

Seminar on Organization and Management of Large-Scale Events for Developing Countries

Program name	Seminar on Organization and Management of Large-Scale Events for Developing Countries		
Organized by	JiangXi College Of Foreign Studies		
Time	2025-10-16 -- 2025-11-05	Language used	English
Countries invited	Relevant government officials and business executives engaged in the organization and management of large-scale events from developing 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	Nanchang City, Jiangxi Province	Weather conditions	18°C~26°C
Cities to be visited	Shanghai City Hangzhou City Yichun City	Weather conditions	Shanghai City:18°C-24°C Hangzhou City:16°C-24°C Yichun City:17°C-26°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.		
Contact information of the organizer	Contact person for the program	Ms.Jian Hannah, Ms.Huang Lucy	
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About the Organizer	Founded in 1964, Jiangxi Vocational College of Foreign Studies is the only higher vocational college dominated by training foreign language and foreign economic and trade		

	application-oriented talents in Jiangxi Province, it is a construction unit of high-standard programs construction plan with Chinese characteristics, a co-developed college of the People's Government of Jiangxi Province and the Ministry of Commerce of China and one of the first batches of MOFCOM Training Bases for International Business Officials. The college is a national high-quality higher vocational college, and one of the first batch of Demonstrative Higher Vocational Colleges in Jiangxi Province. It was awarded the title of one of Top 50 Vocational Colleges of International Influence in China for two consecutive years. The college now has two campuses in Yaohu and Wangcheng respectively. The campuses boast combination of Chinese and western characteristics and modern elegance. The college highlights foreign-oriented running features, sets up 47 majors, involving 11 languages including English, Japanese, German, Korean, French, Arabic, Spanish, Portuguese, Russian, Italian, and Persian, and has rich translation resources and teachers reserve. The college has set up a special foreign aid training agency, equipped with more than 20 full-time management personnel, and hundreds of students are selected to work as volunteers, having created a high-quality, professional and capable foreign aid training management team. Meanwhile, it has a fully equipped hotel integrating training, teaching, conference and leisure, with strong reception capacity, providing participants with comfortable learning and living environment. The college has been the organizer of foreign aid training projects since 2010, covering over 15 fields such as party and government administration, economy and trade, education, energy, etc. And these projects involve technical training courses and seminars at ministerial and director's level. The foreign aid training projects keep in line with the actual needs of developing countries, and pay attention to the combination of theory and practice. Through field visits and exchanges, combining case teaching and experience sharing, and systematically showing China's experience in governance, we have told China's stories well, and deepened the practical cooperation and people-to-people exchanges between China and developing countries. As of January 2025, the college had successfully organized 304 foreign aid training projects, including 3 held abroad, and had trained 7,703 participants from 140 countries and regions. Abundant experience in foreign aid training has laid a solid foundation for the college to continue to undertake national tasks for foreign aid training.
Training content	1. Main training content This seminar will be conducted in a combination of lectures, on-site teaching, case teaching, discussions and visits to relevant enterprises, and we will combine theory with practice to share with participants China's experience in all respects. 1. Main courses (1) China's National Conditions: introduce China's geography and population, political system, economic development, social culture and international standing, etc., to help participants have a comprehensive understanding of China's national conditions and lay a foundation for understanding the successful experience of China's exhibition industry; (2) The Belt and Road Initiative and International Cooperation: introduce the connotation and achievements of China's Belt and Road Initiative, especially the practical cases in the exhibition industry and international cooperation. Discuss the prospects for cooperation between China and developing countries within the framework of the Belt and Road Initiative, and how to promote regional economic cooperation through the exhibition industry; (3) Development Trends and Innovative Practices of the Global Exhibition Industry: analyze the development trends of the global exhibition industry, including digital transformation, green and sustainable development, and the rise of emerging markets. In combination with international successful cases, discuss the innovative practice and future development direction of the exhibition industry; (4) The Current Situation and Future Prospects of China's Exhibition Industry: introduce the overall development of China's exhibition industry, including exhibition scale, technological innovation, policy support and international cooperation. Analyze the position and future development prospects of China's exhibition industry in the global market; (5) China's Policies and Support Systems for Exhibition Industry: introduce the policy guidance of the Chinese Government in the development of the exhibition industry, including local governments' industrial planning, financial support policies, preferential tax measures, and support policies for green exhibitions and digital exhibitions; (6) Planning, Organization and Management of Large-scale Events: introduce the basic process, core elements and innovative strategies of large-scale event planning, share the experience and skills of event planning, organization and management based on successful

