环博金诚
Glopen

GLOPEN

DISCOVER THE REAL CHINA
CONNECTING THE WORLD



Information & Reservations

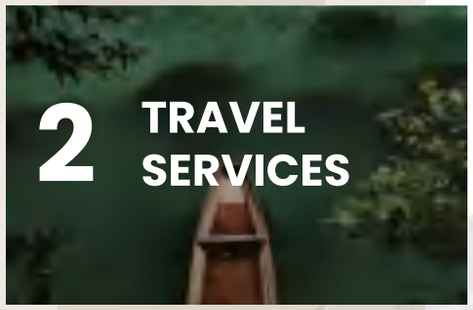
www.gl-open.com

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01

ABOUT US

OUR HISTORY
OUR JOURNEY
OUR MISSION
OUR ECOSYSTEM

OUR HISTORY

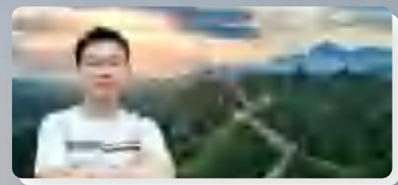
Glopen was founded in Shanghai with a branch in Shenzhen. As a business consulting firm with an official travel agency license, we specialize in providing premium travel experiences and consulting services to global clients.



OUR JOURNEY

PHASE 1
Telling China's Real Story

Launched the YouTube channel "Glopen" to share authentic views of China; built a global community with 8,000+ followers and 500,000+ views.





PHASE 2
Entering Business Consulting

Leveraged audience trust to deliver in-depth China market research; our weekly newsletter became a go-to resource for decision-makers.

PHASE 3
Hosting Industry-Focused Events

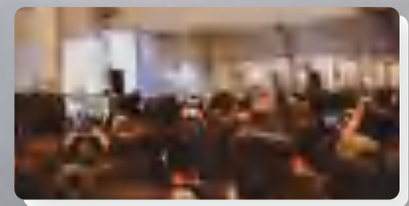
At Fortune 500 clients' request, organized business visits; connected leaders and universities; partnered with 100+ Chinese companies.

PHASE 4
Expanding into Premium Travel

Acquired official travel agency license to offer one-stop, customized premium travel grounded in our business expertise.

PHASE 5
Integrating Consulting + Travel

Combined business consulting and theme tours —serving hundreds of international visitors including executives, entrepreneurship organizations, travel agencies, MICE organizers, schools, and individuals.



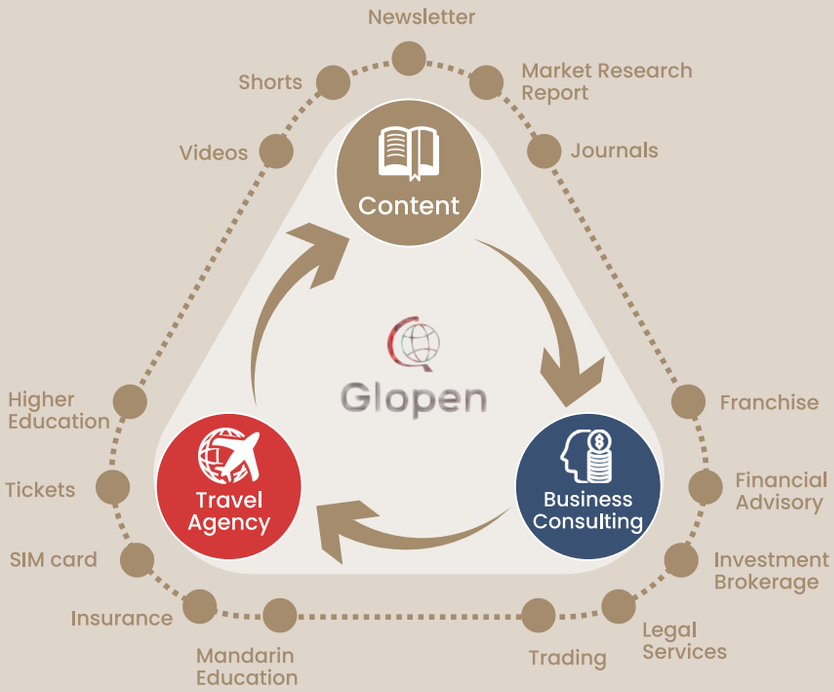
OUR MISSION

At Glopen, we Discover the Real China, connecting the world. Through our videos, shorts, newsletter and more, we present the real China with an open mind, exploring various facets of its culture, society, economy, and technology.



