



2023 CAREC Innovation Week and Digital Economy Tour

2023 CAREC创新周与数字经济考察团

22–24 November 2023 | 2023年11月22日至24日

Hangzhou, People' s Republic of China | 杭州·中华人民共和国

# Conference Handbook 会议手册



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# 1. Introduction 活动简介

## 1.1 Asian Development Bank 亚洲开发银行

Asian Development Bank (ADB) is committed to achieving a prosperous, inclusive, resilient, and sustainable Asia and the Pacific, while sustaining its efforts to eradicate extreme poverty. Established in 1966, it is owned by 67 members—48 from the region. Its main instruments for helping its developing member countries are policy dialogue, loans, equity investments, guarantees, grants, and technical assistance.

Website: [www.adb.org](http://www.adb.org)

亚洲开发银行（ADB）致力于实现一个繁荣、包容、弹性和可持续的亚洲太平洋地区，并不懈努力消除极端贫困。成立于1966年，亚洲开发银行拥有67个成员国，其中48个来自该地区。亚洲开发银行主要通过政策对话、贷款、股权投资、担保、赠款和技术援助等方式，支持其发展中国家实现发展。

官网: [www.adb.org](http://www.adb.org)

## 1.2 Central Asia Regional Economic Cooperation (CAREC) Program 中亚区域经济合作机制

The Central Asia Regional Economic Cooperation (CAREC) Program is an open platform of partnership among 11 countries and development partners working together to promote development through cooperation, leading to accelerated economic growth and poverty reduction. Guided by the overarching vision of “Good Neighbors, Good Partners, and Good Prospects,” the CAREC 2030 provides the new long-term strategic framework for the program and prioritizes five operational clusters: (i) Economic and Financial Stability; (ii) Trade, Tourism, and Economic Corridors; (iii) Infrastructure and Connectivity; (iv) Agriculture and Water; and (v) Human Development. In addition, CAREC supports the integration of information and communication technology (ICT) across the spectrum of CAREC operations to promote productivity and efficiency gains in all operational clusters. Under the broad strategy, the CAREC Integrated Trade Agenda 2030 aims to support member countries’ participation in the global value chain, including through acceleration of digital trade initiatives and expansion of domestic and cross-border e-commerce in the region and beyond.

中亚区域经济合作 ( CAREC ) 计划是一个开放的伙伴关系平台，由11个国家和发展伙伴共同合作，通过促进合作实现发展，推动经济增长和减贫。在“善邻、良伴、美好前景”的总体愿景指导下，CAREC 2030为该计划提供了新的长期战略框架，并优先考虑五个操作集群：( i ) 经济和金融稳定；( ii ) 贸易、旅游和经济走廊；( iii ) 基础设施和连接性；( iv ) 农业和水资源；以及( v ) 人类发展。此外，CAREC支持在CAREC操作的各个领域推动信息和通信技术 ( ICT ) 的整合，以促进所有操作集群中的生产力和效率提升。在这一宏观战略下，CAREC综合贸易议程2030旨在支持成员国参与全球价值链，包括通过加速数字贸易倡议和在该地区及其他地区扩大国内和跨境电子商务。

### 1.3 Event Introduction 活动介绍

The Asian Development Bank (ADB) under the Central Asia Regional Economic Cooperation (CAREC) Program with the People's Republic of China (PRC)'s Ministry of Commerce, the Hangzhou Municipal Government, and the Qiantang District Government are co-organizing the CAREC Innovation Week and Digital Economy Tour from 22-24 November 2023 in Hangzhou, Zhejiang Province, PRC.

亚洲开发银行 ( ADB ) 在中亚地区经济合作 ( CAREC ) 计划的框架下，联合中华人民共和国 ( PRC ) 商务部、杭州市政府以及钱塘区政府，于2023年11月22日至24日在中国浙江省杭州市共同举办了CAREC创新周与数字经济考察团。

The 3-day events will be held at the sidelines of the Second Global Digital Trade Expo in Hangzhou. The expo will feature over 800 exhibitors with around 50,000 people expected to join and benefit from the PRC's experience and senior officials' insights on cross-border e-commerce development, strategies, and opportunities. The events will provide a platform for sharing knowledge and experience, creating networks, and exploring mechanisms to undertake innovative solutions and promote a digital economy. The CAREC countries can learn from PRC's leading e-commerce companies and platforms and explore cooperation mechanisms to boost SMEs' participation in e-commerce. They will also benefit from vast opportunities for networking and business matching throughout the week.

此次为期3天的活动将作为杭州第二届全球数字贸易博览会的配套活动举行。博览会将有超过800家参展商，预计将有约50,000人参加，他们将有机会从中国的经验和高级官员对跨境电子商务发展、战略和机遇的见解中受益。这些活动将为分享知识和经验、建立网络以及探索实施创新解决方案和促进数字经济的机制提供平台。CAREC国家可以向中国领先的电子商务公司和平台学习，并探索促进中小企业参与电子商务的合作机制。他们还将在活动期间从广泛的网络和商务配对机会中受益。

#### 1.4 Program Overview 活动概览

	Day 1: 22 Nov 2023 (Wednesday   周三)		Day 2: 23 Nov 2023 (Thursday   周四)	Day 3: 24 Nov 2023 (Friday   周五)
A M 上 午	2023 Central Asia Regional Economic Cooperation International Innovation Conference 2023中亚区域经济合作国际创新大会		CAREC Digital Economy Tour CAREC数字经济考察	Global Digital Trade Expo 全球数字贸易博览会
P M 下 午	Parallel Session A: Central Asia Regional Economic Cooperation Innovation Decoded- Networking and Business Matching Activities 平行会议A：中亚区域经济合作创新解码-合作网络与商务对接活动	Parallel Session B: International Conference on Innovation and Development of Cross border E-commerce Talent Cultivation 平行会议B：跨境电商人才创新与发展国际会议	2023 Silk Road E-Commerce Cooperation and Development Forum 2023丝路电商务合作与发展论坛	CAREC Digital Economy Tour CAREC数字经济考察
	Welcome Dinner Hosted by the Hangzhou Government 欢迎晚宴 杭州相关政府主办		Global Digital Trade Expo Night Banquet 数贸之夜晚宴	Wrap Up (working dinner) CAREC参会者总结 (工作晚宴)

## 2.Conference Agenda 会议日程

Day 1 | 第1天

### 2023 Central Asia Regional Economic Cooperation International Innovation Conference 2023中亚区域经济合作国际创新大会

22 November 2023 | 2023年11月22日

Hangzhou Qiantang District International Innovation Center | 杭州钱塘区国际创博中心

#### Agenda议程

### 2023 Central Asia Regional Economic Cooperation International Innovation Conference 2023中亚区域经济合作国际创新大会

09:30 – 12:00 | 22 November 2023 (2023年11月22日 9:30-12:00)

2nd Floor Conference Hall 二楼会议厅

Participants: All Delegates

参会者：所有代表

Time时间	Activity活动安排
9:00	<b>Meet at Hotel Lobby</b> Transfer to Hangzhou Qiantang District International Innovation Center (15min) 在酒店大堂集合并前往杭州钱塘区国际创博中心 (15分钟)
9:30-9:35	<b>Hosts Introduction主持人介绍</b> Moderator: <b>Ms. Wu Changhong</b> , Member of the Hangzhou Municipal Bureau of Commerce Party Group and Chief Economist 主持人： <b>武长虹女士</b> ，杭州市商务局党组成员、总经济师
9:35-9:50	<b>Opening Remarks开幕致辞</b> <ul style="list-style-type: none"><li>• <b>Mr. Jin Chengtao</b>, Secretary of the Party Working Committee of Qiantang District, Secretary of Qiantang District Committee <b>金承涛先生</b>，钱塘新区党工委书记，区委书记</li><li>• Hangzhou Municipal Government Leader 杭州市政府领导</li><li>• Department of International Trade and Economic Affairs, Ministry of Commerce 商务部国际司</li></ul>

