

Seminar on E-Commerce and Digital Economy for Developing Countries

Program name	Seminar on E-Commerce and Digital Economy for Developing Countries		
Organized by	Hebi University of Economics and Business		
Time	2025-10-22 -- 2025-11-11	Language used	English
Countries invited	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	Shijiazhuang	Weather conditions	9°C~19°C
Cities to be visited	Beijing City Xi'an City, Shaanxi Province	Weather conditions	Beijing City:10°C~21°C Xi'an City:10°C~20°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	Contact person for the program	Ms.Zhang Shuman	

the organizer	Office phone	0086-311-87328855(Ms.Zhang)
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About the Organizer	<p>Hebei University of Economics and Business is a key provincial university in Hebei, specializing in economics, management, and law, while also covering literature, science, engineering, and arts. The university offers 63 undergraduate programs, 10 first-level master's degree authorization disciplines, 58 master's degree authorization disciplines, and 16 professional master's degree programs. The university has a total enrollment of 32,000 students, including graduate, undergraduate, and international students, with an additional 17,000 continuing education students. The university values international exchanges and cooperation, engaging with educational institutions in over 50 countries and employing foreign teachers for instruction. Significant progress has been made in joint education programs, such as the Human Resource Management and Marketing programs co-hosted with Concordia University Chicago, USA.</p> <p>The university actively engages in Nepal's development and has become an important platform for China-Nepal cultural and educational exchanges. It co-founded an overseas Confucius Institute with Kathmandu University in Nepal, training numerous Nepalese students. It also established China's first academic institution dedicated to Nepalese studies—the Nepal Research Center of Hebei University of Economics and Business—focusing on research and dissemination of Nepal's politics, economy, culture, and education, fostering mutual understanding and cooperation between China and Nepal, and supporting the Belt and Road Initiative.</p> <p>On June 17, 2016, in the presence of Hebei provincial leaders and political figures from Central and Eastern European (CEE) countries, the university officially inaugurated the CEE International Business Training Institute. The institute aims to train China specialists in CEE countries and European specialists in China, facilitating business exchanges between China and CEE countries and supporting Chinese companies' expansion into CEE markets. On June 1, 2018, the university established China's first non-physical research institution dedicated to Serbia—the Serbia Research Center.</p> <p>Since 2009, HUEB has been entrusted by the Ministry of Commerce of the People's Republic of China to organize foreign aid training programs. To date, it has successfully hosted 40 programs, training 1,120 officials, university faculty members, and technical personnel from various countries. In 2020, the Serbia program organized by HUEB was recognized as an "Outstanding Training Program" by the Ministry of Commerce.</p> <p>Building on years of experience in foreign aid training, the university continuously expands its training areas, focusing on e-commerce, digital economy, cross-border e-commerce, and trade policies, to promote economic and trade exchanges and capacity-building cooperation with developing countries. The university optimizes curriculum design, strengthens practical teaching, and focuses on enhancing participants' practical skills in the fields of e-commerce and digital economy, providing support for mutually beneficial cooperation between developing countries, China, and other countries.</p>	
Training content	<p>I. Main Training Content</p> <p>The core curriculum of this seminar is divided into general, specialized, and practical modules, employing a variety of teaching methods, including classroom lectures, on-site teaching, field visits, and interactive discussions. General courses will focus on introducing China's national context, economic development pathways, and strategic development in the fields of digital economy and e-commerce. These courses aim to help participants understand China's policy</p>	

environment and practical experiences in the development of digital economy and e-commerce, while expanding their international perspective. Specialized courses will cover key areas of e-commerce and digital economy, including: the development and operational models of cross-border e-commerce, digital payments and e-commerce platform construction, global e-commerce laws and compliance issues, digital marketing and big data applications, international logistics and supply chain management, digital transformation of enterprises and strategic planning, among others. The courses will integrate case studies to explore the successful experiences and management practices of Chinese enterprises in the digital economy sector. Practical courses will involve field visits to China's cross-border e-commerce industrial parks, business logistics centers, comprehensive bonded zones, and foreign trade enterprises. These visits will provide participants with an intuitive understanding of China's operational models, policy support, and development trends in cross-border e-commerce and digital economy, helping them to deepen their comprehensive understanding of e-commerce and digital economy management systems and practical operations.

