

# Seminar on Operational Management Capacity Building of Radio and Television in Developing Countries

Program Title	Seminar on Operational Management Capacity Building of Radio and Television in Developing Countries		
Organizer	China Broadcasting International Economic and Technological Cooperation Co., Ltd.		
Time	October 14 – 27, 2025	Tea chi	English
Target Audience	Professionals from Developing Countries Engaged in Broadcasting and Television		
Number of Participants	30		
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	Jin hua, Hang zhou Zhejiang Province	Weather Condition at Field Study Site	Jin hua: 20°C – 30°C Hangzhou: 20°C – 30°C
Notes	1. Please prepare seminar discussion materials aligned with the program theme in advance; 2. Please attend formal events in formal attire, national costume, or work uniform; 3. Participants should also bring a basic supply of commonly used medicines; 4. The Chinese side does not provide computers. Please bring your own personal computer if needed; 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; 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; 7. For transit flights, please verify whether re-checking of luggage is necessary; 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; 9. It is recommended to download and register for WECHAT in advance.		
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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 &amp; Film Exhibition (BIRTV), hosted by CBIC, ranks among the world's top three radio &amp; 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&amp;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>
<p>Project Content</p> <p>Introduction</p>	<p>The core curriculum of this seminar is meticulously centered around the enhancement of radio and television operational management capabilities. By emphasizing the integration of theory and practice, it endeavors to offer participants a comprehensive and in-depth learning experience. To ensure strict alignment with the set objectives, the following core courses have been carefully planned and elaborately designed:</p> <p>Module 1: Chinese Policies, National Conditions, and Media Development</p> <p>Course 1: <i>Overview of China’s National Conditions and Current Development</i></p> <p>This course employs a blend of thematic lectures and field visits to furnish participants with an all-encompassing understanding of China’s fundamental national conditions, its political and economic frameworks, and both its historical development and current status.</p> <p>Course 2: <i>History of China’s Radio and Television Development</i></p> <p>This course analyzes the historical evolution, current status, and the integration trends between traditional radio &amp; television and contemporary new media within China’s radio and television industry. Employing a teaching approach that combines expert lectures with field studies, participants will have the opportunity to visit mainstream radio-television institutions and engage in profound exchanges with industry practitioners.</p> <p>Course 3: <i>Development Pathways of Omni-Media in the Information Age</i></p> <p>Industry experts will introduce the development trends of omni-media in the information age.</p> <p>Module 2: Empowering the Broadcasting Industry with Digital Technologies</p> <p>Course 4: <i>Introduction to the DTMB Standard</i></p> <p>This course invites industry experts to explain China’s independently developed Digital Terrestrial Multimedia Broadcast (DTMB) standard, sharing its technical advantages and application prospects to promote the global adoption of Chinese technologies and standards.</p>

*Course 5: Promotion and Application of China's HDTV Technology*

This course features industry experts who will provide an in-depth overview of the development history, current status, and future trends of China's high-definition television (HDTV) technology. It aims to equip participants with a comprehensive understanding of HDTV technologies and their commercialization prospects, enabling them to form a clear cognition of the subsequent development path of their country's radio & television technology.

*Course 6: 5G Smart Radio Supporting Media Convergence and Digital Transformation*

This course invites smart radio experts to share operational experiences with participants, including content planning tailored to different audience demographics and leveraging auditory elements to enhance the appeal of broadcast programs. Conducted through panel discussions, the course helps the broadcasting industry explore sustainable and effective operational strategies.

*Course 7: 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 3: Collaboration and Practice*

*Course 8: International Communication Strategies and Practices*

The course covers the basic theories, communication strategies, communication techniques, and analysis of classic cases in international communication. Seasoned media experts with extensive international communication experience will be invited to teach, sharing their practical experiences and successful cases.

*Course 9: Cross-Cultural Communication and Dissemination*

This course delves into fundamental concepts, principles, and techniques of cross-cultural communication, aiming to cultivate participants' awareness of cross-cultural dissemination. Experts with extensive cross-cultural experience will be invited to teach, sharing their insights and practical skills.

*Module 4: Visits and Field Studies*

The seminar will also offer a series of distinctive courses, such as "Experience of Chinese Intangible Cultural Heritage" and "Comprehensive Documentation of BIRTV Events". In addition, a diverse array of field visit activities and cultural experience courses will be arranged, including visits to institutions like the Transmission Station of China Media Group and China Media Museums, tours of Beijing's cultural landmarks, and learning experiences of traditional Chinese cultural arts such as Chinese language culture and Chinese martial arts. Through these activities, participants will gain a more profound understanding of China and foster stronger amicable sentiments towards the country. Special lectures will focus on operational strategies, user growth tactics, and monetization models of short-video platforms, providing transferable success cases for participants.

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