

Program Description

Name	Seminar on Capacity Building for Food Safety Supervision through Big Data		
Organizer	Zhejiang Normal University		
Time	Nov. 10 - Nov 23, 2023	Language	English
Professional Background	Experts, scholars and officials in the field of food safety supervision		
Number of Participants	25		
Requirements	Age Limit	(Seminars) Under 45 for officials at or under director's level; under 50 for officials at director general's level/ (Training Course) Under 45	
	Health Condition	Be in good health and provide a health certificate or medical examination form issued by a local public hospital; free of conditions that are prohibited from entry into China under Chinese laws and regulations; free of severe chronic diseases such as hypertension, cardiovascular and cerebrovascular diseases, diabetes, mental illness, or infectious diseases that may pose a serious risk to public health; not in the recovery period after major surgery or acute illness, not severely physically disabled, and not in pregnancy.	
	Language Proficiency	Fluent in English (speaking, writing, listening, and reading)	
	Other	Participants are not allowed to bring their spouses, family members or friends with them during the training.	
Host city	Jinhua, Zhejiang	Local Temperature	Winter, about 10-20°C
Cities to visit	Hangzhou, Zhejiang; Wuxi, Jiangsu	Local Temperature	Winter, about 10-20°C
Notes	<ol style="list-style-type: none"> 1. Please prepare research materials related to food safety supervision for exchange and discussion. 2. Please wear formal attire, traditional attire, or leadership uniforms to attend formal events. Please also prepare comfortable shoes and sportswear for participating in sports courses or using campus sports facilities. 3. Please bring commonly used medications to prevent and treat malaria, colds, etc. 4. Computers are not provided in the hotel. If needed, please bring your own. 5. In principle, participants are not allowed to change their flights to and from China. If there is a need, please contact the commercial office to follow the procedure for changing tickets. If there are special circumstances that prevent you from departing on time or cause flight 		

	<p>delays during transfer, please contact the commercial office or the program team in a timely manner to inform them of the latest flight information so that they can arrange for airport pick-up.</p> <p>6. Please confirm whether you need to re-check your luggage when transferring. After landing and retrieving your luggage, please wait patiently at the international or domestic arrival exit, where the program team holding a pick-up sign with “Zhejiang Normal University” written on it will meet you. If you have been waiting for more than 15 minutes, you can contact the project contact persons by phone.</p>	
Contact of Organizer	Contact Person(s)	Chen Rui
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About the Organizer	<p>Zhejiang Normal University (ZJNU), established in 1956, is a key provincial university known for its teacher education. Over the past 67 years, ZJNU has nurtured more than 300,000 talents including 210,000 in the educational field. It is thus acclaimed as the “cradle for basic education teachers in Zhejiang Province”. ZJNU upholds the value of educational internationalization and has established partnerships with more than 280 foreign educational institutions situated in over 60 countries and regions spanning 5 continents. It has collaborated on study abroad and exchange programs with more than 70 foreign universities, and it has welcomed over 3,000 international students participating in short-term, long-term, and CSC scholarship programs.</p> <p>Over the past decades, ZJNU plays an active role in international exchanges and cooperation by taking full advantage of its strength. It serves as the “Base for Educational Aid and Development” approved by the Ministry of Education, the “China Aid Training Center for Primary and Secondary Education” approved by the Ministry of Commerce, and the “China-ASEAN Education and Training Center” approved by the Ministry of Foreign Affairs and the Ministry of Education. Up to the present, ZJNU has held 215 foreign aid training programs, including 8 academic degree programs with 166 participants, 206 short-term foreign aid training programs with 5,231 participants, and 1 remote recording and broadcasting program with about 200 participants. ZJNU has trained participants from 112 countries, regions, and international organizations, including outstanding alumni such as Faustin-Archange Touadéra, the sitting president of the Central African Republic. ZJNU strives to maintain good relations with alumni.</p>	
Training Content	<p>The seminar incorporates classroom lectures, immersive cultural experiences, and engaging economic and cultural visits. Esteemed experts and scholars will be invited to deliver lectures, covering a wide array of topics, including China’s national conditions, food</p>	

safety landscape in China, harnessing big data for food safety supervision, etc.