OUR ECOSYSTEM

Our inbound ecosystem synergizes three core pillars to drive sustained growth.



02

TRAVEL SERVICES

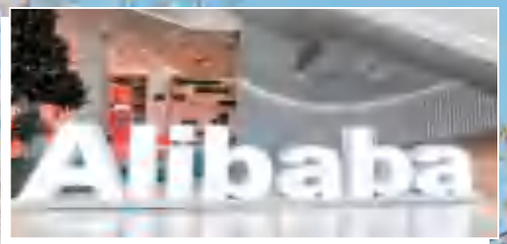


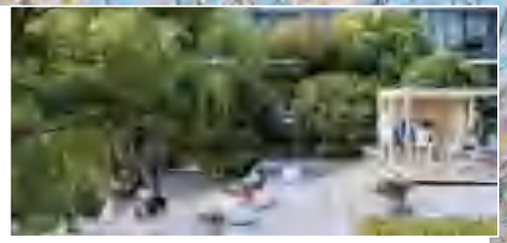
BUSINESS THEME TOURS
CULTURAL THEME TOURS
DAY TOURS
OUR CASES

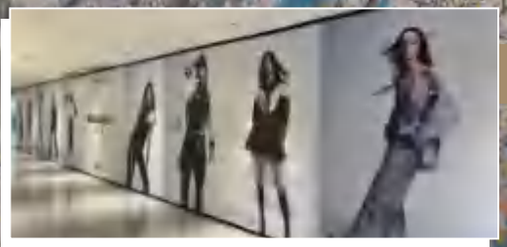


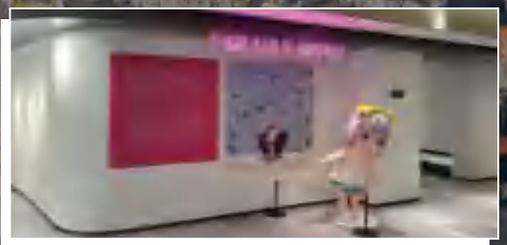
Business Theme Tours

Business









This Tour In a Nutshell

1. Visit Alibaba's Headquarters, Cultural center and Shopping mall.
2. Visit MCN organizations to understand different e-commerce platforms.
3. Explore renowned corporations.
4. Learn more about the ecosystem of JD.com, Red, and ByteDance.

HANGZHOU E-COMMERCE TOUR

5D5N

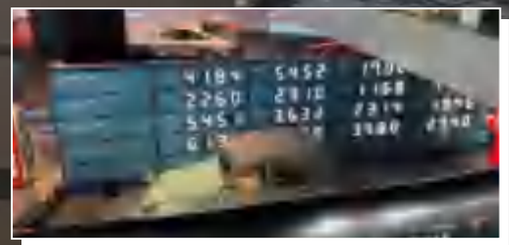
Basic package $2100/person
Premium package $4000/person

During our 5-day tour, you'll experience the dynamic e-commerce capital of China – Hangzhou. Through keynote speeches, company visits, and real-life case studies, you'll witness first-hand how e-commerce has transformed China and influenced the global market. Discover the innovative strategies and technologies that are driving this transformation and see how they can benefit your business.









Business

This Tour In a Nutshell

1. Keynote by Automotive experts.
2. Visit Geely's Museum and factory.
3. Experience autonomous vehicle services.
4. Explore Autonomous Driving Park and test ride.
5. Traditional 4S vs EV stores.

