

Seminar on High-quality Development of Cross-border E-commerce in Food Circulation under Global Development Initiative

Name	Seminar on High-quality Development of Cross-border E-commerce in Food Circulation under Global Development Initiative		
Organizer	Hunan Agricultural Group Co.,Ltd.		
Time	2025-04-22 -- 2025-05-12	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	Changsha City, Hunan Province	Local Temperature	17°C-28°C
Cities to visit	Shanghai City, Suzhou City, Jiangsu Province	Local Temperature	Shanghai City 15°C-28°C, Suzhou City 15°C-28°C
Notes	<p>1. Visa: Please make sure the visa is valid from 5 days before the start of the project to 5 days after the end of the project.</p> <p>2. Daily necessities:</p> <p>① Please make sound preparations according to the training arrangement and the weather condition of the place where the training is held and visited.</p> <p>② You can bring a small amount of common medicines according to your own situation, but it is strictly prohibited to bring banned and over-limited medicines into the country.</p> <p>③ If you have religious beliefs or needs, please communicate with us in advance.</p> <p>3. Baggage requirements.</p> <p>① Please pay attention to the baggage allowance for international and domestic flights in China. The responsibility for the costs arising from overweight baggage and the responsibility for missed flights arising from baggage disputes will be borne by the individual.</p> <p>② Please make sure if you need to re-check your baggage when you transfer to another flight.</p> <p>③ In case of lost checked baggage, please register with the airline in time. When filling out the registration form, please call our contact person first to confirm the address where the baggage is delivered.</p>		

	<p>4. Missed flight and pick-up arrangement.</p> <p>①If you cannot depart on time due to special circumstances, or if your flight is delayed when you transfer, please inform our contact person in time.</p> <p>②After picking up the luggage, please wait patiently at the international (or domestic) arrival exit, and the staff will pick up the flight with the pick-up sign with the name of the organizer. If there is any abnormal situation, please contact our company in time.</p> <p>5. Ticket refund and changing: If the ticket is changed without consent or the ticket is refunded or changed due to personal reasons, the cost and responsibility will be borne by the individual.</p> <p>6.The field visit of the city may be adjusted according to the actual situation.</p>	
Contact of the Organizer	Contact Person(s)	Ms.Zeng Cuiting, Mr.Liu Rong
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About the Organizer	<p>Hunan Agricultural Science Group Co., Ltd. was established in 1996 with the approval of the Hunan Provincial Department of Agriculture. It is a modern agricultural enterprise integrating research and development, production, animal life cycle health management, plant protection and agricultural socialized service, rural revitalization, comprehensive utilization of agricultural waste and China-Aid agricultural technology cooperation, consulting and training. The company consolidates provincial resources in grain, oil and meat storage and processing, breeding and raising of breeding pigs and hogs, food research and development, import and export of grains and oils.</p> <p>Since 2008, the company has been undertaking China- Aid training programs. By the end of 2024, it has organized 151 sessions of China-Aid training courses with 5,816 officials and technicians from over 100 countries worldwide. The training areas cover beekeeping and honey processing, oil crops, grain crops and irrigation technology, agricultural product processing, grain and oil testing and processing, soybean production and processing, facility agriculture, agricultural product circulation technology, food security, rural revitalization, vegetable cultivation, feed formulation, and more. Additionally, the company implemented a 2.5-year overseas training project titled "The First Phase of Technical Cooperation Project on Vegetable Greenhouses in Georgia", which achieved remarkable results and received high praise from both Chinese and Georgian sides.</p> <p>For a long time, the company has consistently approached its China-Aid training missions with a strong sense of responsibility and commitment, executing tasks meticulously and responsibly, and continuously elevating the implementation of China-Aid training to new heights. Leveraging its professional management team, comprehensive management systems, and strong faculty resources, the company has developed a complete and well-rounded training system for both long-term and short-term programs, as well as technical and official training courses. This has resulted in remarkable training outcomes, earning unanimous praise from trainees and their dispatching organizations.</p>	

