

Seminar on South-South Cooperation in Cross-border E-Commerce for Poverty Eradication and Global Sustainable Development(II)

Project Description

Name	Seminar on South-South Cooperation in Cross-border E-Commerce for Poverty Eradication and Global Sustainable Development (II)		
Organizer	Shandong Foreign Trade Vocational College		
Time	October 16 to October 27, 2023	Language for Learning	English
Invited Countries	Policy makers, e-commerce practitioners and researchers from developing countries		
Requirements for the Participants	Age	Under 45 for officials at or under director's level;under 50 for officials at director general's level.	
	Health	In good health with health certificate issued by the local public hospitals; without diseases with which entry to China is disallowed by China' s laws and regulations; without severe chronic diseases such as serious high blood pressure, cardiovascular/cerebrovascular diseases and diabetes; without metal diseases or epidemic diseases that are likely to cause serious threat to public health; not in the process of recovering after a major operation or in the process of acute diseases; not seriously disabled or pregnant.	
	Language	Capable of listening, speaking, reading and writing in English during the training	
	others	Family members or friends shall not follow	
Host City	Qingdao, Shandong	Local Temperature	25°C-30°C
Cities to visit	Shanghai; Weifang, Shandong	Local Temperature	Shanghai: 25°C - 30°C Weifang: 25°C - 30°C
Notes	1. Please prepare a valid passport and visa in advance. 2. The seminar will organize participants to make learning reports and exchange ideas on the Cross-border E-Commerce, participants should prepare for it in advance. 3. If you are unable to start on time due to special circumstances, or if there is a flight delay during the transfer, please contact the business		

	<p>office or project contact person(s) in time to inform them of your latest flight information in order to ask them to arrange pick-up.4. In principle, individuals are not allowed to change the ticket to China, if necessary, please contact the business office to change the ticket according to relevant procedures. If you change the ticket without relevant department or person's consent, you will pay for all fees and costs caused by it.5. Please confirm whether you need to re-check the baggage when you transfer. After the flight has landed and you have retrieved your baggage, please wait patiently at the International Arrival Exit (or Domestic Arrival Exit). The staff will pick you up with the pick-up card where the name of the organizer has been written. If you wait for more than 15 minutes, you can call the project contact person(s).6. If the checked baggage is lost and needs to be registered with the airline, please call the project contact person(s) first to confirm the baggage delivery address and then fill in the registration form. 7. Please pay attention to the weather conditions in the host city, and bring appropriate clothing with you; prepare portable and comfortable shoes to facilitate visits; the important activities of this seminar require participants to wear suit or national costumes, please take them with you. 8. Please bring a small amount of commonly used drugs. 9. Some hotels do not provide computers, if you need a computer or laptop, please bring your own.</p>
About the Organizer	<p>Shandong Foreign Trade Vocational College, with the longest history of foreign trade vocational education in Shandong Province, has been awarded many titles like a national high-quality college, a provincial high-quality college, a special and leading college in Shandong Province and a Qingdao brand college. In the past 50 years, more than 70,000 graduates have been cultivated, and more than 3,000 enterprises have been founded by alumni, making outstanding contributions to regional economic and social development. The College has 11,000 full-time students and more than 600 teachers. The College now offers 24 majors on cross-border e-commerce, international trade, logistics management and etc.. The College holds the chairmanship of the Advisory Committee of Foreign Language Teaching in Vocational Education of Ministry of Education, and the vice chairmanship of the Instructing Committee of National Vocational Education of Foreign Economic Relations and Trade. Two large-scale training bases have been built in Tai'an and on the west coast of Qingdao, with five research centers, including the Free Trade Zone Research Center and the Cross-border E-commerce Research and Development Center. The College has the Shandong Cross border E-commerce Research Institute. The College is affiliated to the Department of Commerce of Shandong Province, and has close ties with the Bureaus of Commerce of various cities in the province. Therefore, the College can utilize various resources in the province to cooperate with thousands of enterprises, including cross-border e-commerce enterprises such as Amazon, eBay, and DHgate.</p> <p>Since 2012, the College has completed 315 foreign aid training programs of Ministry of Commerce and trained 10,430 trainees from more than 130 countries and regions. Through training, our College has signed cooperation agreements with relevant institutions in more than 50 countries, including Uganda, Uzbekistan and Dominica, and established 12 overseas training centers in Sudan, Liberia and Eritrea. In March 2022, the "Seminar on South-South</p>

