

Seminar on Artificial Intelligence and Cross-Border E-commerce for Pakistan

Program name	Seminar on Artificial Intelligence and Cross-Border E-commerce for Pakistan			
Organized by	Shandong Foreign Trade Vocational College			
Time	2026-08-31 -- 2026-09-20	Language used	English	
Countries invited	Personnel from the government, educational institutions and enterprises of Pakistan engaging in cross-border e-commerce, artificial intelligence and relevant sectors			
Planned number of participants	20			
Requirements for the Participants	Age	Officials at director-general's level shall be aged 50 and under, and officials at or under director's level shall be aged 45 and under.		
	Health condition	Participants must be in good health and can provide a health certificate or a physical examination form issued by the local public hospitals. They should not have any disease prohibited from entry into China by Chinese laws and regulations, nor should they have severe chronic diseases such as serious high blood pressure, cardiovascular and cerebrovascular diseases and diabetes, mental illness or infectious diseases that may cause serious harm to public health. In addition, they should not be in the recovery period after a major surgery and the onset period of an acute disease, nor should they be severely disabled or pregnant.		
	Language competence	Proficient in listening, speaking, reading and writing skills in English to engage in lectures and discussions effectively.		
	others	Participants shall not be accompanied by their spouses, relatives or friends during their participation.		
Venue	Qingdao City, Shandong Province	Weather conditions	26°C~33°C	
Cities to be visited	Jinan City, Shandong Province Shenzhen City, Guangdong Province	Weather conditions	Jinan City, Shandong Province:28°C~35°C Shenzhen City, Guangdong Province:27°C~33°C	Shandong Guangdong
Remarks	<ol style="list-style-type: none"> 1. Please prepare the discussion materials related to the theme of the program in advance; 2. Please wear formal attire, national costume, or professional uniform for official events; 3. Please bring a limited supply of commonly used over-the-counter (OTC) medications for personal use; 4. No computers will be provided during the program, so please ensure you have a personal laptop if needed for work; 5. It is generally prohibited to alter international flight tickets personally. If necessary, please consult the Economic and Commercial Office of the Chinese embassy in your country to process the ticket revalidation or change in accordance with established procedures; 6. In the event of an unavoidable delay or a missed connection, please promptly notify the Economic and Commercial Office or the organizer's contact person of your updated itinerary to ensure a coordinated airport pickup; 7. Please confirm if you need to pick up and re-check your luggage at the transit point; 8. After collecting your luggage upon landing, please wait at the International or Domestic Arrivals exit. Our staff will be holding a pickup sign with the organizer's name and your name on it. If you do not see our staff within 15 minutes, please contact the coordinator immediately; 9. It is recommended to download and register WECHAT and ALIPAY in advance. 			

Contact information of the organizer	Contact person for the program	Mr.Li Chuanshuai, Mr.Wang Yingxi
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About the Organizer	<p>Shandong Foreign Trade Vocational College is affiliated with the Shandong Provincial Department of Commerce. As the oldest institution in Shandong Province dedicated to foreign trade and economic vocational education, it has been recognized as a National Quality Institution, Shandong Provincial Quality Institution, Shandong Characteristic Elite Institution, and Qingdao Brand School. For over six decades, the college has cultivated over 80,000 talents and its prominent alumni have founded over 3,000 enterprises across diverse sectors. These ventures have significantly propelled regional economic growth and social advancement, underscoring our institution's far-reaching impact. At present, the college has 11,000 full-time students and more than 600 faculty and staff members and offers 24 majors such as International Trade, E-Commerce and Logistics Management.</p> <p>As the sole comprehensive institution entrusted with China Aid training programs in Shandong Province, the college is committed to supporting China's overall diplomatic strategy. It consistently delivers high-standard training initiatives that contribute to international development cooperation and people-to-people exchanges. To date, the college has successfully completed over 450 China Aid training programs for the Ministry of Commerce, covering 18 professional fields including commerce, energy, culture, diplomacy, and education.</p> <p>In recent years, the college has successfully organized a series of seminars on cross-border e-commerce for multiple countries, including Lebanon, Iran, Pakistan and Portuguese-speaking countries. Through successful implementation of these programs, the college has accumulated extensive training experience in cross-border e-commerce policies and artificial intelligence applications. Meanwhile, the college has established in-depth teaching and practice cooperation mechanisms with universities such as University of International Business and Economics, Shandong University and Ocean University of China, and research institutions and industry associations such as the Center for Informatization Study of the Chinese Academy of Social Sciences, China International Electronic Commerce Center, Shandong E-commerce Promotion Association and Shandong Cross-border E-commerce Association, as well as cross-border e-commerce platform enterprises such as Amazon, Alibaba, iFLYTEK and INSPUR. The college carries out a large number of regular training programs every year and has top-grade faculty and think tank support as well as high-standard resources for on-site teaching and visits.</p>	
Training content	<p>This program is primarily designed for personnel from the government, educational institutions and enterprises of Pakistan engaging in cross-border e-commerce and artificial intelligence sectors. The training is expected to include the following topics: 1. Introduction to China's national conditions; 2. Overview of the artificial intelligence and cross-border e-commerce industries; 3. How artificial intelligence empowers brand marketing in international markets; 4. How to go global with artificial intelligence to comprehensively improve personnel efficiency; 5. Application of artificial intelligence in customer service and user experience in cross-border e-commerce; 6. AI-powered visual creation for cross-border e-commerce marketing; 7. Application of artificial intelligence in Amazon platform operations; 8. Intelligent logistics and collaborative optimization of the supply chain.</p>	

