



Report of Training Seminar

# South-South Cooperation in Cross-border E-commerce for Poverty Eradication and Global Sustainable Development

March 2022



United Nations  
Office for South-South Cooperation

# Contents

Training Background	3
Training Introduction	3
Highlights from Opening Ceremony	7
Session 1	9
Session 2	13
Session 3	17
Session 4	21
Session 5	24
Highlights from Closing Ceremony	28
Post-training Survey Findings	30
Partner Organizations	32

## **DISCLAIMER**

*The views expressed in this publication are those of the author(s) and do not necessarily represent those of the United Nations, including UNDP, UNOSSC, the UN Member States, or the Government of China. The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of UNDP, UNOSSC or Government of China concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.*

# Training Background

The training seminar on “South-South Cooperation in Cross-border E-Commerce for Poverty Eradication and Global Sustainable Development” was announced at the 2021 United Nations Day for South-South Cooperation Commemoration event, by H.E. Ambassador DAI Bing, Deputy Permanent Representative of People’s Republic of China to the UN in September 2021. The training is designed to facilitate knowledge sharing and capacity development on cross-border e-commerce for policy makers, practitioners, and entrepreneurs from governments, IGOs, sectoral associations, academia and the private sectors in developing countries. This training also aims to provide a platform for partnership building and project cooperation among the participants through South-South cooperation.



*H.E. Ambassador DAI Bing, Deputy Permanent Representative of People’s Republic of China to the UN (left) and Mr. Adel Abdellatif, UNOSSC Director a.i. (right) at the announcement of the initiative of China-UNOSSC Cross-border E-commerce for Poverty Eradication and Sustainable Development during the 2021 UN Day for South-South Cooperation Commemoration event*

# Training Introduction

The global landscape of cross-border e-commerce is rapidly evolving, with increased relevance for developing countries and emerging economies. The share of cross-border e-commerce in global trade has continued to grow at a unprecedented fast pace. It is imperative to enhance the potential of developing countries to engage in and benefit from the growth of cross-border e-commerce to promote inclusive and equitable economic development, gender empowerment, employment generation, trade facilitation and poverty eradication.

In this context, the Government of China, through its Permanent Mission to the United Nations, and Ministry of Commerce, hosted the training program on South-South Cooperation in Cross-border E-Commerce for Poverty Eradication, in partnership with UNOSSC. Shandong Foreign Trade Vocational College is commissioned by the host to organize the training course.

## Course Objectives

This certificate training program is designed as an introductory course for policy makers, practitioners, researchers, and entrepreneurs from developing countries, to enhance their understanding of conceptual frameworks, increase their knowledge of relevant policies and good practices, and develop their capacities and practical skills in promoting cross-border E-commerce for poverty eradication.

## Target Audience

Policy makers, e-commerce practitioners and entrepreneurs from developing countries and United Nations agencies

## Date and Time

21-25 March 2022; Total of 5 online sessions (3 hours each)

## Language

Chinese and English, with simultaneous interpretation in Arabic, French, Russian and Spanish

## Agenda and Speakers

### Session 1: Inclusiveness

**Global cross-border e-commerce development status, challenges and prospects:** introducing cross-border e-commerce conceptual frameworks and trends, challenges and opportunities; and sharing the good practices and the progress achieved by China and other developing countries in promoting cross-border e-commerce for poverty eradication.

**Moderator:** Ms. Xiaojun Grace Wang, Deputy Director, UNOSSC

#### Opening remarks:

- H.E. Ambassador DAI Bing, Deputy Permanent Representative of the People's Republic of China to the United Nations
- Ms. Usha Rao-Monari, Under-Secretary-General and Associate Administrator, United Nations Development Programme (UNDP)
- Mr. XU Wei, Director General of Department of International Cooperation, China International Development Cooperation Agency (CIDCA)
- Mr. CHEN Runyun, Vice President, Academy for International Business Officials (AIBO), Ministry of Commerce

#### Speakers:

- Ms. GUAN Wei, Department of Foreign Trade of Ministry of Commerce
- Mr. HU Yan, Founder/CEO, Shanghai DaQian Information Technology
- Mr. ZHAO Youjian, Professor, Department of Computer Science, Tsinghua University

### Session 2: Ecology

**The composition and construction of cross-border e-commerce ecosystem:** introducing the

composition of cross-border e-commerce ecosystem; the construction of information, logistics, finance, talent, policy and other digital economic infrastructure; sharing China's approaches in building cross-border e-commerce ecosystem and value chain; sharing the opportunities brought by the changes and upgrading of global supply chain to cross-border e-commerce in developing countries.

**Speakers:**

- Mr. CHEN Jin, Director, Modern Service Industry Center, University of International Business and Economics
- Ms. LV Wei, Deputy Director-General, Department of Commerce, Shandong Province
- Mr. OUYANG Cheng, Director, Cross-border E-commerce Research Center, Alibaba Group

### Session 3: Practice

**Cross-border e-commerce operation models, process and entrepreneurial approaches:** introducing the operation models, platforms, main operation process of cross-border e-commerce; and demonstrating the good practices in promoting entrepreneurship development and employment generation.

**Speakers:**

- Mr. TAN Jun, Director, International Business of Shenzhen Star Electronic Commerce
- Mr. CAO Zhenhua, President, iPayLinks Digital Technology (Shanghai)
- Mr. YAN Changzhou, Director for Channel Support, DHgate

### Session 4: Poverty Eradication

**E-commerce for poverty eradication:** focusing on China's experience and good practices in promoting e-commerce development for poverty eradication.

**Speakers:**

- Mr. SHAO Ming, Deputy Director, E-commerce Research Center, Fudan University
- Ms. LI Yan, President, Qingdao Lashbeauty Cosmetic
- Mr. ZHANG Longfei, Director, E-commerce Service Center, Caoxian County, Shandong Province

### Session 5: Sharing

**Exploring the Chinese market through cross-border e-commerce:** focusing on introducing China's cross-border e-commerce import policies, regulations and market access, and practical skills using online live broadcast platforms and technologies to boost sales, and etc.

**Moderator:** Mr. DIAO Jiandong, President of Shandong Foreign Trade Vocational College

**Closing remarks:**

- Mr. SHEN Xiaokai, Minister Counselor of the Permanent Mission of China to the United Nations
- Mr. CHEN Runyun, Vice President, Academy for International Business Officials (AIBO), Ministry of Commerce of China
- Ms. Xiaojun Grace Wang, Deputy Director, UNOSSC

### **Speakers:**

- Mr. WANG Jian, Professor, School of International Trade and Economics, University of International Business and Economics
- Mr. ZHANG Penggang, Director, Department of Cross-border E-commerce, Shandong Foreign Trade Vocational College
- Mr. ZHANG Xiaheng, Professor, Northwest University of Political Science and Law

## Training Results

Overall, the training received close to 1,100 registrations from over 90 countries and territories with close to equal gender participation (female 45% and male 55%). Approximately 61% of registrations were from national and local governments, 17% from the private sector, 8% from academic and research institutes, 7% from the UN and international government organizations, and 7% from NGOs.

By the end of the course, 580 participants met all course requirements and obtained certificates of completion. Following five daily sessions, an online post-training survey was conducted among the participants and a total of 606 responses were received. Based on 447 valid responses from four categories of most relevant sectors (private sector, national/local government, UN/IGO, NGO/CSO): 99% of respondents have gained a greater understanding of cross-border e-commerce for poverty eradication and global sustainable development. 74% of respondents will apply the knowledge and technical skills learned from the training in their current or future work. For more detailed analysis, please refer to the post-training survey results on Page 30.

# Highlights from Opening Ceremony

## *H.E. Ambassador DAI Bing*

Deputy Permanent Representative of the People's Republic of China to the United Nations

This training program is a concrete offering and a pragmatic cooperation between China and the UNOSSC, under the framework of the Global Development Initiative (GDI), with special focuses on poverty reduction and digital economy. China is willing to share its experiences and good practices with other developing countries, and support developing countries to effectively utilize China's cross-border e-commerce platform and actively establish their own cross-border e-commerce platform to better market their products, enhance productivity, improve livelihood, and develop their economy.



Source: Permanent Mission of China to UN

## *Usha Rao-Monari*

Under Secretary-General and Associate Administrator, United Nations Development Programme (UNDP)

South-South knowledge sharing is one of the best approaches we have at our disposal to build capacities, as it draws on what has proven to work in improving people's lives, for the benefit of others. China's experience of eradicating extreme poverty, which is the fastest poverty reduction in human history according to the World Bank, offers inspiration to all developing countries. Leveraging digital economy has been an important element leading to that success.