	<ul style="list-style-type: none"> <li>• <b>Ms. Aisha Humera Moriani</b>, Additional Secretary, Pakistan Ministry of IT and Telecommunication, Pakistan <b>艾莎·胡梅拉·莫里亚尼女士</b>，巴基斯坦信息技术和电信部增设秘书（副部级）</li> <li>• <b>Ms. M. Teresa Kho</b>, Director General, East Asia Department, Asian Development Bank (ADB) (Pre-recorded) <b>特蕾莎·孔女士</b>，亚洲开发银行（ADB）东亚局局长（视频）</li> </ul>
<p>Moderator: <b>Mr. Laifei Xiong</b>, Regional Cooperation Coordinator, ADB PRC Resident Mission 主持人：<b>熊来飞先生</b>，亚洲开发银行驻中华人民共和国代表团区域合作协调员</p>	
<p>9:50-10:05</p>	<p><b>Presentation (1) 主旨演讲（1）</b> Topic: Startup Ecosystem Development – Fostering the Growth of the Digital Economy 主题：创新创业生态发展——促进数字经济发展 Speaker: <b>Mr. Arndt Husar</b>, Senior Public Management Specialist (Digital Transformation), Digital Technology for Development Division, Climate Change and Sustainable Development Department, ADB 演讲者：<b>阿恩特·胡萨尔先生</b>，ADB气候变化与可持续发展数字技术发展部门，高级公共管理专家（数字化转型）</p>
<p>10:05-10:20</p>	<p><b>Presentation (2) 主旨演讲（2）</b> Topic: High Quality Development of Cross-Border E-Commerce in Hangzhou and New Aspects of Cooperation in Central Asia 主题：跨境电商高质量发展杭州实践与中亚合作新方面 Speaker: <b>Ms. Wu Changhong</b>, Member of the Hangzhou Municipal Bureau of Commerce Party Group and Chief Economist 演讲者：<b>武长虹女士</b>，杭州市商务局党组成员、总经济师</p>
<p>10:20-10:35</p>	<p><b>Presentation (3) 主旨演讲（3）</b> Topic: Mining to Mind: Mongolia's Strategy towards Building Inclusive Digital Economy and Opportunities for Regional Cooperation 主题：从矿业到智能：蒙古构建包容性数字经济及区域合作机遇的战略 Speaker: <b>Ms. Temuulen Bayaraa</b>, Advisor to Minister, Ministry of Digital Development and Communication, Mongolia 演讲者：<b>德穆伦·巴亚拉女士</b>，蒙古数字发展与通信部部长顾问</p>

<p>10:35-10:40</p>	<p><b>Announcement 启动仪式</b></p> <p>(1)Launch of the "Global Cross-border E-commerce Talent Development in Hangzhou" program 全球跨境电子商务人才培养启“杭”计划发布</p> <p>(2)Invitation for the launch of the "Global Cross-border E-commerce Service Ecosystem Partners" “全球跨境电子商务服务生态系统合作伙伴”邀约</p> <p><b>Mr. Zhou Yong</b>, MTC GlobalFounder and CEO <b>周涌 先生</b> , MTC GlobalFounder and CEO</p>
<p>10:40-10:45</p>	<p><b>Signing Ceremony 签约</b></p> <p>(1)Signing Strategic Partnership Agreement for the "Central Asia Innovation Cooperation Center" “中亚创新合作中心”战略合作协议签约：</p> <ul style="list-style-type: none"> <li>• Future Laboratory (Georgia) 格鲁吉亚Future Laboratory</li> <li>• Next Step Innovation Center (Azerbaijan) 阿塞拜疆Next Step Innovation Center</li> <li>• Accelerate Prosperity (Kyrgyz Republic) 吉尔吉斯共和国Accelerate Prosperity</li> <li>• Global Cross Border E-Commerce Direct-to-Consumer Brand Innovation Center 全球跨境电商DTC品牌创新中心</li> <li>• Taovation Technology Co. LTD (PRC) 上海颢玺信息科技有限公司</li> <li>• CAS Delta Capital (PRC) 国科长三角资本管理有限公司</li> <li>• Hangzhou Comprehensive Pilot Zone for Cross-border E-commerce, Xiasha Park ( PRC ) 中国杭州跨境电商综合试验区·下沙园区</li> </ul> <p>(2) Announcement of Chinese Academy of Science (CAS) Delta Capital (PRC) 国科长三角资本管理有限公司授牌</p>



10:45-11:00	<b>Tea/Coffee Break 茶歇</b>
11:00-11:10	<p><b>Presentation (4)主旨演讲 ( 4 )</b></p> <p>Topic: National Policies and Successful Cases in the Digital Economy — Case of Tajikistan</p> <p>主题：数字经济国家政策及成功案例——塔吉克斯坦案例</p> <p>Speaker: <b>Mr. Farukh Soliev</b>, Head, Digital Economy Development Department, Ministry of Economic Development and Trade, Tajikistan</p> <p>演讲者：<b>法鲁赫·索利耶夫 先生</b>，塔吉克斯坦经济发展与贸易部数字经济发展司司长</p>
11:10-11:20	<p><b>Presentation (5)主旨演讲 ( 5 )</b></p> <p>Topic: Digital Transformation of e-Commerce SMEs in “Belt&amp;Road” Countries</p> <p>主题：“一带一路”国家中小微企业电商数字化转型</p> <p>Speaker: <b>Mr. Rocky Lu</b>, Senior Region Manager, Global Supplier Development Department, Alibaba International Digital commerce</p> <p>演讲者：<b>卢小立 先生</b>，阿里巴巴国际站全球供应商发展部资深大区域国家经理</p>

<p>11:20-12:00</p>	<p><b>Roundtable Discussion 圆桌讨论</b></p> <p>Opportunities and Challenges in the Global E-Commerce Market 全球电子商务市场的机遇与挑战</p> <p>Moderator: <b>Ms. Georginia Nepomuceno</b>, Regional Cooperation and Integration Consultant, ADB 主持人：<b>乔治娜·内波穆西诺 女士</b>，ADB区域合作与一体化顾问</p> <p>Panelists: 讨论嘉宾</p> <ul style="list-style-type: none"> <li>• <b>Ms. Eka Kubusidze</b>, Head of Telecommunications, Information and Modern Technologies Department, Ministry of Economy and Sustainable Development of Georgia <b>伊卡·库布西德则 女士</b>，格鲁吉亚经济与可持续发展部电信、信息和现代技术司司长</li> <li>• <b>Ms. Li Jun</b>, Deputy Director of Hangzhou Qiantang New Area Management Committee, Member of the District Government Party Group <b>李俊 女士</b>，杭州钱塘新区管委会副主任、区政府党组成员</li> <li>• <b>Mr. Kanybek Khudaiberdiev</b>, Deputy Director General, State Enterprise "Single Window Center" in the Field of Foreign Trade, Ministry of Economy and Commerce, Kyrgyz Republic <b>坎尼别克·胡达伊别尔杰耶夫 先生</b>，吉尔吉斯共和国经济与商务部国企“单一窗口中心”副总经理</li> <li>• <b>Ms. Yang Lan</b>, Vice President of Qian Xun Holdings <b>杨兰 女士</b>，谦寻控股副总裁</li> <li>• <b>Mr. Zhao Tong</b>, Co-Founder, Pioneer Fountain Group <b>赵通 先生</b>，Pioneer Fountain Group 合伙人</li> </ul>
<p>12:00-14:00</p>	<p><b>Lunch</b> at Grand New Century Hotel Hangzhou 盛泰开元名都大酒店 <b>午餐</b></p>