	cases in China, and help participants master the ability in overall planning of large-scale events; (7) Application of Digital Technology in Exhibition Industry: introduce the application status and future trend of digital technologies such as virtual reality (VR), augmented reality (AR), artificial intelligence, and big data in the exhibition industry. Show how to use digital technology to improve exhibition effectiveness and participation through case studies; (8) Green Exhibition and Sustainable Development: introduce the concept and practice of green exhibition as well as policy support, and discuss how to achieve a balance among environmental protection, resource conservation and social responsibility in exhibition events. Share China's successful experience in green exhibitions; (9) Marketing and Brand Building of Large-scale Events: introduce the market positioning, brand planning and promotion strategies of large-scale events, and share how to enhance the influence and commercial value of the events through effective marketing methods in combination with the market demand analysis of China's exhibition industry; (10) Execution and Operation Management of Large-scale Events: introduce the on-site execution, operation management, venue layout, material procurement, personnel coordination and other details of large-scale events, and share China's efficient management experience and innovative practices in the implementation of the events; (11) Safety and Emergency Management of Large-scale Events: introduce the safety management, risk assessment, and formulation and implementation of emergency plans for large-scale events, and share how to deal with emergencies and ensure the smooth progress of the events on the basis of the safety management experience of China's exhibition industry; (12) Resource Management and Budget Control of Large-scale Events: introduce the resource allocation, cost control and benefit evaluation methods of large-scale events, and share how to maximize the economic benefits of events through effective budget management on the basis of successful cases of China's exhibition industry; (13) Supply Chain Management and Logistics Coordination of Large-scale Events: introduce the strategies to optimize supply chain management, logistics and distribution, material procurement and other links of large-scale events, and share the innovative practices and successful experience of China's exhibition industry in supply chain management; (14) Cooperation and Exchange Mode of International Exhibition Industry: analyze the cooperation mode of international exhibition industry, the experience of transnational exhibition, and the opportunities and challenges in international cooperation. In combination with the Belt and Road Initiative, explore the way for developing countries to improve the level of the exhibition industry through international cooperation; (15) Opportunities and Challenges for the Development of the Exhibition Industry in Developing Countries: analyze the opportunities and challenges faced by the exhibition industry in developing countries in 2025, and discuss how to formulate a suitable development strategy for the exhibition industry in your country and enhance the international competitiveness based on China's experience. 2. Symposium (1) The participants will discuss and exchange their views on the current situation of the organization and management of large-scale events in their own countries; (2) The participants will discuss and exchange their views on the cultivation of talents at all levels of the exhibition industry in developing countries, and their questions will be answered. 2. Study tour arrangements(The cities to be visited may be adjusted according to the actual situation.) (1) Pay a visit to the industrial association, government sectors or relevant enterprises in Hangzhou City, Zhejiang Province for investigation; (2) Pay a visit to the industrial association, government sectors or relevant enterprises in Zhangshu City, Jiangxi Province for investigation. 3. About the lecturers (1) Gan Jiahui: Jiangxi Normal University, Associate Professor (2) Miao Ji: China Foreign Affairs University, Associate Researcher (3) Wen Zhichao: Jiangxi Vocational College of Foreign Studies, Associate Professor (4) Yang Zheng: Nanchang University, Associate Professor (5) Chu Xiangyin: China Council for the Promotion of International Trade, Professor (6) Li Baoer: Zhejiang International Trade Exhibition Company, Chairman 4. Others
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	Materials required (1) A self-introduction about your work and unit; (2) Development of the exhibition industry in your country, etc.
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