This is because e-commerce has been associated with the expansion of employment opportunities, particularly for micro, small and medium enterprises (MSMEs), women and youth, with transformative impact to all sectors including the informal sector. This became more relevant than ever during the COVID-19 pandemic.

UNDP considers South-South and triangular cooperation integral to how UNDP thinks and understands the future of development. In addition to supporting South-South and triangular cooperation as a global knowledge broker, capacity developer, and partnership facilitator, building on comparative advantages such as its extensive country presence in over 170 countries and territories, UNDP is proud to host the United Nations Office for South-South Cooperation as the focal point for coordinating, advocating, and facilitating South-South and triangular cooperation on a global and UN system-wide basis.



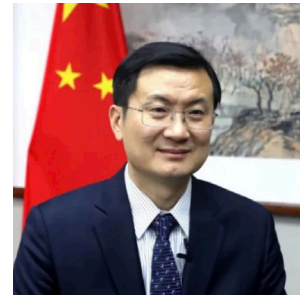
Source: UNDP

## XU Wei

Director-General, Department of International Cooperation, China International Development Cooperation Agency (CIDCA)

Over the past 70 years, China has organized close to 15,000 training programs for over 160 countries and international organizations in Asia, Africa, Europe, Latin America, and the South Pacific region, focusing on over 100 thematic areas, including national development, economic and trade cooperation, agricultural cooperation for poverty reduction, medical and health care. In total around 400,000 people have received trainings and capacity development support.

China has always believed in and supported sustainable development. China is willing to work with all stakeholders for achieving the Sustainable Development Goals, strengthen exchanges and cooperation to help developing countries promote economic and social recovery and development.



Source: CIDCA

## CHEN Runyun

Vice President, Academy for International Business Officials (AIBO), Ministry of Commerce, China

In the context of the rapid development of information technology and the spread of the COVID-19 global epidemic, the digital economy has become a new engine of the global economy, and cross-border e-commerce has increasingly become an international economic and trade force. If developing countries want to catch up with the development momentum of the global digital economy and advance the poverty eradication and sustainable development agenda, they must accelerate their efforts towards digital development and capacity development.

Under the framework of South-South cooperation and Global Development Initiative (GDI), it is the joint goal of the Government of China and UNOSSC to provide policy makers, experts and practitioners from developing countries with knowledge, policy guidance and a platform to exchange good practices in cross-border e-commerce.



Source: Ministry of Commerce of China

## Xiaojun Grace Wang

Deputy Director, United Nations Office for South-South Cooperation (UNOSSC)

Leveraging digital economy for poverty eradication is a priority area for many developing countries. Cross-border e-commerce has not only become a new growth point for global economy, but also can integrate SMEs into regional and global value chains to effectively promote trade benefits for all. It is deeply appreciated that our Chinese partners are here to share knowledge with over 1000 participants from governments, businesses, international organizations and other sectors, across over 90 countries around the world.



Source: UNOSSC

---

# 01

## Global Cross-border E-commerce Development Status, Challenges and Prospects

*Slides available at: [bit.ly/3jUVdQ1](https://bit.ly/3jUVdQ1)*

# Cross-border E-commerce Gives New Impetus to Foreign Trade

## GUAN WEI

Department of Foreign Trade, Ministry of Commerce, China



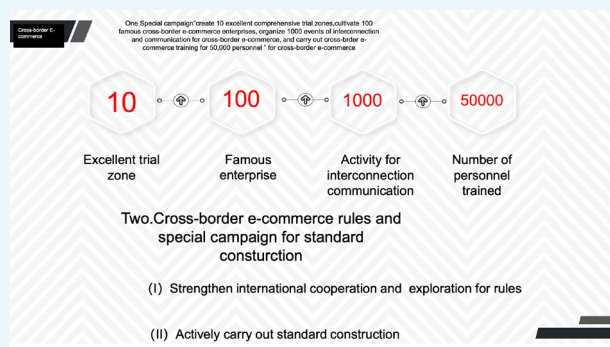
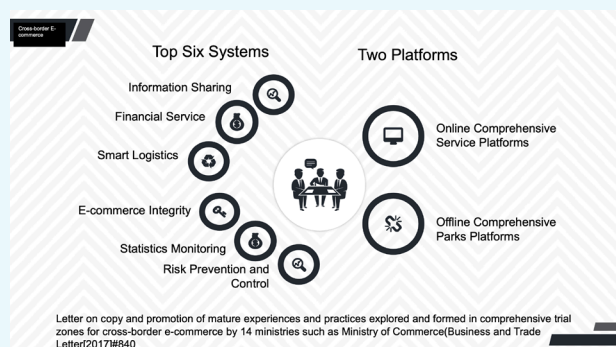
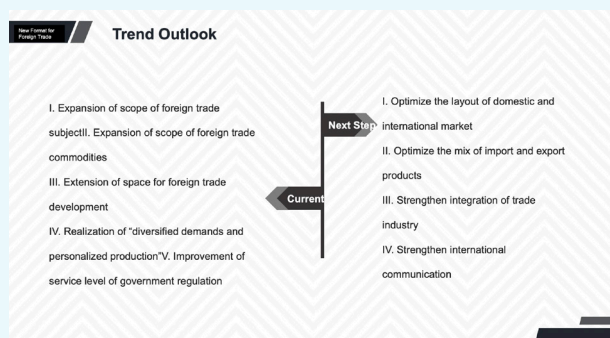
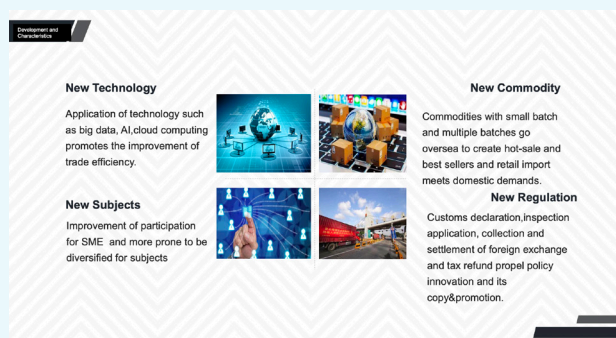
New forms and modes of foreign trade often have the following characteristics:

- Applications of new technology (big data, cloud computing, etc.) to improve trade efficiency
- New commodities in both imports and exports
- Diversified entities, with more small and medium-sized entities involved
- Policy innovation to suit the industry development

As a new form of foreign trade, cross-border e-commerce is developing fast in China, with great potential and a strong driving effect. Its development pattern includes rapid growth of the transaction scale, business models innovation, diversified market structure, and the rapid

growth of imports and exports. To establish favorable circumstances for trustworthy and rapid growth in cross-border e-commerce, the Chinese government has committed to promoting policy innovation and is constantly developing new laws. Since 2015, the government has set up 132 comprehensive pilot zones for cross-border e-commerce, basically covering the whole country.

The government encourages business models and mechanism innovation by promoting digital technology and improving supervision policies. The government also generated a guidebook for developing cross-border e-commerce and encourages sharing of knowledge, experiences, and good practices across China.



Slides from Ms. Guan Wei's presentation

# Global Cross-border E-commerce Development: Current Situation, Challenges and Prospects

**HU YAN**

Founder/CEO, Shanghai Daqian Information Technology



China is a latecomer to e-commerce, yet has seen steady growth in both transaction volume and number of users in the past decade. The Chinese market is a huge blue sea for global brands. Giant and international brands have already entered China, but China's demand for micro, small and medium-sized brands has not yet been fully explored, so there is a huge market scope.

E-commerce has shifted supply chains and the landscape is still changing dramatically. It builds on traditional commerce by adding the flexibility that the internet offers. The internet can amplify word-of-mouth and e-commerce makes it relatively easy to order anything, any time, from anywhere.

E-commerce also enhances value chains by offering new ways to reduce costs or improve operations. For example, in rural areas, the online sales of agricultural products help the local economy grow and allow farmers to directly participate in the value chain integration.

In a long term, the production of agricultural products was insecure and good yields did not

necessarily contribute to income growth. With e-commerce, farmers can sell products with a mobile phone connected to the Internet. They can decide on what to grow based on online orders and customers' feedback. They also reduce the cost of traditional channel distribution and retain the benefits of having a physical location. This "order-based agriculture" changes the production relationship, and mobile phones become the "new farming tools".

For cross-border e-commerce, it contains all the features of global trade, such as customs authorization, insurance, and transport, but this new mode is built on an unrestrained, far-reaching, and general global trade platform, on which billions of consumers and MSMEs are directly connected from all over the world.

Overseas producers can effectively sell products to China with the help of online cross-border e-trading platforms. These platforms can help with market research and positioning, product pricing, selection of sales channels, customer service, and legal compliance.