This seminar will combine lectures with on-site teaching, case studies, visits and discussions. Qingdao, the host city, is a major coastal hub in China that has hosted some major international events such as the SCO Qingdao Summit and the sailing event of Beijing 2008 Olympics. And it is also an important port city for cross-border e-commerce and has abundant professional resources in artificial intelligence and cross-border e-commerce. The participants will visit Qingdao COLTEX Refrigeration Environment Equipment Co., Ltd., Qingdao Sanlian Zhongke Information Technology Co., Ltd. and other institutions. In addition, during their stay in Shenzhen, the participants will visit Shenzhen Starmerx Commerce Co., Ltd., Genew Technologies Co., Ltd. and other enterprises, holding discussions with relevant personnel.

The lecturers will mainly consist of professors, associate professors, corporate experts and senior executives from Qingdao University, Shandong Foreign Trade Vocational College, Qingdao Dehui Management Consulting Co., Ltd., Qingdao Cross-border E-commerce Incubation Base Co., Ltd. and Qingdao Sanlian Zhongke Information Technology Co., Ltd. Among them, the university lecturers have been deeply engaged in the fields of cross-border e-commerce, artificial intelligence and international trade. They possess solid theoretical foundations and rich teaching and practice experience, having profound insights into industry development trends. The enterprise experts and senior executives have practical experience in cross-border e-commerce operations, artificial intelligence technology application and enterprise management. Rooted in the front line of the market, they are familiar with the operating logic of cross-border platforms, such as Amazon, and practical application of AI in cross-border marketing and supply chains, enabling them to provide practical guidance, the most cutting-edge industry trends and practical experience for participants.

Within a limited time, this seminar aims to help participants to come to know China's achievements in development of cross-border e-commerce and innovation of artificial intelligence technologies, learn from China's advanced experience, and explore further cooperation opportunities, thus promoting further development of friendly relations between the two countries.

Note: There may be adjustments in visiting cities according to actual situations.

Seminar on Trade Negotiation Upskilling for Pakistan

Program name	Seminar on Trade Negotiation Upskilling for Pakistan		
Organized by	International Economic Cooperation Center of Fujian Province		
Time	2026-08-03 -- 2026-08-17	Language used	English
Countries invited	Personnel engaged in trade in Pakistan		
Planned number of participants	20		
Requirements for the Participants	Age	Under 50 years old (director generals of provincial departments); Under 45 years old (heads at and below the divisions of provincial departments).	
	Health condition	<p>Participants shall provide clean bills of health or medical examination reports issued by local public hospitals; Personnel with the following conditions shall not participate in the Seminar:</p> <ol style="list-style-type: none"> 1. have diseases prohibited from entry according to China's laws and regulations; 2. have severe chronic diseases such as serious high blood pressure, cardiovascular and cerebrovascular diseases and diabetes; 3. have mental illnesses or infectious diseases that may pose serious threats to public health; 4. be in the recovery period after a major operation or in the period of acute disease attacks; 5. have severe physical disability; 6. be in pregnancy. 	
	Language competence	Fluency in listening, speaking, reading and writing in English	
	others	Participants who come to China for training are not allowed to bring spouses or relatives.	
Venue	Fuzhou City, Fujian Province	Weather conditions	28°C~35°C
Cities to be visited	Xi'an City, Shaanxi Province	Weather conditions	Xi'an City, Shaanxi Province:25°C~34°C
Remarks	<ol style="list-style-type: none"> 1. Please prepare materials related to the theme of the Seminar for exchange and discussion in advance; 2. Please bring with you formal attire, national costumes, or uniforms for formal events; 3. Please bring a sufficient amount of necessary medication with you; 4. It's suggested that you bring a laptop or other devices if needed, as these will not be provided by the organizer; 5. Participants are not allowed to change the flight by themselves. If there is a need to reschedule the flight, please contact the Chinese embassy to rebook the ticket according to due procedures; 6. If you are unable to depart on time because of emergencies or encounter delay of transfer flight, please update your time of arrival in the host city with the Chinese embassy or contacts of the organizer to facilitate pick-up at the airport; 7. When transfer is needed, please confirm whether the airline supports through-checked baggage; 8. Coordinators of the organizer will wait for you at the exit of INTERNATIONAL ARRIVAL (or DOMESTIC ARRIVAL) of the airport holding a pickup sign with the name of 		

