

Crossing the future is endless



In the context of global digital trade Innovation and practice of cross-border e- commerce talent training

Dr. Li Xiaojun, professor

On November 22, 2023



PART 01

The era background of cross-border e-commerce talent training

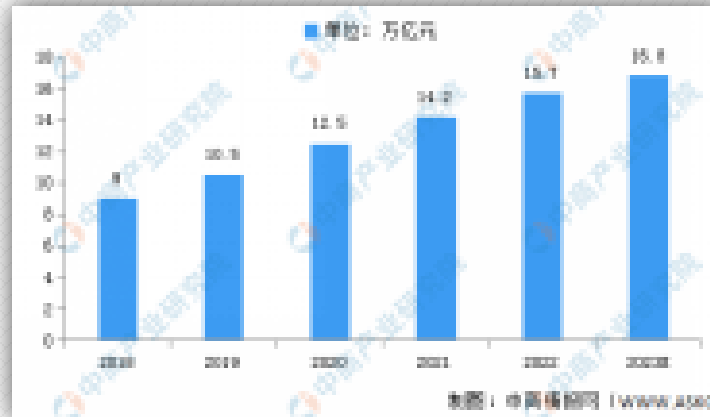


1911



1. The development of global digital trade

- In October 2023, At the Third One Belt And One Road Summit, General Secretary Xi Jinping proposed to promote the Silk Road E-commerce cooperation first and develop the Belt and Road digital economy
- The Party's 20th annual report: develop digital trade and build an internationally competitive digital industrial cluster
- By 2023, the scale of global cross-border e-commerce will reach more than US \$5 trillion.
- Asia will continue to lead, accounting for more than 40% of the global cross-border e-commerce market.



2018-2023 China's cross-border e-commerce transaction scale



习近平出席第三届“一带一路”国际合作高峰论坛开幕式并发表主旨演讲



"Silk Road E-commerce" is a new carrier of international digital economy cooperation



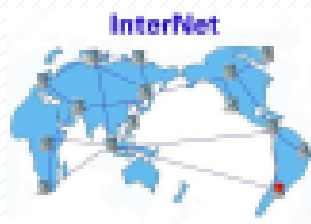


2. Background of the era of digital intelligence transformation



In 1946,

The proposal of AI



Around 1992

big data



In 2016,

The first year of the Universe



In 1956,



internet

2000- -to the present day

Through a large amount of data analysis, so as to automatically learn knowledge and achieve the level of intelligence (deep learning)