Slides from Mr. Hu Yan's presentation

# Cross-border E-commerce Service System Construction

## ZHAO YOUJIAN

Professor, Department of Computer Science, Tsinghua University



As a new mode of import and export trade, Cross-border e-commerce has become an important driving force for China's foreign trade growth and an important engine for innovation-driven development.

Relying on a solid high-tech foundation, cross-border e-commerce links the international industrial chain and is a new self-owned impetus for industry development.

To establish an integrated public service system for cross-border e-commerce, we need to work with the government to build a one-stop service system and construct:

- One distributed cross-border e-commerce platform (SaaS)
- One bonded warehouse and public service system (Customs Supervision Code 1210)
- One set of the new generation (Payment 4.0) global electronic payment standards and system architecture

Through the above “construction of 3-Ones,” we can break platform monopoly and self-control technology, data, capital and flow; standardize cross-border payments and connect national payment platforms; avoid long and inefficient delivery cycles, and have real-time arrival at overseas warehouses.

**II. TECHNICAL DIFFICULTIES OF SYSTEM ENGINEERING:**

How to solve these challenges and problems of traditional import and export?

It needs to be solved by systematic innovative technology-

Among them, the technical difficulties to be solved include:

1. E-commerce platform and technology
2. Cross-border payment
3. Logistics system

**SYSTEM ENGINEERING ISSUES: CHALLENGES FACED BY CROSS-BORDER E-COMMERCE**

Use the idea of system engineering to build infrastructure and solve problems.

- Distributed cross-border e-commerce**
  - ✗ Breaking platform monopoly
  - ✓ Realizing the self-control of technology, data, capital and flow.
- Cross-border payment standardization**
  - ✗ Incompatible domestic and foreign systems
  - ✓ Realizing the interconnection of national payment platforms
- Public logistics servitization**
  - ✗ Lengthy and inefficient lead time
  - ✓ The real-time arrival of overseas warehouses

**Why should we create a city card?**

Cultural Effect | Economic Effect

The significance of city business cards  
Not only enhance the popularity of cities  
But more importantly the shaping of city business cards  
Could evolve into an important driving force  
For the development of consumption upgrading.

**“Cross-border e-commerce industry+”**

- Linking the international industrial chain
- Solid high-tech foundation
- New self-owned impetus for industry development

Advantage of cross-border resources | Advantage of industrial integration | Advantage of industry space

1. +Exhibition business card
2. +Tourism business card
3. +Online celebrity business card

Slides from Mr. Zhao Youjian's presentation

---

# 02

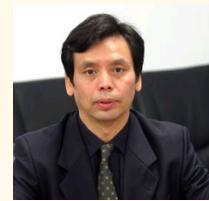
## The Composition and Construction of Cross-border E-commerce Ecosystem

*Slides available at: [bit.ly/3rqk3ey](https://bit.ly/3rqk3ey)*

# Development of Cross-border E-commerce Ecosystem

**CHEN JIN**

Director, Modern Service Industry Center, University of International Business and Economics



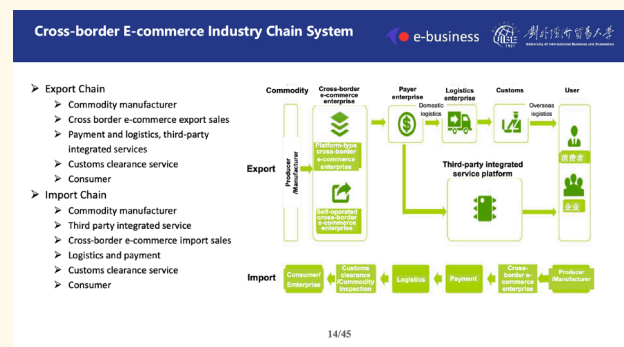
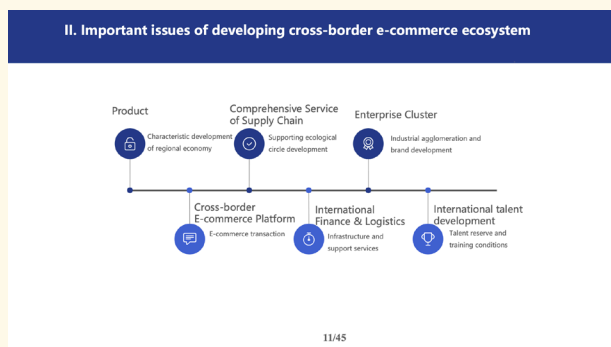
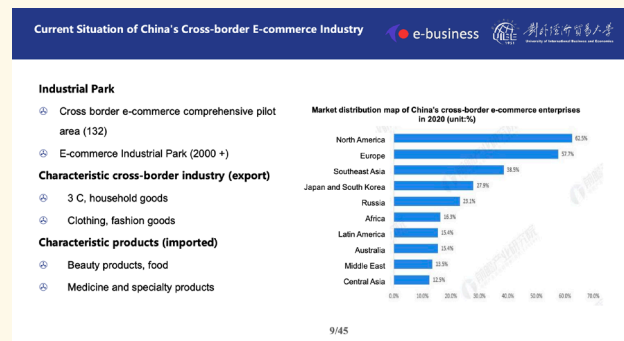
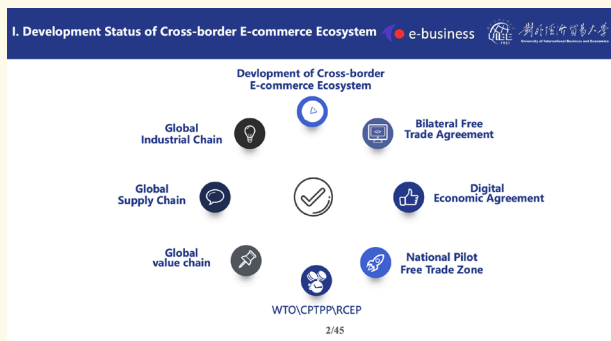
China is well-positioned to harness the opportunities brought about by e-commerce. Statistics from China's National Bureau of Statistics show that in 2021, online retail sales of physical goods exceeded 10 trillion RMB for the first time. The import and export volume of cross-border e-commerce in China reached 1.98 trillion RMB with an increase of 15%.

Cross-border e-commerce manifests great development potential and benefits stakeholders across the entire ecosystem, such as payment and logistics providers, financial institutions, and technology solution players. It lowers entry barriers for many businesses and improves the global flow of goods.

Elements of cross-border e-commerce ecosystem

include products, platforms, comprehensive service of the supply chain, international finance and logistics, clusters of enterprises and industries, and international talent development.

Enterprises in developing countries can leverage well-developed global or regional platforms, such as eBay, Alibaba, Amazon, etc. to help their brands go overseas. With adequate access to technology, small and medium-sized enterprises (SMEs) can take advantage of the services provided by these platforms to save on upfront costs and expand beyond their local markets. SMEs can also source from suppliers outside of their immediate markets for greater prices, as well as learn to promote products and grow revenue through social media and other marketing channels.



Slides from Mr. Chen Jin's presentation

# Local Practices in Advancing the Development of Cross-border E-commerce

**LV WEI**

Deputy Director-General, Department of Commerce, Shandong Province, China



Shandong provincial government has invested strong efforts in promoting cross-border e-commerce, particularly since the outbreak of the COVID-19 pandemic.

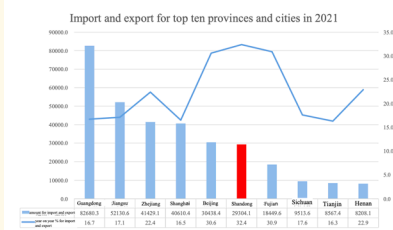
Since 2015, Shandong provincial government has started to cultivate and accredit comprehensive trial zone for cross-border e-commerce in the national range. Shandong Province proactively encourages cities that comply with conditions to declare for the comprehensive trial zone. Currently, nine cities have been approved to set up trial zones.

The provincial government also cooperated with Alibaba group to set up the “Internet+ Foreign Trade” credit assurance fund to improve the credit

assurance limit of small and medium foreign trade enterprises on Alibaba’s international website and increase their capacity for receiving orders.

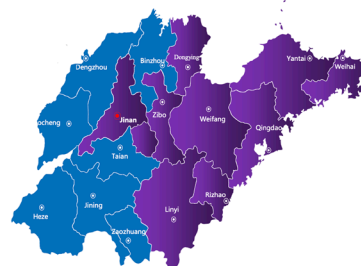
The overseas warehouse is an important node for cross-border e-commerce. Establishing an advanced information management system can help interconnect customers, commodities, and information, such as warehouse storage and distribution in real-time. It also carries out value-added services such as high-quality after-sale, supply chain finance, compliance consultation, and marketing promotion. Currently, enterprises in Shandong Province have built and operated more than 200 overseas warehouses in over 60 countries and regions.

