

Seminar on Small Commodity Market Construction and Development

Name	Seminar on Small Commodity Market Construction and Development		
Organizer	Zhejiang Normal University		
Time	June 9 – June 29, 2023	Language	English
Professional Background	Officials of commerce/economic and trade administration departments in developing countries		
Number of Participants	25		
Requirements for Participants	Age	Not exceeding the statutory retirement age in participants' respective countries	
	Health Condition	Be in good health and provide a health certificate or medical examination form issued by a local public hospital, free from diseases prohibited from entry by Chinese laws and regulations, free from other serious chronic diseases such as severe hypertension, cardiovascular and cerebrovascular diseases, diabetes, mental illness or infectious diseases that may pose a significant public health risk, not recovering from major surgery or acute illness, not severely physically disabled and not pregnant.	
	Language Proficiency	Fluent in English (speaking, writing, listening and reading)	
	Miscellaneous Requirements	Participants are not allowed to bring their spouses or relatives to China for training	
Host City	Jinhua, Zhejiang	Weather Conditions	Summer, temperatures 21-37 degrees Celsius
Cities to Visit	Yiwu, Lishui	Weather Conditions	Summer, temperatures 21-37 degrees Celsius
Notes	<p>1. Please prepare research papers related to the topic of the seminar for discussion.</p> <p>2. Please bring formal, national dress or official uniform to formal events, light footwear and sportswear for visits or physical exercise.</p>		

	<p>3. Please bring some medication for malaria, heat stroke, etc.</p> <p>4. Computers are not provided in the hotel, so please bring your own if you need it.</p> <p>5. In principle, any alteration to air tickets is not allowed. If there is a need, please contact the agent and reissue the air tickets according to the related regulations and procedures. If there are special circumstances that prevent you from departing on time, or if your flight is delayed when making a connection, please contact the agent or the project manager in good time to inform them of the latest flight so that a pick-up can be arranged.</p> <p>Please check if you need to re-check your luggage when transferring to another flight. After collecting your luggage, please wait patiently at the International Arrivals exit (or Domestic Arrivals exit) and the organizer will meet you with the name "Zhejiang Normal University" written in the sign. If you have been waiting for more than 15 minutes, please call the organizer immediately.</p>	
Contact the Organizer	Contact Person(s)	Siyuan Ding(Ms.)
	Telephone	86-(0)579-82298980
	Mobilephone	86-15325781300
	Fax	/
	E-mail	siyuan@zjnu.edu.cn
About the Organizer	<p>Zhejiang Normal University (ZJNU), established in 1956, is a key provincial university known for its teacher education. Over the past 65 years, ZJNU has nurtured more than 300,000 talents including 200,000 in educational field. It is thus acclaimed as the “Cradle for Basic Education Teachers in Zhejiang Province”. At present, ZJNU offers 8 doctoral programs of Level I academic disciplines, 1 professional doctoral program of Education and 7 postdoctoral programs of Level I academic disciplines. It has distinguished itself in educational research, African studies and Children’s literature research. ZJNU has ranked among the top 100 universities in China for 9 consecutive years. It upholds the value of educational internationalization and has established partnerships with more than 280 foreign universities and educational institutions situated in over 60 countries and regions located on 5 continents. It has developed study abroad and exchange programs with more than 70 foreign universities and has received around 3000 international students participating in short-term, long-term and scholarship programs.</p> <p>Over the past decades, ZJNU plays an active role in international exchanges and</p>	