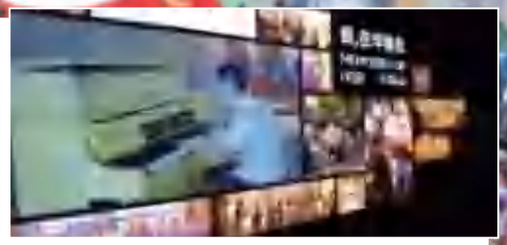
YANGTZE AUTO TOUR

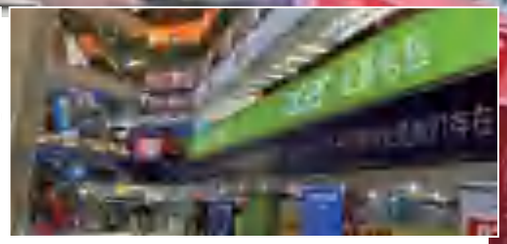
5D5N

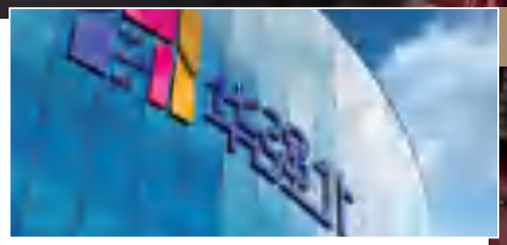
Basic package $2000/person
Premium package $4000/person

Embark on a unique journey into the heart of China's burgeoning auto industry with our 5-day Auto Trip Tour. Dive deep into the pioneering realms of EV and Autonomous technologies and experience firsthand the innovations that are revolutionizing the global automotive landscape.

Business









This Tour In a Nutshell

1. Visit Alibaba's Headquarters & MCNs.
2. Explore the International Trade City of Yiwu.
3. Tour Huaqiangbei and Innovation lab in Shenzhen.
4. Inspect the specific factories in Guangdong.
5. This tour can be combined with Canton Fair.

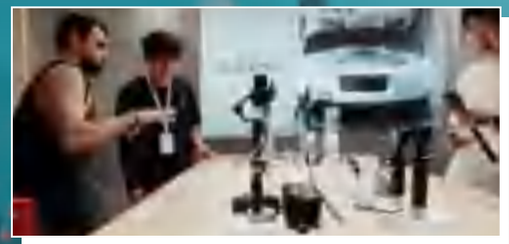
SOURCING TOUR

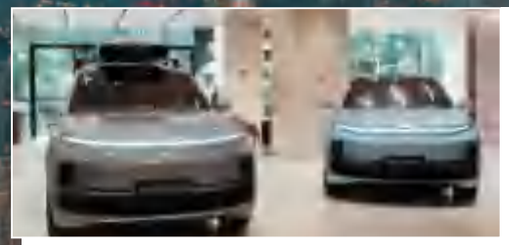
5D5N

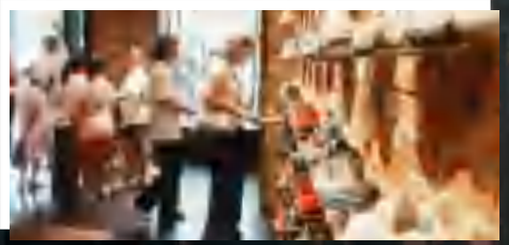
Basic package $2100/person
Premium package $3000/person

Discover the heart of global manufacturing with our exclusive 5-day Sourcing Tour! Gain invaluable insights into sourcing from China through visiting the two largest manufacturing hubs: Zhejiang and Guangdong provinces. Uncover the secrets to successful sourcing and connect with featured manufacturers in the world's factory. Let us guide you to finding your perfect supplier in China!









Business

This Tour In a Nutshell

1. Get to know innovative Chinese brands.
2. Experience livestreaming, smart retail, and social commerce.
3. Join expert talks and business networking sessions.
4. Explore culture and innovation in Shanghai & Hangzhou.

CHINA RETAIL TOUR

5D5N

Basic package $2000/person
Premium package $4000/person

Join our 5-day China Retail Tour in Shanghai and Hangzhou and explore the future of retail through exclusive visits to Alibaba HQ, MCN livestream studios, and leading smart retail spaces. Gain firsthand insights into China's digital commerce, social retail, and O2O innovation through company visits, expert talks, and hands-on experiences. Enjoy local cuisine and culture in the vibrant Yangtze River Delta.

