

Seminar on E-commerce and Internet Innovation

Project Description

Name	Seminar on E-commerce and Internet Innovation		
Organizer	CIFAL Shanghai International Training Center		
Time	2 nd November - 15 th November, 2023	Language	English
Invited Countries	Developing countries	Number of Participants	30 Participants totally
Training Objectives	<ol style="list-style-type: none"> 1. To provide participants with a basic understanding of Internet innovation and the development trend of IT technology; 2. To enable participants to understand the development of e-commerce based on Internet innovation and the new opportunities and trends that Internet innovation brings to the development of e-commerce; 3. To share with participants China's achievements in the development of e-commerce, and to enable participants to understand China's useful exploration of e-commerce innovation; 4. Enable participants to understand e-commerce innovation based on the development of Internet innovation, including model innovation, business innovation, and the deep integration of the Internet and e-commerce; 5. To have a preliminary understanding of the integrated application of advanced technologies such as Internet, Internet of Things and cloud computing in the field of e-commerce; 6. Through the analysis and discussion, understand the main problems of the current development of e-commerce, and the Internet era, the development of e-commerce to put forward the corresponding countermeasures and recommendations; 7. At the end of the seminar, the participants will be able to put forward proposals for development in the corresponding fields in their own countries in the light of what they have learned and in the light of their own country's development situation. 		
Requirements for the Participants	Professional Background	<ul style="list-style-type: none"> -Field or specialty: Related work in e-commerce and information technology. -Position: Government officials of the Ministry of Industry and Information Technology, Ministry of Communications, Ministry of Commerce, and other government departments. -Level, academic degree or other relevant qualification requirements: Division level. 	
	Language Ability	Fluency in listening, speaking, reading, and writing in English	
	Others	Be able to use ZOOM App to complete project agenda	
Training Content	<ol style="list-style-type: none"> 1. The introduction of main courses and contents <ol style="list-style-type: none"> (1) Brief introduction of China's national conditions: introduce the development and changes of China's natural resources and human environment, political system and governance 		

philosophy, economic system and development level, social development and ensuring people's livelihood happiness, international responsibility and world peace development, outstanding problems that China has and various countermeasures taken up by China since the founding of New China, especially since reform and opening up.

(2) Analysis of the Belt and Road Initiative: explaining the background, theoretical basis, principles of co-construction, structural thinking and basic connotation of the Belt and Road Initiative.

(3) Internet innovation and the development trend of information technology: introduce the concept of Internet innovation, development status, development trend, and the current trend of information technology development;

(4) The development of e-commerce based on the development of Internet innovation: introduction based on the Internet, mobile Internet, new information technology and the development of science and technology, new opportunities for the development of e-commerce, and introduce the new trend of e-commerce development under the drive of Internet innovation;

(5) The development of e-commerce in China: introducing the history of the development of e-commerce in China, the experience gained from the development of e-commerce in China, and the innovative development practices of e-commerce in China;

(6) Internet + e-commerce innovation: introducing the trend and future of the development of Internet + e-commerce, introducing e-commerce in big data, O2O, mobility and socialization, personalization and customization, decentralization and disintermediation, etc., which show obvious development characteristics, as well as the new mode and new industry generated;

(7) E-commerce innovative technology tools: respectively introduce the application of intelligent technology in the field of e-commerce, as well as the Internet, Internet of Things, cloud computing and other advanced technologies in the field of e-commerce integrated application;

(8) Internet-based rural e-commerce development: introducing the characteristics of rural e-commerce development, analyzing the development trend of rural e-commerce, and introducing rural e-commerce innovations in market, logistics, and services.

(9) Innovation and development of e-commerce support service system: introduce e-commerce support service system (including logistics, payment and other support services), and the innovation and development of support service system in the Internet era;

(10) The development of mobile e-commerce: introducing the practice of construction, operation, management and standardization of new modes such as social e-commerce, community e-commerce, live e-commerce, etc. emerging in the field of mobile e-commerce.

(11) Main problems and suggestions of e-commerce development: analyze and discuss the main problems of current e-commerce development and put forward corresponding countermeasures and suggestions for the development of e-commerce in the Internet era;

(12) Construction and operation of e-commerce platforms: introduce that in the Internet era, e-commerce platforms have undergone fundamental changes in construction and operation with the help of big data, cloud computing and other technologies. It also shares that China's e-commerce has made useful attempts in the evolution of construction and operation;

(13) Creation and optimization of the environment for sustainable development of e-commerce: In the creation and optimization of the environment for sustainable development

of e-commerce, the Chinese government has done a lot of work. The efforts made by the Chinese government to create a favorable environment for the sustainable development of e-commerce through legislation, policy guidance, support and other means will be introduced;

(14) Discussion: Under the theme of "E-Commerce and Internet Innovation", participants will put forward proposals for development in the corresponding areas in their own countries, taking into account what they have learned.