AI new era

In 2021,

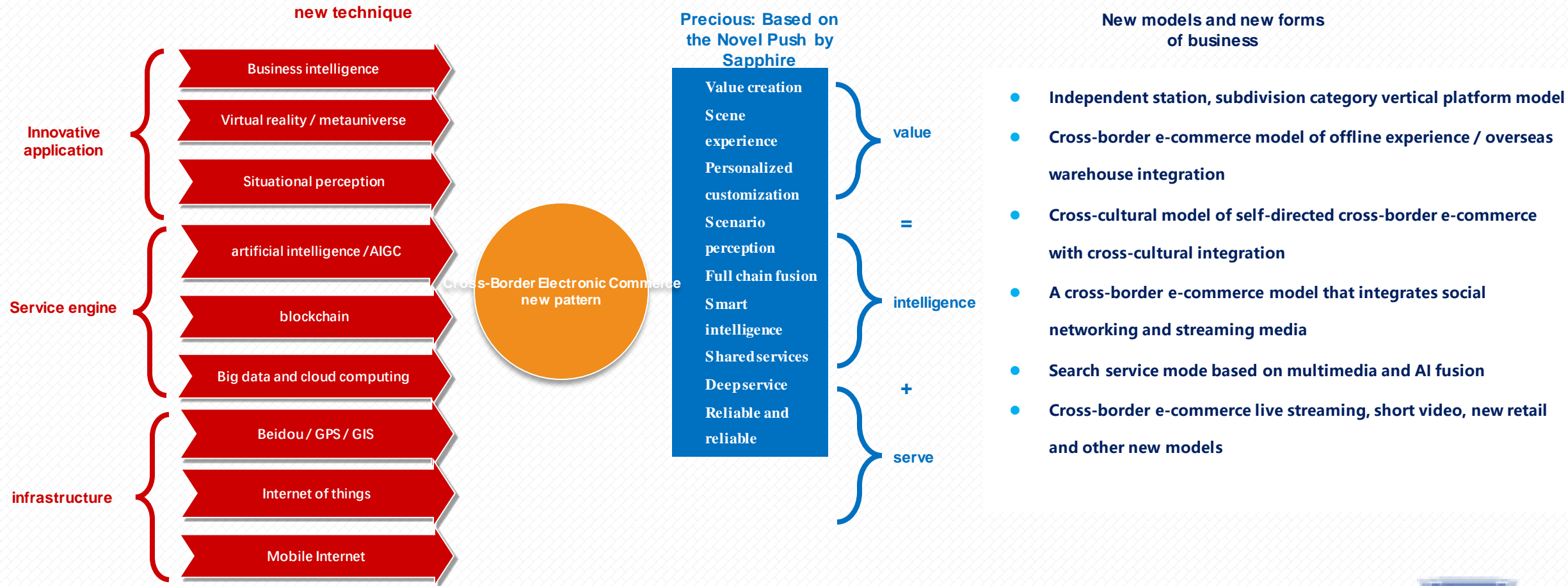


digital computer





3. New models and new business forms of cross-border e-commerce





4. New requirements for cross-border e-commerce talent

New requirements: foreign trade knowledge + platform technology + operation knowledge + cultural language + big data marketing knowledge + business intelligence + video processing technology +...+ Practical ability

1. Familiar with foreign trade knowledge and operation process

9. Familiar with platform design and development technology (independent station, etc.)

2. Familiar with the operating rules of e-commerce platforms

8. Familiar with overseas markets, customs and culture and habits

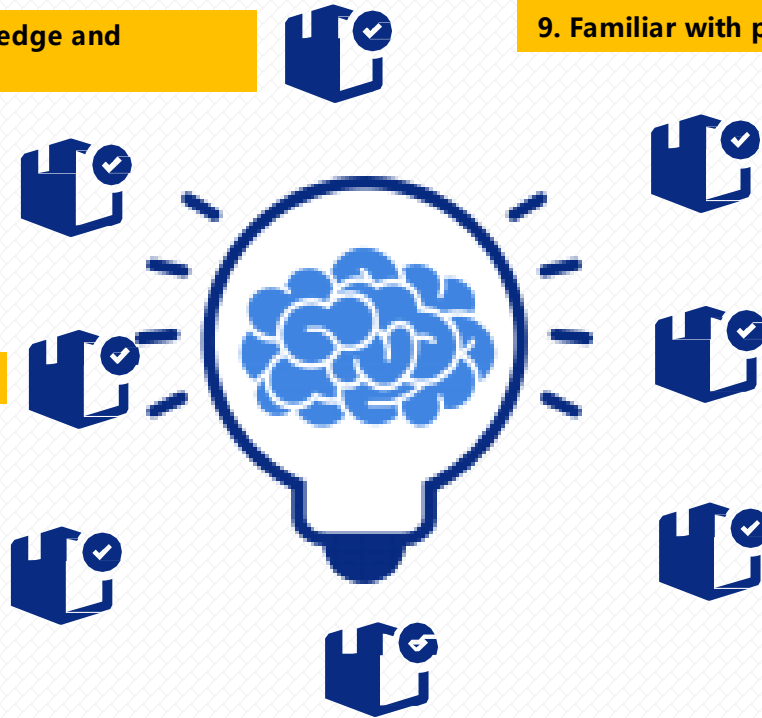
3. Sin written and oral English

7. Business intelligence, RPA, short video and live broadcast

4. Familiar with product field expertise

6. Whole-network marketing, social media and search engines

5. Overseas customer development, negotiation, service and management



PART 02

Innovative practice of cross-border e-commerce talent training



1911



1. Establish the college of Modern Industry

Build cross-border e-commerce
"The first city in China, the world's
first-class"



