

Seminar on E-Commerce Development Strategy for Belt and Road Countries Project Description

Full Name	Seminar on E-Commerce Development Strategy for Belt and Road Countries		
Organizer	Shandong Foreign Trade Vocational College		
Holding Time	August 10 to August 23, 2021	Language	English
Invited Country	Developing countries	Planned Number of Participants	25
Target	Participants will have a preliminary understanding of the current status and trends of cross-border e-commerce development in the world and China, and China’s main policies for promoting cross-border e-commerce development. Participants will have a preliminary understanding of cross-border e-commerce operation models, logistics methods and payment tools, and increase awareness of digital trade and digital Economic understanding. Upon graduation, participants can put forward corresponding development suggestions based on what they have learned and the development of cross-border e-commerce in their country.		
Requirements of Participation	Academic Background	—Field or specialty: departments related to cross-border e-commerce —Position: personnel engaged in cross-border e-commerce related fields such as national governments, universities, enterprises, etc. —Level, academic degree or other relevant qualification requirements: government officials at the departmental level, researchers in the field of cross-border e-commerce, senior management of cross-border e-commerce companies, technical personnel, etc.	
	Age	Not higher than the statutory retirement age of the recipient country	
	Physical Health	Be able to attend online training courses on time.	
	Language Ability	English listening, speaking, reading and writing skills meet the teaching requirements	
	Others	None	
Training Contents	1. Introduction to main training courses (1) China's national conditions: mainly introduces China's political, economic, social, and cultural development status; (2) China's COVID-19 infectious disease prevention and control: share China's COVID-19 infectious disease prevention and control experience (3) Current status and trends of China's cross-border e-commerce development: mainly introduces the current status, characteristics, main policies and future development trends of China's cross-border e-commerce development;		

- (4) Digital trade connotation, rules and prospects: mainly introduce the origin, connotation, specification system construction, development challenges and future development trends of digital trade;
- (5) Cross-border e-commerce platform and operation mode: mainly introduces the main cross-border e-commerce platforms, the main market scope and operation mode of Amazon, eBay, and Alibaba platforms;
- (6) Cross-border e-commerce development and China's logistics industry reform: mainly introduces the challenges and changes brought by the development of cross-border e-commerce to the logistics industry, focusing on the operation mode of logistics companies related to cross-border e-commerce;
- (7) Cross-border e-commerce payment methods, tools and applications: mainly introduce the payment methods of cross-border e-commerce, the application of payment tools such as Paypal, credit card, and Alipay in cross-border e-commerce;
- (8) Cross-border e-commerce target market selection and global market distribution: introduce the selection strategy of cross-border e-commerce target market, the scale and development characteristics of major cross-border e-commerce markets such as North America, Europe, and Asia;
- (9) Cross-border e-commerce marketing promotion: mainly introduces cross-border e-commerce marketing methods, strategies and tools, focusing on SEO, SEM, social media promotion and third-party platform promotion tools and strategies;
- (10) E-commerce empowers small and medium-sized enterprises: mainly introduces how cross-border e-commerce helps small and medium-sized enterprises to open up the international market, brand overseas, and promote the transformation and upgrading of enterprises in the process of economic globalization;
- (11) Cross-border e-commerce and cross-cultural communication: mainly introduce the role and strategy of cross-cultural communication in the development of cross-border e-commerce business, and how to strengthen cross-cultural communication to promote cross-border e-commerce sales, etc.;
- (12) Cross-border e-commerce brand building: mainly introduces the importance and advantages of brand building in the process of cross-border e-commerce operation, as well as the main path for enterprises to carry out brand building;
- (13) Organization and personnel management of Chinese cross-border e-commerce companies: mainly introduces the organizational structure, functions, personnel recruitment, training and performance management of Chinese cross-border e-commerce companies.
- (14) Analysis on the path of traditional foreign trade companies' transformation to cross-border e-commerce: mainly introduces how traditional foreign trade companies use cross-border e-commerce to explore international markets, build overseas brands, and deploy global supply chains.

