

Training Program on Rural E-Commerce Innovation Talent Cultivation and Leadership Enhancement for Southeast Asian Countries

Program name	Training Program on Rural E-Commerce Innovation Talent Cultivation and Leadership Enhancement for Southeast Asian Countries		
Organized by	Center of International Cooperation Service		
Time	2025-08-06 -- 2025-08-19	Language used	English
Countries invited	Southeast Asian countries		
Planned 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 condition	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 competence	Capable of listening, speaking, reading and writing in English during the training	
	others	Family members or friends shall not follow	
Venue	Beijing	Weather conditions	20°C~30°C
Cities to be visited	Weifang City, Shandong Province Guiyang City, Guizhou Province	Weather conditions	Weifang City, Shandong Province:21°C~30°C Guiyang City, Guizhou Province:20°C~30°C
Remarks	1. Please prepare the discussion materials related to the theme of the program; 2. Please wear formal or traditional ethnic clothing or working uniform to formal activities; 3. Please carry a small amount of common medications; 4. The Chinese side will not provide computers, please bring your own if necessary; 5. It is generally prohibited to alter international flight tickets personally. If necessary, please consult the Economic and Commercial Office of the Chinese embassy in your country to handle the process of flight ticket change; 6. If unexpected circumstances prevent your timely departure, or if your connecting flight is delayed, please contact the Economic and Commercial Office or the contact person of the organizer in a timely manner and inform them of the latest flight information for pick - up arrangements; 7. When transferring flights, please confirm whether you need to recheck your luggage; 8. After collecting your luggage upon landing, please wait patiently at the international arrival exit or domestic arrival exit. Our staff will pick you up with a sign bearing the name of the organizer. If the wait exceeds 15 minutes, you can contact with the contact person of the organizer by phone; 9. It is recommended to download and register WECHAT in advance.		

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About the Organizer	<p>The Center of International Cooperation Service (CICOS) is a public service agency under the direct administration of the Ministry of Agriculture and Rural Affairs (MARA). The main functions of CICOS include providing translation services, conducting multi-bilateral foreign seminars, receiving and sending multi-bilateral exchange groups under the governmental framework, implementing foreign technical cooperation and assistance projects, implementing multilateral South-South cooperation projects with FAO, etc. organizing international conferences and providing services concerning passport and visa for public affairs.</p> <p>Since 2006, CICOS has been responsible for various foreign aid seminar tasks from the Ministry of Commerce, Ministry of Foreign Affairs, Ministry of Finance, and international organizations. Up to 2020, CICOS has organized more than 100 seminars and seminar courses for more than 2,000 participants. Themes of the seminars and courses include agricultural project management, agricultural sustainable development, agriculture and climate change, intelligent agriculture, agricultural water resources management, agricultural trade, agricultural land management, livestock, and poultry breeding management, animal disease prevention and control, planting management and technology, agricultural machinery maintenance, and cotton breeding, production and trade. CICOS invites lecturers with rich teaching experience and stays in close contact with the local agricultural departments, research institutes, and agricultural universities. Furthermore, CICOS has compiled and published seminar textbooks including China's National Conditions, Overview of Agriculture Development in China, Overview of Cotton Industry in China, and Overview of Development of Animal Husbandry, to introduce China and Chinese agricultural development comprehensively, to help participants better understand China, Chinese agricultural development policies, experience, and achievement.</p> <p>CICOS hosted Online Communication between Young Agricultural Professionals in China and Central and Eastern European Countries and Online Communication of Young Agricultural Professionals between China and Germany, accumulating rich online seminar experience. CICOS hosted Online Communication between Young Agricultural Professionals in China and Central and Eastern European Countries and Online Communication of Young Agricultural Professionals between China and Germany, accumulating rich online seminar experience.</p>	
Training content	<p>I. Main Training Content</p> <ol style="list-style-type: none"> 1. Overview of China: A brief introduction to China's history, culture, and current socio-economic development, with a focus on achievements in the digital economy and rural revitalization. 2. Development of Rural E-commerce in China: An overview of the development process, main models, and the role of rural e-commerce in promoting agricultural product sales and increasing farmers' income. 3. China-Southeast Asia Cooperation in Rural E-commerce: An introduction to cooperation cases and future prospects between China and Southeast Asian countries in e-commerce technology, platform building, and agricultural trade. 	

4. Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era & Rural Revitalization: A brief introduction to Xi Jinping Thought, with an emphasis on his key remarks on agriculture, rural areas, farmers (“Three Rural Issues”), and rural e-commerce.
 5. Integration of Digital Economy and Rural E-commerce: Explaining how the digital economy empowers rural e-commerce through innovative practices such as livestreaming, smart logistics, and digital villages.
 6. Typical Models of Rural E-commerce in China: Sharing successful examples such as “Taobao Villages”, “E-commerce for Poverty Alleviation”, and “Livestream Sales”, with analysis of success factors.
 7. Industrial Integration Driven by E-commerce: Introduction to how rural e-commerce promotes the integration of agriculture with culture and tourism, fostering diversified rural economic development.
 8. Rural E-commerce and Sustainable Development: Exploring the role of e-commerce in poverty reduction, gender equality, and promoting green consumption aligned with the Sustainable Development Goals (SDGs).
 9. Policies and Support Systems for Rural E-commerce in China: A summary of Chinese government policies and support mechanisms, including financial subsidies, training programs, and infrastructure development.
 10. Exchange and Dialogue: Organizing thematic discussions and exchanges between participants and representatives from Chinese e-commerce platforms, enterprises, government departments, and training institutions. Key topics include the current status of rural e-commerce in Southeast Asia, typical models, policy support, platform cooperation, logistics development, talent cultivation, and branding of agricultural products.
- II. Field Visits:
- The seminar is planned to take place in Shandong Province and Guizhou Province, with the main activities as follows:
- Weifang City, Shandong Province: Participants will visit rural e-commerce demonstration sites in Weifang to explore how the city leverages its strengths in agricultural industrialization to promote the integration of e-commerce with the real economy. The focus will be on facilitating the upward movement of agricultural products and the distribution of industrial goods to rural areas. The visit will also cover the development of e-commerce industry clusters, the improvement of logistics and distribution systems, as well as experience in policy support and talent training.
- Guiyang City, Guizhou Province: Participants will conduct field visits to typical rural e-commerce development sites in Guiyang to understand the practical application of models such as “e-commerce platforms + featured agricultural product displays” and “livestreaming influencers + e-commerce sales.” The seminar will provide insights into building a comprehensive e-commerce industry chain, integrating big data with rural industries, and utilizing e-commerce to support poverty alleviation and rural revitalization.
- III. Speakers
1. Sun Jiwen – Former Ambassador, Ministry of Foreign Affairs of the People’s Republic of China
 2. Wang Hongqian – Former Deputy Director-General, Department of International Cooperation, Ministry of Agriculture and Rural Affairs of the People’s Republic of China
 3. Li Wenjuan – Research Fellow, Chinese Academy of Agricultural Sciences (CAAS)
 4. Qi Gubo – Professor, China Agricultural University (CAU)
 5. Li Xiande – Research Fellow, Chinese Academy of Agricultural Sciences (CAAS)
 6. Xu Ming – Deputy Director / Research Fellow, Center for International Communication and Cooperation, Ministry of Agriculture and Rural Affairs (CICC, MARA)
 7. Liu Zhongwei – Senior Officer, Food and Agriculture Organization of the United Nations (FAO)
 8. Sun Zhao – Senior Agronomist, National Agro-Tech Extension and Service Center (NATESC), Ministry of Agriculture and Rural Affairs
 9. Meng Ting – Professor, China Agricultural University (CAU)
 10. Peng Chao – Research Fellow, Management Cadre Academy of the Ministry of Agriculture and Rural Affairs
- IV. Cultural Activities
- Organizing visits to places of interest in China, such as the Great Wall, the Forbidden City, and the Temple of Heaven., Hosting traditional cultural activities, such as calligraphy, tea

	ceremony, martial arts. Those activities help trainees deepen the understanding of Chinese culture.
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