

Seminar on International Marketing Strategies for Agricultural Products for Developing Countries

Name	Seminar on International Marketing Strategies for Agricultural Products for Developing Countries		
Organizer	China National Research Institute of Food and Fermentation Industries Corporation Limited		
Time	2024-05-21 -- 2024-06-03	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	Beijing	Local Temperature	15-30°C
Cities to visit	Shanghai City, Baoding City, Hebei Province	Local Temperature	Shanghai City : 16-27°C, Baoding City, Hebei Province : 17-30°C
Notes	<ol style="list-style-type: none"> 1. Please prepare valid passport and visa in advance; 2. Please bring with your necessary materials or documents related to the seminar subject for the purpose of discussion during seminar; 3. If you are unable to take the flight on time due to special circumstances, or if there is a flight delay during the transfer, please contact the project contact in time to inform the latest flight information to arrange pick-up; 4. In principle, participants are not allowed to change the tickets to/from China. If necessary, please contact the Economic and Commercial Counsellor's Office to change the ticket. If participants change the ticket without permission, the resulting cost and liabilities are borne by participants; 5. Please confirm the need to re-check the baggage when transfer; After claiming the baggage, please wait patiently at the international arrival exit (or domestic arrival exit), and the staff with the pick-up card (with name of organizer, participants and country on it) will pick you up. If you wait more than 15 minutes, please do not hesitate to call the project contact; 6. Lost check-in baggage should be registered with the airline. Please contact the project contact to confirm the mailing address before filling in the registration form; 7. Please bring proper clothes according to the holding city temperature; please prepare casual footwear for factory visit; formal or national costumes is required for formal events 		

	during seminar; 8. Please bring some commonly used medicines; 9. It is suggested that participants bring their own laptop since not all hotels provide computers.	
Contact of the Organizer	Contact Person(s)	Mr.PENG HAO
	Telephone	0086-10-53218352(Mr.PENG)
	Cell	0086-15811250200(Mr.PENG)
	Fax	0086-10-53218357(Mr.PENG)
	E-mail	biotechnonfood@126.com(Mr.PENG)
About the Organizer	<p>Established in 1955 and wholly owned by Sino-light Corporation under China Poly Group which is ranking on global 500 list, China National Research Institute of Food and Fermentation Industries Corporation Limited (hereinafter referred to as CNRIFFI) is the largest and oldest state-level research institution in China's food industry as well as the most important technical platform in food industry and founder of multiple food sectors. Building on its strong technical capacity, CNRIFFI has retained authority in R&D of new food products and technologies, standards formulation, quality inspection, etc.</p> <p>Since 2005, sponsored by Chinese government, CNRIFFI has organized more than 230 seminars and technical trainings and received over 9500 participants from 134 developing countries and regions. The above-mentioned training programs cover a wide range of subjects in food sector: "Food Safety Inspection and Management", "Biotechnology Application in Food Industry", "Agricultural Products Processing, Food Processing and Preservation Technology", "Fruit Processing and Comprehensive Utilization", Grain Processing and Inspection Technology", "Alcohol Distribution Management and Promotion", etc.</p> <p>Since 2005, our institute has undertaken training courses on "Food safety Management", "Food safety Inspection Technology", "Agricultural product processing", "Food processing", "Agricultural Product Inspection and quarantine", "Wine circulation management" and other topics. These topics have become one of the traditional advantages of us, and have been assessed as classic foreign aid training projects by the Training Center of the Ministry of Commerce. It has been widely affirmed and recognized by all parties. In additions, in 2023, our institute held "Seminar on International Marketing Strategies for Agricultural Products for Developing Countries", and has developed resources in international marketing area. Throughout the years, we have been actively reviewing the successful experience and are open to suggestions from participants, which allows us to conscientiously study, prepare, improve and update our training methods, syllabus, pool of experts and on-site training/visits, achieving standardization and normalization of every item on our agenda with the utmost attention to details.</p>	

Seminar Content	<p>1. Main lectures and contents of lectures</p> <p>(1) China's national conditions: mainly introduces China's political, economic, social, and cultural development status;</p> <p>(2) Analysis of the international pattern of the world's main agricultural products and food trade: introduces the development status of the world's agricultural products and food trade, and focuses on the analysis of the general situation of the import and export trade of developing countries;</p> <p>(3) Overview and trend of international marketing of agricultural products and food: overview of online and offline marketing models, characteristics of each marketing model, development trend of new marketing models, and methods of international market development;</p> <p>(4) Agricultural product pricing and international marketing strategy design: introducing the agricultural product pricing strategies and related methods, and analyzing the design method of agricultural product international strategy with actual cases of international agricultural product trade;</p> <p>(5) Intelligent supply chain and traceability technology of agricultural products: introducing the development trend of intelligent supply chain of modern agricultural products, the realization of intelligent supply chain management technology of agricultural products, application practice under different leading modes, and the driving trend of new generation of information technology.</p> <p>2. Main Field Visits</p> <p>The seminar will go to Shanghai, and Baoding, Hebei Province for field investigations, and it will visit agricultural products and food processing enterprises, and international trade business, etc.</p> <p>3. About Exchange Session</p> <p>During the seminar period, our institute will arrange conduct discussions and exchanges between well-known experts and scholars, representatives of agricultural products and food companies and participants on agricultural products processing, international marketing strategies, the current situation of international trade and trend, cross-board transportation technique, etc.</p> <p>4. General information about lecturers</p> <p>(1) HE Wenping: Director, Researcher and Master Tutor of the Africa Research Office of the West Asia and Africa Research Institute of the Chinese Academy of Social Sciences. The Secretary-General of Chinese Asian & African Research Society, the Executive Director of the China Association for African Studies, and the expert of the Expert Committee of the China Africa Industrial Forum.</p> <p>(2) HONG Lan: PhD, Professor of Beijing Wuzi University, whose main research fields include agricultural product circulation and distribution, etc., expert in the review of agricultural product logistics standards of the Ministry of Commerce, and expert in the review of cold chain logistics sub-technical committee of the National Logistics Standardization Technical Committee.</p> <p>(3) ZHAO Yan: PhD, Research Fellow of Institute of Quality Standard and Testing Technology for Agro-Products of CAAS, whose main research fields include the application of traceability technology in agricultural products circulation, the status quo of international trade of geographical indications agricultural products, and the application and progress of the certification of origin in international trade, etc.</p> <p>(4) LIN Hai: PhD, Associate Professor of China Agricultural University, whose main research fields include agricultural products trade rules and trade disputes, etc.</p> <p>5. 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 in your country, such as: □ including self-introduction of the major and the unit where you are working; □ the current situation and existing problems of international marketing of agricultural products in participants' own country; □ other countries and the current status of international cooperation carried out by international organizations in the country, etc.</p> <p>6. Evaluation at the end of training</p> <p>Distribute and recycle evaluation forms to participants, and evaluate the entire seminar and the lectures.</p>
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