## Foreign Trade Development in Shandong Province



➢ In 2021, amount for import and export, amount for export and amount for import in Shandong are 2.93 trillion yuan, 1.76 trillion yuan and 1.17 trillion yuan respectively, ranking 6th, 4th and 5th in China; an year on year increase was 32.4%, 34.8 and 29% respectively, which are better than 11%, 13.6% and 7.5% for national average growth rate

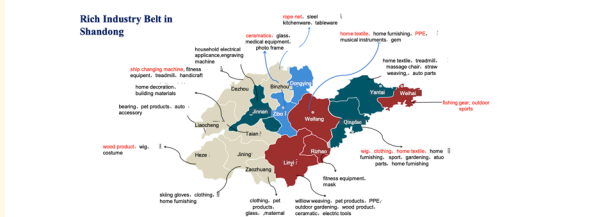
## Build Comprehensive Trial Zone at National Level for Cross-border E-commerce



➢ Since 2015, State Council has started to cultivate and accredit comprehensive trial zone for cross-border e-commerce in national range. Shandong province actively drives cities that comply with conditions to declare for comprehensive trial zone. Currently, 9 cities of Qingdao, Weihai, Jinan, Yantai, Weifang, Linyi, Dongying, Zibo, Rizhao are approved in succession.

## Innovate the Pattern of Development for Cross-border E-commerce

- 57 national bases for transformation and upgrade of foreign trade such as electromechanical, textile, light industry, hardware, are in Shandong province that is complete with better industry base for developing cross-border commerce.



## Intensify Cultivation of Talent

- Shandong province attaches gives priority to introduction and cultivation of cross-border e-commerce talents, continues to improve work mechanism, enriches training forms, and accelerates the cultivation of talents.

Research Institute+Association+Alliance of Higher Vocational Colleges and Enterprises

Established Shandong research institute, association, alliance of higher vocational colleges and enterprises for cross-border e-commerce, organized the establishment of “Hundred Experts Database for Cross-border E-commerce”, focused on transformation development in cluster for key industries in counties for trials of transformation and upgrade of foreign trade and within counties such as base for transformation and upgrade of foreign trade and carried out training for cross-border e-commerce with a stronger target.



Slides from Ms. Lv Wei’s presentation

# Industrial Practice of Cross-border E-commerce Ecological Construction

## OUYANG CHENG

Director, Cross-border E-commerce Research Center, Alibaba Group



Relying on digital technologies such as the Internet, big data, cloud computing, and artificial intelligence, cross-border e-commerce has significantly changed the main body, goods, processes, and rules of international trade.

It has helped a large number of small, medium- and micro-sized enterprises to participate in global trade and made the process more convenient and efficient, and the trade more inclusive. Meanwhile, a prosperous and diverse e-commerce ecosystem has been formed, driving the related industries to develop together.

Cross-border e-commerce service ecosystem:

### 1. E-commerce support service

- Infrastructure Services: logistics express, financial payment, big data, cloud computing
- Public Service: credit certification, education and culture, trade promotion service, industry associations, exhibition, etc.

### 2. E-commerce derivative service

- Merchant services: digital marketing, data analysis, agent operation, supply chain, cloud customer service, search, IT, outsourcing
- Consumer Services: shopping comparison, shopping tools, fitting, etc.

It also promotes the transformation and upgrading of the manufacturing industry, helps build full-link digital commerce, as well as leads inclusive development in rural areas.

**Cross-border e-commerce helps SMEs enter the global market.**

Relying on new technologies such as the Internet, big data, cloud computing and artificial intelligence, cross-border e-commerce has significantly changed the main body, goods, processes and rules of international trade, helped a large number of small, medium-sized and micro enterprises to participate in global trade, and made the process more convenient and efficient, and the trade more inclusive. Meanwhile, a prosperous and rich e-commerce ecosystem has been formed, driving the related industries to develop together.

**AIIResearch**  
阿里巴巴研究院

**Cross-border e-commerce helps enterprises build full-link digital commerce**

Cross-border e-commerce has become the fast lane for foreign products to enter China

	Year 1-2	Year 3-4	Year 5 and later
<b>Commercial Value</b>	<ul style="list-style-type: none"> <li>• Attempt in the Chinese market</li> <li>• Improving brand awareness</li> <li>• Preparing for entering the local market (trademarks, establishment of branches, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Expanding market scale through all channels</li> <li>• Establishing brand awareness in the local market and establishing connection with consumers</li> <li>• Customer relationship management</li> </ul>	<ul style="list-style-type: none"> <li>• Gaining more growth through online distribution</li> <li>• Using data to integrate omni-channel sales resources</li> <li>• Improving consumer service and experience</li> <li>• Establish the further relevance and loyalty between brands and consumers.</li> </ul>
<b>Platform</b>	Cross-border E-commerce Platform	Cross-border E-commerce Platform	Cross-border E-commerce Platform
<b>Marketing</b>	<ul style="list-style-type: none"> <li>• E-commerce marketing</li> <li>• Social media marketing</li> <li>• Video website marketing</li> <li>• Event marketing</li> </ul>	<ul style="list-style-type: none"> <li>• E-commerce marketing</li> <li>• Social media marketing</li> <li>• Video website marketing</li> <li>• Event marketing</li> <li>• Marketing plan access</li> </ul>	<ul style="list-style-type: none"> <li>• E-commerce deep cooperation</li> <li>• Social media marketing</li> <li>• Video website marketing</li> <li>• Marketing system deep access</li> </ul>

Source: Deloitte, AIIResearch, Tmall Global

**AIIResearch**  
阿里巴巴研究院

**World Bank: E-commerce Development: Experience from China**

**World Bank:** Based on the sample survey of Taobao village, it is concluded that the rapid expansion and prosperity of Taobao villages proves that e-commerce is not a unique phenomenon only in urban areas of high-income countries; As long as there are proper conditions, e-commerce can flourish in rural areas of developing countries.

**List of preparatory elements for e-commerce development**

- ✓ Skills and Entrepreneurship: including the skills of using the Internet to operate, provide customer service and develop online products; training capacity, followed by incubation services, with entrepreneurial spirit, willing to take risks and flexibility to seek new opportunities in the digital economy.
- ✓ Infrastructure and logistics: including Internet access and e-commerce platform, convenient transportation and complete logistics network, financing channels and mobile payment system.
- ✓ Favorable business environment: including all traditional elements and special elements of e-commerce: direct subsidies, logistics, training, online product services and incubation services, good transportation conditions and business facilitation regulations.

**AIIResearch**  
阿里巴巴研究院

**Electronic World Trading Platform (eWTP) Initiative**

- ✓ eWTP is a global platform led by the private sector and involving many parties. It aims to promote public-private cooperation and dialogue, share experiences and best practices, apply technology, and provide policy advice to jointly promote the development of global inclusive trade.
- ✓ eWTP actively promotes the construction of global digital economic infrastructure (global transaction service network, global logistics service network, global financial payment network and global public service platform), and promotes good policies and best practices such as cross-border free trade zones and pilot projects of e-commerce for small and medium-sized enterprises. So far, nine cooperation pilots have been built in six countries.

