.



Visits to Industry-Leading Family Enterprises

Gain first-hand insights from renowned family-owned and time-honored enterprises across diverse industries in China.



Guaranteed Experiential Learning

Each engagement features an immersive 30-minute site or factory tour, providing participants with firsthand exposure and a technical deep-dive. These visits further include interactive masterclasses led by industry experts on leveraging innovation and heritage, culminating in an exclusive Q&A with the firm's executive leadership.



Seamless Transportation

Dedicated transportation will be arranged for all corporate visits, providing a smooth and hassle-free experience throughout the program.



5-Star Accommodation

Comfortable accommodation at a 5-star hotel for the duration of the program.



All Meals Included

Daily breakfast, lunch, and dinner are provided, allowing participants to stay focused and fully engaged during the study visit.

PROGRAM CURATOR AND FACILITATOR



This program is curated and facilitated by **FBI Consult Sdn Bhd**, a Southeast Asia-based institution dedicated to family business research, executive education, and cross-border learning.

FBI Consult Sdn Bhd specializes in designing executive programs that address the unique challenges of family-owned and legacy enterprises, with a strong focus on long-term governance, succession, and transformation in the era of Industry 4.0.

With extensive experience across Southeast Asia and China, FBI Consult Sdn Bhd connects regional business leaders with real-world corporate insights through carefully structured study visits, strategic reflection, and experiential learning. Each program is designed to move beyond observation, enabling participants to translate insights into practical strategies applicable within their own organizations.