

Seminar for Network Media Professionals in Belt and Road Countries

Program Title	Seminar for Network Media Professionals in “Belt and Road” Countries		
Organizer	China Broadcasting International Economic and Technological Cooperation Co., Ltd.		
Time	October 14 – 27, 2025	Teaching Language	English
Target Audience	Network media professionals from “Belt and Road” 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 mental diseases or epidemic diseases that are likely to cause serious threat to public health; not in the	
	Language ability	Capable of listening, speaking, reading and writing in English during the training	
	Other	Family members or friends shall not follow.	
Host Venue	Beijing	Weather Condition at Venue	10°C~20°C
Field Study City	Jinhua, Hangzhou Zhejiang Province	Weather Condition at Field Study Site	Jinhua: 20°C – 30°C Hangzhou: 20°C – 30°C
Notes	<p>1. Please prepare seminar discussion materials aligned with the program theme in advance;</p> <p>2. Please attend formal events in formal attire, national costume, or work uniform;</p> <p>3. Participants should also bring a basic supply of commonly used medicines;</p> <p>4. The Chinese side does not provide computers. Please bring your own personal computer if needed;</p> <p>5. In principle, personal modification of inbound/outbound flight tickets is prohibited. For necessary modifications, please contact the Economic and Commercial Office of the Chinese Embassy in your country for official rescheduling procedures;</p> <p>6. Should there be an inability to depart on schedule due to unforeseen circumstances, or if there are any delays during transit, please promptly inform the Economic and Commercial Office or the organizing unit’s liaison to update flight status for airport pick-up arrangements;</p> <p>7. For transit flights, please verify whether re-checking of luggage is necessary;</p> <p>8. Upon landing, participants should retrieve their luggage and wait at the international or domestic arrival gate, where staff will greet them with a pickup sign displaying the organizing unit’s name and participants’ names. If no staff arrive within 15 minutes, please contact the organizing unit’s liaison by phone;</p> <p>9. It is recommended to download and register for WECHAT in advance.</p>		
Organizer Contact Information	Contact Person(s)	Ms. YAN FANG; Mr. NING KAI	
	Telephone	0086-87718357 (Ms. Yan) ; 0086-87719850 (Mr. Ning)	

	Cell	0086-18611510707 (Ms. Yan); 0086-13552716632 (Mr. Ning)
	Fax	0086-10-87719850
	E-mail	peixun@crtv.com.cn (Mr. Ning); yanfang@crtv.com.cn (Ms. Yan)
	Address	No.1 Guangqu East Road, Chaoyang District, Beijing
Overview of the Organizer	<p>China Broadcasting International Economic and Technological Cooperation Co., Ltd. (CBIC), a state-owned enterprise under the direct supervision of the National Radio and Television Administration, is dedicated to serving the Party's external publicity and foreign aid missions. As a comprehensive state-owned enterprise, CBIC engages in a diverse range of activities, including training services, foreign aid projects, overseas engineering construction and operation, exhibition and trade, bidding agency, design consultancy, cultural industry parks, among others.</p> <p>Since its inception, CBIC has been committed to being the national team and the backbone for building international communication capacity, with the political mission of advancing the construction of an internationally distinctive communication system with Chinese characteristics. It remains steadfast in safeguarding the Party and the nation's international communication front, expands new channels of external publicity and international exchange projects for foreign aid, and actively contributes to the high-quality development of China's international communication endeavors. These efforts have earned CBIC widespread recognition both within and outside the industry, culminating in 18 consecutive years of being honored as a 'National Key Cultural Export Enterprise.'</p> <p>From the year 2000 onward, CBIC has conducted 76 sessions of various foreign aid training programs, including seminars for radio and television technology management officials, media personnel seminars, radio technology training seminars, digital television technology training sessions, television editing technology training seminars, film and media seminars, online media training sessions, and others. These programs have trained 2,423 management officials and technical personnel from over 130 countries across cultural and media fields in multiple languages, including English, French, Russian, Spanish, and Arabic. All training programs have received unanimous recognition and praise from participating trainees and their respective nations and institutions. Over years of training activities, CBIC has fostered a widespread network of media friends in more than 100 countries. Many of them have become empathetic advocates for China or have proactively involved CBIC in local media development, greatly facilitating exchange and cooperation between Chinese and international media organizations.</p> <p>The Beijing International Radio, TV & Film Exhibition (BIRTV), hosted by CBIC, ranks among the world's top three radio & television exhibitions. It leads the development trends of China's radio, film, and television technology industries, serving as a vital platform for disseminating policies in broadcasting and network audiovisual sectors, showcasing development achievements and innovative industries, as well as fostering international exchange in broadcasting and television. CBIC also handles an array of core businesses, including engineering design, full-process consulting services, supervision and monitoring, technical R&D, project contracting, capacity-building in international communication, and</p>	