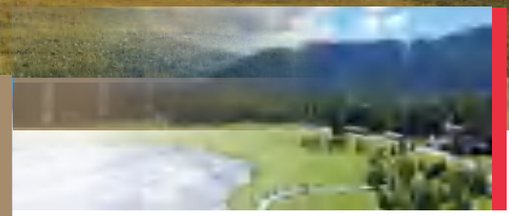


Cultural Theme Tours

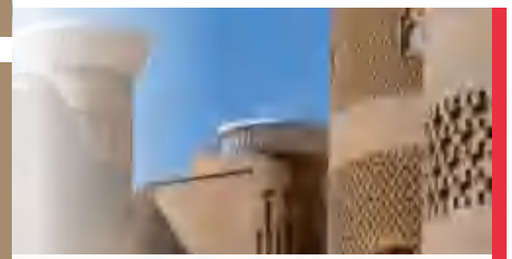
XINJIANG NORTH LOOP TOUR











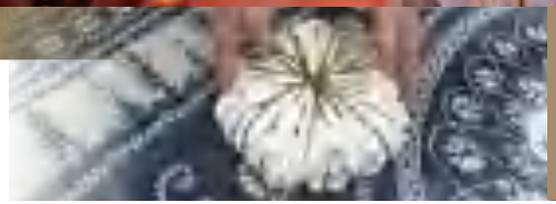
9D9N Starts from $2000/person

- Travel through **Xinjiang's vast grasslands, alpine lakes, and desert vistas.**
- Explore **historic Silk Road towns** rich in trade, culture, and architecture.
- Discover the **nomadic heritage** of the region through immersive cultural encounters.
- Witness breathtaking natural beauty across diverse terrains and ecosystems.
- Experience a unique blend of **frontier history, ethnic diversity, and unspoiled landscape.**

YANGTZE DELTA CULTURAL HERITAGE TOUR

Culture











5D5N Starts from $1600 / person

- Explore **a variety of cultural sites** across Yangtze Delta, including hidden gems unfamiliar even to locals.
- Discover unique aspects of **Chinese culture and history** through curated experiences.
- Participate in **hands-on activities** that immerse you in traditional and contemporary artistic forms.
- Gain deep insights into the **cultural heritage** that has shaped Chinese life over centuries.

CHINA HISTORY TOUR

Culture

- Journey through China's rich cultural heritage and iconic historical landmarks.
- Visit ancient temples, majestic palaces, and world-class museums.
- Explore five legendary cities: **Beijing, Xi'an, Luoyang, Nanjing, and Shanghai.**
- Walk along the Great Wall and marvel at imperial architecture.
- Discover breathtaking grottoes, hidden relics, and ancient treasures.
- Enjoy immersive culinary experiences that reflect centuries of regional tradition.

14D13N Starts from $2500 / person







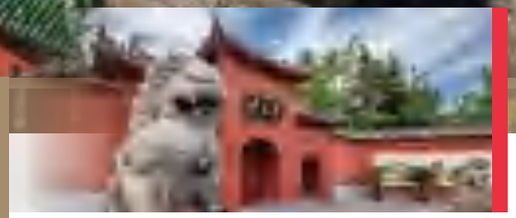


KUNGFU TOUR

Culture











- Delve into the essence of Chinese Kungfu culture and ancient philosophy.
- Visit ancient temples and iconic landmarks in the cradle of Chinese civilization.
- Learn Kungfu from experts at the **Shaolin Temple** and its martial arts museum.
- Explore **Songshan**, the birthplace of Chinese martial arts and home to stunning natural landscapes.

7D7N Starts from $1900/person

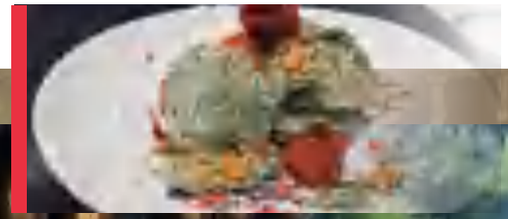
- Discover centuries-old architecture and breathtaking scenic views.
- Understand the spiritual roots of **Buddhism and Daoism**, guided by cultural interpreters.
- Reflect on the philosophical contrasts and commonalities of China's major religious traditions.