	Cooperation in Cross-border E-Commerce for Poverty Eradication and Global Sustainable Development" organized by our college trained more than 1,100 trainees from 94 countries.
Seminar Content	<p>1. Introduction to the main training courses</p> <p>(1) China's National Conditions: Introduction to the current political, economic, social and cultural development of China;</p> <p>(2) Global Digital Trade Development Status, Challenges and Trend Outlook: Introduction to the conceptual framework, trends, challenges and opportunities of digital trade; sharing good practices and progress made by China and other developing countries in promoting cross-border e-commerce to help poverty alleviation;</p> <p>(3) Overview of China's Cross-Border E-Commerce Policy and Customs Supervision Model: Introduction to China's cross-border e-commerce policies, customs supervision policies and models;</p> <p>(4) Overview of Cross-Border E-Commerce Logistics and Overseas Warehouses: Introduction to the development layout and policy support of China's overseas warehouses, how to initially plan and build overseas warehouses, and typical cases of overseas warehouse models;</p> <p>(5) Introduction to AliExpress Platform: Introduction to the business model of AliExpress platform, market distribution and typical cases;</p> <p>(6) Hands-On Teaching for AliExpress Platform: Learn products launch, order management, marketing tools, customer service, etc. of the AliExpress platform on the computer</p> <p>(7) Building and Promotion of Cross-border E-Commerce Website: Introduction of cross-border e-commerce website and its operation management process, including market research, site and brand positioning, product selection and new product development, promotion and driving traffic, live marketing, etc.;</p> <p>(8) Hands-on Teaching of E-Commerce Website: Learn e-commerce website building process, third-party tools selection and search engine optimization, etc. on the computer;</p> <p>(9) Short-Form Video Marketing and Cross-Border Live Marketing: Introduction of current situation and trends of cross-border live streaming, outstanding e-commerce entrepreneurs and social media influencers, sharing practical marketing skills on how to use live streaming platforms, tools and technologies to promote sales;</p> <p>(10) Application of Artificial Intelligence in Cross-Border E-Commerce Operations: Introduction of artificial intelligence to help improve the efficiency of cross-border e-commerce transactions, optimize cross-border e-commerce business processes and enhance the overall competitiveness of enterprises;</p> <p>2. Introduction to the profiles of the keynote speakers</p>

	<p>(1) Chen Mingming, former Chinese Ambassador Extraordinary and Plenipotentiary to Sweden, mainly lecturing on China's national conditions;</p> <p>(2) Liu Min, Professor and Vice President of Shandong Foreign Trade Vocational College, mainly lecturing on the current situation, challenges and trend outlook of global digital trade development;</p> <p>(3) Zhang Penggang, Associate Professor and Director of Department of Cross-border E-commerce, Shandong Foreign Trade Vocational College, specializes in cross-border e-commerce policy and cross-border e-commerce platform operation.</p> <p>(4) Liu Xiquan, Professor of Shandong Foreign Trade Vocational College, mainly lecturing on logistics and overseas warehouse of cross-border e-commerce;</p> <p>(5) Xia Lei, General Manager of Qingdao Kamasi Technology Co., Ltd., official lecturer of AliExpress, specializes in the operation of AliExpress and Pinduoduo, etc.</p> <p>(6) Cao Guangyao, CEO of Beijing Dianshi Chuhai Technology Co., Ltd., certified instructor of Alibaba Cloud, specializes in cross-border e-commerce website building, overseas promotion and marketing;</p> <p>(7) Wang Yan, English streamer training instructor of TikTok, specializes in TikTok livestreaming marketing, script optimization, etc;</p> <p>(8) Lyu Jianjun, Director of Shenzhen Starmerx E-commerce Co., Ltd. Shandong Branch, 12 years of experience in cross-border e-commerce, specializes in the application and practice of artificial intelligence in cross-border e-commerce industry;</p> <p>(9) Zhang Xibao, professor and doctoral supervisor of Qingdao University, specializes in cross-border e-commerce and digital trade.</p> <p>(10) Liu Guangli, founder of Uniwigs, a cross-border e-commerce platform, focuses on the building and promotion of cross-border e-commerce websites.</p> <p>3. Introduction to seminars</p> <p>(1) Visit to Weifang Comprehensive Pilot Zone for Cross-border E-Commerce for discussion and exchange;</p> <p>(2) Visit to Shandong Foreign Trade Vocational College to participate in business matching and exchange activities;</p> <p>(3) Visit to Qingdao Kutesmart Intelligence Co., Ltd. for discussion and exchange;</p> <p>(4) Country report;</p> <p>(5) Project summary seminar.</p> <p>4. Introduction to study tours</p>
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