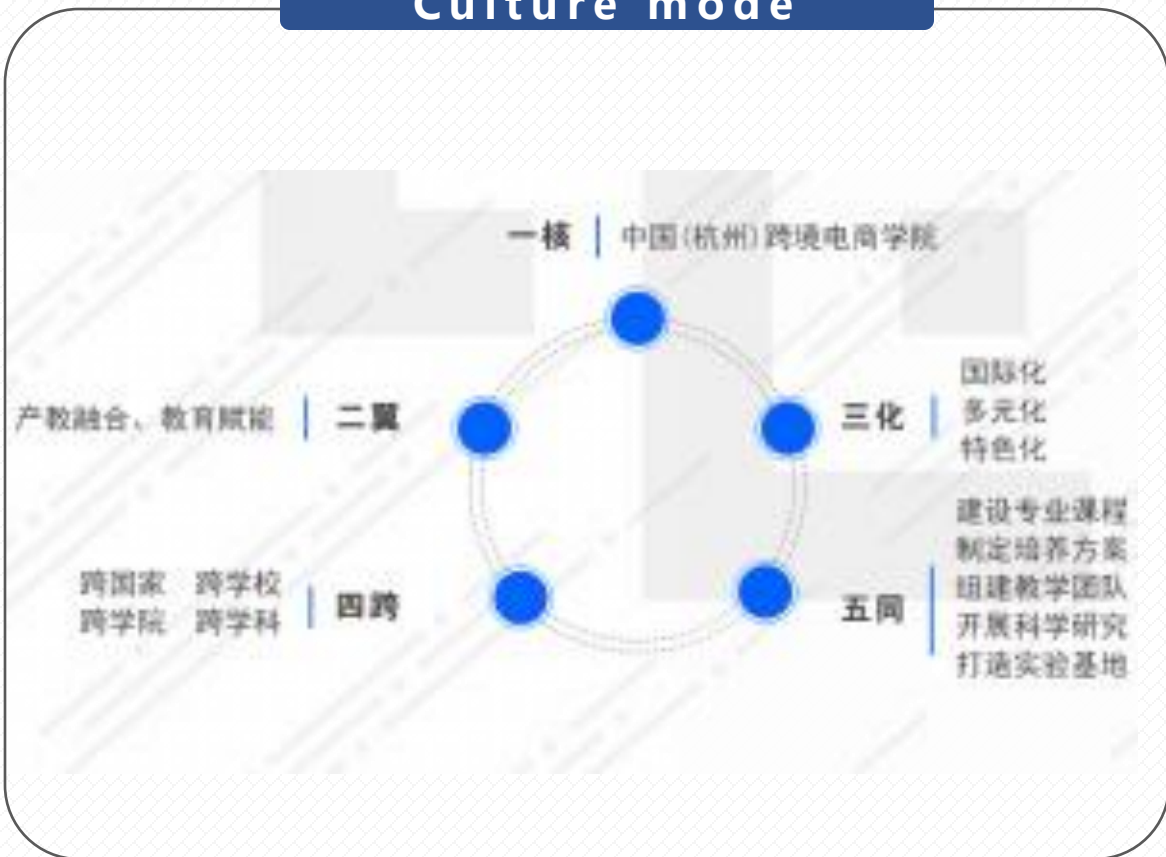
China (Hangzhou) cross-border electricity business school based on Zhejiang industry and commerce university hundred years profound "business" accumulation, e-commerce and logistics management and other national first-class professional construction point, and the first cross-border e-commerce comprehensive experimental zone, Hangzhou qiantang district people's government, for the first domestic service "area", Chinese and foreign students cross-border electricity elite college.





2. Form a distinct cultivation mode and cultivation characteristics

Culture mode



Cultivate characteristics





2. Form a distinct cultivation mode and cultivation characteristics

✓ Focus on cross-border e-commerce diversified talent training system • cross-country / cross-school / interdisciplinary / cross-major

Undergraduate (4 years)

E-commerce (cross-border e-commerce and business Intelligence direction)

- In 2020, e-commerce students will be enrolled, and e-commerce (cross-border e-commerce) innovation classes will be opened
- Independent enrollment in 2023, e-commerce (cross-border e-commerce and business intelligence) innovation class

Cross-Border Electronic Commerce +X

Cross-border e-commerce + tourism management

Cross-border e-commerce + small languages

Non-academic education

education with record of formal schooling

Micromajor (1 year)

