



Where Education Meets the Real World

Study Tours Reimagined:
Experiential Learning Beyond the Lecture Hall

Trusted by Top Business Schools Globally

THE KNOWLEDGE HUB



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About Us

The Knowledge Hub creates transformative learning experiences through customized study tours for universities worldwide. Rooted in Integral, Esquel's Sustainable Development Garden, we connect students to real-world challenges across diverse fields, offering a unique opportunity to experience our proprietary case studies *in action*.

This immersive approach equips future leaders with practical skills and a global perspective, fostering innovation and impact beyond the traditional classroom.

Partnering with Leading Institutions



Logos shown for illustrative purposes only; display is unranked.



Our Vision

At The Knowledge Hub, we accelerate change toward an inclusive, equitable, regenerative world. We believe in:

- **Redefining Success**

Beyond profit, businesses must deliver enduring value for stakeholders, communities, and ecosystems.

- **Building Resilient Systems**

Organizations must adapt, innovate, and thrive in the face of disruptions and global uncertainties.

- **Inspiring Ethical Leadership**

Leaders must champion integrity, inclusivity, and sustainability across all levels of their organizations.

We believe in the power of education to drive meaningful change. Our mission is to empower educational institutions to cultivate leaders who can create positive impact across industries and disciplines.

About Esquel Group



Esquel is a leading global knowledge-based innovation company, with over 45 years of experience in operating a vertically-integrated supply chain to drive the digital transformation of traditional manufacturing industries. With responsible corporate operations at its core, the Group actively embraces technological innovation. Through innovative R&D and brand management, Esquel is committed to guiding both the company and the industry towards the higher value ends of the “smiling curve”.

As a testament to its pioneering strategies and industry influence, Esquel's journey is often explored in case studies at top-tier business schools. These cases are widely used in DBA, EMBA, MBA, and BBA programs, offering students a practical understanding of complex business dynamics.



The Esquel Cases

Esquel Group: Turning Crises into Transformation

By: William C. Kirby, Adina Wong,
Noah B. Truwit, John P. McHugh

Discipline: Strategy



HARVARD
BUSINESS SCHOOL

Source: Harvard Business School

Pub Date: Oct 25, 2021

Subjects:

Business and Government Relations

Corporate Social Responsibility

Corporate Strategy Growth Strategy

Esquel Group: Fostering a Culture of Excellence

By: Suri Gurumurthi, Ronald Lau

Discipline: General Management



Thompson Center for
Business Case Studies
康信商業案例研究中心

Source: The Hong Kong University of
Science and Technology

Pub Date: Feb 21, 2019

Subjects: Business Ethics

Corporate Social Responsibility

Corporate Strategy Crisis Management

Environmental Sustainability

Esquel Group: Building a Sustainable Partnership with Cotton Farmers in Xinjiang

By: James K. Sebenius, Cheng
(Jason) Qian

Discipline: Negotiation



HARVARD
BUSINESS SCHOOL

Source: Harvard Business School

Pub Date: Nov 12, 2010

Subjects: Compliance Management

Corporate Social Responsibility

Finance and Investing

Negotiation Strategies

Trustworthiness Value Creation

The Esquel Cases

Esquel Group: Integrating Business Strategy and Corporate Social Responsibility

By: F. Warren McFarlan, William C. Kirby, Tracy Yuen Manty

Discipline: General Management



HARVARD
BUSINESS SCHOOL

Source: Harvard Business School

Pub Date: Feb 7, 2007

Subjects:

