

Seminar on Alcohol Distribution Management and Promotion for Developing Countries

Name	Seminar on Alcohol Distribution Management and Promotion for Developing Countries		
Organizer	China National Research Institute of Food and Fermentation Industries Corporation Limited		
Time	2023-11-02 to 2023-11-15	Language for Learning	English
Invited Countries	Developing Countries	Number of Participants	30
Objectives of the Training Course	<p>1. Participants will learn China's alcohol distribution management and promotion related approaches and policies;</p> <p>2. Propose how to improve their alcohol distribution management based on what they learned and the actual circumstances in their country to promote the exchange and development of the alcoholic drinks industry among China and developing countries.</p>		
Requirements for the Participants	Professional Background	<p>- Field or major: Alcohol Distribution Management sector</p> <p>- Position: Management and technical staff in alcohol distribution and promotion from developing countries</p>	
	Age	No higher than the legal retirement age in the country	
	Health	Ability to attend online training courses on time	
	Language	Fluency in listening, speaking, reading, and writing in English	
	others	Able to use the ZOOM platform to complete the project schedule	
Seminar Content	<p>1. Main lectures and contents of lectures</p> <p>(1) China's national conditions and the current situation of infectious disease prevention and control: mainly introduces China's political, economic, social, and cultural development status and the current status of China's infectious disease prevention and control</p> <p>(2) Overview of Chinese Baijiu industry: the current situation of Chinese Baijiu industry and the reference of marketing strategies to the wine industry</p> <p>(3) Development trend and marketing of China's alcohol products: introduce the development trend and marketing strategy of China's alcohol products</p> <p>(4) Consumer education: introduce the role of consumer education in alcohol promotion</p> <p>(5) Liquor circulation management standards: introduce international and domestic laws, regulations and standard policies of liquor circulation management</p>		

	<p>(6) Wine promotion cases: share the promotion cases of wine of developing countries in China</p> <p>(7) Development of wine industry: introduce the global wine market</p> <p>(8) Overview of China's wine market: supply characteristics and development trend of China's wine market</p> <p>2. Cloud Platform Field Visits</p> <p>(1) Online visit of the brewing department and brewing workshop of China National Research Institute of Food and Fermentation Industries Co., Ltd.</p> <p>(2) Online visit of Beijing Chateau Lion Winery.</p> <p>3. About Exchange Session</p> <p>During the seminar, renowned experts and scholars as well as representatives of food enterprises will interact with participants on current system building of Alcohol Distribution Management and Promotion as well as the future development ideas through online discussion sessions.</p> <p>4.General information about lecturers</p> <p>(1) MA Huiqin: Professor, College of Horticulture, China Agricultural University; New Century Excellent Researcher, Ministry of Education of China; Research field: viticulture and molecular biology and wine marketing.</p> <p>(2) ZHENG Miao: Senior engineer, CNRIFFI; Research field: Research and establishment of alcoholic drinks standard.</p> <p>(3) QIN Shuyao: Secretary General of China Liquor and Spirits Circulation Association; Research field:Chinese liquor and spirits circulation and distribution.</p> <p>(4) LI Jiagui: Professor, Northwest Agricultural and Forestry University, member of Ningxia Wine Management Committee, Research direction: wine marketing, consumer behavior and wine industry economy.</p> <p>5. Materials those participants need to prepare:</p> <p>In order to facilitate communication with Chinese experts, please prepare communication materials related to the subjects of the seminar, such as: <input type="checkbox"/>Introduction of the profession and organization or department; <input type="checkbox"/>Alcohol distribution management development status and existing problems; <input type="checkbox"/> The current cooperation with other countries and international organizations in your country; <input type="checkbox"/>The cooperation basis with China, etc.</p> <p>6.Evaluation at the end of training</p> <p>Distribute and recycle evaluation forms to Participants, and evaluate the entire seminar and the lectures.</p>		
Host City	Beijing City	Cities to visit	Beijing City
Notes	<p>1. This seminar uses the ZOOM platform for online training.</p> <p>2. During the training, participants are invited to observe training sessions time, attendance records will serve as the basis for issuing a certificate of completion of</p>		

	<p>training.</p> <p>3. Preparation before training: Enter the ZOOM classroom 15 minutes in advance. Change personal title to First name/Last name-Country style, such as Isabelle Adjani-France.</p> <p>4. Disciplinary requirements: Please strictly abide by the training course schedule.</p> <p>5. Participants are required to prepare relevant materials for the seminar according to the schedule, and submit relevant electronic materials as required.</p> <p>6. Courses are equipped with professional English translation.</p>	
<p>About the Organizer</p>	<p>Established in 1955 and wholly owned by Sino-light Corporation under China Poly Group which is ranking on global 500 list, China National Research Institute of Food and Fermentation Industries Corporation Limited (hereinafter referred to as CNRIFFI) is the largest and oldest state-level research institution in China's food industry as well as the most important technical platform in food industry and founder of multiple food sectors. Building on its strong technical capacity, CNRIFFI has retained authority in R&D of new food products and technologies, standards formulation, quality inspection, etc.</p> <p>Since 2005, sponsored by Chinese government, CNRIFFI has organized 210 seminars and technical trainings and received 9000 participants from 134 developing countries and regions. The above-mentioned training programs cover a wide range of subjects in food sector: food safety inspection and management, biotechnology application in food industry, agricultural products processing, food processing and preservation technology, fruit processing and comprehensive utilization, grain processing and inspection technology, alcohol distribution management and promotion, etc.</p> <p>Since 2017, CNRIFFI has been organizing 11 seminars with the theme of "Alcohol Circulation Management and Promotion", which has become one of the traditional advantage training themes of CNRIFFI, obtaining positive comments and recognition from participants. Throughout the years, we have been actively reviewing the successful experience and are open to suggestions from participants, which allow us to conscientiously study, prepare, improve and update our training methods, syllabus, pool of experts and on-site training/visits, achieving standardization, normalization and refinement of every work.</p>	
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