	<p>the Seminar. Please wait at the exit after luggage claim, and call the contacts of the organizer if you have waited for more than 15 minutes;</p> <p>9. It is highly recommended that you install WeChat, Alipay, Baidu and other commonly used apps in China in advance to facilitate your stay in China;</p> <p>10. Dress code: please prepare appropriate clothes according to the weather conditions in China. Formal attire or national costumes are required on important occasions;</p> <p>11. Exact cities to visit are subject to actual arrangements.</p>	
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About the Organizer	<p>International Economic Cooperation Center of Fujian Province (IECC) is located in Fuzhou City, the capital city of Fujian Province, renowned for its profound historical heritage, rich cultural legacy, and picturesque natural environment. IECC is primarily responsible for the following duties:</p> <ul style="list-style-type: none"> - Carrying out foreign-aid projects related to human resources development cooperation and material assistance; - Providing Fujian-based enterprises with services related to overseas investment, overseas engineering projects, and labor cooperation; - Offering consultation, translation, and interpreting services for international economic and technological cooperation and exchanges. <p>As one of the training bases of international business officials designated by China's Ministry of Commerce, IECC has over two decades of experience in international human resources development cooperation. To date, it has organized more than 600 foreign aid training programs for over 16,000 participants from 150+ countries and international organizations. These training programs cover dozens of multilingual bilateral and multilateral training themes, including public administration, economic development, scientific and technological innovation, youth entrepreneurship, NGO, and youth leadership, etc. For instance, it has hosted Seminar on Open Economy for BRI Countries, Seminar for Senior Diplomats from French-speaking African Countries, Seminar on Digital Economy Development for Portuguese-speaking Countries, Seminar on Green Development and Environmental Protection for Latin American Countries, Seminar on Scientific and Technological Innovation for Arabic-speaking Countries and Seminar on Youth Employment and Development for Russian-speaking Countries, etc. These programs provide an exceptional platform for participants to strengthen their professional competence, empowering them to better serve their nations and respective industries. Through these efforts, IECC has received widespread acclaim from participants with hundreds of letters of appreciation from participants or their institutions annually.</p> <p>Always adhere to the principles of "High Perspective, High Level, and Good Effect", IECC boasts a competent team with proficiency in multiple languages and extensive expertise in management, translation, and interpreting. Its training is also supported by a reserve of experienced and professional lecturers. With its rich experienced management, rigorous work standards, superior logistics, and remarkable training results, IECC has been widely recognized and praised.</p> <p>IECC sincerely welcomes you to participate in its human resources development cooperation</p>	