Business and Government Relations

Corporate Social Responsibility

Corporate Strategy

Esquel Group: A Vertically Integrated Apparel Manufacturer

By: Barchi Peleg-Gillai

Discipline: General Management



Source: Stanford Graduate School of Business

Pub Date: Jan 20, 2006

Subjects: International Business

Business and Government Relations

Operations Strategy

Organizational Development

Esquel Garment Vietnam Factory in 2014: Turbulence and Restoration

By: Dai Jin, Yang Xiyi, Liang Junjian

Discipline: General Management



Source: ShanghaiTech University

Pub Date: Mar 27, 2022

Keywords: Crisis Management Leadership

Cross-cultural Decision-making

Video Multinational Corporations



Leadership



Marjorie YANG

Chairman
Esquel Group

Marjorie is a member of the High Level Steering Committee of UN Global Compact Action Platform on “Sustainable Infrastructure for the Belt and Road Initiative to accelerate the SDGs” and the Advisory Council of China Council for International Cooperation on Environment and Development (CCICED).

She is a member of the Chief Executive’s Council of Advisers on Economic Advancement and Sustainability, Hong Kong, China’s representative to APEC Business Advisory Council (ABAC). Furthermore, she is an Executive Board member of the International Chamber of Commerce (ICC) and a member of Seoul International Policy Advisory Group (SIPAG).

Marjorie is an Independent Non-executive Director for Budweiser Brewing Company APAC Limited and Meituan.



Teresa YANG

Vice Chairman
Esquel Group

Teresa serves as Chairman of the Hong Kong Research Institute of Textiles and Apparel (HKRITA). She is one of the founders of the Y.L. Yang Foundation, a non-profit foundation dedicated to improving educational opportunities for children. She was also a member of Committee on Professional Development of Teachers and Principals (COTAP) under the Education Bureau in Hong Kong from 2013 to 2019.

Teresa has been a member of the Young Presidents’ Organization (YPO) Hong Kong Chapter since 2006 and was selected as the North Asia regional honoree for the 2020 YPO Global Impact Award.

About Integral

Located in Guilin - one of the first three pilot mainland cities selected for the China National Innovation Demonstration Zones for Sustainable Development, Integral demonstrates a pioneering development model in the textile and apparel industry. Integrating cultural heritage, quality employment, innovative thinking, and environmental sustainability, it showcases how manufacturing and nature can coexist in perfect harmony.

Integral incorporates green technologies, zero wastewater discharge, and innovative dyeing technologies. Additionally, it is home to China's first specialized botanical garden for natural dye plants, setting a new paradigm for the "future factory".



www.integral.garden

Accolades



*Fortune China
ESG Impact List*



UNGC
*China Private Sector
20 Sustainable Development
Projects*



*Ram Charan
Management Practice Award
Corporate ESG Practice Award*



LEED O+M
*Existing Buildings
Gold Certification*



WGBC Asia Pacific
*Leadership in
Green Building Awards*



MIT
National Green Factory



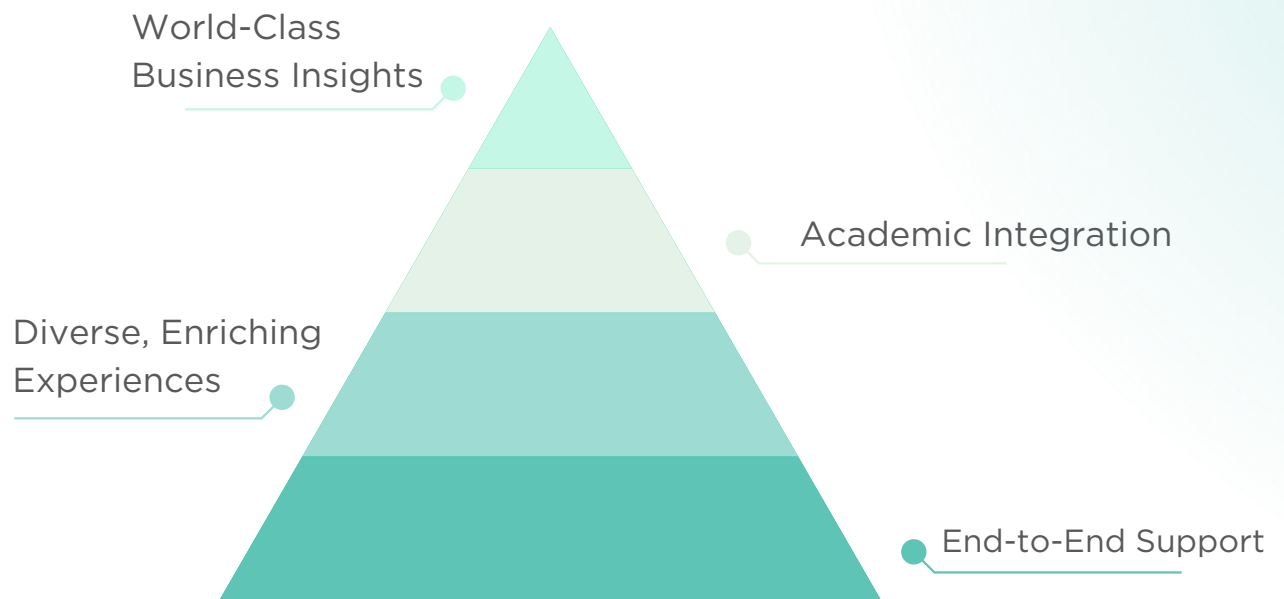
Architizer A + Awards
Popular Choice Winner



