

Seminar on Construction of Small Commodity Markets for Developing Countries

Name	Seminar on Construction of Small Commodity Markets for Developing Countries		
Organizer	Free Trade Development Board of Zhejiang Province		
Time	2024-05-08 -- 2024-05-21	Language for Learning	English
Invited Countries	Developing countries		
Number of Participants	25		
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	Hangzhou City, Zhejiang Province	Local Temperature	Spring: Temperature 10 °C -22 °C
Cities to visit	Shaoxing City, Yiwu City, Yongkang City, Zhejiang Province Putian City, Fujian Province	Local Temperature	Shaoxing City 10 °C -20 °C, Yiwu City 12°C-18°C, Yongkang City 11°C-19°C, Putian City 18°C-24°C
Notes	<p>1. Please prepare research materials related to construction of small commodity markets for exchange and discussion; 2. Please bring formal or national clothing or leadership uniforms to attend formal activities, prepare light-weight shoes and sportswear to participate in sports courses or use relevant sports facilities; 3. Please bring a small amount of commonly used medicines to prevent and control malaria, cold and others; 4. Computers are not provided in the hotel. Please bring them with you if necessary; 5. In principle, individuals are not allowed to change their tickets to and from China; If it is necessary, please contact the business office to handle the ticket change according to the procedures. If you cannot leave on time due to special circumstances, or there is a flight delay during the transfer, please contact the business office or the project leader in time to inform the latest flight so as to arrange the pickup; 6. Please confirm whether it is necessary to re-register baggage when transferring; After the flight lands to claim baggage, please wait patiently at the international arrival exit (or the domestic arrival exit), and the staff will pick you up with the name board of "Free Trade Development Board of Zhejiang Province". If you wait more than 15 minutes, you can communicate with the project contact persons by telephone.</p>		

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About the Organizer	<p>Free Trade Development Board of Zhejiang Province, formerly known as the Training Center of Department of Commerce of Zhejiang Province, is a subordinate institution of Department of Commerce of Zhejiang Province, specializing in business field training. Since 2012, it has undertaken the foreign aid training program of the Ministry of Commerce, and has undertaken 75 training courses in total, training a total of 2,352 people from 87 countries and 2 international organizations. The training content covers human resources management, tourism and hotel management, sports and other business topics. The training objects include officials and technical personnel at all levels. Our unit has the experience of undertaking training courses in e-commerce, foreign trade, certification, free trade, legal system, etc., and there are tens of thousands e-commerce instructors who are trained and certified by the board.</p>	

<p style="text-align: center;">Seminar Content</p>	<p style="text-align: center;">Main content introduction:</p> <p>This training course will focus on the construction of small commodity markets, showcasing Zhejiang's typical practices in the construction of small commodity market systems, cultivation of professional commodity markets, and organic integration of small commodity markets and e-commerce. In the classroom, the course will focus on topics such as market positioning and development paths of small commodity markets, and small commodity e-commerce operations. Trainees will be guided to apply effective methodologies and output on-site plans for the construction of small commodity markets in their own country, promote multi-dimensional cooperation between Zhejiang and the countries where the trainees are located in the construction of small commodity markets. In addition, the training course will also arrange experiences of Chinese characteristic culture, including tea ceremony, martial arts, Chinese characters, Hanfu, etc., as well as visits to Yiwu Trade City which has over 2 million categories of small commodities and other professional commodity markets. The training site will also set up student national investment information and export commodity information walls for Zhejiang enterprises to connect. Welcome students to bring their country's investment catalog and export product information to China.</p> <p>1. Special lecture: To enable students to fully understand the basic concepts of small commodity market construction and the current development status of China's small commodity market, master the means of planning and developing small commodity markets, and invite well-known experts from universities such as Zhejiang University, Zhejiang Gongshang University, China Jiliang University, and Yiwu Industrial & Commercial College to give lectures.</p> <ol style="list-style-type: none"> (1) China's national conditions (2) Overview of the Development of Small Commodity Market in China (Yiwu) (3) The Development Prospects and Countermeasures of China's Small Commodity Cities (4) Research on Market Positioning and Development Path of Small Commodity Market (5) Small commodity markets from agglomeration to national to global (from street vendor economy to e-WTP) (6) Market management and services in small commodity markets (7) Network Marketing and E-commerce Supporting System Construction in Small Commodity Market (8) Logistics services for supporting small commodity cities <p>Discussion and exchange: Deeply understand typical cases of small and medium-sized commodity e-commerce operation in today's small commodity market construction, explore live streaming e-commerce construction plans for small commodity markets based on e-commerce development, carry out cooperation between China and developing countries in live streaming e-commerce and live streaming source base construction in small commodity markets, and promote the formation of domestic plans for trainees through teaching on cross-border e-commerce operation methodology in small commodity markets.</p> <ol style="list-style-type: none"> (1) The Impact and Countermeasures of E-commerce Development on Small Commodity Market (2) Specific operations and experience sharing of typical cross-border e-commerce enterprises (3) Sharing of transformation and operational experience of typical live streaming enterprises (4) Development of Live E-commerce in Small Commodity Market and Construction of Live Source Base (5) Live streaming operation practice and team building (6) A third-party service platform for small commodity e-commerce operations (7) Analysis of the cross-border e-commerce industry's overseas expansion model in the small commodity market <p>Visit and investigate: Visit classic cases such as Yiwu International Trade City, Shaoxing China Textile City, and Haining China Leather City to conduct in-depth analysis of the construction of small commodity markets, and experience high-quality products cultivated by Zhejiang's professional commodity markets on site. The investigation points have effectively enriched the practical understanding of students in the construction of small commodity markets, and at the same time, they have promoted trade through the experience of commodity markets.</p> <ol style="list-style-type: none"> (1) Visit Yiwu to investigate the International Trade City
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- (2) Visit to China (Zhejiang) Pilot Free Trade Zone Exhibition Center
- (3) Visit to Shaoxing China Textile City
- (4) Visit to Zhejiang China Science and Technology Hardware City
- (5) Visit to Haining China Leather City
- (6) Visit to Hangzhou Sijiqing Clothing Market
- (7) Visit to Hangzhou New Era Home Life Plaza
- (8) Visit to Putian Footwear and Clothing City
- (9) Visit to Hangzhou Yuanwang Network Technology Co., Ltd
- (10) Visit to Wuchan Zhongda Life Co., Ltd
- (11) Tiktok live broadcast base in Hangzhou

4. Cultural experience: Through various cultural experience activities and style gathering, leave a profound experience and photo collection for trainees.

- (1) Hangzhou Urban Landscape (West Lake)
- (2) Experience of Traditional Chinese Culture - Tea Ceremony (China Tea Museum)