- Explore vibrant cities: **Shanghai, Suzhou, Huzhou, Hangzhou, and Ningbo.**
- Discover ecological harmony through visits to **wetland parks** and **eco-tech museums.**
- Enjoy scenic Jiangnan landscapes known for their charm and serenity.
- Participate in hands-on cultural experiences such as Tea picking & bamboo weaving.
- Learn about **sustainable living** and **green dining** through immersive activities.
- Blend natural beauty, heritage, and community life for an unforgettable travel story.

5D5N Starts from $1300/person









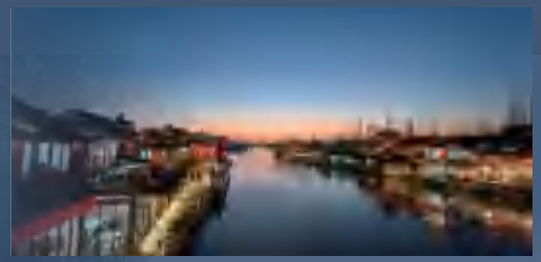


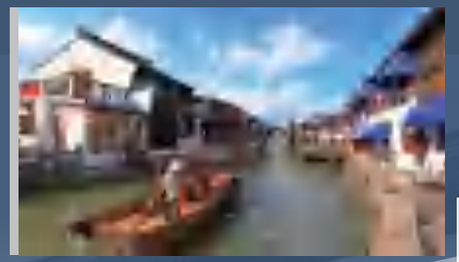
YANGTZE DELTA ECOLOGY TOUR

Culture

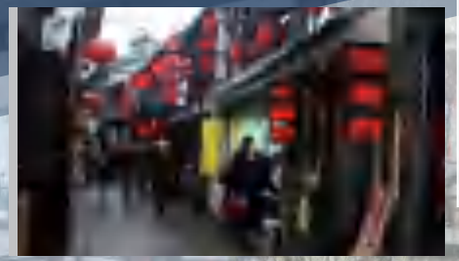


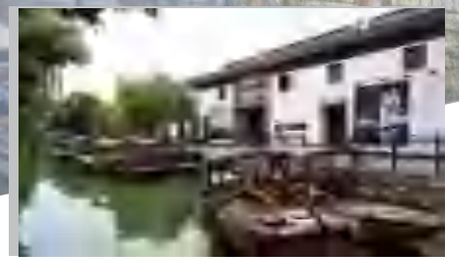
Day Tours











Overnight

YANGTZE DELTA'S ANCIENT WATER TOWN RETREAT



Day Tour Package from $130/person

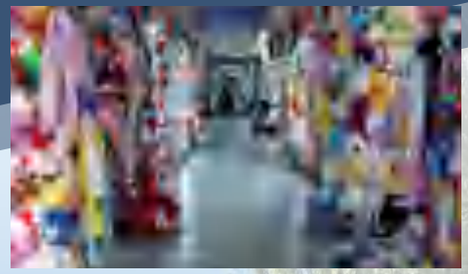
Overnight Tour Package from $350/person

Just beyond Shanghai lies a network of water towns—Tongli, Zhujiajiao, Zhouzhuang, Wuzhen—where winding canals, arched stone bridges, and pristine Ming–Qing architecture evoke a century-old way of life. Once secluded retreats for the wealthy, these hidden paradises invite you to escape the modern rush and rediscover inner peace.



Overnight







YIWU SOURCING TOUR

Starts from $300/person



Step into the world's factory with our over night Yiwu Insider's Tour—where wholesale ideas turn into real deals. Explore the Yiwu International Trade Market and Alibaba's offline B2B hub, gaining direct access to suppliers and sourcing insights. Leave not just with samples, but with real connections and the confidence to navigate global trade.

