

## International Marketing Seminar for Small and Medium Enterprises in Developing Countries

Program Name	International Marketing Seminar for Small and Medium-sized Enterprises in Developing Countries		
Organizer	China Center for Promoting SME Development		
Time of launch	June 8-June 21, 2023	Project Language	English
Invited country	Developing countries	Planned number of participants	25
Training objectives	<p>The seminar aims to help participants understand the current situation of China's cultural and socio-economic development. It focuses on introducing the international marketing situation of Chinese SMEs, as well as the policy measures and work experience of the Chinese government to promote trade and investment and industrial cooperation, so as to provide reference for other developing countries.</p>		
Requirements for trainees	Professional background	<p>——Field or major: Related majors in business management and business administration</p> <p>——Job positions: government departments, public service organization and SMEs and other related departments</p>	
	Age	Not above the retirement age in his/her home country	
	Physical situation	Be physically fit and able to attend online training sessions on time and complete the training schedule.	
	Language Ability	Trainees should be equipped with ability of listening, speaking, reading and speaking English.	
	Others	Be able to use the Teams ( specified platform) and complete the training schedule.	
Introduction to the training content	<p>International economic and trade exchanges are an important engine for promoting economic growth and development and progress. In recent years, China has become the world's largest trading country, and ranked among the top in the world in terms of utilization of foreign capital and outbound investment. Our trade and investment promotion has continued to promote high-level opening up, which has played an important role in promoting the unimpeded international economy and trade.</p> <p>The core courses of this seminar will cover many fields such as international marketing, trade and investment, industrial cooperation, e-commerce for small and medium-sized enterprises. The curriculum system consists of three modules: public courses, thematic courses,</p>		

and enterprise seminars. The preliminary curriculum design for this seminar of the Center is as follows:

#### I Public Courses

1. Overview of China's national conditions
2. Analysis of the macroeconomic situation at home and abroad under the epidemic
3. Discussion on China's foreign policy and current international hot spots
4. The Belt and Road Development Strategy and business opportunities
5. Experience and theoretical analysis of China's economic development

#### II Thematic Courses

1. Analysis of the development status and prospects of China's SMEs
2. Overview of China's trade and investment development
3. International cooperation of Chinese SMEs
4. Policy measures to support the international development of SMEs
5. Research on the current situation and strategies of international marketing of SMEs
6. Overview of China's e-commerce development
7. Competitive advantage of SMEs and international marketing strategy selection
8. Measures and risk prevention for the internationalization of SMEs in the context of globalization
9. Enterprise strategic management decision-making
10. Internet thinking and business model innovation
11. Modern enterprise system and corporate governance structure
12. Simulation and practical improvement of enterprise management decision-making
13. Internet + SME transformation and upgrading development ideas and policy support
14. Policy and development trend of China's intelligent manufacturing
15. Development trend and typical applications of industrial Internet

#### III Enterprise discussions

1. Project docking and product promotion of intelligent manufacturing enterprises
2. Artificial intelligence introduction and enterprise docking
3. Docking and product promotion of financial and information service enterprises
4. E-commerce enterprise docking and product promotion
5. Industrial Internet introduction and enterprise docking

The teaching method of this seminar is online,. The Center has opened a number of domestic and foreign online platforms to meet the needs of work, and has accumulated rich online training experience. And the Center has more than 80 office computers, which can achieve full coverage of wired and wireless networks and meet the needs of this online training project. At the same time, the participants will also have online face-to-face exchanges with experts, and have more opportunities to discuss and exchange with Chinese enterprises, so as to effectively promote business cooperation and enterprise development.

Note: The above course content is subject to the actual schedule.

Teaching method: Online.

Teaching time: In principle, lectures or seminars will be arranged every working day, 08:00-10:00 in the morning and 13:00-15:00 in the afternoon local time (14:00-16:00 Beijing time, 19:00-21:00 in the evening). Overall situation of the speaker

#### IV Overall situation of the presenters

Keynote speakers are mainly experts and scholars from relevant ministries and commissions, universities and other scientific research institutes in China, heads of small and medium-sized enterprise service organizations, business associations and representatives of outstanding entrepreneurs. Each keynote speaker has a senior professional title or an administrative position at or above the department level or the head of relevant organizations and units, and has rich research and practical experience in enterprise development, policy measures, management decision-making and enterprise services, etc., which can ensure the high-quality and efficient completion of the project.