2. Introduction to the overall situation of the presenter

- (1) Yan Guohua, main research fields include China's situation, rural political development and western political system;

- (2) Feng Xu, director of the Office of International Exchange and Cooperation of Xiyuan Hospital, Ph.D., associate researcher, specializes in the combined treatment of heart failure, pneumonia and other circulatory and respiratory diseases, severe infections and Chinese and Western methods, and teaches the experience and practices of fighting against COVID-19;
- (3) Xibao Zhang, professor and doctoral supervisor of Qingdao University, mainly researches on cross-border e-commerce and digital trade;
- (4) Shengqi Zhou, professor and doctoral supervisor of Qingdao University, mainly researches on cross-border e-commerce, international economy and trade;
- (5) Min Liu, a professor at Shandong Vocational College of Foreign Trade, mainly researches international trade and cross-border e-commerce;
- (6) Chunxia Qi, a professor at Shandong Foreign Trade Vocational College, mainly researches e-commerce and cross-border e-commerce;
- (7) Xiquan Liu, professor of Shandong Foreign Trade Vocational College, mainly researches cross-border e-commerce logistics, international logistics, etc.;
- (8) Penggang Zhang, associate professor of Shandong Foreign Trade Vocational College, mainly researches cross-border e-commerce and international trade;
- (9) Li Guo, professor of Linyi University, mainly researches cross-cultural communication and cross-border e-commerce English, etc.;
- (10) Xiaheng Zhang, associate professor of Northwest University of Political Science and Law, mainly researching cross-border e-commerce, international logistics, etc.;
- (11) Cheng Ouyang, Director of Cross-border E-commerce Research Center of Alibaba Group, mainly researches cross-border e-commerce, e-commerce, etc.;
- (12) Yan Ren, associate professor of Qingdao University of Science and Technology, mainly researches international trade, international marketing, etc.;
- (13) Guogang Zhen, founder and CEO of iPaylinks, mainly researches cross-border e-commerce payment and cross-border e-commerce operation models;
- (14) Wenwen Meng, associate professor of Shandong Foreign Trade Vocational College, mainly researches e-commerce and cross-border e-commerce.

3. Introduction to seminars and exchanges

- (1) Discussions and exchanges on the opportunities and challenges brought by the COVID-19 epidemic to the development of global cross-border e-commerce;
- (2) Discussions and exchanges on cross-border e-commerce operation models and main processes;
- (3) Discussions and exchanges on how to use cross-border e-commerce to promote the transformation and upgrading of enterprises;
- (4) Discussions and exchanges on cross-border e-commerce talent training and business incubation;
- (5) Discussions and exchanges on the effects and suggestions of this training.

4. Introduction to Cloud Platform Visits

- (1) Go to Qingdao SCO Cross-border E-commerce Industrial Park to inspect the construction of cross-border e-commerce industrial park, including incubation center, logistics center and wig

	<p>characteristic industrial base;</p> <p>(2) Go to Qingdao West Coast Cross-border E-commerce Industrial Park to inspect the cross-border e-commerce import park, including customs supervision center, cross-border shopping experience center, public bonded warehouse, cold chain bonded warehouse;</p> <p>(3) Go to China Commodity City in Yiwu, Zhejiang to inspect cross-border e-commerce supply bases, live broadcast bases and typical enterprises.</p> <p>5. Introduction to Cloud Culture Experience</p> <p>(1) Chinese historical sites appreciation-the Forbidden City, the Great Wall;</p> <p>(2) Chinese traditional cultural experience-Chinese tea art, calligraphy, Hanfu performance;</p> <p>(3) Qingdao city style experience-May Fourth Square, Olympic Sailing Center, Shanghai Cooperation Summit Site.</p> <p>6. Materials that participants need to prepare</p> <p>In order to facilitate communication with Chinese experts, please prepare communication materials related to the subject of the training, such as: ①Introduction of the profession and work organization or department; ②Domestic cross-border e-commerce industry development status and existing problems; ③ The cooperation basis with China, etc.</p>		
Host City	Qingdao, Shandong	City to cloud visit	Yiwu, Zhengjiang
Notes	<p>1. The online platform of this seminar will use the Tencent Conference International Edition VooV Meeting. The participants will contact the organizer within ten working days before the start of the seminar to debug the software and network environment in advance.</p> <p>2. The participants must abide by the project schedule, strictly abide by the class time and teaching discipline, and the attendance record will be used as the basis for issuing the training completion certificate.</p> <p>3. Participants need to enter the online classroom 15 minutes in advance to prepare for class. Change personal name to English.</p> <p>4. Participants need to prepare relevant materials for special seminars according to the schedule, and submit relevant electronic materials as required.</p>		
About the Organizer	<p>Shandong Foreign Trade Vocational College is the university with the longest history in Shandong Province with foreign trade and economic vocational education. It is a national high-quality university, a high-quality university in Shandong Province, a famous school in Shandong Province, and a brand school in Qingdao. In the past 50 years, it has cultivated more than 60,000 graduates, and alumni have established over 3,000 enterprises of various scales, 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 including Tourism Management, Exhibition Planning and Management. Software Technology, Logistics Management, Flight Attendant and etc. The college is the directing unit of the Advisory Committee of Foreign Language Teaching in Vocational Education, Ministry of Education, P.R.China. It is the deputy directing unit of the Instructing Committee of National Vocational Education of Foreign Economic Relation & Trade. The college has two large training bases in Tai'an and Qingdao West Coast, and five research centers including the Free Trade Zone</p>		