## AFTERNOON PARALLEL SESSIONS 下午平行会议

Time时间	Activity活动安排	
14:00	<p><b>Meet at Hotel Lobby</b></p> <p>Transfer to Hangzhou Qiantang District International Innovation Center (15min) 在酒店大堂集合并前往杭州钱塘区国际创博中心 ( 15分钟 )</p>	
14:30-17:30	<p><b>Parallel Session A:</b></p> <p>Central Asia Regional Economic Cooperation Innovation Decoded- Networking and Business Matching Activities</p> <p><b>平行会议A :</b></p> <p>中亚区域经济合作创新解码-合作网络与商务对接活动</p> <p>Participants: Enterprises, Startups, Government Representatives</p> <p>参会者：企业、初创公司、政府代表</p> <p>Venue: 2nd Floor Conference Hall 地点：二楼会议厅</p>	<p><b>Parallel Session B:</b></p> <p>International Conference on Innovation and Development of Cross-border E-commerce Talent Cultivation</p> <p><b>平行会议B:</b></p> <p>跨境电商人才培养创新与发展国际会议</p> <p>Participants: Universities, Education, Training Stakeholders, Government Representatives</p> <p>参会者：高校、教育、培训、政府代表</p> <p>Venue: 1st Floor Conference Hall 地点：一楼会议室</p>
17:30-18:00	<p><b>Wrap Up and Closing</b></p> <p>总结与闭幕</p> <p>Participants: All Delegates</p> <p>参会者：所有代表</p> <p>Venue: 2nd Floor Conference Hall 地点：二楼会议厅</p>	
19:00-20:00	<p><b>Welcome Dinner   欢迎晚宴</b></p>	

## PARALLEL SESSION A: 平行会议 A

The Central Asia Regional Economic Cooperation Innovation Decoded-Networking and Business  
Matching Activities

中亚区域经济合作创新解码-合作网络与商务对接活动

14:30 – 18:00 | 22 November 2023 | 2023年11月22日

2nd Floor Conference Hall 二楼会议厅

Participants: Enterprises, startups, government representatives

参会者：企业、初创公司、政府代表

Time时间	Activity活动安排
14:00	<b>Meet at Hotel Lobby</b> Transfer to Hangzhou Qiantang District International Innovation Center (15min) 在酒店大堂集合并前往杭州钱塘区国际创博中心 ( 15分钟 )
14:30-14:35	<b>Host Introduction</b> Moderator: <b>Mr. Shi Feng</b> , Deputy Director of The People's Government of Hangzhou Qiantang District , Deputy District Leader 主持人介绍 主持人： <b>施峰 先生</b> , 钱塘新区管委会副主任，副区长
14:35-14:50	<b>Opening Remarks 开幕致辞</b> <ul style="list-style-type: none"><li>• <b>Mr. Shen Yanjun</b>, Deputy Secretary of the Party Working Committee of Qiantang District, Director of Hangzhou Qiantang New Area Management Committee, Deputy Secretary of Qiantang District Committee, Qiantang District Leader <b>沈燕俊 先生</b>，钱塘新区党工委副书记、管委会主任，区委副书记、区长</li><li>• <b>Mr. Zhang Qianjiang</b>, Deputy Director of the Department of Commerce of Zhejiang Province <b>张钱江 先生</b>，浙江省商务厅副厅长</li></ul>

Moderator: **Mr. Naveed Durrani**, Startup Ecosystem Lead Consultant, ADB

主持人：**纳维德·杜拉尼 先生**，亚洲开发银行创业生态系统首席顾问

14:50-15:05	<p><b>Presentation (1) 主旨演讲 ( 1 )</b></p> <p>Topic: Empowering the Economic Development Through Technology and Innovation Ecosystem</p> <p>主题：基于技术和创新生态系统赋能经济发展</p> <p>Speaker: <b>Mr. Chubak Temirov</b>, Director, High Tech Park Kyrgyzstan</p> <p>演讲者：<b>楚巴克·特米洛夫 先生</b>，吉尔吉斯斯坦高科技园区总负责人</p>
15:05-15:20	<p><b>Presentation (2) 主旨演讲 ( 2 )</b></p> <p>Topic: Introduction of Central Eurasian Startup Ecosystem Collaboration</p> <p>主题：中亚地区创业生态系统合作介绍</p> <p>Speaker: <b>Mr. Irakli Kashibadze</b>, CEO, Future Laboratory and Startup Ecosystem Consultant at ADB</p> <p>演讲者：<b>伊拉克里·卡希巴泽 先生</b>，Future Laboratory首席执行官兼亚洲开发银行创业生态系统顾问</p>
15:20-15:35	<p><b>Presentation (3) 主旨演讲 ( 3 )</b></p> <p>Topic: Introduction of Business Environment Promotion in Qiantang District</p> <p>主题：杭州钱塘区营商环境宣介</p> <p>Speaker: <b>Ms. Li Jun</b>, Deputy Director of the Administrative Committee of Qiantang District, Member of the District Government Party Group</p> <p>演讲者：<b>李俊 女士</b>，钱塘区管委会副主任、区政府党组成员</p>
15:35-15:50	<p><b>Presentation (4) 主旨演讲 ( 4 )</b></p> <p>Topic: The Development and Application of Electronic Bill of Lading</p> <p>主题：电子提单的发展与应用</p> <p>Speaker: <b>Ms. Shang Wang</b>, Director, Marketing and Public Affairs Department, TradeGo</p> <p>演讲者：<b>王上 女士</b>，TradeGo市场和公共事务部总监</p>

15:50-16:00	<p><b>Collaboration Signing Ceremony 合作签约</b></p> <p>( 1 ) Signing of a strategic cooperation agreement between the local companies/ governments and central Asian organizations 中亚企业及园区战略合作协议</p> <p>( 2 ) Cooperation agreement signing ceremony between Pago Virtual del Sur S.A.and Hangzhou Qiantang New District Management Committee PVS公司与杭州钱塘新区管委会合作签约</p>
16:00-16:20	<p><b>Tea/Coffee Break茶歇</b></p>
16:20-17:30	<p><b>Enterprise Roadshow 企业路演</b></p> <p>Moderator: <b>Ms. Bujinkham Erdenebaatar</b>, CAREC Regional Cooperation Coordinator, ADB 主持人：<b>布金赫姆·额尔登巴特尔女士</b>，亚洲开发银行CAREC区域合作协调员</p> <p>Companies/公司:</p> <ul style="list-style-type: none"> <li>(1) TASS Vision (Uzbekistan/乌兹别克斯坦)</li> <li>(2) 55Group (Tajikistan/塔吉克斯坦)</li> <li>(3) Easypaisa (Pakistan/巴基斯坦)</li> <li>(4) Microret LLC (Kyrgyz Republic/吉尔吉斯共和国)</li> <li>(5) Voyagersol (Pakistan/巴基斯坦)</li> <li>(6) Gobi JSC (Mongolia/蒙古)</li> </ul>
17:30-18:00	<p><b>PLENARY SESSION 全体会议</b></p> <p>Wrap Up 总结</p> <p>Proposed Initiatives from the CAREC Innovation Forum Participants CAREC创新论坛参会者提出的倡议</p> <p>Speaker: <b>Ms. Haoshu Peng</b>, Startup Ecosystem Consultant at ADB 演讲者：<b>彭颖舒女士</b>，亚洲开发银行创业生态系统顾问</p>
19:00-20:00	<p><b>Welcome Dinner</b> <b>欢迎晚宴</b></p>

## PARALLEL SESSION B: 平行论坛B

International Conference on Innovation and Development of Cross-border E-commerce Talent Cultivation

跨境电商人才培养创新与发展国际会议

14:30 – 18:00 | 22 November 2023 | 2023年11月22日

1st Floor Conference Hall 一楼会议厅

Participants: Universities, education, training stakeholders, government representatives