#### V Materials to be prepared by trainees

In order to facilitate the discussion and communication, please prepare communication materials related to the training theme, such as: (1) self-introduction including the workplace and field of work; (2) the current situation and existing problems of public policy measures, management decisions, enterprise development, and enterprise services; (3) the current situation of the international cooperation carried out by other countries, international organizations and

	relevant enterprises in their countries; (4) The basis of cooperation with China, the needs and suggestions for cooperation, etc.		
Host location	Beijing	Visiting city	Beijing
Remarks	<p>1. Disciplinary requirements: During the implementation of the project, please strictly abide by the project schedule, and do not arrange activities unrelated to the training without authorization or withdraw from the training without reason. During the teaching period, students are requested to observe the teaching time and teaching discipline, and the attendance record will be used as an important basis for issuing the training completion certificate. Please enter the Teams classroom 5 minutes in advance to prepare for the class. Change your personal name to the same name as your passport. During the lesson, the moderator will mute everyone. When entering the meeting room to prepare for class, please enable the video function for easy roll call.</p> <p>2. This training will use Teams for online training, which requires network, computer, microphone, camera and other related equipment. Please contact with the organizer in advance before the project starts, get familiar with the software, do network testing and so on.</p> <p>3. Information security: In order to protect information security and personal privacy, please do not record, take screenshots or share to any social media during the class. Course materials will be sent to students after the course.</p> <p>4. Trainees are required to prepare seminar materials according to the seminar exchange schedule and submit relevant electronic materials as required.</p> <p>5. The course will be equipped with translation from Chinese and English.</p>		
Brief introduction of the organizer	<p>China Center for Promoting SME Development (hereinafter referred to as “Center”), established in 1986, is a public institution directly under the Ministry of Industry and Information Technology. As a comprehensive small and medium-sized enterprise service organization at the national level, the leader of the construction of the national small and medium-sized enterprise service system, and the core and hub of the construction of public service platform, the main tasks of the Center are as follows: To investigate and study the development of small and medium-sized enterprises at home and abroad, and make suggestions to functional government departments; To organize and implement bilateral and multilateral inter-governmental cooperation projects related to the development of small and medium-sized enterprises; To organize and implement activities related to international organizations and regional organizations and Chinese small and medium-sized enterprises; To organize and carry out international business exchanges, development, consultation and information of human resource and other services according to the development status of China's small and medium-sized enterprises; To Edit and publish China Small and Medium-sized Enterprises magazine and Yearbook of China Small and Medium-sized Enterprises Development ; To be responsible for the daily management of China International Cooperation Association of SMEs; To be responsible for the secretariat of APEC SME Service Alliance.</p> <p>Since 2004, the Center has organized foreign aid training programs. By the end of 2022, a total of 124 foreign aid training programs have been successfully implemented, inviting a total of</p>		

	<p>3,361 officials from about 120 countries and regions in Asia, Africa, Europe, Latin America, the Caribbean and the South Pacific to study in China. It has also carried out training programs for international organizations such as the Shanghai Cooperation Organization, ASEAN and the League of Arab States. Among them, the Center has also held two high-end training sessions for ministerial-level officials, which successfully paved the way for building a high-end exchange platform between China and foreign countries and cultivated a large number of people who are friendly to China. Taking advantage of its own resource advantages and local economic characteristics, the Center actively explores on the basis of good reception, cooperates with the implementation of the project and organizes a series of local activities in combination of the cooperation needs of officials coming to China. Through the establishment of the international cooperation platform, the visiting officials in China not only have a deeper understanding of China's local economic development, but also publicize the investment environment and policies of their own countries. The mutual understanding between the two sides has been enhanced and a series of economic and trade cooperation has been promoted. In addition to training and exchanges, the Center arranges relevant activities to learn about China's culture and society, which is conducive to deepening exchanges among developing countries in diplomatic, economic and trade and other fields.</p>
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