Cross-border e-commerce micro-major

Domestic students + international students

On campus + off campus

Different disciplines

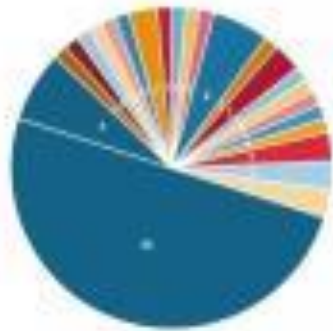
different majors



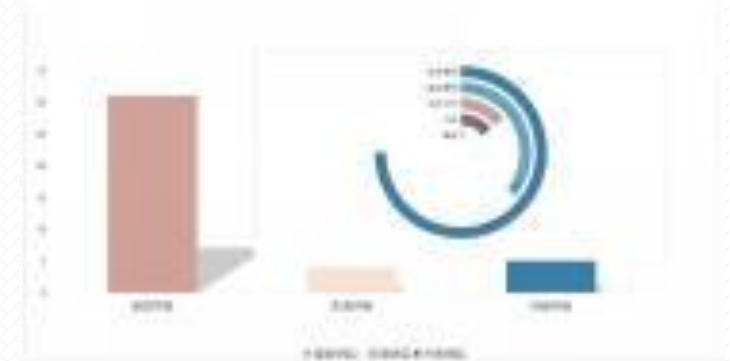
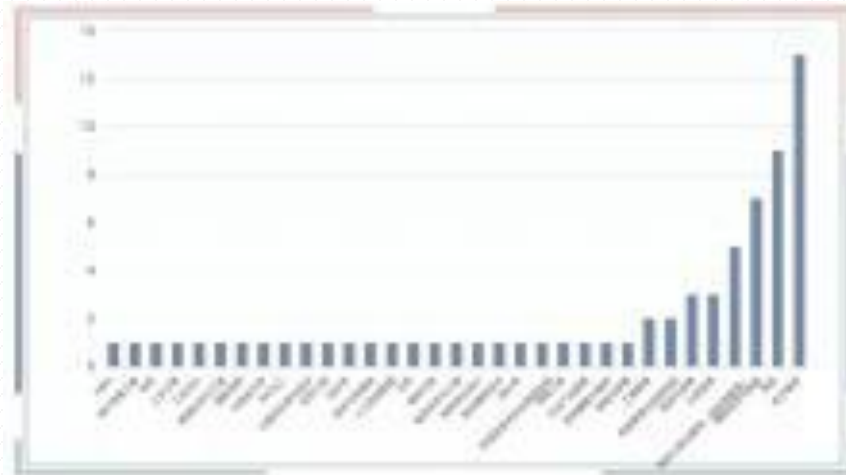


2. Form a distinct cultivation mode and cultivation characteristics

2022 Enrollment situation



- 香港理工大学
- 柏林工业大学
- 马来西亚科学大学
- 浙江工商大学
- 宁波大学
- 杭州电子科技大学
- 浙江理工大学
- 浙江海洋大学
- 浙江财经大学
- 浙江传媒学院
- 浙江外国语学院
- 浙江科技学院
- 浙江万里学院
- 浙江树人大学
- 浙江越秀外国语学院
- 浙江东英国际学院
- 浙江工商大学国际学院
- 浙江工商大学继续教育学院
- 浙江工商大学国际教育学院
- 浙江工商大学国际交流中心
- 浙江工商大学国际商务学院
- 浙江工商大学国际经济与贸易学院
- 浙江工商大学国际物流学院
- 浙江工商大学国际会展学院
- 浙江工商大学国际旅游学院
- 浙江工商大学国际酒店管理学院
- 浙江工商大学国际商务谈判学院
- 浙江工商大学国际商务翻译学院
- 浙江工商大学国际商务法律学院
- 浙江工商大学国际商务英语学院
- 浙江工商大学国际商务日语学院
- 浙江工商大学国际商务韩语学院
- 浙江工商大学国际商务俄语学院
- 浙江工商大学国际商务阿拉伯语学院
- 浙江工商大学国际商务西班牙语学院
- 浙江工商大学国际商务葡萄牙语学院
- 浙江工商大学国际商务法语学院
- 浙江工商大学国际商务意大利语学院
- 浙江工商大学国际商务希腊语学院
- 浙江工商大学国际商务拉丁语学院
- 浙江工商大学国际商务其他语言学院



Hong Kong polytechnic university, Berlin industrial university, Malaysia science university, Zhejiang university, Ningbo university, Hangzhou university of electronic science and technology, Zhejiang sci-tech university, Zhejiang industry and commerce university, Wenzhou university, China metrology university, Zhejiang ocean university, Zhejiang university of finance and economics, Zhejiang institute of media and other 24 colleges and universities, 33 professional categories, 70 students of different grade

E-commerce, international economy and Trade, English (including business English), logistics engineering and management, administrative management, tourism and exhibition and many other professional categories

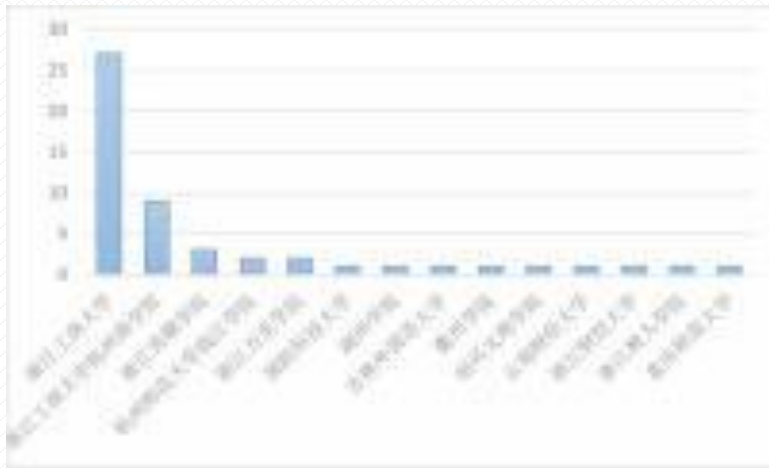
Cross-border e-commerce + X major has a total enrollment of 40 students, + 21 tourism management students, + 10 hotel management students, + 4 business English students





