

Invitation to Silk Road E-Commerce Online Lectures for Central and Eastern Europe Countries

Dear Trainees,

To further promote China-CEEC economic and trade cooperation and e-commerce talent exchange, support the e-commerce management capabilities of CEECs' SMEs, and expand the global market, *the Silk Road E-Commerce Online Lectures for CEECs*, hosted by the Department of Electronic Commerce and Informatization of the Ministry of Commerce of China and undertaken by China International Electronic Commerce Center, is scheduled to be held from **May 26 to 30, 2025** to conduct online training and exchange around cross-border e-commerce, live streaming e-commerce, digital marketing, etc.

Since the Ministry of Commerce of China started *the Silk Road E-commerce Online Lectures* at the end of 2020, it has successfully held sessions for Latin American countries, SCO, BRICS etc. A total of 114 online lectures have benefited more than 10,000 people from 80 countries in Europe, Asia, Africa, and Latin America. The videos on its exclusive platform have been viewed over 100,000 times.

The Silk Road E-Commerce Online Lectures for CEECs will be carried out in bilingual (Chinese and English) lectures taught by renowned Chinese e-commerce experts. Each lecture lasts for about 2 hours, including a lecture and Q&A. The schedule is attached.

We hereby sincerely invite you to participate in the lectures, so that we could jointly enhance the China-CEEC cooperation in e-commerce capacity building and share the dividends of the digital economy. Please reply with your feedback and registration information by **May 15**.

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China International Electronic Commerce Center

April 24, 2025

Annex

Date	Topic	Content	Language
<p style="text-align: center;">May 26 15:30-17:30 Beijing Time</p>	<p style="text-align: center;">Typical cases of China's cross-border overseas purchase and Sino-foreign investment promotion</p>	<ol style="list-style-type: none"> 1. Status and trends of global cross-border e-commerce development 2. Analysis of the status and market prospects of China's overseas purchase 3. Interpretation of Chinese cross-border e-commerce policies 4. Interpretation of the positive list of Chinese cross-border e-commerce imports 5. Analysis of typical cases of cross-border e-commerce import in China 6. Sharing of typical cases of Sino-foreign investment promotions 	<p style="text-align: center;">Chinese/English</p>
<p style="text-align: center;">May 27 15:30-17:30 Beijing Time</p>	<p style="text-align: center;">A whole business process view of cross-border e-commerce exports to China</p>	<ol style="list-style-type: none"> 1. Cross-border e-commerce brand planning and shop opening 2. Cross-border e-commerce business rules and laws 3. Cross-border e-commerce market research and product selection 4. Cross-border e-commerce product shooting and visual design 5. Cross-border e-commerce logistics warehousing and customs clearance taxes and fees 6. New strategies for marketing and promotion of cross-border e-commerce 	<p style="text-align: center;">Chinese/English</p>
<p style="text-align: center;">May 28 15:30-17:30 Beijing Time</p>	<p style="text-align: center;">Packaging, cross-border logistics and warehousing of</p>	<ol style="list-style-type: none"> 1. What are the transportation, packaging, logistics and warehousing? 2. Transportation packaging for cross-border e-commerce goods 	<p style="text-align: center;">Chinese/English</p>

Date	Topic	Content	Language
	goods exported by cross-border e-commerce to China.	3. Cross-border e-commerce logistics analysis 4. Cross-border e-commerce warehousing 5. Mainstream cross-border e-commerce platform logistics solutions and storage operation examples 6. Typical case study of cross-border e-commerce	
May 29 15:30-17:30 Beijing Time	Marketing strategies for exporting overseas products to China	1. Introduction to e-commerce business environment and policies in China 2. Advantageous products and brands of "Silk Road E-commerce" countries 3. How can overseas products become online goods meeting the requirements of e-commerce platforms in China 4. How can overseas products become branded online goods favored by Chinese netizens? 5. How should overseas products be marketed and promoted via the Internet in China? 6. Share successful cases of trade between "Silk Road E-commerce" countries and China.	Chinese/English
May 30 15:30-17:30 Beijing Time	Operating Strategy for Live Streaming E-commerce and Short Video Marketing	1. Analysis of China's Live Streaming E-commerce Ecosystem 2. High-conversion Live Streaming Script Design 3. Localized Content Design 4. Cross-border KOL/KOC Cooperation Strategy	Chinese/English

Date	Topic	Content	Language
		5.Application of Virtual Live Streaming Technology	