**AIIResearch**  
阿里巴巴研究院

Slides from Mr. Ouyang Cheng's presentation

# 03

## Cross-border E-commerce Operation Models, Process and Entrepreneurial Approaches

*Slides available at: [bit.ly/3vUpZL](https://bit.ly/3vUpZL)*

# Cross-border E-commerce Industry and Practice

**TAN JUN**

Director, International Business, Shenzhen Star Electronic Commerce



## Main stages of cross-border e-commerce

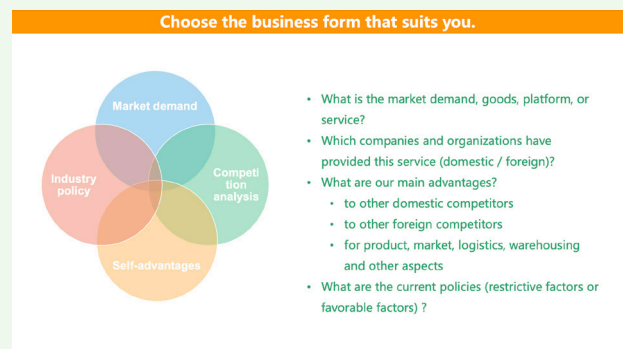
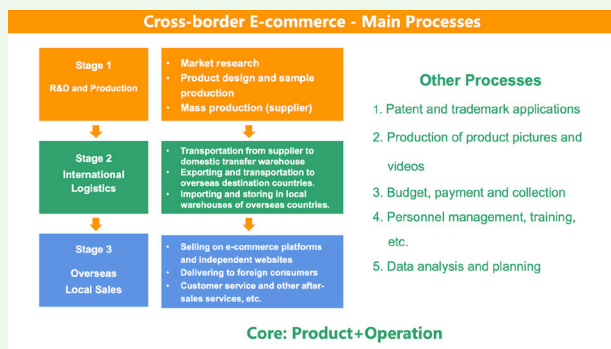
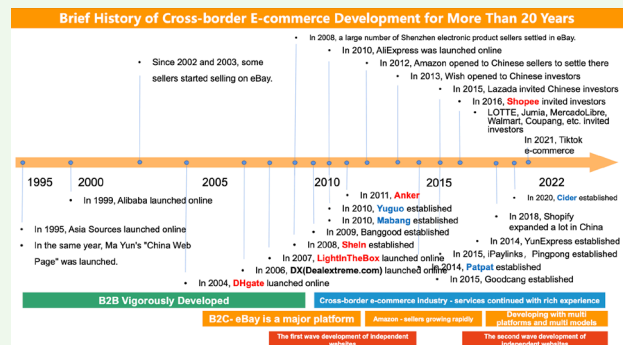
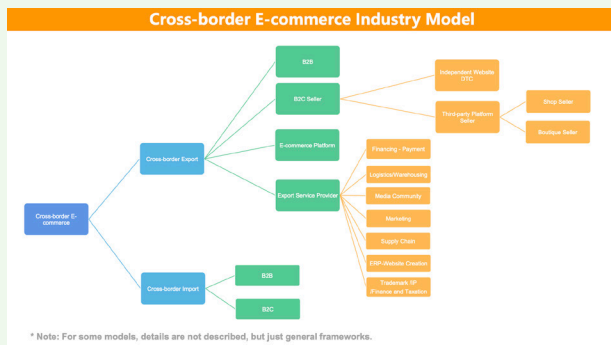
- Stage 1, R&D and production: market research, product design and sample production, mass production (supplier)
- Stage 2, International logistics: transportation from supplier to domestic transfer warehouse, exporting and transportation to overseas destination countries, importing and storing in local warehouses of overseas countries.
- Stage 3, Overseas local sales: selling on e-commerce platforms and independent websites, delivering to foreign consumers, customer service and other after-sales services, etc.

- Patent and trademark applications
- Production of product pictures and videos
- Budget, payment and collection
- Personnel management, training, etc.
- Data analysis and planning

## Suggestions on cross-border e-commerce organizational structure

- Comply company's overall strategy: the structure shall serve its strategy.
- Business unit manager vs. functional department manager: customer and profit vs. specialty and standard.
- Easy to manage and set goals: independent financial accounting.
- Shared R&D, marketing and supply management teams: more efficient.

## Other processes

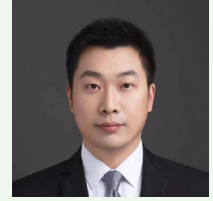


Slides from Mr. Tan Jun's presentation

# FinTech Adds Momentum to Cross-Border Business Growth

## CAO ZHENHUA

President, iPayLinks Digital Technology (Shanghai)



The global economy continues to be resilient despite geopolitical turmoil and a prolonged public health crisis. A strong global GDP and associated trade growth will keep accelerating the demand for cross-border payments, which is estimated to reach US\$ 156 trillion by 2022.

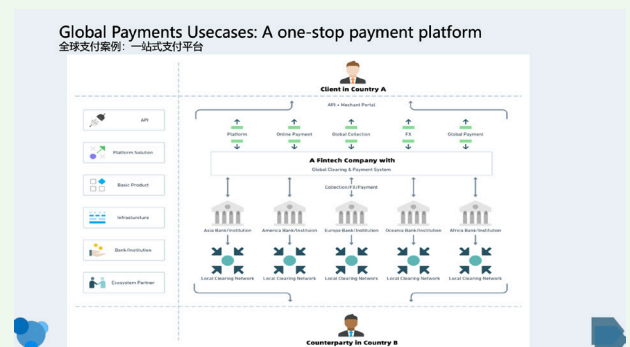
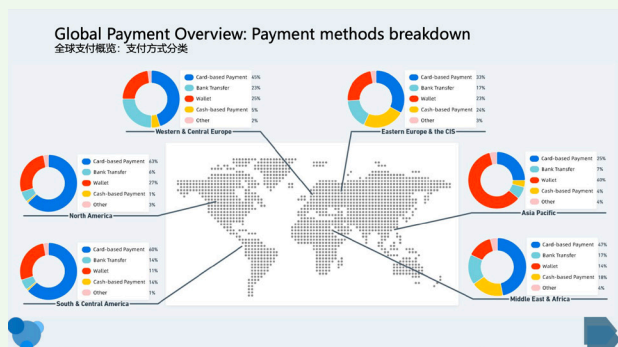
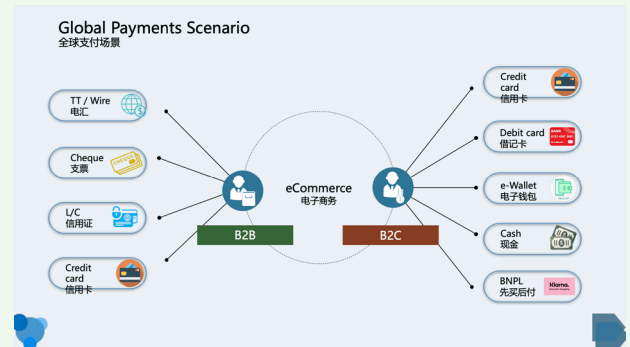
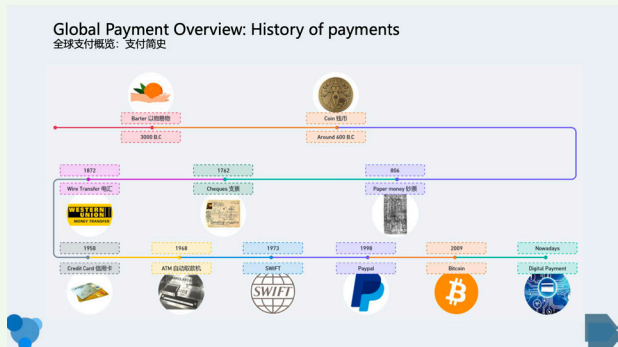
Cross-border payments can be combinations of payments between individuals and banks or companies. With the popularity of global e-commerce, demands for fast, low-cost, secured, and convenient digital payments solutions are increasing. More and more people, including small and medium-sized enterprises, consider the global expansion of their cross-border business.

FinTech investment grows significantly with

increasing digitization and customer adoption rate.

FinTech can provide seamless and secure payments experiences. For example, a FinTech startup with a global clearing and payments system can enable corporations such as banks to make and accept domestic and cross-border payments, as well as enable merchant customers to accept omnichannel, digital-based payments at the point of sale.

Banking as a Service (BaaS) platforms provide more financial transparency options by letting banks open up APIs for third parties to develop new services. It is reconfiguring the banking value chain, enabling new sources of growth.



Slides from Mr. Cao Zhenhua's presentation

# Leveraging Global Supply Chain to Create Business Opportunities in Cross-border E-commerce

## YAN CHANGZHOU

Director for Channel Support, DHgate



With a focus on core enterprises within one ecosystem, the supply chain is a net-shaped structure to realize overall value appreciation for affiliated enterprises or individuals within the ecosystem from the source of supply to the user terminal through control of resources such as commodity flow, capital flow, information flow, logistics supply chain.

Supply chain management: organizations involved in supply chain management improve the overall competency for supply by meeting coordination and integration of logistics, information flow, and capital flow as well as users' demands.

Supply chain management for cross-border e-commerce includes four parts: product

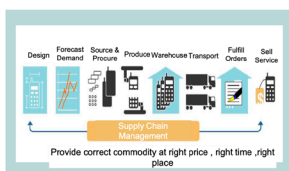
selection, suppliers, logistics service, and customs clearance.

Product selection is key to cross-border platforms. Things and factors to take into consideration include whether specific products will trigger strong sales in the country, logistics and customs clearance policies, market operation, etc.

Modes of logistics for cross-border e-commerce include postal parcel, overseas warehouse, international express, and logistics with special lines.

Currently, there are seven categories regarding modes of customs clearance for imports and exports of cross-border e-commerce in China.