	<p>foreign aid technical cooperation. It has been involved in major projects such as the design consultancy and construction services for People's Daily Online, CCTV New Headquarters, Olympic venues, Tencent Beijing Headquarters Media Center, the 2019 China Beijing World Horticultural Exhibition, provincial and municipal radio and television centers, and county-level converged media centers. This extensive experience has endowed CBIC with a wealth of talent resources and a robust reservoir of technological expertise.</p> <p>Since the inception of its foreign aid training missions in the 1950s, CBIC has fostered mutual development between foreign assistance training and overseas engineering, enabling the corporation to undertake nearly a thousand foreign aid projects, overseas radio program landings, and international contracting projects in over 100 countries and regions, including Pakistan, Comoros, Kenya, Liberia, Sri Lanka, and Cuba. These efforts have cultivated a large cohort of officials in overseas cultural publicity, media organizations, as well as experts in the radio and television industry, earning credibility and influence. This has formed unique international competitive advantages, effectively promoting international communication capacity-building, facilitating the global adoption of Chinese technologies, standards, and products, and making significant contributions to China's diplomacy, external publicity, and foreign aid, garnering widespread acclaim.</p> <p>CBIC is committed to harnessing these distinctive strengths to not only meet the training needs of its participants but also to continuously drive the advancement of international communication capabilities, thereby better telling China's stories and spreading China's voice to the world.</p>
Project Content Introduction	<p>The core courses constitute a pivotal element of the seminar, meticulously crafted by China Broadcasting International Economic and Technological Cooperation Co., Ltd. (CBIC) to precisely align with the training objectives.</p> <p>Module 1: Fundamentals of China's National Conditions and Media Development Frontiers</p> <p>Course 1: <i>Overview of China's National Conditions</i></p> <p>This course offers a comprehensive explanation of China's geographical environment, population structure, ethnic composition, political system, and economic development modes. It combines these with displays of China's modernization achievements to give participants a basic understanding of China's national conditions, laying a foundation for understanding the background of China's media development. The teaching method combines lectures with field visits to offer participants a tangible sense of China's national conditions.</p> <p>Course 2: <i>Current Status and Trends in China's Media Development</i></p> <p>This course analyzes the historical evolution and current status of the Chinese media industry and the trends in the integration of traditional and new media. It interprets China's media policies and regulations and their guiding role in the development of the media industry, as well as shares successful transformation experiences of traditional media institutions. The teaching method involves expert lectures combined with field visits, allowing participants to visit mainstream media institutions and engage with industry professionals.</p> <p>Module 2: New Media and Cultural Communication</p> <p>Course 3: <i>Analysis of News Communication Characteristics and Development Direction in the New Media Era</i></p> <p>Industry experts will introduce the developmental trajectories of omni-media in the</p>

Information Age, enabling participants to develop solid understanding and mature analytical perspectives, grasp transformation directions, strategically prepare for challenges, and craft targeted countermeasures.

Course 4: Evolution of the Online Audio-Visual Industry

Senior experts will elaborate on how the online audio-visual industry, propelled by pervasive adoption of cutting-edge technologies (5G, AI, big data, cloud computing), is about to unlock a wave of innovations—including ultra-high-definition video, seamless playback experiences, and intelligent content curation.

Module 3: New Media Platform Operation and Management

Course 5: New Media Platform Operation and Management

This course dissects the characteristics and advantages of new media platforms, delving into operational strategies—social media account setup, content planning, user engagement, community management, and new media marketing—to enhance participants’ operational skills and communication efficacy.

Course 6: Short Video Content Creation

Seasoned industry practitioners will elaborate on short-video content creation and production techniques, aiming to cultivate short-video creators equipped with innovative thinking and practical capabilities.

Module 4: Empowering the Media Industry with Digital Technologies

Course 7: Application of Artificial Intelligence (AI) in Journalism

This course presents the applications of AI technologies—such as Deepseek—in news writing (automated news generation, data journalism) and dissemination, elaborating on how AI can be utilized to boost news efficiency and quality. It also enables participants to stay abreast of the latest advancements in AI-driven journalism. The teaching approach integrates expert lectures with practical operations, allowing participants to master application techniques through news writing exercises.

Course 8: Practice and Application of Converged Media Technologies

This course delves into the core concepts, technical architectures, practical applications, and future trajectories of converged media technologies. Through case studies and hands-on exercises, it aims to enhance participants’ proficiency in applying these technologies.

Module 5: Visits and Field Studies

Visit 1: Tours of Renowned Chinese Media Organizations

Participants will visit mainstream Chinese media organizations to delve into contemporary operational models, news production workflows, content innovation methodologies, and international communication strategies. Moreover, participants will obtain an in-depth understanding of China’s current situation and explore the practical experiences of the media industry in different provinces and municipalities.

Visit 2: Traditional Chinese Culture

Participants will explore Beijing’s cultural landmarks, engage in Chinese language learning, experience Hanfu attire, and participate in intangible cultural heritage activities, immersing themselves in the rich allure of traditional Chinese culture.

China Broadcasting International Economic and Technological Cooperation Co., Ltd. (CBIC) is confident that through the meticulous planning and execution of this seminar, it will not only enhance the professional competencies of participants but also fortify cooperation among “Belt and Road” countries in the digital media sector, thereby propelling the joint construction of the “Digital Silk Road”.

Note: Visits, field studies, and course arrangements may be adjusted based on actual

	conditions.
--	-------------