参会者：高校、教育、培训等相关者、政府代表

Time时间	Activity活动安排
14:30-14:35	<b>Host Introduction</b> Moderator : <b>Ms. Zhang Rui</b> , Vice Dean of China (Hangzhou) Cross-Border E-Commerce College 主持人介绍 主持人： <b>张芮女士</b> ，中国（杭州）跨境电商学院副院长
14:35-14:50	<b>Opening Remarks 开幕致辞</b> <ul style="list-style-type: none"><li>• <b>Mr. Wang Yonggui</b>, Rector of Zhejiang Gongshang University <b>王永贵先生</b>，浙江工商大学校长</li><li>• <b>Ms. Liu Guojuan</b>, Member of the Party Working Committee of Qiantang District, Standing Member of Qiantang District Committee , Member of the Leading Party Group of Qiantang District Government <b>刘国娟女士</b>，杭州钱塘新区党工委委员，钱塘区委常委、区政府党组成员</li><li>• <b>Mr. Wang Guoyin</b>, High Education Department, Zhejiang Provincial Department of Education <b>王国银先生</b>，浙江省教育厅高等教育处二级调研员</li></ul>
14:50-15:05	<b>Presentation (1) 主旨演讲 ( 1 )</b> Topic: E-Commerce – A Path to Develop the Digital Economy 主题：电子商务——发展数字经济的途径 Speaker: <b>Mr. Guvanch Shamukammedov</b> , Head of the Computer Technology Department of the Ministry of Finance and Economy of Turkmenistan 演讲者： <b>古万奇·沙穆哈梅多夫先生</b> ，土库曼斯坦财政经济部计算机技术司司长

15:05-15:20	<p><b>Presentation (2) 主旨演讲 ( 2 )</b></p> <p>Topic:E-Commerce Education Landscape and Talent Development Overview in Central Asia</p> <p>主题：中亚地区电子商务教育及人才培养现状分享</p> <p>Speaker: <b>Mr. Farrukhsho Fraidonov</b>, Country Head of School of Professional and Continuing Education (SPCE) Tajikistan, University of Central Asia</p> <p>演讲者：<b>法鲁赫肖·弗赖多诺夫先生</b>，中亚大学塔吉克斯坦校区 职业与继续教育学院负责人</p>
15:20-15:35	<p><b>Presentation (3) 主旨演讲 ( 3 )</b></p> <p>Topic: Constructing an Independent Chinese Digital Trade Knowledge System: A Comparison with Western Classical Theories</p> <p>主题：构建独立的中國數字貿易知識體系：與西方經典理論的比較</p> <p>Speaker:<b>Mr. Ma Shuzhong</b>, Dean of China Digital Trade Research Institute, Zhejiang University</p> <p>演讲者：<b>马述忠先生</b>，浙江大学中国数字贸易研究院院长</p>
15:35-15:50	<p><b>Presentation (4) 主旨演讲 ( 4 )</b></p> <p>Topic: Exploring the Digital Divide in the CAREC Region: Implications for E-Commerce Talent Development</p> <p>主题：探索CAREC地区数字鸿沟：对电子商务人才发展的影响</p> <p>Speaker: <b>Mr. Asif Razzaq</b>, Senior Research Specialist, CAREC Institute</p> <p>演讲者：<b>阿西夫·拉扎克先生</b>，CAREC研究所高级研究专员</p>
15:50-16:00	<p>Signing of Cooperation Agreements and Award Presentation合作签约及授牌</p> <ul style="list-style-type: none"> <li>• Announcement of Cooperation between Zhejiang Gongshang University and Westminster International University in Tashkent 宣布浙江工商大学与塔什干威斯特敏斯特国际大学战略合作</li> <li>• Launching of the International Alliance for Cross-border E-commerce Talent Development 宣布成立：跨境电商人才国际联盟</li> <li>• Announcement of PRC-Central Asia Cross-border E-commerce Research Institute 授牌：中国-中亚跨境电商研究院</li> </ul>



16:00-16:20	<b>Tea/Coffee Break 茶歇</b>
16:20-16:35	<b>Presentation (5) 主旨演讲 ( 5 )</b> Topic: Innovation and Practice in Cultivating Cross-border E-commerce Talents in the Context of Global Digital Trade 主题：全球数字贸易背景下跨境电商人才培养创新与实践 Speaker: <b>Prof. Li Xiaojun</b> , Dean of China (Hangzhou) Cross-border E-commerce College 演讲者： <b>厉小军教授</b> ，中国（杭州）跨境电商学院院长
16:35-16:50	<b>Presentation (6) 主旨演讲 ( 6 )</b> Topic: Fostering Talent Development for Sustainable Economic Growth and Enhanced Cross-Border Trade in Services the CAREC Region 主题：在CAREC地区促进可持续经济增长和提升跨境服务贸易的人才发展 Speaker: <b>Mr. Kendrick White</b> , Vice Rector, Director for Tech Commercialization Center, Almaty Management University 演讲者： <b>肯德里克·怀特先生</b> ，阿拉木图管理大学副校长、技术商业化中心主任
16:50-17:30	<b>Roundtable Discussion 圆桌讨论</b> Opportunities and Challenges in Cultivating Innovative Entrepreneurial Talent in the Context of the Digital Economy 数字经济背景下的创新创业人才培养机遇与挑战 Moderator: <b>Ms. Zhehong Li</b> , Alibaba International Digital Commerce Group-ICBU , Global Supplier Development Department-GP&GSP 主持人： <b>李哲泓女士</b> ，阿里巴巴国际站全球供应商发展部高级市场运营经理 Panelists: 讨论嘉宾 <ul style="list-style-type: none"> <li>• <b>Mr. Sarvar Djalalov</b>, innoWIUT Director, Westminster International University in Tashkent <b>萨尔瓦尔·贾拉洛夫先生</b>，塔什干威斯敏斯特国际大学创新创业实验室主任</li> <li>• <b>Ms. Medea Janjgava</b>, Administrative Dean of Master program in Innovation and Entrepreneurship, University of Georgia <b>梅迪亚·詹哈娃女士</b>，格鲁吉亚大学创新创业研究生项目行政院长</li> <li>• <b>Mr. Deng Yahui</b>, CEO of Hangzhou Humi Technology Co., Ltd <b>邓亚辉</b>，杭州弧米科技有限公司CEO</li> <li>• <b>Ms. Fang Meiyu</b>, Zhejiang International Studies University, Vice Dean of School of International Business <b>方美玉</b>，浙江外国语学院国际商学院副院长</li> </ul>

<p>17:30-18:00</p>	<p><b>PLENARY SESSION 全体会议</b>  (Transfer to 2nd Floor Conference Room /移步二楼会议厅)</p> <p>Wrap Up 总结</p> <p>Proposed Initiatives from the CAREC Innovation Forum Participants  CAREC创新论坛参会者提出的倡议</p> <p>Speaker: <b>Ms. Haoshu Peng</b>, Startup Ecosystem Consultant at ADB  演讲者：<b>彭颖舒女士</b>，亚洲开发银行创业生态系统顾问</p>
<p>19:00-20:00</p>	<p><b>Welcome Dinner 欢迎晚宴</b></p>

## Day 2: 第二天

2023 Global Digital Trade Expo Opening Ceremony and  
2023 Silk Road E-Commerce Cooperation and Development Forum  
2023年全球数字贸易博览会开幕式及2023年丝路电商合作与发展论坛

23 November 2023 | 2023年11月23日

Hangzhou International Expo Center, First Floor Multifunction Hall

地点：杭州国际博览中心，一楼多功能厅

### Agenda 议程

Time时间	Activity活动安排
<b>Digital Economy Tour (Morning)</b> <b>数字经济考察行程 (上午)</b>	
09:00-12:00	<b>Tour A: Qiantang Tour 路线A: 钱塘之旅</b> Hangzhou Cross-border E-commerce Comprehensive Test Zone Xiasha Park Exhibition Hall—Alibaba Cainiao International Smart Warehouse—Joyoung Small Appliances Live Streaming Exhibition Hall 杭州跨境电子商务综合试验区下沙园区展厅—阿里巴巴菜鸟国际智能仓库—九阳小家电直播展厅
12:00-14:00	<b>Lunch 午餐</b>
<b>2023 Silk Road E-Commerce Cooperation and Development Forum (Afternoon)</b> <b>2023年丝路电商合作与发展论坛 (下午)</b>	
14:00-14:05	<b>Hosts Introduction 主持人介绍</b> Host: Ministry of Commerce, E-commerce Department 主持人：中国商务部电商司
14:05-14:20	<b>Opening and Welcome Remarks 开幕致辞</b> Address by the Ministry of Commerce 中国商务部领导致辞 Address by Provincial Government Leaders 浙江省政府领导致辞 Address by Municipal Government Leaders 杭州市政府领导致辞