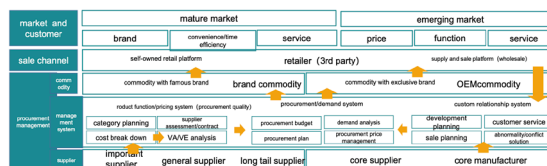
### Role of Global Supply Chain



Supply chain management refers to that organizations involved in supply chain management improve the overall competency for supply by meeting coordination and integration of logistics, information flow and capital flow as well as users demands.

Provide correct commodity at right price, right time, right place

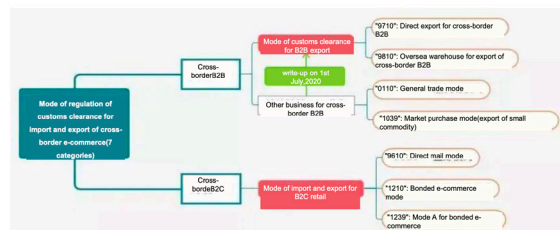
### Key to Forge Business of Cross-border E-commerce with Core Competency: Ability for Procurement, Service and Cost Control



### Mode of Logistics for Cross-border E-commerce



### Mode of Customs Clearance for Import and Export of Cross-border E-commerce



Slides from Mr. Yan Changzhou's presentation

---

# 04

## The Path and Model of E-commerce for Poverty Eradication

*Slides available at: [bit.ly/3uFwLIn](https://bit.ly/3uFwLIn)*

# E-commerce Development for Poverty Eradication

## SHAO MING

Deputy Director, E-commerce Research Center, Fudan University



By 2019, 98 percent of administrative villages had access to broadband in China. With the gradual improvement of China’s rural information infrastructure, rural residents can do business all over the world through online e-commerce. Many farmers have begun to market their products through live broadcasts or self-media (independently operated social media accounts).

Since 2014, in order to promote the development of rural e-commerce, China has launched the project “E-commerce Going into Rural Areas”. By 2019, the project has covered 1,231 counties nationwide.

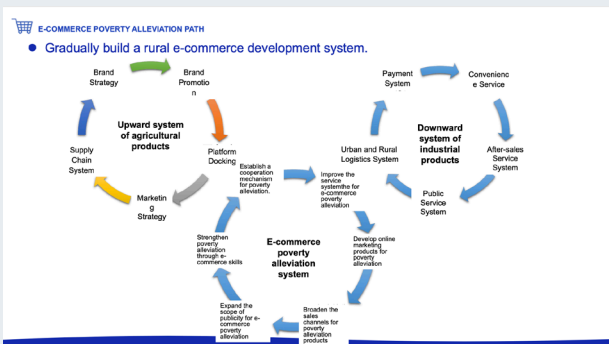
Another example is the “Rural Taobao” campaign from Alibaba. To promote rural e-commerce, it cooperated with local governments to establish public service centers at the county level. The government provides support in finance, venues, training, etc., and Alibaba equips the county-level service centers with managers, who are responsible for business development and partners assessment in the whole area.

These projects and campaigns help turn products in the hands of rural households into

commodities, and commodities into wealth, so as to stimulate local economic growth. They also help change people’s mindsets and equip them with e-commerce skills to increase income and actively participate in the value chain.

E-commerce in rural areas shows great promise in poverty alleviation. Rural e-commerce combines agriculture with new e-commerce models, such as live streaming and micro-business, thus breaking through the radius of the supply chain and extending service coverage. It enriches the category of industrial goods and broadens the channels to rural areas, as well as bridges the industrial chain so that high-quality agricultural products can be known and sold at a good price.

Based on market demand and rural conditions, e-commerce talent training shall be continually carried out, inviting experts and practitioners to equip more people with online business skills. We also need to solve the pain points of rural e-commerce, such as return and exchange, installation, and maintenance. On this basis, there will be further development of new retail models such as brand, scale, chain, and community.



Slides from Mr. Shao Ming’s presentation

# Experience of Caoxian County in Utilizing E-Commerce for Local Industrial Development

## ZHANG LONGFEI

Director, E-commerce Service Center, Caoxian County, Shandong Province



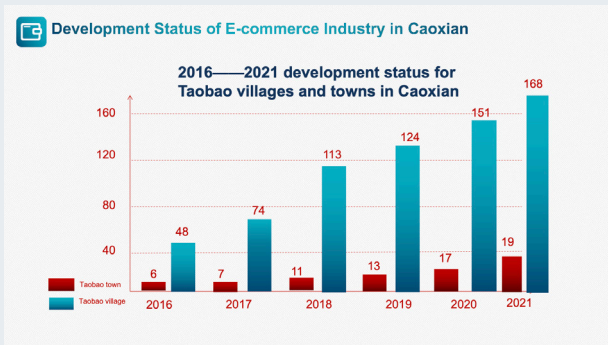
Caoxian is located in the southwest of Shandong and at the junction of ten counties in the two provinces of Shandong and Anhui, with an area of 1969 square km and a total population of 1.75 million.

In 2021, online sale revenue in Caoxian made a breakthrough of 28.1 billion RMB. After many years of development, the top four e-commerce industry clusters have been formed in Caoxian:

- Performing costume industry cluster
- Traditional Han costume industry cluster
- Wood product industry cluster
- Agricultural and sideline product industry cluster

For example, performing costumes for Caoxian have evolved from single performing costumes to multi-category of more than 6000 styles. In 2021, the sale volume was 11.5 billion RMB.

Caoxian e-commerce originated from the grassroots entrepreneurship of farmers. When connecting textile clothing, wood product processing, food processing, and other traditional industries, Caoxian also relies on e-commerce to promote the systematic restructuring of the agricultural supply chain, industry chain, and value chain in order to revitalize the local economy.



### Insight for Development of E-commerce Industry in Caoxian

**Insight2: Combination of tangible hands of government with invisible hands of market**

In development of e-commerce industry, government do a good job in guidance and makes an effort in system innovation, talent introduction and training and infrastructure supporting facility, invigorate all kinds of market resources at maximum limit, earnestly cultivate good ecosystem for development of e-commerce and continues to push forward the development of e-commerce.

Han costume exhibition for all departments under direct control of county

E-commerce office and telecom company in county go deeply into the enterprises to check network operation

### Mode of Industry Development Promoted by E-commerce in Caoxian

E-commerce promotes wood products to go overseas

**Industry Belt for Cross-border E-commerce**

- the only industry belt of cross-border e-commerce for wood products in China
- The largest export base for wood product in China
- 1688 industry belt for cross-border e-commerce

"Cross-border e-commerce industry belt for Wood products in China" for Caoxian is the only industry belt of cross-border e-commerce for wood products in China. In Alibaba wholesale website, there have more than 4000 enterprises for wood products in Caoxian, accounting for over 40% of wood products enterprises in the whole website and accounting for 12% of sale volume of cross-border e-commerce with the same kind of products in China.

### Insight for Development of E-commerce Industry in Caoxian

**Insight3: Follow the principle of taking actions that suit local circumstance**

In development of e-commerce, Caoxian always sticks to the principle of interconnection of local textile clothing, wood product processing, food processing and other traditional industries with advantage with e-commerce economy seamless while promoting systematic reconstruction of agricultural supply chain, industry chain and value chain by reliance on e-commerce platform to lay a firm foundation for revitalization of villages.

Slides from Mr. Zhang Longfei's presentation



# 05

## Exploring the Chinese Market through Cross-border E-commerce

*Slides available at: [bit.ly/3Eb7Gbi](https://bit.ly/3Eb7Gbi)*

# Access to Chinese Market through Cross-border E-commerce

## WANG JIAN

Professor, School of International Trade and Economics, University of International Business and Economics



Cross-border e-commerce is a new form of trade that is gradually evolving in China's foreign trade. It directly connects manufacturers with foreign consumers, changing the time and space structure, allowing enterprises to operate globally in different regions and making traditional trade online.

Cross-border e-commerce has the characteristics of fragmentation and high frequency, with demand and orders subsequently fragmented. Therefore, micro, small and medium-sized enterprises (MSMEs) that are good at producing fragmented and personalized products can participate in global trade and sell their products worldwide more easily. Local specialties exported are likely to find their own niche market and consumers in the big Chinese market.

Cross-border e-commerce has created numerous opportunities for many young people, who are willing to try new things and have a natural affinity for the Internet. China's cross-border e-commerce is not taught in universities but developed by young people through trials and exchanges. Young people in developing countries should be self-motivated and exchange practices

with others in the industry, so they can naturally find ways that suit local development needs. We also need to keep in mind that cross-border e-commerce is not only about commodities but also about services. Therefore, whoever masters the service qualities and whoever goes for innovative products and designs will occupy a favorable position in the future market.

Cross-border e-commerce establishes a new global-based trade ecosystem. Under this ecosystem, there are consumers, exporters, operators, as well as platforms, supply chains, and overseas warehouses. With cooperation and technology, Southern countries can use this new ecosystem to empower SMEs and support participation by women and youth.

