



Speaker 1: Mr. Daniel Zhou

Senior Business Manager of Central Asia, Alibaba International Digital Commerce Group-ICBU, Global Supplier Development Department-GP&GSP

Title: Alibaba's Digitalized Solutions of e-Commerce for SMEs in CAREC Region

Abstract: With the continuous deepening of globalization and the rapid development of information technology, digital trade has become an important pathway for small and medium-sized enterprises (SMEs) to enter the global market. As a leading global B2B digital trade platform, Alibaba International has been actively promoting connectivity with governments, institutions, and enterprises in the Central Asian region. The talk will explain how Alibaba is committed to working with Central Asian countries to build a high-quality digital trade platform, supporting their economic development, alleviating poverty, and achieving expansion in the global market.



Speaker 2: Dr. Rui Zhang

Bio: Associate professor of Zhejiang Gongshang University, postdoctoral fellow of Canada's McMaster University, deputy dean of Zhejiang Gongshang University's cross-border e-commerce college, deputy dean of the cross-border e-commerce research institute, and secretary-general of the cross-border e-commerce talent alliance. The main research interests include service and product innovation, cross-border e-commerce, and supply chain management.

Title: Cross-border e-commerce talent cultivation and innovative development in the

context of the digital economy: A case study of China (Hangzhou) Cross-border E-commerce College

Abstract: In the context of the digital economy, how to cultivate cross-border e-commerce talents to meet the development and needs of the industry, this sharing will take the talent training model of China (Hangzhou) Cross border E-Commerce College as an example. As the first cross-border e-commerce college in China, the College is also a high-quality student source based in China and countries along the "the Belt and Road" to carry out cross-border e-commerce education and teaching, overseas education, scientific research and social services. Professor Zhang will share how the college can fully leverage the power of enterprises and the government to build innovative talent cultivation models.