14:20-14:25	<p><b>Release of Achievements 成果发布</b></p> <p>Release of the "Silk Road E-commerce" Development Report “丝路电商” 发展报告发布</p>
14:25-14:40	<p><b>Presentation (1) 主旨演讲 ( 1 )</b></p> <p>Topic: Empower the Belt and Road Sustainable Development through Innovation and Regional Cooperation 主题：通过创新和区域合作促进 “一带一路” 可持续发展</p> <p>Speaker: <b>Prestigious Scholar</b> 演讲者：国际知名学者</p>
14:40-14:55	<p><b>Presentation (2) 主旨演讲 ( 2 )</b></p> <p>Topic: Shaping International Influence for Chinese Enterprises in the Era of Global Branding 主题: 在全球品牌时代塑造中国企业的国际影响力</p> <p>Speaker: <b>Senior Executive of Alibaba Group</b> 演讲者：阿里巴巴集团高级执行官</p>
14:55-15:00	<p><b>Launch of Silk Road E-commerce Day 丝路电商日启动</b></p> <p>Guests: Leadership from the Ministry of Commerce, Provincial Government, Municipal Government, Representatives of Silk Road E-commerce Partner Countries (CAREC member country officials), etc. 嘉宾: 来自商务部、省级政府、市级政府的领导、丝路电商合作伙伴国家代表 (CAREC成员国官员)等</p> <p>ADB represented by <b>Mr. Arndt Husar</b>, Senior Public Management Specialist (Digital Transformation), Digital Technology for Development Division, Climate Change and Sustainable Development Department, ADB 亚洲开发银行代表，阿恩特·胡萨尔先生，ADB气候变化与可持续发展数字技术发展部门，高级公共管理专家（数字化转型）</p>

15:00-15:10	<b>Promotional Video 宣传视频</b>
15:10-15:20	<p><b>Presentation (3) 主旨演讲 ( 3 )</b></p> <p>Topic: E-commerce Insight Sharing</p> <p>主题：巴基斯坦电子商务经验分享</p> <p>Speaker: <b>Ms. Aisha Humera Moriani</b>, Additional Secretary, Pakistan Ministry of IT and Telecommunication, Pakistan</p> <p>演讲者：艾莎·胡梅拉·莫里亚尼女士，巴基斯坦信息技术和电信部增设秘书</p>
15:20-15:35	<p><b>Presentation (4) 主旨演讲 ( 4 )</b></p> <p>Topic: Innovation and Practice in Cross-Border E-commerce</p> <p>主题：跨境电子商务的创新与实践</p> <p>Speaker: <b>Representative</b>, Department of Foreign Trade, Ministry of Commerce, PRC</p> <p>演讲者：中华人民共和国商务部外贸司代表</p>
15:35-15:45	<p><b>Presentation (5) 主旨演讲 ( 5 )</b></p> <p>Topic: "Digitizing Commerce, Revitalizing Agriculture" Injecting New Momentum into Rural Economic Development</p> <p>主题："数字化商业，振兴农业"为农村经济发展注入新动力</p> <p>Speaker: <b>Chairman of Rural Revitalization Alliance</b></p> <p>演讲者：农村振兴联盟主席</p>
15:45-15:55	<p><b>Presentation (6) 主旨演讲 ( 6 )</b></p> <p>Topic: Building an Open and Prosperous Silk Road E-commerce Grand Market</p> <p>主题：建设开放繁荣的丝路电子商务大市场</p> <p>Speaker: <b>Founder of Hema Fresh</b></p> <p>演讲者：盒马鲜生创始人</p>
15:55-16:05	<p><b>Presentation (7) 主旨演讲 ( 7 )</b></p> <p>Topic: Opportunities and Trends in the Development of E-commerce in Russia</p> <p>主题：俄罗斯电子商务发展的机会和趋势</p> <p>Speaker: <b>CEO, Ozon</b></p> <p>演讲者：Ozon首席执行官</p>

16:05-16:15	<p><b>Presentation (8) 主旨演讲 ( 8 )</b></p> <p>Topic: Accelerating and Deepening the Collaboration between Uzbekistan and Chinese High Tech Parks for Digital Transformation        主题：加速深化乌兹别克斯坦与中国高科技园区在数字化转型方面的合作</p> <p>Speaker: <b>Mr. Lazizbek Khudaev</b>, Head of Department for Residents Affairs, IT Park Uzbekistan        演讲者：<b>拉齐兹别克·胡达耶夫先生</b>，乌兹别克斯坦IT Park园区负责人</p>
16:15-17:00	<p><b>Roundtable Discussion 圆桌讨论</b></p> <p>Current Status and Future of the Silk Road E-commerce Service Ecosystem        丝路电子商务服务生态系统的现状和未来</p> <p>Moderator: <b>Mr. Zheng Min</b>, Director and CEO, ebrun.com        主持人：<b>郑敏先生</b>，ebrun.com董事和首席执行官</p> <p>Panelists:讨论嘉宾</p> <ul style="list-style-type: none"> <li>• Representative, Hangzhou Municipal Bureau of Commerce          杭州商务局代表</li> <li>• <b>Ms. Yi Shaohua</b>, Director of the Institute of Finance and Economic Strategy, Chinese Academy of Social Sciences  <b>易少华女士</b>，中国社会科学院财经战略研究所所长</li> <li>• Executive, Taotian Group          淘天集团高管</li> <li>• <b>Ms. She Ying</b>, Founder &amp; CEO of Haizhi Online  <b>余颖女士</b>，海之在线创始人兼首席执行官</li> <li>• <b>Mr. Ding Yansong</b>, Ant Group, Wanlihui, Head of Cross-Border E-commerce Enterprise Payment  <b>丁岩松先生</b>，蚂蚁集团，万里汇，跨境电子商务企业支付负责人</li> </ul>
<b>2023 Global Digital Trade Expo Night 2023全球数字贸易博览会之夜</b>	
18:30-21:30	<b>Banquet 晚宴</b>

### 3.Tour Itinerary 参观路线

Time时间	Activity活动路线
9:00-12:00	<p><b>Visit to 2023 Global Digital Trade Expo</b>  <b>参加2023国际数字贸易博览会</b></p>
12:00-14:00	<p><b>Lunch 午餐</b></p>
14:00-17:00	<p><b>Tour B</b> (for Silk Road E-Commerce and CAREC Participants)  <b>Alibaba Theme Tour:</b> Cainiao Headquarters Park——Alibaba Group——Ant International  <b>路线B</b> ( 丝路电商和CAREC参会者 )  <b>阿里巴巴主题路线:</b> 菜鸟总部园区——阿里巴巴——蚂蚁国际            Coordinators : Shuqi, Naveed, Laifei</p> <p><b>Tour C</b> (for Silk Road E-Commerce and CAREC Participants)  <b>Hangzhou Digital Trade Tour:</b> Hangzhou Free Trade Exhibition Hall——HikVision——Changhe Ancient Town in Hangzhou  <b>路线c</b> ( 丝路电商和CAREC参会者 )  <b>杭州数字贸易路线:</b> 杭州自贸展览厅——海康威视——杭州长河古镇            Coordinator: Haoshu, Georgia , Bujinkham</p>
18:30-21:00	<p><b>Working Dinner &amp; Qiantang River Night Cruise</b>  <b>工作晚餐 &amp; 钱塘江夜游</b></p>

## TOUR A 路线A

### (1) The Cross-border E-commerce XiaSha Park 杭州跨境电商综试区下沙园区

The Cross-border E-commerce XiaSha Park was inaugurated on May 7, 2014, formerly known as the Hangzhou Cross-border Trade E-commerce Industrial Park. In March 2015, Hangzhou received approval from the State Council to establish the China (Hangzhou) Cross-border E-commerce Comprehensive Experimental Zone. At the same time, the Hangzhou Cross-border Trade E-commerce Industrial Park was renamed as the China (Hangzhou) Cross-border E-commerce Comprehensive Test Zone XiaSha Park.