	<p>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 more than 180 high-level training programs, receiving more than 4500 participants including senior officials like Faustin-Archange Touadéra, the sitting president of the Central African Republic. Zhejiang Normal University successfully held the “Seminar on Higher Education Management for English-Speaking African Countries” in May 2021, which received wide acclaim from seminar participants.</p>
<p>Training Content</p>	<p>The Seminar on Small Commodity Market Construction and Development will be held by Zhejiang Normal University (ZJNU) from June 9 to June 29, 2023. The Seminar will provide a series of lectures, cultural activities, discussion sessions, and tours. Renowned scholars, experts and senior government officials will be invited to present lectures. Cultural activities and tours will be organized to engage participants to develop a systematic understanding of China’s achievements in economic reform, market construction and social development since the Reform and Opening-up. The Seminar aims to enhance cooperation and exchanges between China and other developing countries.</p> <p>1. Lectures’ Content</p> <p>(1) Overview of China and China’s experience in COVID-19 Containment: Presenting an overview of China since the 1980s; introducing the transformation from planned economy to market economy; analyzing the changes of Chinese people’s daily life and the practice of environmental protection; sharing China’s experience of promoting common prosperity by adhering to socialism; introducing public advice on how to keep oneself safe from COVID-19.</p> <p>(2) Development of China’s Small Commodity Market: introducing the definition and types of small commodities and markets; describing the development of China’s small commodity market in the past 20 years based on relevant data; case study of Zhejiang Yiwu International Trade Market, Shandong Linyi Small Commodity Market, Wuhan Hanzheng Street Market, Chongqing Chaotianmen Wholesale Market; summarizing the characteristics and development trend of China’s small commodity market.</p> <p>(3) Foreign Trade Development of China’s Small Commodity Market (Yiwu) – Pilot Project of Comprehensive Reform of International Trade: analyzing the meaning, contents, core</p>

tasks and guarantee measures of the comprehensive reform pilot project of international trade in Yiwu; analyzing the internal process and mechanism of the formation and evolvement of Yiwu pilot project; focusing on the evolvement and characteristics of the market procurement trade mode; analyzing the key to customs supervision policies, as well as the inspiration to the construction of free trade zone.

(4) China's Small Commodity Market (Yiwu) and Yiwu Business District: introducing and analyzing the nature, evolvement and characteristics of Yiwu Business District; introducing the historical reasons, forms and core motivation mechanism of the formation and development of Yiwu Business District; introducing the internal structure characteristics of Yiwu Business District and their functions to the Yiwu market; introducing the inspiration to Africa's regional economy mode from the perspective of the successful practice in Yiwu Business District.

(5) Export Enterprise Structure and Export Commodity Structure in China's Small Commodity Market (Yiwu): based on China customs enterprise export database – Yiwu, Zhejiang (2008-2016) export data, the lecture introduces and analyzes the dynamic changes of the main types of Yiwu's export enterprises, main types of export small commodities and the export destination countries during 2008-2016.

(6) China's Small Commodity Market in the post-epidemic era: As the haze of the epidemic clears and global economic contradictions come to the fore, the main contradiction in China's foreign trade in 2023 changes to weakening foreign demand and declining orders, and the situation becomes extremely severe. Yiwu, as the key town of small commodity exports in Zhejiang Province, is actively expanding its new model, and the government and enterprises are working together to adapt to the situation.

(7) China's Small Commodity Market (Yiwu) and Pilot Free Trade Zone: During the construction and development of Yiwu's small commodity market, Yiwu municipal government and its people adhere to the development strategy of promoting commerce for city's prosperity, and explore ways to leverage its advantages and build a freer international trade model. The construction of the pilot free trade zone – China (Zhejiang) Jinyi Pilot Free Trade Zone prepare Yiwu to be more inclusive in trade and investment with a modernized and open economic system.

(8) Business Model of Foreign Businessmen in China's Small Commodity Market (Yiwu): Since the 1990s, foreign businessmen have been coming to Yiwu to do business, whose number has been increasing ever since. At first, foreign businessmen imported goods from Yiwu and sold in their home countries. Then they exported goods from their home countries to Yiwu.

Some of them even imported goods from Yiwu and exported to other countries by taking advantage of the favorable platform. At the same time, customized business industries for foreign businessmen were also emerging and expanding, including catering, consulting, etc.