2. Form a distinct cultivation mode and cultivation characteristics

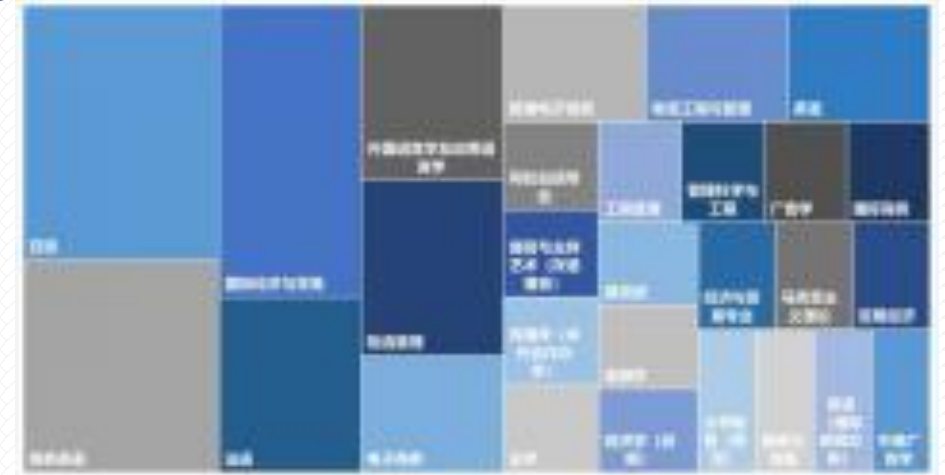
Enrollment situation in 2023



Zhejiang Gongshang University, Zhejiang University of Finance and Economics, Zhejiang University of Media and other 10 universities: National University of Defense Technology, Chongqing Normal University, Yunnan University of Finance and Economics



18 enterprise students, 52 in the school students



Five foreign language departments: Japanese, English, French, Czech, Arabic
It covers 27 majors: International Economics and Trade, E-commerce, Logistics Management, Law, Communication, Broadcasting and Hosting, Economics, Finance and Business English, etc





2. Form a distinct cultivation mode and cultivation characteristics

✓ To build a four-pronged joint construction system of government, school and enterprise research

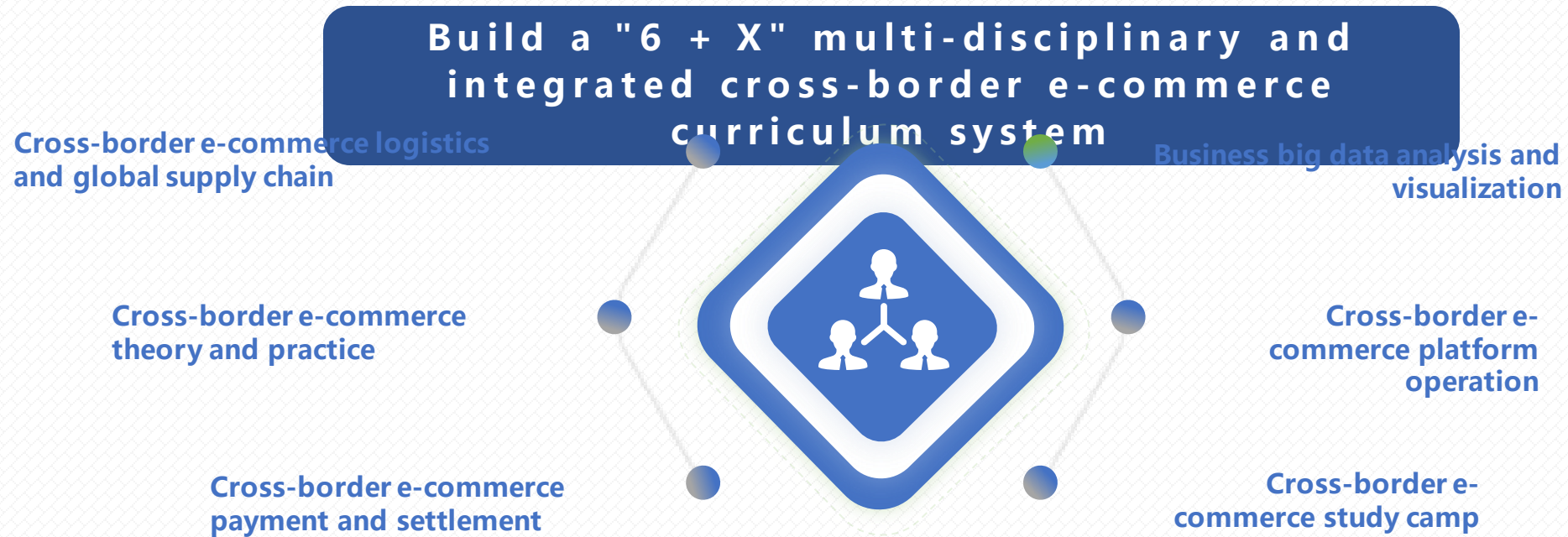
Co-construction teaching	Co-construction platform	collaborate	Co-education talent
<p>Create teaching materials together Jointly train "double-qualified" teachers Jointly build an online course group</p>	<p>The National Cross-border E-commerce Brand Research Center China (Hangzhou) Cross-border E-commerce Talent Alliance</p>	<p>Jointly carry out the list of related research topics</p>	<p>The National College Students' E-commerce "Innovation, Creativity and Entrepreneurship" Challenge</p>