跨境电商下沙园区于2014年5月7日开园，前身是杭州跨境贸易电子商务产业园。2015年3月，杭州被国务院批复同意设立中国（杭州）跨境电子商务综合试验区，同时杭州跨境贸易电子商务产业园改名为中国（杭州）跨境电子商务综试区下沙园区。

Since the inception of its operations in 2014, the XiaSha Park has been a pioneer in several business models nationally. It was the first to initiate online shopping bonded import services, the first to test the B2C postal export model within special supervision areas, and the first to establish a new model of 'bonded import + retail processing.' It also became the first in the country to establish a bonded warehouse live broadcasting headquarters base and the first to house a Cross-border Trade Court within a bonded area. In partnership with Tmall International, it pioneered the 'bonded display + new retail' model in China. Collaborating with customs, it actively explored four types of B2B export models for cross-border e-commerce and cross-border e-commerce export to overseas warehouses, achieving the first complete coverage of these four B2B export models nationwide. Furthermore, in collaboration with Zhejiang Gongshang University, it established the first China (Hangzhou) Cross-border E-commerce College in the country.

跨境电商下沙园区从2014年开展业务以来率先实现全国首创多项业务模式。率先开展网购保税进口业务；率先测试特殊监管区域B2C邮路出口模式；完成全国首创“保税进口+零售加工”进口新模式；完成全国首个保税仓直播总部基地、全国首个跨境贸易法庭落户综保区；联合天猫国际在国内首创“保税展示+新零售”模式；联合海关积极探索跨境电商B2B直接出口（9710）和跨境电商出口海外仓（9810），在全国率先实现跨境电商B2B出口4种模式全覆盖；联合浙江工商大学成立全国首个中国（杭州）跨境电商学院。



## **TOUR A 路线A**

### **(2) Alibaba Cainiao International Smart Warehouse 阿里巴巴菜鸟国际智慧仓**

Alibaba Cainiao International Smart Warehouse (Hangzhou Xinyi Warehousing Service Co., Ltd.) was established on November 25, 2014. It currently employs 38 people and is located at Building 1, No. 455, 18th Street, Qiantang District, Hangzhou, Zhejiang Province. The warehouse primarily serves Tmall International's import platform and Tmall International's self-operated business. It is responsible for record-keeping, customs clearance, shipping, and receiving operations for a variety of imported products, including maternity and baby products, beauty and cosmetics, health supplements, food, and more. Currently, it uses two self-built warehouses, Warehouse 01 and Warehouse 02. The Cainiao Park covers an area of 87 acres, with a total construction area of 56,000 square meters. The warehouse area is 55,000 square meters, and the supporting facilities area is 1,000 square meters. It was put into use in September 2017.

阿里巴巴菜鸟国际智慧仓（杭州心怡仓储服务有限公司）成立于2014年11月25日，现有员工38人，位于浙江省杭州市钱塘区18号大街455号1幢，主要服务于天猫国际进口平台以及天猫国际自营业务，负责商品的备案、报关、收发货等操作，种类覆盖母婴、美妆、保健品、食品、等进口商品，目前是用到的菜鸟自建仓，一共两个物理仓库01和02，菜鸟园区占地87亩，建筑面积5.6万平方米，其中仓储面积5.5万平方米，配套设施面积1000平米，于2017年9月投入使用。

## **TOUR A 路线A**

### **(3) Joyoung Small Household Appliances Live Showroom 九阳小家电直播展厅**

Founded in 2007 in Qiantang District (formerly Economic and Technological Development Zone) of Hangzhou City, Joyoung Small Household Appliances Co., Ltd. is a private enterprise specializing in the research, development, production, and sales of healthy kitchen small appliances. It is also a 'China Well-Known Trademark' production company. The company's main products, including soybean milk makers with a market share of over 70% and wall-breaking machines with a market share of over 45%, both rank first in the industry. Products such as air fryers, meat grinders, electric pressure

cookers, and induction cookers have maintained a top-three market share in the industry for many years. In 2022, the company achieved a business income of 5.03 billion yuan and a tax revenue of 133 million yuan. It has established a provincial-level key enterprise research institute, a provincial-level enterprise technology center, and a provincial-level high-tech enterprise research and development center. It is a national high-tech enterprise and a recipient of the Hangzhou Municipal Government Quality Award.

杭州九阳小家电有限公司于2007年在杭州市钱塘区（原经济技术开发区）成立，是一家专注于健康厨房小家电的研发、生产和销售的民营企业，也是“品字标”生产企业。司主营产品豆浆机的市场占有率达70%以上、破壁机市场占有率45%以上，均位居行业第一。空气炸锅、绞肉机、电压力煲、电磁炉等产品的市场占有率连续多年稳居行业前三。2022年公司实现营业收入50.03亿元，税收入库1.33亿元。目前建有省级重点企业研究院、省级企业技术中心、省级高新技术企业研发中心等，是国家级高新技术企业、杭州市政府质量奖金奖企业。

Over the years, Joyoung has received numerous honors and awards, including 'China Well-Known Trademark,' 'Most Influential Brand in the Chinese Home Appliance Industry,' 'Provincial Green and Healthy Kitchen Appliance Discrete Intelligent Factory,' 'Provincial Supply Chain Innovation Pilot Enterprise,' 'Provincial Industry-Education Integration Pilot Enterprise,' 'Zhejiang Manufacturing Excellence,' 'Provincial Green Enterprise,' 'Top 100 Manufacturing (Digital Economy) Enterprises in the City,' and 'Kunpeng Enterprise.' It has been recognized as one of the 'Top 100 High-Tech Enterprises in Zhejiang Province' in 2020 and 2021, and ranked 84th in the 'Top 500 High-Tech Enterprises with Innovation Capability in Zhejiang Province' in 2022.

九阳多年来陆续荣获中国驰名商标、中国家电行业最具影响力品牌、省绿色健康厨房电器离散型智能工厂、省级供应链创新试点企业、省产教融合试点企业、浙江制造精品、省绿色企业、市制造业（数字经济）百强企业、鲲鹏企业等荣誉。被评为2020、2021年度浙江省高新技术企业百强，2022年度浙江省高新技术企业创新能力500强（84名）。

## TOUR B 路线B

### (1) Cainiao Headquarters Park 菜鸟总部园区

Cainiao was established in 2013 and is a global leader in the e-commerce logistics industry. Incubated in the world's largest e-commerce ecosystem - Alibaba, the largest e-commerce ecosystem globally, Cainiao has built a worldwide intelligent logistics network. Through continuous innovation, it meets the rapidly growing and complex demands of e-commerce logistics. Its leading technological capabilities, combined with a deep understanding of e-commerce, make Cainiao a leader in every business domain. As the world's foremost cross-border e-commerce logistics company, Cainiao's services include international express delivery, international supply chain, and overseas local services. With disruptive solutions such as 'Global 10-Day Delivery' and 'Global 5-Day Delivery,' Cainiao helps small and medium enterprises conduct cross-border trade. Cainiao is China's top integrated supply chain solution provider for e-commerce, assisting brands and merchants in easily managing the complexities of omnichannel supply chains. With its pioneering reverse logistics products, it has also become the largest reverse logistics solution provider in China. Cainiao operates key logistics facilities in strategic global locations, serving over 200 countries and regions. It applies its 'technology DNA' to every aspect of logistics operations and has established the world's largest digital station network. Cainiao's ESG measures are deeply integrated into every link of the logistics value chain, focusing on five areas: green logistics, customer experience, community service, emergency logistics, and high-quality employment. Looking to the future, Cainiao strives to provide faster, more cost-effective, and greener services to global merchants and consumers.

Address: Cainiao Headquarters Park (East Gate), Shuyun Road, Yuhang District, Hangzhou City.