	programs organized!
Training content	<p>1. Introduction to the main courses and contents</p> <p>(1) "Introduction to China's National Conditions": Focus on publicizing Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, introduce the development history of New China, interpret achievements in politics, economy, people's livelihoods, and ecology, explain the connotation of Chinese modernization and its institutional strengths, help participants understand China's development logic, and solidify the cognitive foundation for China-Pakistan economic and trade cooperation.</p> <p>(2) "The Belt and Road Initiative and International Cooperation": Focus on high-quality Belt and Road cooperation, introduce the core concepts and cooperation framework, analyze cooperation opportunities in infrastructure connectivity, unimpeded trade, and financial integration in the context of China-Pakistan all-weather friendship, assess cooperation challenges and countermeasures, and provide directional guidance for China-Pakistan economic and trade cooperation.</p> <p>(3) "Bilateral Relations Between China and Pakistan": Review the development history of the China-Pakistan all-weather strategic cooperative partnership, introduce cooperation achievements in trade, industry, and industrial parks, explain cooperation mechanisms in key sectors such as energy, manufacturing, and agriculture, share practical experience in pragmatic cooperation, and help deepen the linkage between China-Pakistan trade and investment.</p> <p>(4) "Business Negotiation and Anti-Fraud": Analyze the cooperation landscape in sectors such as minerals, agricultural products, and manufacturing in light of the current state of China-Pakistan trade cooperation, explain cooperation pathways including two-way investment and cross-border logistics, share hands-on experience from benchmark projects, and disseminate knowledge on anti-fraud in business negotiations to regulate trade cooperation practices.</p> <p>(5) "Negotiation Strategies Summary and Case Analysis": Based on China's diplomatic practices and achievements in international cooperation, systematically sort out core strategies for international business negotiation, analyze techniques using typical cases from China-Pakistan trade negotiations, and enhance participants' negotiation mindset and practical response capabilities in international economic and trade exchanges.</p> <p>(6) "Resolving Conflicts Through Negotiation": Focus on disputes and conflicts in international economic and trade cooperation, explain methods and processes for resolving conflicts through negotiation, impart skills in communication, coordination, and interest balancing using China-Pakistan trade cooperation scenarios, and help participants properly handle cooperation disputes while maintaining good cooperative relationships.</p> <p>(7) "Four Essential Competencies for Negotiators": Identify core qualities for business negotiation, focusing on four key competencies: communication and expression, logical analysis, decision-making under uncertainty, and risk management, combine with China-Pakistan trade scenarios for practical skill training, and comprehensively enhance participants' professional negotiation capabilities.</p> <p>(8) "Emotion Management and Regulation in Negotiation": Address emotional issues in cross-cultural negotiation, explain methods for identifying, controlling, and regulating emotions during negotiations, use scenarios involving China-Pakistan cultural differences to help participants maintain a rational negotiating state, and foster efficient communication and cooperation success.</p> <p>(9) "Business Negotiation Strategies and Legal Risk Prevention": Explain practical strategies for international business negotiation, disseminate legal norms related to cross-border trade, analyze legal risks in China-Pakistan trade cooperation, and teach methods for risk prevention and compliance operations to ensure safe and orderly trade negotiations and cooperation.</p> <p>2. Workshops</p> <p>To enhance the effectiveness of the training, the theme of the seminar will closely focus on trade negotiation upskilling. The program will provide answers and responses to participants areas of interest and difficulties arising from specialized courses. Arrangements will be made for exchange and discussion with institutions relevant to the theme to share China's experiences and practices in work related to this thematic area with officials and representatives from Pakistan.</p> <p>3. Visits</p>

During the workshop, participants will also be organized to conduct field visits to other regions, where they will visit local institutions, organizations, enterprises, etc., and hold discussions and exchanges with their responsible persons. This will enable participants to gain a more intuitive and targeted understanding of the practices and experience, as well as explore opportunities for further cooperation.

4. General introduction to the speakers

(1) Li Hong, Former Deputy Director of the Foreign Affairs Office of the People's Government of Fujian Province

(2) Du Liang, Practicing Attorney at Beijing Yingke Law Firm Fuzhou Office

(3) Lin Cangsong, Associate Professor at Fujian Jiangxia University

(4) Yang Hongyun, Associate Professor at the School of Economics and Management, Fuzhou University

(5) Fang Huilan, Associate Professor at Fujian Jiangxia University, National Level 2 Psychological Counselor

(6) Xu Lifang, Associate Professor at Fujian Business University

(7) Fang Luping, Associate Professor at Fujian Business University

(8) Zhao Liang, Associate Professor at the School of Economics, Fujian Normal University

5. Materials to be prepared by participants

To facilitate the communication with Chinese experts, please prepare materials related to the theme of the seminar, such as:

(1) Self-introduction including your profession and the institution you work for;

(2) An overview of the basic development status of your country in areas related to the theme, as well as the main existing problems;

(3) The current status of cooperation carried out by other countries and international organizations in your country in relation to the theme;

(4) The foundation for cooperation with China and future prospects, etc.