II. Field Visit Arrangements (Subject to adjustments based on actual conditions)

The seminar plans to arrange visits for participants to Beijing and Xi'an to explore China's representative enterprises, industrial parks, and institutions in the fields of international trade management, cross-border e-commerce, digital economy, and modern business circulation. These visits will provide an in-depth understanding of China's successful experiences and development models in foreign trade, cross-border e-commerce, logistics services, and industrial park construction. During the field visits, participants will learn how China utilizes policy support, institutional innovation, and technological tools to promote trade facilitation, market diversification, and the optimization of the business environment. They will also engage in interactive exchanges with business representatives and industry experts. In Beijing, participants will visit national-level economic development zones, bonded areas, trade promotion organizations, and cross-border e-commerce platforms. They will gain insights into the role of China's capital in building global trade hubs and focus on the policy practices and operational mechanisms of foreign trade services, digital trade, and free trade zones. In Xi'an, participants will examine the role of the city, a key node in the Belt and Road Initiative, in international logistics, foreign economic and trade cooperation, and regional trade development. The visit will include a focus on the operational management of open platforms such as the China-Europe Railway Express and the New Western Land-Sea Corridor, as well as local enterprises' efforts in commodity exports, supply chain coordination, and comprehensive foreign trade services. This field visit will help participants gain a comprehensive understanding of China's policy system, platform development, and market mechanisms in international trade management. It will also deepen their understanding and confidence in Sino-developing country economic and trade cooperation, further promoting practical exchanges and cooperation based on mutual benefit and win-win outcomes.

III. Key Lecturers (A list of professors and their research areas)

1. Zhang Jinzhe: Associate Professor, Vice Dean of the School of International Education, Hebei University of Economics and Business. Research focus: Overview of China's national conditions and economic development policies.
2. Shang Liwei: Professor, Director of the International Exchange Center, Hebei University of Economics and Business. Research focus: International economic and trade cooperation, cross-border e-commerce, and regional economic development.
3. Cai Yan: Associate Professor, School of Economics, Hebei University of Economics and Business. Research focus: Port economy, international logistics, and cross-border e-commerce logistics channel construction.
4. Zheng Weibo: Professor, School of Business Administration, Hebei University of Economics and Business. Research focus: International trade management, e-commerce strategy, and digital transformation of enterprises.
5. Wang Pei: Professor, School of Law, Hebei University of Economics and Business. Research focus: International trade law, cross-border e-commerce legal compliance, and investment regulations.
6. Liu Haiyun: Professor, Vice Dean of the School of Accounting, Hebei University of Economics and Business. Research focus: Corporate governance, commercial law, and legal protection of social responsibility in e-commerce.
7. Wang Chengyun: Professor, School of Foreign Languages, Hebei University of Economics and Business. Research focus: Cross-cultural communication, international cooperation in

	<p>e-commerce, and communication mechanisms.</p> <p>8. Wang Qingyuan: Professor, Director of the Institute of Social Governance, Hebei University of Economics and Business. Research focus: Traditional Chinese culture and business ethics in the context of digital economy.</p> <p>9. Zhang Shaonan: Associate Professor, School of Economics, Hebei University of Economics and Business. Research focus: China's foreign trade policy, digital economy, and international trade management.</p> <p>10. Li Dongliang: Level II Inspector, Deputy Director-General of Hebei Provincial Department of Commerce. Research focus: Local foreign opening strategies, international economic cooperation, and cross-border e-commerce policies.</p> <p>11. Jiao Jianling: Associate Professor, School of Accounting, Hebei University of Economics and Business. Research focus: Corporate investment financial management, cross-border e-commerce finance, and cost control.</p> <p>12. Zhao Yiqiang: Professor, School of Law, Hebei University of Economics and Business. Research focus: International economic law, cross-border e-commerce contract law, and international trade legal practices.</p> <p>13. Li Qing: Professor, School of Economics, Hebei University of Economics and Business. Research focus: China's business environment, digital economy, and free trade zone construction.</p> <p>14. Liu Ye: Associate Professor, Dean of the School of International Education, Hebei University of Economics and Business. Research focus: Cross-cultural communication and international trade talent cultivation in the context of global economic cooperation, with a focus on digital economy and cross-border e-commerce talent development.</p> <p>This is the preliminary faculty arrangement for the program. In the actual implementation, we will also invite other experts, professors, and government officials from relevant fields to participate in the lectures. The final faculty arrangement may be adjusted based on the specific needs of the program to ensure high-quality and targeted course delivery.</p> <p>IV. Other Arrangements</p> <p>1. A dedicated project specialist will be assigned based on the number of participants to ensure the quality of their study and training in China.</p> <p>2. Participants are required to respect Chinese culture and comply with the relevant regulations of the host institution during their stay in China.</p>
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