1. Lecture Content

- (1) Overview of China: introducing China's history, geography, society, economy, culture, China's political system & foreign policy, mainstream Chinese societal values and public morality, etc.; to give participants a general understanding of China and a theoretical framework for further learning and exchange.
- (2) Common Prosperity: Common prosperity is not only the essential requirement of socialism with Chinese characteristics, but also a distinctive feature of China's modernization, and more importantly, a shared aspiration of the Chinese people. This lecture starts with a case study of a village relocation project in Wuyi County to showcase poverty alleviation in China: starting from Initiative plan 1.0 – the relocation of mountain villages and guaranteeing the right to an adequate standard of living, to Initiative plan 2.0 – migration to cities for work opportunities and encouraging entrepreneurship and wealth building, and to the ongoing Initiative plan 3.0. This lecture also introduces the people-oriented concept in China. In 2021, China achieved a comprehensive victory in poverty alleviation, and now Chinese people are striving to achieve common prosperity.
- (3) Food Safety Landscape in China: This lecture provides an overview of the current state of food safety in China. It delves into the factors contributing to food safety risks and explores both the opportunities and challenges of food safety.
- (4) Mitigating Food Safety Risks and Regulatory Measures: This lecture comprehensively examines food safety risks stemming from food processing, regulatory practices, and external influences. Additionally, corresponding regulatory measures are proposed to address these identified risks.
- (5) Harnessing Big Data for Food Safety Supervision: This lecture introduces the pivotal role that big data plays in supervising food safety. It addresses existing issues in the supervision of food safety through big data and concludes by spotlighting pertinent instances of successful big data-driven supervision.
- (6) Pioneering the “Big Data+” Model for Food Safety Supervision: This lecture introduces the concept of “intelligent collaborative governance”, which is an innovative approach to collective food safety supervision. This approach leverages the technological capabilities of digitization and informationization within the “Internet+” era. By synergizing digital tools, information technology, and other technical assets, it fosters collaborative regulation among governmental bodies, businesses, and third-party entities. This holistic optimization and reengineering of the food production, distribution, sales, and service processes employ data circulation to enhance regulatory efficiency. Through the deployment of "big systems, big data, and big platforms," this transformative model advances regulatory methodologies and bolsters the efficacy of supervision.

- (7) Tai Chi is a type of martial art in China that emphasizes achieving balance, harmony, and well-being through the cultivation of mind, body, and spirit. Through learning Tai Chi moves, participants can learn about Chinese culture and philosophies behind Tai Chi.

2. Lecturer Profile

- (1) Zhang Genfu: Ph.D. in History, Professor, Ph.D. Supervisor, Vice President of Zhejiang Normal University, Vice President of Zhejiang Province Association for Higher Education.
- (2) Xu Lihua: Professor, Dual Master's Degree, Ph.D. Supervisor, former Director of International Office, Office of Chinese Language Council International & Office of Hong Kong, Macao and Taiwan Affairs at Zhejiang Normal University. Research interests: international Chinese education, second-language acquisition, Chinese language promotion in Africa, and language policy and planning in Africa. Prof. Xu has presided over 8 research projects under the National Social Science Fund of China and other funds. Prof. Xu has published a number of academic papers in journals such as *Language Teaching and Linguistic Studies*. Prof. Xu is the editor-in-chief of 9 textbooks and monographs, such as *Confucius Institutes in Africa: Retrospect and Prospect*.
- (3) Zhu Zhongju, President of Jinhua Food and Drug Supervision and Testing Institute.
- (4) Jin Hairu, Professor at Zhejiang Normal University. Currently, he holds leadership roles in several significant scientific research projects, including two flagship projects under the National Natural Science Foundation of China, one MOE research initiative for talents with study-abroad experience, one key scientific project funded by the Department of Science and Technology of Zhejiang Province, one key project funded by the Natural Science Foundation of Zhejiang Province, and one key agricultural science and technology project of Jinhua City. To date, Prof. Jin has successfully mentored 13 graduate students.
- (5) Deng Gang, Ph.D., Associate Professor at Zhejiang Normal University. He has undertaken several research projects and contributed prolifically to scholarly publications.
- (6) Zhou Jiehong, Ph.D., Professor and Ph.D. Supervisor at the School of Public Affairs of Zhejiang University, Director of the Institute of Food Quality and Safety Management within the China Academy of Rural Development at Zhejiang University, and Vice Chairman of the Food Economy Committee within the Chinese Association of Agricultural Economics.
- (7) Luo Chunyan: Associate Professor of the College of Physical Education and Health Sciences at Zhejiang Normal University, martial art instructor. Her pioneering work includes the establishment of ZJNU's first "Dragon and Lion Dance Team" which has garnered numerous martial art group championships and participated in multiple overseas tours.

	<p>During the seminar, the organizer will also arrange economic and cultural visits for participants to Hangzhou, Yiwu, and Wuxi, focusing on Chinese food safety regulatory agencies, food safety research organizations, and new rural reconstruction. Through visits to vibrant cities, the participants will be immersed in the diverse and rich culture of China and gain first-hand experience with China's economic, social, educational, and cultural progress since the Reform and Opening-up. The seminar aims to further strengthen the cooperation and exchanges between China and other developing countries.</p>
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