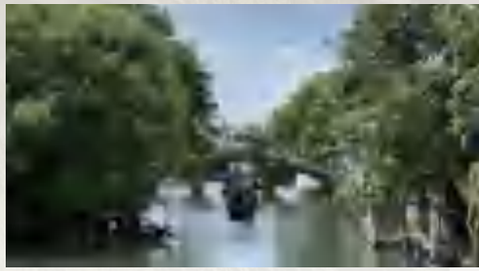
TRACING FOLK CUSTOMS ALONG THE GRAND CANAL

Starts from $350/person



In the past, boats were the main means of transportation in Jiangnan water town. People in Jiaxing celebrate the dragon-boat festival not only by racing on the river but also by eating Zongzi, a traditional Chinese snack and also a representative specialty of Jiaxing. Moreover, the CPC was born on the boat in Nanhu Lake of Jiaxing. Join us with this tour to experience the daily life of local people influenced by the folk customs along the Grand Canal.







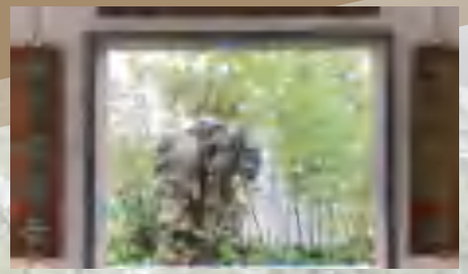


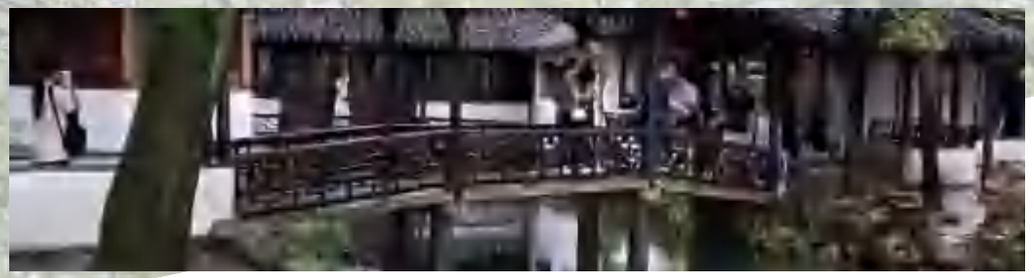
Overnight

Day Tour









CAPITAL CITY OF CLASSICAL CHINESE GARDENS

Starts from $150 / person



Only 1 hour drive from Shanghai, Suzhou is a typical Jiangnan city that you may luxuriate in. The well-preserved waterways and exquisite architectural styles keep the ancient structure of Suzhou, making it a wonderland that was once praised as "The Oriental Venice" by Marco Polo. The classical gardens in Suzhou are the works of art that you can walk in. Furthermore, a great poet, Su Shi, from the Song dynasty once said, "It is a lifelong pity if you come to Suzhou without visiting Tiger Hill". So join us with this Suzhou Trip, you'll be rewarded with the most unforgettable memory.

SHENZHEN TECH TOUR

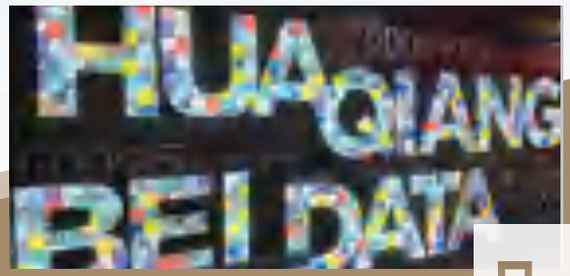
Starts from $129 / person



From fishing village to innovation hub, Shenzhen's rise is a story in fast-forward. In Huaqiangbei, electronic dreams fill every stall—its museum a tribute to the city's transformation into a tech powerhouse.
Across the bay, the DJI Flagship Store blends creativity and play, inviting visions of the future of flight. Lianhua Mountain offers a slower pace, where nature meets skyline and sunsets write Shenzhen's story in glass, steel, and ambition.