(9) Case Study of China's Small Commodity Market (Yiwu): Evolvment and Development. Since the establishment of Yiwu Small Commodity Market, the number of businessmen has been increasing and the market scale has been expanding with improved supporting facilitation services. Meanwhile, the small commodity market has gradually shifted its focus from domestic consumption to domestic and export trade. Management authorities are committed to promoting trade facilitation and improving transaction efficiency by implementing new technologies.

(10) China's Small Commodity Market (Yiwu) and "Belt and Road" Initiative: introducing and analyzing the advantages of Yiwu engaging in the "Belt and Road"; analyzing the core tasks, development model and positive effects for Yiwu's promotion of "Belt and Road"; introducing "Yiwu-Xinjiang-Europe" rail lines and its successful practice to share experience with countries engaging in the "Belt and Road" Initiate.

(11) Guarantee for the Development of China's Small Commodity Market: Policy Support. The cultural heritage and geographical advantages create a favorable environment for promoting Yiwu's small commodity market. Yiwu government actively adheres to the policy of promoting commerce for city's prosperity. With the support of relevant authorities and central government, Yiwu enjoys favorable policies in trade and commerce.

(12) Reform and Opening-up Boosting China's Small Commodity Market: Although the natural conditions of Yiwu is not favorable for agriculture, Yiwu people are known for their hardworking and down-to-earth quality. With the growing population, local people work hard to build wealth out of limited natural resources. Even before Reform and Opening-up, Yiwu was not constrained by planned economy. Small commodity trading such as chicken feather for sugar were common to see at that time. After Reform and Opening-up, favorable policies greatly motivated Yiwu government and its people to develop small commodity trade.

(13) E-commerce in China's Taobao Village Helping Alleviating Poverty: Since 2009, there have emerged a large number of Taobao Villages in China, which reflects a huge progress in the informationization of rural areas. Through the case study of representative Taobao villages in Zhejiang Province, this lecture aims to analyze the key factors contributing to the success as well as the challenges facing Taobao villages, based on which, put forward suggestions and recommendations for the future of Taobao Village. E-commerce in rural areas has greatly

	<p>increased the sale of rural agricultural products, which plays a crucial role in alleviating poverty.</p> <p>(14) “Market Logic” and “Government Logic” of Yiwu’s Market Development: The decisive factor of Yiwu’s socioeconomic development lies in the market, however, taking China’s current economic and social condition into consideration, the government plays a crucial role in its socioeconomic development, which leaves us with questions – what are the “market logic” and “government logic” that lies in the development of Yiwu? And most importantly, what is the system and mechanism of interaction between the two?</p> <p>(15) Yiwu Market Development from the Perspective of Common Prosperity”: Zhejiang Province is selected as the demonstration area of “common prosperity” by the central government and the State Council. Market development, especially the development of the open and categorized wholesale market, is a unique approach for Zhejiang to boost its economy, as well as an important factor which makes Zhejiang a pioneer in common prosperity. What is the approach and the mechanism that lies between an open and categorized wholesale market and common prosperity? What are the factors that we can take the initiative to optimize?</p> <p>(16) Challenges Facing the Yiwu Market and Potential Solutions: Since China’s Reform and Opening-up four decades ago, Yiwu has made great achievements, at the same time, learned its lessons. In today’s complex world, how can Yiwu stay competitive? How to stimulate innovation to better adapt to the everchanging world? It is a question facing not only the Yiwu people, but also the whole world.</p> <p>(17) Bellwether of China’s Small Commodity Market: Yiwu China Commodity Index: introducing the definition, mechanism and function of China Commodity Index. It is mainly composed of small commodity price index, small commodity market boom index and other single monitoring and measuring indices. It is China’s first index based on the trading condition of consumer goods and the wholesale market, which reflects China’s macro-economic trend and serves as a bellwether of China’s small commodity market.</p> <p>2.Seminars’ Content</p> <p>(1) Multilateral countiers seminar: representatives from each country will introduce their country's situation, economic development, trade policies and economic and trade relations with China to strengthen the links and exchanges between countries.</p> <p>(2) Studying seminar: discussing the development logic of Yiwu Commodity Market in the</p>
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context of the study contents.