2. Form a distinct cultivation mode and cultivation characteristics

✓ The first batch of cross-border e-commerce professional course group



X: Economic management, technology, practice, four frontier courses





2. Form a distinct cultivation mode and cultivation characteristics

- ✓ The first batch of cross-border e-commerce industry-education integration courses and new forms of teaching materials

6 school-enterprise co-construction courses

Cross-border e-commerce payment and settlement

Cross-border e-commerce logistics and global supply chain

Cross-border e-commerce platform operation

New media operation of cross-border e-commerce

Cross-border e-commerce study camp

Business data analysis and visualization

10 The school and enterprises jointly build teaching materials





2. Form a distinct cultivation mode and cultivation characteristics

✓ Focus on cross-border e-commerce teacher promotion system • Land Plan

Double lecturer + double tutor

	senior professional title	doctor	Number of academic mentors	Number of practical mentors
--	---------------------------	--------	----------------------------	-----------------------------

The number of teachers

17

25

29

50

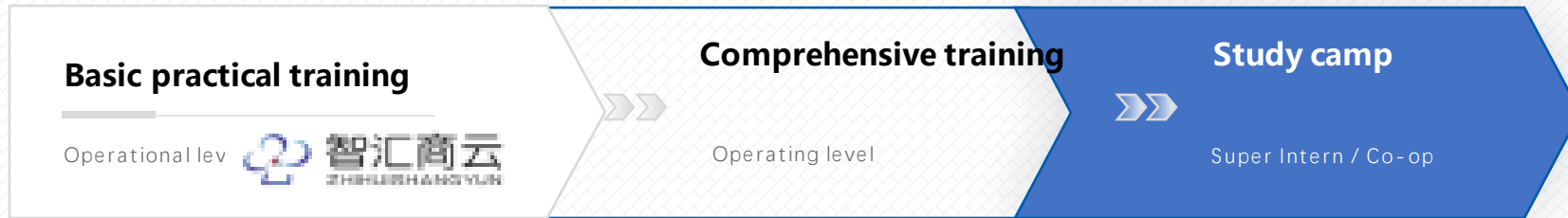
 游忠明 阿里巴巴集团跨境电商事业部 跨境电商研究中心主任	 许超海 阿里巴巴集团进出口事业部 公共事务总监	 谭铁 杭州安数电子商务有限公司 CEO	 李娟微 杭州优孚斯科技有限公司 CEO	 张伟军 浙江东方百家林业制造有限公司 董事长	 胡煜 杭州研兔网络科技有限公司 CEO
---	--	--------------------------------------	--------------------------------------	---	--------------------------------------





2. Form a distinct cultivation mode and cultivation characteristics

✓ CO-OP progressive practice teaching system focusing on third-order integration



Basic operation of cross-border e-commerce platforms



Introduce five mainstream cross-border e-commerce platform operation



New retail platform



New manufacturing platform



New technology platform

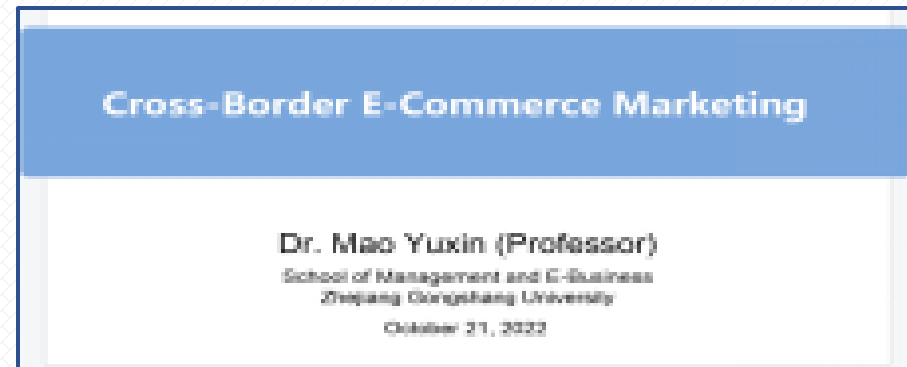
Project-type + action-based learning method