Day Tour

OUR CASES

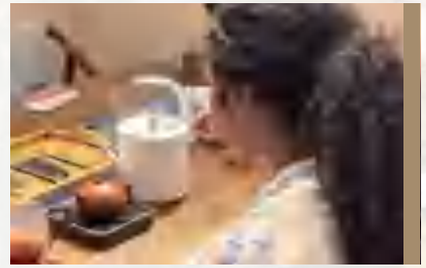
CULTURAL TOUR





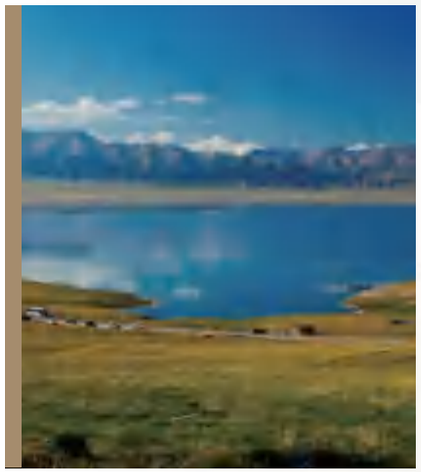
> *The experience was amazing. They gave you the history of tea drinking, and they explain the different ways to drink the tea and how they are manufactured better than expected.*

—— **TEA CEREMONY**







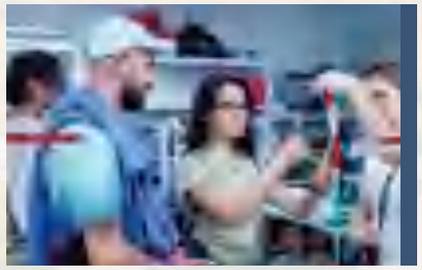


> *The trip itself was amazing, allowing me to fully enjoy and admire the stunning landscapes of Xinjiang. we had the unique opportunity to witness a seasonal transformation experiencing both autumn's vibrant colors and a snowfall within 24 hoursIt was a phenomenon that words can hardly capture. We traveled through mountains, waterfalls, lakes, and deserts, experiencing everything from cold to hot weather.*

—— **XINJIANG TOUR**

BUSINESS TOUR

> *In 2024, Glopen started the collaboration with HUAWEI's program brought over 30 German University students to experience China's e-commerce ecosystem.*
>
> —— **DIGITAL SEEDS**

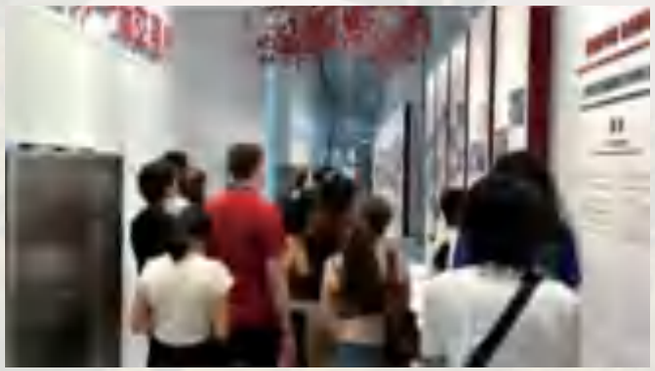


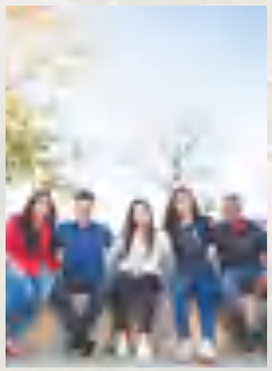






> *On July 9, 2024, Dartmouth College students, participating in the summer program, visited Shanghai Stock Exchange - China's Financial Hub.*
>
> —— **DARTMOUTH**





INCENTIVES & MEETINGS

AIA High-Worth Dunhuang Journey







AIA High-Worth Dunhuang Journey







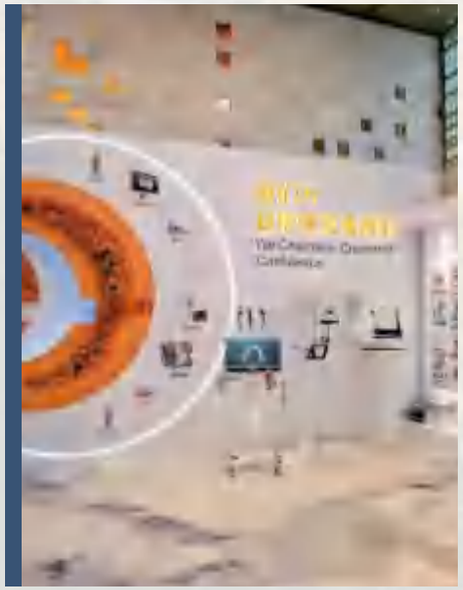
2025 Global Developer Conference











2023 OrmcoFORUM

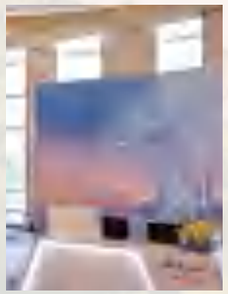






Appreciation Dinner









03

BUSINESS CONSULTING SERVICES

OUR SERVICES
OUR PARTNERS



WHAT WE DO ?

