

# Seminar on Promoting Rural Revitalization through E-commerce for Developing Countries

Program name	Seminar on Promoting Rural Revitalization through E-commerce for Developing Countries		
Organized by	Academy for International Business Officials (AIBO), Ministry of Commerce, P. R. China		
Time	2026-03-04 -- 2026-03-17	Language used	English
Countries invited	Officials from relevant departments from Developing Countries (for officials at the Director-General and Director level)		
Planned number of participants	25		
Requirements for the Participants	Age	Under 50 for officials at the Director-General level; under 45 for officials at the Director level	
	Health condition	Participants should be in good health, and provide a health certificate or medical examination form issued by a local public hospital. Participants should be free of diseases prohibited by Chinese laws and regulations from entering China, and free of other serious chronic diseases (such as severe hypertension, cardiovascular and cerebrovascular diseases, and diabetes), mental diseases or infectious diseases that may pose a significant public health risk. Participants shall not in the period of recovering from major surgery or acute illness, not be severely physically disabled, and not during a pregnancy period.	
	Language competence	Participants should be capable of listening, speaking, reading and writing in English that can meet the requirements of the class.	
	others	Family members or friends shall not follow	
Venue	Beijing	Weather conditions	Average temperature in Beijing in March : 6°C-15°C
Cities to be visited	Pending	Weather conditions	Pending:/
Remarks	/		
Contact information of the organizer	Contact person for the program	Mr.Zheng Mingyuan	
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About the Organizer	<p>The Academy for International Business Officials (AIBO) is an educational and training institution directly under the Ministry of Commerce of the People's Republic of China. Established in 1980, AIBO is located in Changping District, Beijing, about 30 kilometers from Beijing Capital International Airport. It boasts comprehensive infrastructure to provide services such as accommodation, catering, training and meetings for trainees. One of the main responsibilities of AIBO is to implement human resources development and cooperation projects, especially training courses for officials. The Academy serves as the main base for China's foreign aid training, offering both off-line and on-line training in China and overseas.</p> <p>Backed by the Ministry of Commerce and in close cooperation with China's top think tanks, research institutes and universities, AIBO brings together a large number of China's top experts and scholars to provide intellectual support for foreign aid training. It has developed a number of high-quality foreign aid training projects in the fields of trade and</p>		

	<p>investment, international economic cooperation, governance and public management, which have proved to be fruitful.</p> <p>Since 1998, AIBO has successfully held over 2,000 training sessions for officials from developing countries (including 131 ministerial seminars), benefiting nearly 70,000 trainees from other developing countries around the world.</p> <p>AIBO will adhere to the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, and take the important concepts, including a community with a shared future for mankind, pursuing the greater good and shared interests, and sincerity, real results, amity, good faith, mutual benefit and inclusiveness, as strategic guidance and fundamental principles to be followed. It will facilitate the joint efforts in implementing major initiatives such as the Belt and Road Initiative (BRI) and the Global Development Initiative (GDI), and continue to help developing countries accelerate their development by sharing China's experience and programs.</p>
Training content	<p>Background: E-commerce can transcend time and space constraints, reshape production and sales chains, and reduce transaction costs. It is a vital practice for building an open world economy and achieving the UN's 2030 Sustainable Development Goals. Encouraging international e-commerce partnerships is an inevitable choice to keep pace with the globalization trends in the digital era and achieve mutual benefit and win-win outcomes. Despite existing economic imbalances around the world, sharing experiences on how e-commerce can empower rural development offers developing countries insights into leveraging e-commerce to invigorate rural economies and narrow the urban-rural gap. Through capacity building, this approach also facilitates cross-border trade of agricultural products, providing sustainable solutions for poverty reduction, employment, and inclusive growth, all while tackling the challenge of global development imbalance.</p> <p>Purpose: This seminar aims to share China's experience in e-commerce boosting rural revitalization and help developing countries cultivate professionals with e-commerce expertise. It also aims to build a platform for international e-commerce collaboration and exchanges, explore new channels for bilateral and multilateral economic and trade cooperation, and facilitate the development of an inclusive and win-win new ecosystem for the global digital economy.</p> <p>Content: The seminar's topics will primarily cover an overview of China's national conditions and Chinese modernization, governance philosophies of Chinese leaders, the Belt and Road Initiative and its implementation measures, the development journey and policies of China's e-commerce, development models and trends in China's e-commerce, China's e-commerce regulation, case studies on e-commerce-driven poverty alleviation, logistics infrastructure construction, short videos and live-streaming for farmers, development experience of live-streaming e-commerce, and e-commerce platform operations and digital marketing.</p> <p>Method: Invite experts in relevant fields to give lectures on specific topics; organize discussions and exchanges between participants and experts, and among participants; and organize field visits and exchanges for participants in relevant institutions and enterprises in Beijing and other cities.</p>