

Market Startup Experience - Guangzhou Entrepreneurship Tour

From idea to sale - a real-world
business challenge





About This Programme



This programme takes students out of the classroom and into a real market - where they **become entrepreneurs for a day**.

The experience focuses on:

- **Running a real market stall** - set up, price, sell, and interact with real customers
- **Understanding startup ecosystems** - funding, legal support, and incubation for young entrepreneurs
- **Exploring Guangzhou's entrepreneurial hotspots** - from trendy retail districts to heritage commercial zones

Students don't just study business. They build one - receiving real-time market feedback, adapting their products, and experiencing the entire journey from idea to transaction.





Programme Highlights



- **Real market stall challenge** - students act as business owners: product display, pricing, sales, and customer interaction
- **Flexible market locations** - example venue: X. Community (a young-focused commercial hub in Haizhu District); other venues available upon request
- **Guangzhou Tianhe Hong Kong and Macao Youth Entrepreneurship Service Center** - learn about funding, legal aid, and incubation for young entrepreneurs in the Greater Bay Area
- **Dongshankou** - Guangzhou's trendiest district where local brands and curated shops thrive
- **Yongqing Fang** - a model of commercial revitalisation blending heritage with modern business

Day 1 – Orientation & Site Visit



Time	Activity
Morning	Departure + opening ceremony at Guangzhou Tianhe Hong Kong and Macao Youth Entrepreneurship Service Center
Afternoon	Market site visit – stall location check, layout study, customer flow analysis
Late afternoon	Dongshankou district tour – understanding brand and retail strategy

Days 2–4 – Market Stall Challenge

Time	Activity
Morning	Market stall preparation
Afternoon	Market stall operation – students run their own businesses
Evening	Daily debrief – real-time reflection on sales, customer feedback, and strategies

Number of market days can be adjusted.



**Sample Itinerary
(5 days -
adjustable)**

Day 5 – Heritage & Departure

Time	Activity
Morning	Traditional Cantonese morning tea
Late morning	Yongqing Fang tour – commercial revitalisation and business models
Afternoon	Return trip

Schedule can be adjusted based on group needs.



**Sample Itinerary
(5 days -
adjustable)**



Session Highlights



🎪 X. Community (Market Stall Venue - Example)

A young-friendly commercial hub in Haizhu District, known for its successful themed markets.

- **Set up and run their own stall in a real commercial setting**
- **Test market response - pricing, display, and sales pitch**
- **Observe how retail connects with young consumers**





Session Highlights



💡 Guangzhou Tianhe Hong Kong and Macao Youth Entrepreneurship Service Center

A government-backed non-profit providing one-stop incubation for Hong Kong and Macao youth.

- Learn about funding, legal support, and incubation services
- Hear success stories of young entrepreneurs who turned ideas into businesses (16 companies valued over 100 million RMB)





Session Highlights



Dongshankou - Entrepreneurial District

Guangzhou's most representative fashion district, where century-old villas house local brands and concept stores.

- Explore how brands build customer engagement
- Observe the unique "old architecture + new retail" atmosphere
- Understand how a neighbourhood supports emerging businesses





Session Highlights

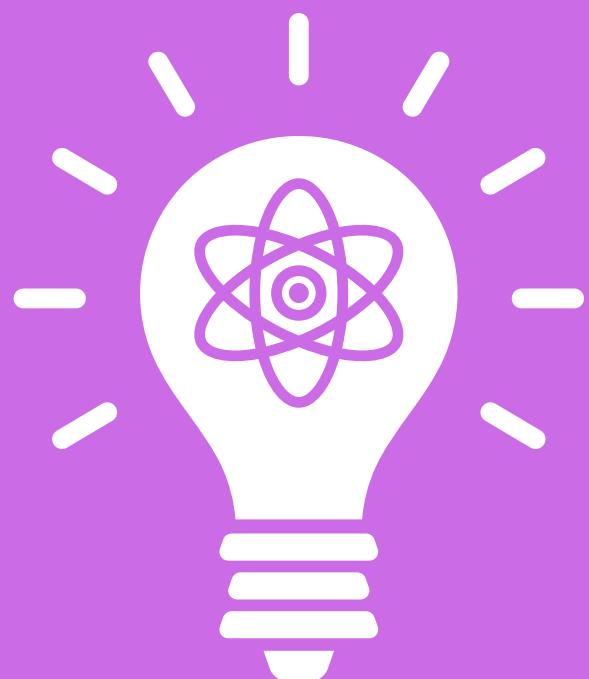


Yongqing Fang - Commercial Revitalisation

A landmark revitalisation project blending traditional architecture with modern shops and cultural businesses.

- Explore how heritage spaces can host successful commercial ventures
- Observe "repair as before, blending old with new" business models





Thank you!

**For school programmes, collaborations,
or future visits, please reach out.**

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