WHERE WE EXCEL

We provide an array of services tailored to meet your business needs.



A little about story line

For business tour visitors, if there is a subsequent need to enter the Chinese market, we can also provide market entry business consulting services.

Focus on market entry service

Market Research

- Market Review and Analysis
- Competitor Analysis
- Consumer Behaviour & Analysis

Market Entry Strategy

- Brand & Product Analysis
- Positioning in China Market (naming, slogan, etc.)
- Pricing Strategy
- Marketing Campaign

Execution

- Business Visits and Tradeshow
- Due Diligence
- Partner Filtering (Professional Service, Suppliers, MCN, E-commerce Operation, etc.)



Market Analysis

A thorough overview of the Chinese market to make you confident about entering it. This includes industry dynamics, competitors, regulatory frameworks, and potential opportunities and challenges, etc.



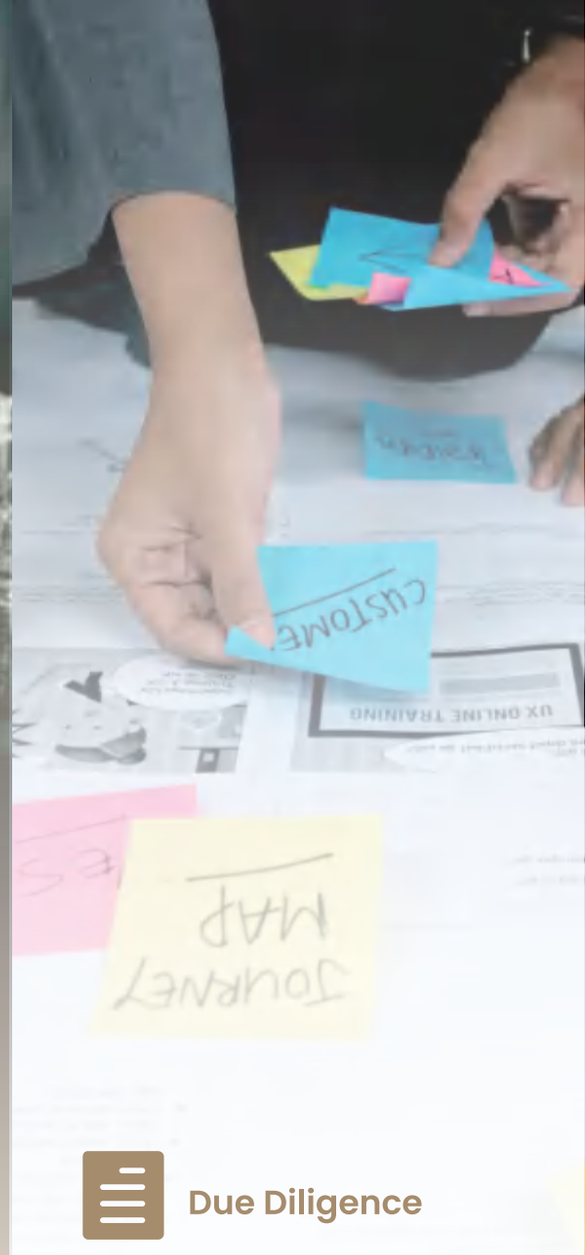
Tradeshow

We represent your company at trade fairs, expos, exhibitions, and similar events to expand your network, generate leads, secure sales, and stay informed about industry trends and developments.



Business Strategy

We effectively deliver a business strategy based on market research and due diligence to assist you in successfully entering the Chinese market.



Due Diligence

A comprehensive investigation for entering into your business arrangement or making a significant financial decision, examining relevant factors.