2. Form a distinct cultivation mode and cultivation characteristics

- ✓ Education goes abroad • " Foreign aid training





2. Form a distinct cultivation mode and cultivation characteristics

- ✓ MOOC Westbound • Golden School Westbound



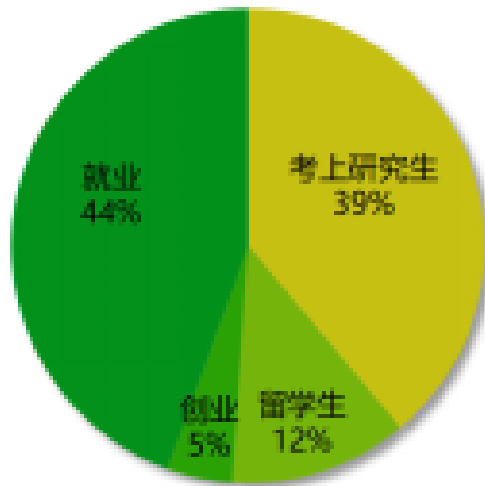


3. Significant achievements have been achieved in training cross-border e-commerce talents

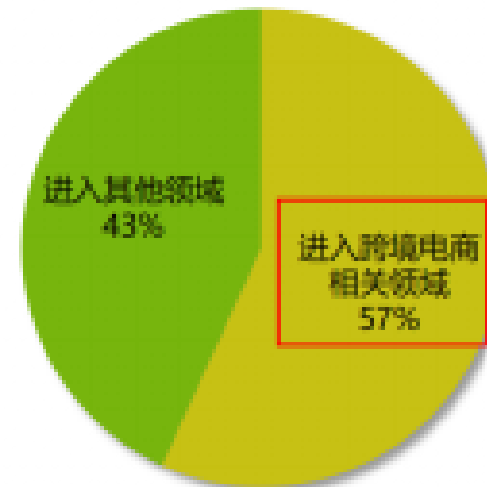
Graduates go to the survey

A total of 157 students have obtained micro-major diplomas in grades 2020 and 2021

已毕业学生去向分布



工作及创业与跨境电商的相关度





3. Significant achievements have been achieved in training cross-border e-commerce talents

The Student Innovation and Entrepreneurship Competition won the



◆ IANA and AZIZI won the first prize in the Global Cross-border E-commerce Innovation and Entrepreneurship Competition (2020)



◆ Wu Zhengyuan won the title of "Shine!" College Anchor Challenge (2021)



◆ Students have won the special prize and the first prize in the Internet +, Challenge Cup and e-commerce competitions (2021,2022)



◆ Special Prize of the Cross-border E-commerce Practical Competition of the National College Students' E-commerce Innovation Competition (2022)





3. Significant achievements have been achieved in training cross-border e-commerce talents

Cultivate Belt and Road international talents

Youssef Souei, A 2015 undergraduate majoring in e-commerce. In 2020, he actively volunteered to participate in the anti-epidemic work and serve the community residents, which was widely reported by the media.



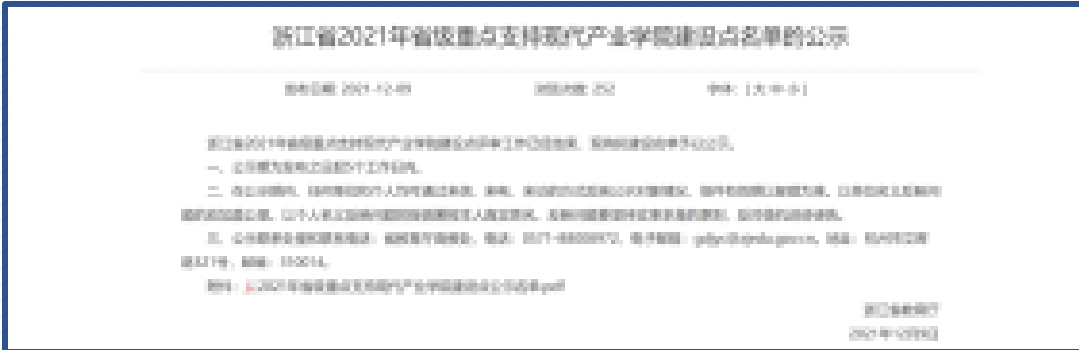
Yidi, a professional master's degree in Management Science and Engineering (cross-border E-commerce direction) of Zhejiang Gongshang University in 2022, is also an outstanding graduate of China (Hangzhou) Cross-border Electricity Business School in 2020. He is currently working in Hangzhou Superstar Technology Co., Ltd. Idi's dream story has been published the Qiantang New District Newspaper, Hangzhou + News and other media.