2. Overall introduction of the lecturers

(1) WANG Genxiang: CIFAL Shanghai Director, senior engineer. And have years of working experiences in the field of information technology.

(2) WU Yugang: CIFAL Shanghai Executive deputy director, associate professor.

(3) MAO Jiajv: CIFAL Shanghai Deputy director, associate researcher of computer and information technology.

(4) Han Rui: Beijing university of technology, Senior Researcher, Doctoral Supervisor, major research direction is typical load(machine learning, deep learning, internet service)for system optimization of cloud computing.

(5) Wang Bing: Professor, PhD, School of Public Administration, Huazhong University of Science and Technology. Member of Chinese Society of Administrative Management and Wuhan Society of System Engineering

(6) Shi Jing: Associate Professor, PhD, School of Public Administration, Huazhong University of Science and Technology.

(7) MA Yajie: Wuhan University of Science and Technology, School of Electronic Information Science and Engineering, Professor, Master Supervisor, Postdoctoral Fellow of the Department of Computer Science, Imperial College London, research directions is sensor network, Internet of Things information acquisition and processing, and data quality management.

(8) YANG Hongshan: Senior Engineer, Ph.D., Chief Technical Engineer of Transwarp Information Technology (Shanghai) Co., Ltd, Director of the Artificial Intelligence Professional Committee.

(9) YANG Linna: Senior Consultant of Shanghai INESA Intelligent Tech, participated in the construction of several government informatization projects in Shanghai.

(10) Huang Jianwen: Senior Engineer, Senior examiner of China national vocational qualification, Export of Shanghai Information Security Industry Association, Export of the Institute for Shanghai Information and Network Security, Distinguished Professor of Network Space Workstation in Shanghai Jiao Tong University, ISO27001LA Auditor of the International Register of Certificated Auditors, Expert of China National Registered of Certificated Information Security.

In addition, experts, scholars, and government officials from other related fields will be arranged to give lectures when it necessary.

3. Material list that participants need to prepare.

During the training, related communication activities will be arranged. For convenience, please prepare your country's communication materials that related to the seminar, for instance:

(1) The development of e-commerce in your country.

	<p>(2) Excellent cases on Internet innovation in your country.</p> <p>(3) Existing cases or initiatives of cooperation between your country and China on e-commerce.</p> <p>4. Completion assessment The evaluation is based on the participation during online teaching.</p>
Others	<ol style="list-style-type: none"> 1. The training will use ZOOM Meeting platform. 2. During the training, please observe the lecture time and teaching discipline, and the attendance record will be used as the basis for issuing the training certificate. 3. Preparation before lecture: log in ZOOM 15 minutes in advance to prepare for the lecture. Please change ID name to country+name. 4. Discipline requirements: during the implementation of the project, please follow the project schedule. 5. Participants should prepare documents related to the seminar according to the schedule and submit relevant documents as required. 6. The course is equipped with online English translation.
About the Organizer	<p>Established in November 2006, CIFAL Shanghai International Training Center (CIFAL Shanghai) is a professional institution for consulting, researching, cooperative communication and training in the field of global economic and informatization approved by Ministry of Foreign Affairs of the People's Republic of China and co-founded by United Nation Institute for Training and Research (UNITAR) and Regional Cooperation Office for City Information (RCOCI).</p> <p>CIFAL Shanghai has devoted itself to developing innovative training, knowledge system and capacity establishment with the investigation of advanced theories and methods on the informatization management. Multilateral cooperation provided by CIFAL Shanghai offers the opportunities of systematic learning and knowledge sharing to the high-level government officials and administrators. The contents involve the various fields such as sustainable economy, urban management, construction of informatization, and information technology application etc. Our center cooperates with the governmental agencies, research institutions, famous universities, and international IT leading service companies to provide the strategic and foresighted informatization decision-making supporting service for governments and enterprises at local and abroad. Our center is always engaged in the extensive international exchange and cooperation with international organizations and the relevant institutions of UN in the fields of project, technology and training.</p> <p>Under the open business mode of "Collaborative and Sharing", our center has already completed many businesses for informatization research and consulting and has successfully held 7 annual forums on city informatization, 4 "Global City Informatization Forum", over 50 information technology training courses. More than 2000 engineers and managerial personnel from over 100 countries in the world have been trained in technologies and management of informatization.</p>
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