Seminar Content	<p>1. Brief introduction to the name and contents of major training courses</p> <p>① Overview of China's National Conditions: introduces the current development status and achievements of China's politics, economy, society, culture, etc. since the founding of the People's Republic of China.</p> <p>② Overview of the Development of International Trade in the Food Sector: introduces the international economic and trade situation, the distribution of international trade resources in the food sector, the effective utilization of trade resources in the food sector, and suggestions for optimizing the allocation of trade resources.</p> <p>③ Overview of the Development of Cross-border E-commerce in the Digital Economy Era: introduces the development overview of China's cross-border e-commerce industry, typical operation models of cross-border e-commerce, and the development of logistics.</p> <p>④ Overview of the Current Situation of Agricultural Product Circulation in China: introduces the basic situation of agricultural product circulation in China, the main market entities (carriers) of agricultural product circulation, new ideas for agricultural product circulation, and new changes in business forms, etc.</p> <p>⑤ Overview of Cold Chain Logistics for Agricultural Products: Introduce the concept of cold chain logistics for agricultural products, its constituent links, logistics models, as well as the development status and future trends of domestic and international agricultural product logistics chains.</p> <p>⑥ Empowering the High-quality Development of the Food Industry with Digital Economy: introduces the development trend of the digital economy and the background of the high-quality development of the food industry, the problems existing in the high-quality development of the food industry, the internal logic and policies of digital empowerment development.</p> <p>⑦ Construction of Independent Stations for Cross-border E-commerce in China and Brand Going Global: introduces the definition of "independent stations", the conditions and methods required for building independent stations, the significance of building independent stations for cross-border e-commerce, strategies and current situation analysis for brand going global, and successful cases of Chinese brands going global, etc.</p> <p>⑧ Operation and Management Models of Cross-border E-commerce in China: introduces the characteristics of cross-border e-commerce operations, types of cross-border e-commerce operation models, practical cases of cross-border e-commerce operation models, cross-border e-commerce management models, and main operation processes, B2B and B2C cross-border e-commerce for imports and exports, and successful cases of B2C platform operations, etc.</p> <p>⑨ Cross-border E-commerce and New International Logistics: introduces the definition and links of international logistics, trade terms, international business negotiations and international sales contracts, international logistics transportation and related documents.</p> <p>⑩ Innovative Digital Marketing for Cross-border E-commerce of Food: introduces the utilization of modern information technology means such as the Internet, big data, and social media to reshape the marketing strategies of agricultural products.</p> <p>⑪ Agricultural Brand Building and Construction: introduces the construction and significance of agricultural brands, the development trends of agricultural brands in the new era, core elements of agricultural brand building, challenges and development strategies, and successful cases.</p> <p>⑫ Post harvest processing of food represented by fruits and vegetables: introduce the problem of lag in post harvest processing of fruits and vegetables, the harvesting of fruit and vegetable products, post harvest commercial processing procedures, and sales points of fruit and vegetable products.</p> <p>⑬ Chinese Cultural Experience: Leading participants to experience traditional Chinese culture, such as tea art, Tai Chi, museums, etc.</p> <p>2. Introduction to field trips:</p> <p>① It is planned to arrange for the participants to visit one of the domestic e-commerce giants - JD.COM: visit JD.COM's Changsha Wangcheng "Asia One" intelligent industrial park; introduces the automatic sorting equipment of intelligent sorting center, including high-speed automatic matrix, branch automatic sorting machine, dynamic weighing square, Wolf robot and so on. Demonstrate the application of intelligent sorting robot in e-commerce warehouse management. Understand the application of modern technology in modern circulation system.</p>
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② It is to planned to arrange for the participants to visit the China-Europe Railway Express(Changsha) : introduce the development history of the Changsha section of the China-Europe Railway Express, transport data over the years, development advantages and national support policies. To understand the future development trend of the railway, air and hot metal multimodal transport network of the China-Europe Railway Express (Changsha).

③ It is to planned to arrange the participants to visit the headquarters of Shanghai Freshippo (a subsidiary of Alibaba Group), the most innovative enterprise in China:learn about the online operation model and cross-border e-commerce business model, as well as its global digital order direct acquisition base construction and market brand marketing.

④ It is planned to arrange the participants to visit Kilimall, a Sino-African two-way localized e-commerce platform, to learn the current development status of Sino-African cross-border e-commerce, the construction of the e-commerce logistics system in Africa, and the development history of the localization of e-commerce platforms.Introduction to visited cities

Shanghai City: the largest economic center and international metropolis in China, located at the mouth of the Yangtze River. It is centered around finance, trade, and shipping, and features iconic landmarks such as the Bund and Lujiazui. It is a globally significant hub for technological innovation and cultural exchange.

Suzhou City: an important central city in eastern China, a national historical and cultural city, and a national comprehensive transportation hub. Known as a famous water town in the south of the Yangtze River, it enjoys the reputation of "Paradise on Earth".

3.Cultural Experience: A field trip will be arranged for participants to visit locations such as the Shanghai Bund and Suzhou Gardens, allowing them to experience traditional Chinese culture and arts.

4.During the seminar, discussion on the national conditions of the developing countries and exchange of learning results will be arranged. Please be prepared with materials related to the training topic, such as:

① The work situation of the position and the existing opportunities and challenges;

② The current situation and existing problems of agricultural product circulation and cross-border e-commerce development;

③ Opportunities and challenges for agricultural related industries and enterprises to carry out economic and trade cooperation with China.

5.The resumes of the main teaching experts:

① Ding Shenghua: Researcher of Hunan Academy of Agricultural Sciences, Dean of the Long Ping Branch of the Graduate School of Hunan University.Standing Council Member of the Hunan Food Science and Technology Society and Director of the Youth Working Committee, mainly engaged in research on fruit and vegetable processing and storage engineering.

② Ren Teng: Professor at Central South University of Forestry and Technology, Director of the Logistics Management College, National Excellent Innovation and Entrepreneurship Mentor (Ministry of Education), mainly researching logistics engineering and management, regional sustainable development, and big data theory and methods.

③ Luo Shuanglin: Professor at Hunan University of Commerce and Industry, Executive Dean of the Cross-border E-commerce Industry College at Hunan University of Commerce and Industry. His main research include international economic theory and policy, as well as the development of China's foreign trade.

④ Liu Zhuzhong: Professor at Hunan Women's University, leader of the logistics management major, and director of the Agricultural Products Supply Chain Research Institute at Hunan Women's University. His main research focuses on agricultural product logistics and supply chain management.

⑤ Wang Peizhi: Associate Professor at Hunan Agricultural University, expert in the expert-level talent pool of China's packaging industry. Mainly focuses on the construction of distinctive agricultural industry brands, the protection and innovative design of agricultural cultural heritage, and the innovative design of sustainable agricultural industrialization.