3. Significant achievements have been achieved in training cross-border e-commerce talents

Provincial key support for modern industry colleges



In December 2021, Cross-border Electricity Business School was successfully selected as a provincial key support Institute of Modern Industry.





3. Significant achievements have been achieved in training cross-border e-commerce talents

College honors and experience promotion



The college won the 2023 Hangzhou Cross-border E-commerce Outstanding Contribution Award



National cross-border e-commerce comprehensive pilot area on-site meeting for the theme of sharing



Regional delegation on the European case of China-EU Regional Policy Cooperation



Wal-Mart comes to the school to visit



Guizhou Department of Commerce visited the school



PART 03

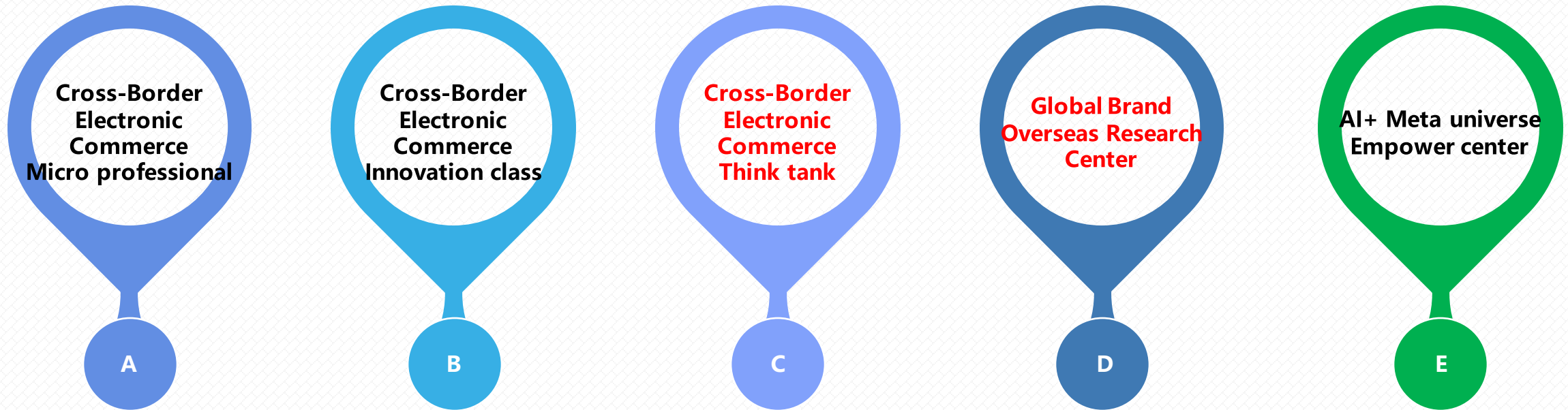
The future vision of cross-border e-commerce talent training



1911



To build a first-class scientific research and talent training highland



With e-commerce and logistics, modern circulation system, smart business and business big data research and application, digital economy and digital trade as the core, integrating talent training, scientific research and social service, it is committed to becoming a highland with international influence and domestic first-class scientific research and talent training.





We will build a demonstration base for cross-border e-commerce digital empowerment and high-quality development of industry and education integration



Vision renderings



Mid-view renderings



Close-up renderings

Invest 200 million

During the 14th Five-Year Plan period, the Education Power Promotion Project "Cross-border e-commerce full-link digital empowerment and high-quality development of industry-education integration Demonstration Base", to create a national cross-border e-commerce practical teaching ecology





Overseas cooperation and joint construction plan

- The Construction of the Silk Road College of Cross-border E-commerce
- Southeast Asia and Belt and Road countries cooperation
- Cooperation between eu regional universities and relevant governments
- Construction of China-Central Asia Cross-border Electricity Business School (Research Institute)
- The International Alliance for Cross-border E-commerce talent Training



Crossing the future is endless



China (Hangzhou) Cross-border E-Commerce School

The cradle of China's cross-border e-commerce talent training
The "Whampoa Military Academy" of China's high-end cross-border e-commerce talent training

2023