First of all, countries should collaborate to improve infrastructure so that more people have access to the Internet. The cooperation should also cover areas of customs, logistics, banking and finance to improve the business environment for cross-border e-commerce. Public-private collaboration and dialogue should be promoted in support of inclusive global trade: the electronic World Trade Platform (eWTP) is one good example.

**Cross-border E-commerce Import for China**

- General trade vs. Cross-border e-commerce import
- Goods vs. Private goods
- Advantage of cross-border e-commerce import for China
  - Regulation mode
  - Network channel (platform, social medium, livestream, etc.)

2022/3/25 Prof. Jian WANG (UIBE)

**International Cooperation**

- How to facilitate the international cooperation with China in terms of cross-border?
- In which aspects should international cooperation for cross-border e-commerce be carried out?

2022/3/25 Prof. Jian WANG (UIBE)

Slides from Mr. Wang Jian's presentation

# Import Supervision Regulatory Model and Transaction Process of China's Cross-border E-Commerce

## ZHANG PENGANG

Director, Department of Cross-border E-commerce, Shandong Foreign Trade Vocational College



### 1. Why is a separate supervision model introduced for cross-border e-commerce?

Since cross-border e-commerce involves consumers directly, the traditional regulatory model is not applicable anymore. Since 2014, Chinese Customs has been using the regulation codes 9610, 1210 and 1239 for cross-border e-commerce.

### 2. Which regulatory models are adopted for cross-border e-commerce imports in China?

The 9610 model is suitable for commodities featuring low consumption frequency and various categories. In addition, the “list verification and summary declaration” is applied in customs clearance of the goods imported and exported for

e-commerce retail.

The 1210 model is applicable to commodities featuring high consumption frequency, fast inventory turnover, and low shelf-life requirements. Goods are retailed through e-commerce in special customs supervision areas or bonded supervision areas.

### 3. Which products can be imported to China through cross-border e-commerce?

The “List of Goods for Cross-border E-commerce Retail Imports” has been adjusted five times since its introduction in 2016. And after the latest optimization and adjustment in March 2022, the number of goods on the list reaches 1,476.

1. Why is a separate supervision model introduced for cross-border e-commerce?

Before 2014, the general trade 0110 regulatory model was adopted for customs clearance in cross-border e-commerce.

Trade features of cross-border e-commerce	Disadvantages of 0110 model
<ul style="list-style-type: none"> <li>Small batch</li> <li>High frequency</li> <li>Fragmentation</li> </ul>	<ul style="list-style-type: none"> <li>Low efficiency of customs clearance</li> <li>High cost of customs declaration</li> <li>Inflexible trade</li> </ul>

Cross-border e-commerce involves consumers directly, so the traditional regulatory model is not applicable to cross-border e-commerce.

Seminar on South-South Cooperation in Cross-border E-Commerce for Poverty Eradication and Global Sustainable Development

1. Why is a separate supervision model introduced for cross-border e-commerce?

Since 2014, China Customs has been using the regulation codes 9610, 1210 and 1239 for cross-border e-commerce.

Time	Issuing Authority	Announcement Name	Regulation Code
January 2014	General Administration of Customs of the People's Republic of China	Announcement on Adding Customs Regulation Codes (No. 2014-12)	9610
December 2014	General Administration of Customs of the People's Republic of China	Announcement on Adding Customs Regulation Codes (No. 2014-56)	1210
December 2016	General Administration of Customs of the People's Republic of China	Announcement on Adding Customs Regulation Codes (No. 2016-75)	1239

Seminar on South-South Cooperation in Cross-border E-Commerce for Poverty Eradication and Global Sustainable Development

Transaction process of 1210 model

Seminar on South-South Cooperation in Cross-border E-Commerce for Poverty Eradication and Global Sustainable Development

Scope of China's cross-border e-commerce import

The cross-border e-commerce retail for import is managed in a positive list mode.

Batch	Time	Announcement Name	Number of Categories
Batch 1	2016.04.06	Announcement on Releasing the List of Cross-border E-commerce Retail Import Commodities (No. [2016]-40) issued by 11 departments including the Ministry of Finance	1142
Batch 2	2016.04.18	Announcement on Releasing the List of Cross-border E-commerce Retail Import Commodities (Second Batch) (No. [2016]-47) issued by 13 departments including the Ministry of Finance	Add 151
Batch 3	2018.11.20	Announcement on Adjusting the List of Cross-border E-commerce Retail Import Commodities (No. [2018]-157) issued by 13 departments including the Ministry of Finance	1321
Batch 4	2019.12.27	Announcement on Adjusting and Expanding the List of Cross-border E-commerce Retail Import Commodities (No. [2019]-96) issued by 13 departments including the Ministry of Finance	1413

Seminar on South-South Cooperation in Cross-border E-Commerce for Poverty Eradication and Global Sustainable Development

Slides from Mr. Zhang Pengang's presentation

# A New Marketing Approach for Cross-border E-Commerce Imports

## ZHANG XIAHENG

Professor, Northwest University of Politics and Law

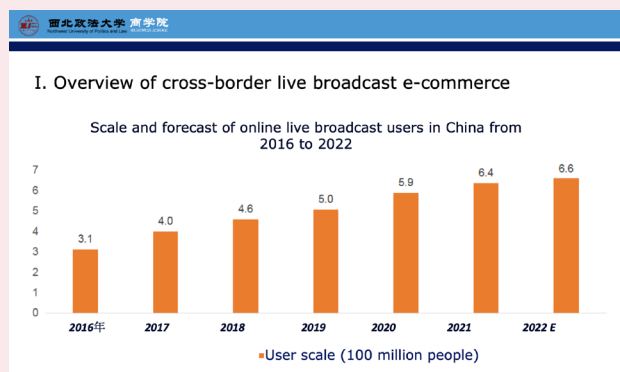


The market for China's cross-border live broadcast e-commerce was on the rise from 2020 to 2021. Its transaction volume is expected to exceed 100 billion RMB in 2022, with a year-on-year growth rate of 210%.

In the live broadcast of the online China International Imports Expo on 6 November 2021, Li Jiaqi, a famous live broadcast anchor and social media influencer, promoted "popular Asian and African products of 2021". In total, 120,000 cans of Afghan pine nuts were sold out instantly. The live broadcast transaction amounted to more than 50 million RMB.

Chinese live broadcast service providers:

- Live broadcast by social media influencers, operated by MCN (Multi-channel network).
- Live broadcast by stores broadcast agencies: long-term, single-brand, or single-store broadcast services, including live broadcast room construction, anchor cultivation, product selection, etc.
- Introduction of service providers/supply chain bases.
- Live broadcast training service providers.
- Traffic service providers: assist brands or businesses in brand exposure, fan gathering, and conversion through advertising tools.
- Tool service providers: SaaS and other software service providers, for big data analysis services



### III. Analysis of live broadcast categories

Consumer preferences: men prefer sports and digital products

<p><b>Male</b></p> <ul style="list-style-type: none"> <li>•Sports</li> <li>•3C, digital products and home appliances</li> <li>•Jewelry and articles for amusement</li> <li>•Virtual recharge</li> <li>•Cultural and creative gifts</li> <li>•Agricultural materials and green plants</li> <li>• Local life</li> <li>•Food and beverage</li> <li>•Shoes and bags</li> </ul>	<p><b>Female</b></p> <ul style="list-style-type: none"> <li>•Maternal and infant products and pets</li> <li>•Personal care and home cleaning appliances</li> <li>•Used articles</li> <li>•Beauty products</li> <li>•Watches and accessories</li> <li>•Books and videos</li> <li>•Fresh good</li> <li>•Clothing and underwear</li> </ul>
--	---

### III. Analysis of live broadcast categories

Consumer preferences: virtual recharge is the focus in first- and second-tier cities.

