

Seminar on the Construction of Small Commodity Markets and Poverty Reduction and Alleviation for Developing Countries

Name	Seminar on the Construction of Small Commodity Markets and Poverty Reduction and Alleviation for Developing Countries		
Organizer	Free Trade Development Board of Zhejiang Province		
Time	2024-05-11 -- 2024-05-24	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	Yiwu City, Yongkang City, Shaoxing City, Zhejiang Province Putian City, Fujian Province	Local Temperature	Yiwu City 10 °C -20 °C, Yongkang City 11 °C -19 °C, Shaoxing City 12 °C -18 °C, Putian City 18 °C -24 °C
Notes	1. Please prepare research materials related to Construction of Small Commodity Markets and Poverty Reduction and Alleviation 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 person by telephone.		

Contact of the Organizer	Contact Person(s)	Mr.SHENG Yanping
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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, specifically responsible for training in the business field and the construction of free trade pilot zones throughout Zhejiang Province. Since undertaking foreign aid training in 2012, a total of 75 training courses have been organized, covering a total of 2352 people from 87 countries and 2 international organizations. The training content covers topics such as international economic and trade cooperation, business related professional themes, human resource management, tourism and hotel management, sports, etc. The training targets include officials and technical personnel at all levels and types. In addition, our unit also undertakes annual training for provincial commerce directors, investment promotion directors, free trade pilot zone construction, development zone construction, e-commerce and cross-border e-commerce, as well as business certification work for the society. There are over 10000 e-commerce professionals, document holders, logistics professionals, etc. who have passed our board's business certification.</p>	

Seminar Content	<p>Main training content introduction: This training class will focus on the construction of small commodity markets and poverty alleviation, showcasing Zhejiang's typical practices in the construction of small commodity market systems, cultivation of professional commodity markets, organic integration of small commodity markets and e-commerce, and rural e-commerce helping to reduce poverty. In class, the class will focus on topics such as market positioning and development paths of small commodity markets, small commodity e-commerce operations, and the role of small commodity market construction in poverty alleviation, Guide students to apply effective methodologies and provide on-site output of their country's small commodity market construction plans to help reduce poverty and promote multi-dimensional cooperation between Zhejiang and the countries where the students are located in the field of small commodity market construction and poverty alleviation. 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 and other professional commodity markets, which have over 2 million categories of small commodities. 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 provide students with a comprehensive understanding of the basic concepts of small commodity market construction, the current development status of China's small commodity market, and the important role of small commodity market construction in poverty reduction and alleviation in China. To master the means of planning and developing small commodity markets, renowned experts from universities such as Zhejiang University, Zhejiang University of Business and Technology, China University of Metrology, and Yiwu Vocational and Technical College of Business will be invited 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) Network Marketing and E-commerce Supporting System Construction in Small Commodity Market (7) How "Small Markets" Drive "Great Poverty Alleviation" - The Role of Small Commodity Market Construction in Poverty Alleviation in China <p>2. Symposium and Exchange: Gain a deep understanding of typical cases of small and medium-sized commodity e-commerce operation in today's small commodity market construction, explore rural e-commerce strategies based on e-commerce development to help reduce poverty, carry out cooperation between China and developing countries in building rural e-commerce platforms and building rural e-commerce talent training systems, and promote the formation of domestic plans for students through the teaching of rural live streaming e-commerce methodology.</p> <ol style="list-style-type: none"> (1) Development of Live E-commerce in Small Commodity Market and Construction of Live Source Base (2) Sharing of transformation and operational experience of typical live streaming enterprises (3) Live streaming operation practice and team building (4) A third-party service platform for small commodity e-commerce operations (5) Rural E-commerce Helps Poverty Alleviation and Poverty Alleviation Strategies (6) Construction of Rural E-commerce Platform System (7) Analysis of Rural E-commerce Talent Training System (8) Interest recommendation mechanism of rural global interest e-commerce, taking Tiktok e-commerce as an example <p>3. Visit and inspection: 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 observe examples of rural e-commerce breaking through poverty on site. The inspection 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 inspect the International Trade City
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| | <ul style="list-style-type: none">(2) Visit to China (Zhejiang) Pilot Free Trade Zone Exhibition Center(3) Shaoxing China Light Textile City(4) Zhejiang China Science and Technology Hardware City(5) Haining China Leather City(6) Hangzhou Sijiqing Clothing Market(7) Hangzhou New Era Home Life Plaza(8) Putian Footwear and Clothing City, China(9) Hangzhou Yuanwang Network Technology Co., Ltd(10) Wuchan Zhongda Yunshang Co., Ltd(11) Tiktok live broadcast base in Hangzhou(12) E-commerce Village Breaks through - Bainiu Village, Lin'an District, Hangzhou, Zhejiang Province <p>4. Cultural experience: Through various cultural experience activities and style gathering, leave students with a profound experience and a collection of photos.</p> <ul style="list-style-type: none">(1) Hangzhou Urban Landscape (West Lake)(2) Experience of Traditional Chinese Culture - Tea Ceremony (China Tea Museum) |
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