MIPIM Asia Awards
*Best Futura Mega Project
Gold Winner*



Elevating Study Tours: Our Distinctive Value





- **World-Class Business Insights**

Our programs offer exclusive, behind-the-scenes access to Esquel Group—a benchmark for China’s economic transformation and resilience. Through on-site visits and direct conversations with senior leadership, participants gain first-hand understanding of how top enterprises adapt, innovate, and lead in complex global markets.

These immersive experiences deepen awareness of sustainable business practices and the real-world logic behind long-term success.

- **Academic Integration**

We go beyond generic tours. Drawing on Esquel’s rich industry expertise and network, we curate each program to align with your institution’s academic goals.

Whether it’s sustainable development in Guilin, agri-tech innovation in Xinjiang, industrial advancement in Hong Kong and the Greater Bay Area, or rural revitalization in Ningxia, we ensure every itinerary, speaker, and activity supports both learning objectives and practical application.



- **Diverse, Enriching Experiences**

Our study tours are designed to maximize engagement and growth. In addition to corporate visits, we offer hands-on workshops in cultural heritage, wellness and mindfulness sessions, and outdoor team-building activities—all tailored to your students' backgrounds and interests.

These multifaceted experiences build teamwork, inspire creativity, and make learning truly memorable.

- **End-to-End Professional Support**

Let us handle the logistics so you can focus on what matters: teaching and learning. We provide a seamless, one-stop service—from program design and scheduling to expert instructor selection, on-site coordination, and post-program review.

Our dedicated team ensures every detail runs smoothly, reducing administrative burden and providing peace of mind for both faculty and students. With modern facilities and full support throughout, your institution can deliver impactful, academically rigorous study tours with ease.

Our Program Portfolio



Five-Year Study: Empowering Students for Sustainable Innovation (Guilin)



***Sustainability Transformation Through Green Supply Chain Management
(Foshan, Guilin, Urumqi, Changji, Shihezi)***



China Deep Dive (Yinchuan, Zhongwei, Guilin)



***Sustainable Fashion (Hong Kong, Foshan, Guilin)
Corporate Sustainability and Resilient leadership (Guilin)***



Corporate Sustainability (Guilin)





Hui Yang
EMBA Student

"This study tour completely changed my perspective on the manufacturing industry. I realized that true sustainability isn't just about certificates or reports—it's about shared values that everyone is committed to upholding. This kind of hands-on learning experience is a must for anyone seeking deeper meaning in business."



Mohammad Ozair
Schwarzman Scholar

"Participating in this program gave me valuable insights into China's rural development and inspired me to bring these lessons back to my hometown."

Contact Us Now to Transform Your Learning Programs



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