菜鸟成立于2013年，是电商物流行业的全球领导者。菜鸟孵化于全球最大的电子商务生态系统——阿里巴巴全球最大的电子商务生态系统，构建起了一张全球智慧物流网络，通过不断创新，以满足高速增长之复杂电商物流需求。领先的科技能力，与深刻的电商理解相结合，让菜鸟在每一

个业务领域均为领导者。菜鸟是全球第一的跨境电商物流公司，业务涵盖国际快递、国际供应链、海外本地服务。通过“全球10日达”、“全球5日达”等颠覆性解决方案帮助中小企业开展跨境贸易。菜鸟是中国顶尖的电商综合供应链解决方案提供商，帮助品牌和商家轻松应对全渠道的供应链复杂难题。凭借开创性的逆向物流产品，同时也成为中国最大的逆向物流解决方案提供商。菜鸟在全球战略位置运营关键物流设施，服务范围覆盖200多个国家和地区，并将“科技基因”运用于物流运营的每一个环节，更建立了全球最大的数字化驿站网络。菜鸟的ESG措施深植于物流价值链的每个环节，重点围绕绿色物流、客户体验、社区服务、应急物流和高质量就业五个领域展开。展望未来，菜鸟将努力为全球商家和消费者提供时效更快、成本更优、更绿色环保的服务。

地址：杭州市余杭区数云路菜鸟总部园区（东门）

## **TOUR B 路线B**

### **(2) Alibaba 阿里巴巴集团**

Alibaba Group was founded in 1999 by a team of 18 people led by Jack Ma, a former English teacher, in Hangzhou, Zhejiang Province. From the beginning, all the founders firmly believed that the internet could create a fair environment, allowing small businesses to expand through innovation and technology and more effectively participate in both the Chinese and international market competition. Since launching its first website that connected Chinese SMEs to global buyers, Alibaba Group has grown continuously, evolving into an ecosystem that encompasses domestic business, international business, local life services, Cainiao, cloud computing, digital media and entertainment, innovative initiatives, and more. Alibaba Group's Pavilion 9 is the group's highest-standard reception venue and an important showcase. Constructed in 2016, it was rebuilt and upgraded in content in 2022. The exhibition hall revolves around Alibaba Group's three major business strategies: consumption, cloud computing, and globalization, as well as green, social, and governance (ESG) and corporate social responsibility strategies to promote common prosperity. It presents the group's development history, business overview, and corporate social responsibility in various digital formats, including pictures, videos, and physical displays.

Address: Alibaba Xixi Campus, No. 969 Wenyi West Road, Yuhang District, Hangzhou City (Gate A3).

阿里巴巴集团是以曾担任英语教师的马云为首的18人于1999年在浙江省杭州市创立的公司。从一开始，所有创始人就深信互联网能够创造公平的环境，让小企业通过创新与科技拓展业务，并更有效地参与中国及国际市场竞争。自推出让中国中小企业接触全球买家的首个网站以来，阿里巴巴集团不断成长，成为了一个涵盖中国商业、国际商业、本地生活服务、菜鸟、云、数字媒体及娱乐、创新业务及其他的生态体系。阿里巴巴集团9号馆，是集团的最高规格接待场所和重要展示窗口。建成于2016年，于2022年进行重新建设和内容升级。展厅围绕阿里巴巴集团消费、云计算和全球化的三大业务战略，以及绿色、社会、治理 (ESG)和助力共同富裕的企业社会责任战略，以图片、视频、实物展示等多元数字化形式，展示阿里巴巴集团的发展历程、业务概况及企业社会责任等相关情况。

## **TOUR B 路线B**

### **(3) Ant International 蚂蚁集团**

Ant Group started with the creation of Alipay in 2004 and has developed over nineteen years into a world-leading open internet platform. As of the end of 2022, Ant Group has about 24,000 employees, with 63% being technical talents. The company holds nearly 20,000 valid patents in China, including over 18,000 invention patents; and more than 11,000 valid patents abroad, with over 10,000 invention patents. In the "Top 500 Chinese Private Enterprises of 2023" list released by the All-China Federation of Industry and Commerce, Ant Group ranked 43rd nationwide with a business revenue of 179.567 billion yuan in 2022. The company was ranked 6th for two consecutive years with an R&D expense of 20.463 billion yuan and stood 2nd with an R&D intensity of 11.4%. In 2022, Ant Group was honored in the "Corporate Social Responsibility Blue Book" by the Chinese Academy of Social Sciences as one of the top ten private enterprises. Ant Group believes that a company can go further only by integrating business value with social value. Its mission is to make it easy to do business anywhere, with the vision of building the digital infrastructure for the future service industry and bringing more small and beautiful changes to the world. Focusing on development, Ant Group has formed five major business sectors: digital payment, digital interconnectivity, digital finance, artificial

intelligence, and big data technologies. The company employs 58,284 people (as of the end of 2022), globalization, and digital technology. Looking to the future, the group is upgrading in five aspects: 1) Corporate governance upgrade, transitioning from a startup to a modern company with more standardized and independent governance systems; 2) Technology upgrade, shifting from focusing on fintech to cutting-edge digital technology; 3) Platform upgrade, evolving from a payment platform to an open platform that promotes the digital operation of the service industry; 4) Globalization upgrade, expanding from domestic focus to comprehensive international and domestic development; 5) Sustainable development strategy upgrade, launching the ESG sustainable development strategy to achieve integrated development of business and social values.

Address: Ant Group Global Headquarters - Ant A Space (No. 569 Xixi Road, Hangzhou).

蚂蚁集团起步于2004年诞生的支付宝，经过十九年的发展，已成为世界领先的互联网开放平台。截至2022年底，蚂蚁集团在职员工约2.4万人，其中技术人才占比达63%。蚂蚁集团拥有国内有效专利近2万项，其中有效发明专利超1.8万项；国外有效专利超1.1万项，其中有效发明专利超1万项。在全国工商联发布“2023中国民营企业500强”榜单中，蚂蚁集团以2022年1795.67亿元营业收入位列全国第43位；以204.63亿元研发费用投入，连续两年位列第6位；以11.4%研发强度位居第2位。2022年，蚂蚁集团获得由中国社科院评选的《企业社会责任蓝皮书》民企十强荣誉。蚂蚁集团相信，一家公司只有把商业价值和社会价值融为一体才能走更远。蚂蚁集团的使命是让天下没有难做的生意，愿景是构建未来服务业的数字化基础设施，为世界带来更多微小而美好的改变。聚焦发展，蚂蚁集团形成五大业务板块，即数字支付、数字互联、数字金融、全球化、数字科技。面向未来，集团在五大方面进行升级，一是公司治理升级。从创业公司升级为治理体系更规范独立的现代公司；二是技术升级。从专注金融科技升级为聚焦前沿数字科技；三是平台升级。从支付平台升级为推动服务业数字化经营的开放平台；四是全球化升级。从立足国内升级为面向国际国内全面发展；五是可持续发展战略升级。启动ESG可持续发展战略，实现商业价值和社会价值的一体发展。

地址：蚂蚁科技集团全球总部—蚂蚁A空间（杭州西溪路569号）。

## **TOUR C 路线C**

### **(1) Hangzhou Free Trade Exhibition Hall 杭州自贸展厅**

The Hangzhou Free Trade Exhibition Hall is located on the 22nd floor of the Free Trade Building, covering an area of about 1141 square meters. Focused on the construction of the digital free trade pilot zone over the next three years, it highlights the "458" system architecture of the global digital trade center. According to the functional positioning of "three zones and one center," it emphasizes the five major systems of digital trade industry, platform, ecosystem, system, and regulation. It comprehensively displays the development of Hangzhou's digital free trade zone, serving as an integrated exhibition platform for promotion, investment, and communication, and has become the preferred destination for digital trade visitors in Hangzhou.

Address: 22nd Floor, 615 BinFen Street, Binjiang District, Hangzhou.