(3) Summing-up seminar: The representatives of the participants will summarise the contents of the study and study tour, and each participant will put forward the construction plan of their country's small commodity market, taking into account the actual situation of their country.

3. Overview of Tours

The participants will visit Yiwu Small Commodity Market, communicated with representative enterprises and conducted interviews, aiming to learn more about the development and challenges faced by the small commodity market; visited Jinyun Taobao Village in Lishui, an underdeveloped area in Zhejiang Province, to learn about the road to poverty alleviation through "small commodities + e-commerce" and to achieve common prosperity. In addition, we will also organise a visit to the Huangdi Ancestral Hall and a performance of Wu Opera to appreciate traditional Chinese culture.

4. Lecturer Profile

(1) Chen Yufeng: Distinguished professor, PhD supervisor and post-doctoral co-director of Zhejiang Normal University, Dean of the School of Economics and Management and the China-Africa International Business School, with a focus on energy economics and environmental management, technological innovation and bias, and institutional and contract theory.

(2) Zheng Wenzhe: Professor of College of Economics and Management of Zhejiang Normal University, deputy director of Zhejiang Enterprise Management Research Association, director of Enterprise Management Research Institute of Zhejiang Normal University, academic leader of Zhejiang Small and Mid-size Enterprise Research Base. Prof. Zheng is a Master's Supervisor in business management, regional economics, MBA and MPA.

(3) Zheng Xiaobi: young professor of College of Economics and Management of Zhejiang Normal University, PhD in Economics, young subject leader of provincial universities, one of the first batch of outstanding provincial academic teachers of humanities and social sciences. Research interests: new classical trade theory and Yiwu development model.

(4) Zhang Jin: Associate Professor of Center for African Studies of Shanghai Normal

	<p>University, committee member of Chinese Society of African Historical Studies, researcher of Chahar Institute. Prof. Zhang is the national spokesperson in the 2018 BRICs Young Scientists Forum. Research interests: economic history of Africa, African water resources issue, China-Africa relations, etc.</p> <p>(5) Ge Shenwei: Professor in College of Economics and Management of Zhejiang Normal University. Research interests: regional economy, rural economy and development, marketing management, etc.</p> <p>(6) Zhu Yaxiong: PhD in Economics of Fudan University, member of the Jinhua Municipal Committee of the Chinese People's Political Consultative Conference. Research interests: international exchanges and trade and research on Yiwu City. Dr. Zhu is experienced in the translation work of China-aid training programs. From 2014 to 2016, he has been served as deputy director of Yiwu Municipal Bureau of Commerce, assisting the comprehensive pilot reforms on international trade in Yiwu City.</p> <p>(7) Xuan Bingshan: Associate Professor of College of International Culture and Education of Zhejiang Normal University, PhD in History, expert of Tourism Intangible Cultural Heritage Protection Committee of Zhejiang Provincial Department of Culture, committee member of China Folklore Society.</p> <p>(8) Cao Rongqing: Professor in Economics, executive deputy director of Economics Research Institute of Zhejiang Normal University, Director of Research Center on Intelligent Application of Digital Economy of Zhejiang Normal University, Vice Chair of Jinhua Social Science Association.</p> <p>(9) Zhu Huayou: Professor, PhD Supervisor, Director of Regional Economic Research Institute. Prof. Zhu is experienced in industrial economy/regional economy research. As a pioneer of the academic frontier of "Industrial Park – Industrial Cluster", Prof. Zhu develops the theory of "localization – de-localization – re-localization" of cluster enterprises in China.</p> <p>(10) Wang Xia: Associate Professor in College of Economics and Management of Zhejiang Normal University, Master's Supervisor, Postdoc of Chinese Academy of International Trade and Economic Cooperation.</p> <p>(11) Wang Changfeng: Professor of Zhejiang Normal University, Distinguished Professor of "Shuanglong Scholar", PhD supervisor, mainly researching on knowledge management and inter-organizational cooperation and innovation, management psychology (trust relationship research).</p>
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