	<p>Research Center. Shandong Foreign Trade Vocational College is affiliated to Department of Commerce of Shandong Province and has close ties with the provincial and municipal commercial bureaus. It can take advantage of various resources of Shandong province and maintain close contact with thousands of companies, and has established more than 200 off-campus training bases in cooperation with famous companies such as Hisense Group and Alibaba Group.</p> <p>Since 2012, our college has completed 225 sessions of the Ministry of Commerce's foreign aid training program, with 5968 participants from 130 countries and regions. Among them, there are 13 sessions of ministerial programs, 16 sessions of overseas training programs with 23 seminars, 2 sessions of online training courses. Through training, our college has signed cooperation agreements with relevant institutions in more than 50 countries including Uganda, Uzbekistan, Dominican Republic and etc. and has established 12 overseas training centers in Sudan, Liberia, Eritrea and other countries. The rich experience in foreign aid training has laid a solid foundation for our college to continue undertaking national foreign aid training tasks.</p> <p>In recent years, the college successfully held the "Seminar on Palestine E-commerce Technology in 2017", "Seminar on Egypt Rural E-commerce Development Strategy in 2018 ", "Seminar on Philippines E-commerce in 2018", "Seminar on Lebanon Cross-border E-commerce and Mobile Payments in 2019", "Seminar on APEC and BRICS Global Value Chain Partnership Platform Service Trade and Cross-border E-commerce Capacity Building in 2019", "Seminar on SCO National E-commerce in 2019", "Seminar on Rwanda E-commerce Development and Trade and Investment Promotion in 2019", "Seminar on <i>the Belt and Road</i> National E-commerce Development Strategy in 2019" etc. domestic e-commerce foreign aid training projects with more than 250 participants. It has accumulated rich training experience and received many Thanks Letters from participants. Seminars were reported by domestic and foreign media, which has achieved positive social influences and training effects. In 2019, the college went to Cuba to carry out the first phase of the "Seminar on Cuba Digital Economy Development" with 32 participants, established the Cuban cooperation base of Shandong Foreign Trade Vocational College, and systematically introduced the current development status, opportunities and challenges, national policies, achievements and existing problems etc. of cross-border economy, e-commerce, digital economy and of cross-border economy, e-commerce, digital economy and other business forms in China, It also provided the participating countries with development experience and solutions of China and promoted the development of relevant fields in the participating countries, and won high praise from the participants.</p>
Contact of the Organizer	<p>Contract Person(s): Kang Wang (Ms.) / Baohong Wang (Ms.)</p> <p>Office Number: 0086-0532-55761298 (Qingdao)</p> <p>Telephone: 0086- 18660610169 (Kang Wang) / 0086-13791994896 (Baohong Wang)</p> <p>Fax: 0086-0532-55761212 (Qingdao)</p> <p>WeChat: wk1917170606 (Kang Wang) / wangbaohong97 (Baohong Wang)</p> <p>QQ: 1917170606 (Kang Wang) / 250111753 (Baohong Wang)</p> <p>E-mail: sdpeixun2012@126.com</p>