杭州自贸展厅位于自贸大厦22层，面积约1141平方米，以未来三年数字自贸试验区的建设为根本遵循，以全球数字贸易中心的“458”系统架构为重点，按照“三区一中心”的功能定位，着重突出数字贸易产业、平台、生态、制度、监管五大体系内容，全面展示了杭州数字自贸区发展情况，是集宣传、招商、交流等功能为一体的综合型展示平台，成为数字贸易客商来杭首选地。

地址：杭州市滨江区缤纷街615号22层

## **TOUR C 路线C**

### **(2) Hikvision 海康威视**

Established in 2001, Hikvision is a technology company focused on technological innovation. With over twenty years in the security and smart IoT sectors, it operates in over 150 countries and regions globally. Adhering to the business philosophy of "professionalism, integrity, and reliability," and practicing core values of "achieving customers, value-oriented, integrity, and pursuit of excellence," Hikvision is dedicated to serving various industries with IoT perception, including over 27,951 R&D and technical

service staff, with R&D expenses accounting for 11.80% of the annual business revenue (in 2022). Hikvision is a postdoctoral research station, with a global R&D center system centered in Hangzhou and extending to Beijing, Shanghai, Wuhan, Xi'an, Chengdu, Chongqing, Shijiazhuang, Montreal, London, and Dubai. The company has 32 provincial business centers and over 300 city branches in Mainland China, with 72 branches in Hong Kong, Macau, Taiwan, and other overseas countries/regions (as of the end of 2022), providing products and services to customers in over 150 countries and regions. Hikvision has played a significant role in major projects like the G20 Hangzhou Summit, Beijing Olympics, Shanghai World Expo, APEC meetings, Beijing Daxing Airport, and Hong Kong-Zhuhai-Macao Bridge.

Address: 556 Qianmo Road, Xixing Street, Binjiang District, Hangzhou.

海康威视成立于2001年，是一家专注技术创新的科技公司，在安防、智能物联领域耕耘二十余年，业务覆盖全球150多个国家和地区。海康威视秉承“专业、厚实、诚信”的经营理念，践行“成就客户、价值为本、诚信务实、追求卓越”的核心价值观，海康威视致力于将物联感知、人工智能、大数据技术服务于千行百业，引领智能物联新未来：以全面的感知技术，帮助人、物更好地链接，构筑智能世界的基础；以丰富的智能产品，洞察和满足多样化需求，让智能触手可及；以创新的智能物联应用，建设便捷、高效、安心的智能世界，助力人人享有美好未来。公司现有员工58,284人（截至2022年末），其中研发人员和技术服务人员超27,951人，研发投入占全年营业收入11.80%（2022年），绝对数额占据业内前茅。海康威视是博士后科研工作站单位，建立了以杭州为中心，辐射北京、上海、武汉、西安、成都、重庆、石家庄、加拿大蒙特利尔、英国伦敦、迪拜的全球研发中心体系。公司在中国大陆设有32家省级业务中心、300多个城市分公司，在港澳台地区及海外国家/地区设立了72家分支机构（截至2022年末），为全球150多个国家和地区的客户的产品和服务，在G20杭州峰会、北京奥运会、上海世博会、APEC会议、北京大兴机场、港珠澳大桥等重大项目中发挥了重要作用。

地址：杭州市滨江区西兴街道阡陌路556号。



## TOUR C 路线C

### (3) Changhe Ancient Town 长河古镇

Known as "Jiangnan Huai Market," Changhe Old Street in the High-tech Zone (Binjiang) is a charming business card, rich in historical and cultural significance. Most buildings in the old street date back from the Qing Dynasty to the early Republic of China. Following the principle of "preserving historical heritage and restoring the old as it was," the project integrates the authenticity of historical buildings, the integrity of the ancient street's appearance, and the continuity of the old street's residential buildings, subtly enriching the spiritual life of the public. Visitors can immerse themselves in traditional Chinese culture, Song Dynasty culture, and interactive experiences along the "four sceneries" tour route. The second phase of Changhe Old Street's protection and development focuses on creating "eight sceneries of the old street," upgrading and beautifying the landscape space sequence of the street. At the first Digital Trade Conference in 2022, the Zhejiang Old Brand Enterprise Association and the leading livestream e-commerce company Qianxun launched a strategic cooperation under the theme "Promoting the Innovative Development of Old Brands and Digital Reform of National Brands." They plan to establish a livestream e-commerce base in Changhe Ancient Town for old brands within three years. Four of the sceneries, including Bamboo and Lotus Double Clear, Mountain and Lake Remnant Charm, Huai Market Prosperous Scene, and Poetry and Courtesy Welcome, have been fully presented. The cultural relics of Nine Halls and Thirteen Halls have been restored, blending "street and scenery," "new and old," and "classical and modern." This integration elevates the cultivation, trade culture, and Lai family clan culture of the old street, creating an innovative "old street + old brand + live broadcast" business model, making Changhe Old Street a symbol of Binjiang's historical and cultural heritage.

Address: 50 Shanxia Li, Changhe Old Street, Binjiang District, Hangzhou.

长河老街素有“江南槐市”之称，是高新区（滨江）独具风韵的一张名片，承载着丰富的历史文化内涵与人文情怀。长河老街内现存的建筑大多建于清至民国初，本着“传承历史底蕴、修旧如

故”的原则，将历史建筑的真实感、古街风貌的完整性以及老街民居的延续性加以融合，润物无声地滋养民众心灵。沿着街区“四景”路线，开展国风演绎、宋韵文化、互动打卡等全方位沉浸式活动和体验式消费。长河老街二期保护开发工作以打造“老街八景”为载体，对街区景观空间序列进行扩容提质、活化美化。2022年首届数贸会上，浙江省老字号企业协会与头部直播电商公司谦寻，以“促进老字号创新发展，推动民族品牌数字化改革”为目标，推出“万谦来潮——我为中华老字号代言”战略合作，计划3年内推动创建长河古镇老字号直播电商基地。目前，竹荷双清、山泽遗韵、槐市盛景、诗礼迎门四景已全面呈现，九厅十三堂的遗迹风貌重现眼帘，在“街与景”“新与旧”“古典与现代”的动态融合中，提炼升华老街耕读文化、商贸文化与来氏宗族文化，创新打造“老街+老字号+直播”的新兴业态，让独具韵味的长河老街成为滨江历史文化的缩影和符号。

地址：杭州市滨江区长河老街山下里50号。

## **Night Tour of the Qiantang River 夜游钱塘江**

Inviting partners from Silk Road e-commerce and political figures, enterprises, universities, and park representatives from countries along the 'Belt and Road' Initiative, more than 50 guests boarded the New Huanglong double-decker cruise ship for a night tour of the Qiantang River along the Asian Games special route. They enjoyed the beautiful scenery on both sides of the river and observed the local cultural customs. Itinerary: Boarding at Binjiang Wharf → Passing Qianjiang Dragon → Hangzhou Seal → Xixing Bridge → Olympic Sports Center → Qianjiang Century City → Admiring the light show on both sides of the Qianjiang River → Distant view of Fuxing Bridge → Qianwang Shooting Tide → Returning to Binjiang Wharf (Approx. 2 hours)

邀约丝路电商伙伴国及“一带一路”沿线国家政要、企业、高校、园区代表共计50余位嘉宾登上新黄龙号双层游船，游钱塘江夜游亚运专线，赏两岸美景、观人文风情。行程：滨江码头登船→途经钱江龙→杭州印→西兴大桥→奥体中心→钱江世纪城→欣赏钱江两岸灯光秀→远眺复兴大桥→钱王射潮→返回滨江码头（预计2小时）

## 4.Contact Person 联系方式

### **Ms. Haoshu Peng 彭颢舒 女士**

CAREC Ecosystem Specialist (PRC and Mongolia), ADB

亚洲开发银行CAREC创新生态专家 ( 中华人民共和国及蒙古 )

Mobile/WhatsApp | 电话/微信: +86 18601122621

Email 邮箱: hpeng.consultant@adb.org

### **Ms. Shuqi Su 苏淑琦 女士**

CAREC Open Innovation Coordinator, ADB

亚洲开发银行CAREC开放创新顾问

Mobile/WhatsApp | 电话/微信: +86 18019139957

Email 邮箱: ssu1.consultant@adb.org



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