<p><b>First-tier cities</b></p> <ul style="list-style-type: none"> <li>•Fresh good</li> <li>•Jewelry and articles for amusement</li> <li>•Virtual recharge</li> </ul>	<p><b>New first-tier cities</b></p> <ul style="list-style-type: none"> <li>•Virtual recharge</li> <li>•Fresh good</li> <li>•Jewelry and articles for amusement</li> </ul>	<p><b>Second-tier cities</b></p> <ul style="list-style-type: none"> <li>•Home appliances</li> <li>•Local life</li> <li>•Virtual recharge</li> </ul>
<p><b>Third-tier cities</b></p> <ul style="list-style-type: none"> <li>•Maternal and infant products and pets</li> <li>•Agricultural materials and green plants</li> </ul>	<p><b>Fourth-tier cities</b></p> <ul style="list-style-type: none"> <li>•Shoes and bags</li> <li>•Watches and accessories</li> <li>•Toys and musical</li> </ul>	<p><b>Fifth-tier cities</b></p> <ul style="list-style-type: none"> <li>•Food and beverage</li> <li>•Beauty products</li> <li>•Maternal and infant products and pets</li> </ul>

Slides from Mr. Zhang Xiaoheng's presentation

# Highlights from Closing Ceremony

## *SHEN Xiaokai*

Minister Counselor, Permanent Mission of the People's Republic of China to the United Nations

One important goal of this training initiative is to promote South-South cooperation in advancing digital economy as an innovative medium to achieve poverty alleviation and the Sustainable Development Goals (SDGs). The training initiative is a concrete response to demands expressed by developing country partners, under the framework of the Global Development Initiative (GDI).

We believe that new cross-border e-commerce leaders will emerge from the participants of this workshop, and they will build platforms and networks that suit local development needs.



Source: Permanent Mission of China to the UN

## *CHEN Runyun*

Vice President, Academy for International Business Officials (AIBO), Ministry of Commerce, China

In line with the information technology and digitalization development, it is important for China and other developing countries to strengthen exchanges and cooperation in cross-border e-commerce, poverty reduction and sustainable development, thus implementing the UN 2030 Agenda and the Global Development Initiative.

We are willing to continue our in-depth cooperation with UNOSSC and provide training and seminars in more areas and topics, as well as share China's development experience with other developing countries, along the lines of exchanges and mutually beneficial cooperation towards peace and prosperity in the whole world.



Source: Ministry of Commerce of China

## Xiaojun Grace Wang

Deputy Director, United Nations Office for South-South Cooperation (UNOSSC)

As the world is still struggling through the pandemic and regaining the loss of many achievements in poverty reduction and sustainable development, we see many challenges to advance inclusive and sustainable globalization. But this week, through this seminar jointly delivered by warm hands of government officials, diplomats, business leaders, researchers, and all partners, we are reminded once and again that the spirit of sharing and cooperation is not to be surrendered to any circumstances.

In that spirit, While I congratulate all participants for staying focused on your path of learning, sharing, and co-creating, we hope the knowledge gained can be translated into more and better policies, businesses, jobs, and partnerships, with the common goal to eradicate poverty for all.

I am particularly pleased to see representatives from local and sectoral e-commerce associations are joining today to facilitate future practical cooperation. At the United Nations, we recognize that local partners are important players in South-South cooperation, as they are closest to the demand and to the people.



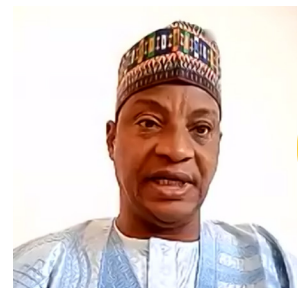
Source: UNOSSC

## Ambassador Usman Sarki

Former Deputy Permanent Representative of Nigeria to the United Nations

As African countries embark on an ambitious initiative to unify their economies and streamline the way they do business in the Continent, the adoption of best practices in e-commerce and cross-border trade will become indispensable and indeed very necessary.

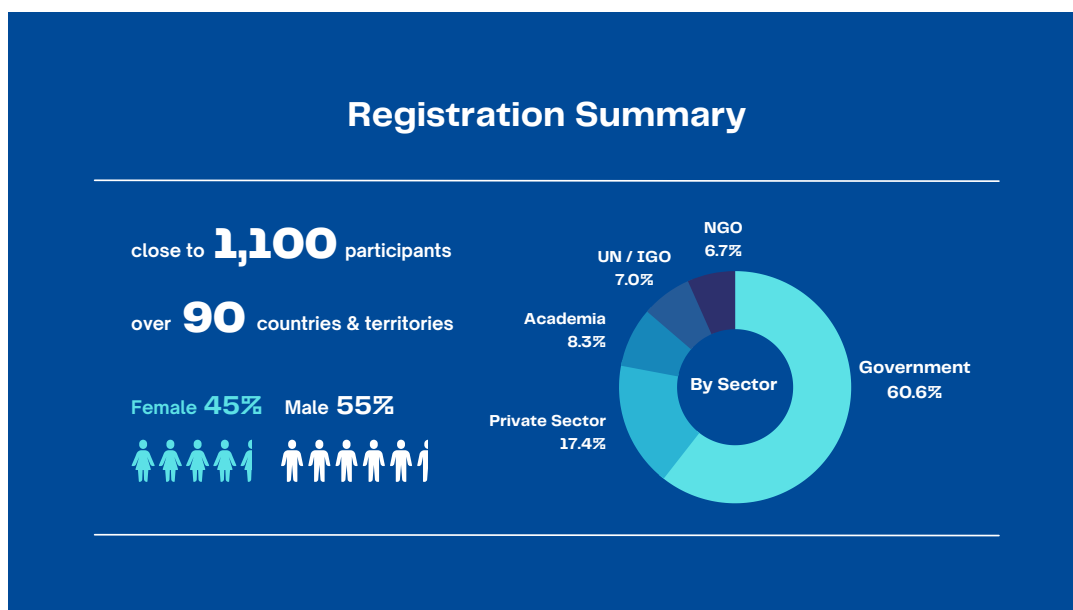
The consolidation of South-South cooperation and deepening of trade among the nations of the Global South should, therefore, be made an urgent priority in any emerging dispensation including in the area of e-commerce.



Source: UNOSSC

# Post-training Survey Findings

Overall, the training received close to **1,100** registrations from over **90** countries and territories with close to equal gender participation (female 45% and male 55%). Approximately **61%** of registrations were from national and local governments, **17%** from the private sector, **8%** from academic and research institutes, **7%** from the UN and international government organizations, and **7%** from NGOs.



By the end of the course, **580** participants met all course requirements and obtained certificates of completion. Following five daily sessions, an online post-training survey was conducted among the participants and a total of 606 responses were received. Based on 447 valid responses from four categories of most relevant sectors (private sector, national/local government, UN/IGO, NGO/CSO):

**99%** of respondents have gained a greater understanding of cross-border e-commerce for poverty eradication and global sustainable development.

**74%** of respondents will apply the knowledge and technical skills learned from the training in their current or future work.

On a 1-to-5 rating scale (1 - poor; 2 - needs improvement; 3 - average; 4 - good; 5 - excellent), the average rating of the overall course quality and quantity is **4.43**.

- Quality of teaching materials and handouts: 4.46
- Teaching platform and technical support: 4.40
- Training program duration and time load of the training: 4.14
- Translation services: 4.18

Participants find conceptual frameworks on e-commerce, practical knowledge, and case studies the most useful training components.



**70%**

Conceptual Framework



**69%**

Practical Knowledge



**68%**

Case Studies

Among these respondents, digitalization and innovation, e-commerce, tourism development, sustainable agriculture, trade and investment, small-medium business, and education are their top development priorities in the cities or organizations.

It is also suggested that to improve future training, more practical knowledge, case studies, network opportunities and activities could be introduced and conducted.

# Partner Organizations

## *United Nations Office for South-South Cooperation*

The United Nations Office for South-South Cooperation (UNOSSC), hosted by the United Nations Development Programme (UNDP) since 1974, was established by the UN General Assembly with a mandate to advocate for and coordinate South-South and triangular cooperation on a global and UN system-wide basis.

## *Academy for International Business Officials (AIBO), Ministry of Commerce, China*

Academy for International Business Officials (AIBO), also known as the Training Center of Ministry of Commerce, was established in 1980. Its main business scopes and services include cooperation in human resources development, business training, etc.

Guided by the concept that “it is more helpful to teach people how to fish than to just give them fish”, China shares development experiences and practical technology with other developing countries through foreign assistance training programs and volunteers program to help partners cultivate talents, and enhance the capacity in pursuing sustainable development.

## *Shandong Foreign Trade Vocational College, China*

Shandong Foreign Trade Vocational College (SFTC) is a state institute under the Department of Commerce of Shandong Province. Founded in 1964, it is one of the earliest schools in China specializing in international business education. It serves as an e-learning outlet for several universities, with recent focus on outsourcing training, and is named as an Outsourcing Talents Training Base of Shandong Province.

SFTC’s strength lies in its professional expertise in cultivating talents for international trade and foreign languages service. As an affiliate of the provincial Department of Commerce, it has been working in close partnership with foreign trade companies in the province and constantly upgrading its expertise in foreign trade.



**Contact:**

Should you be interested in additional information about the training, please contact [youth4south@unoss.org](mailto:youth4south@unoss.org).

For more information about UNOSSC and its South-South Cities Project, please visit [here](#).