THE PEREZ-GUERRERO TRUST FUND FOR ECONOMIC AND TECHNICAL COOPERATION AMONG DEVELOPING COUNTRIES

INT7K01

E-commerce Development Programme for SMEs from Developing Countries 2017

Summary Report

CIFAL Shanghai International Training Center

May 26, 2019

Content

Part I. Project Overview

Type of project: Inter-regional

Title: E-commerce Development Programme for SMEs from Developing Countries 2017.

PGTF inputs: US$ 33,000
Other inputs: US$ 47,000
Total cost of project: US$ 80,000

CIFAL Shanghai embrace a high reputation for bringing together individuals from developing countries for years to renew their knowledge and professional skills of Information Technology in the informatization and industrialization era. Accomplishments achieved by CIFAL Shanghai are well-demonstrated by the performance of 844 beneficiaries from 107 countries.

In the upcoming years, CIFAL Shanghai will further benefit individuals from governments, entrepreneurs of SMEs from G77 by arising e-commerce awareness, endowing related knowledge and skills, enacting solutions in the current era in which internet emerges at an overwhelming scale and e-commerce becomes a dominant business channel in the future.

SME development has always been an important issue in developing countries. central and local governments in developing countries have been working on the laws and regulations to promote the development of SMEs. In today's society, e-commerce is rapidly transforming the way in which enterprises are interacting with each other as well as with consumers and policy makers. As a result of changes in the economic landscape, e-commerce is now growing rapidly in several emerging markets and developing economies. There is growing evidence that the use of e-commerce has a significant impact on SME performance.

E-commerce or e-transactions, with its various forms such as B to B, B to C, and other variants, may have an impact on countries' development paths, and especially cross-border e-commerce, may bring great opportunities to SMEs, as they find more channels to sell their products via internet and get access to global market.

Compared with the traditional business model, e-commerce has the strength as streamlining distribution, lower cost, no time restriction and other advantages. At the same time, e-commerce also has the advantages of requiring less investment, easy to learn, flexible in operation, etc.

The *E-commerce Development Programme for SMEs from Developing Countries 2017,* to be carried out by CIFAL Shanghai, is aimed to facilitate cooperation and exchanges amongst SMEs in developing countries, in particular in the area of e-business development, as well as apply China's experience and best practices to other developing countries.

We envision a new global partnership to be built up among entrepreneurs in SMEs, policy makers, higher institutions, international organizations, foundations, and etc.

As the E-commerce landscape continues to grow in the scale and complexity, we will provide workshops that we believe will be exceptionally high value to SMEs from Seychelles, Tanzania, Ecuador, China creating opportunities for attendees to learn about e-commerce, and important issues through first-hand interactions related to e-commerce development with Chinese e-commerce market players, counterparts, policymakers and other related parties.

CIFAL Shanghai would like to provide solutions to demander about the design of e-commerce training courses to fit the specific countries' needs, national condition analysis that will help find out optimal approach of e-commerce development for specific countries, and to assist partnerships in building among SMEs in different sectors or countries.

Part II. Preparatory Phase

I. Establishment of project team

CIFAL Shanghai held a start-up meeting on the project, and immediately after the meeting, a project team was set up.

ID	Name	Position
1.	Mr. WANG Genxiang	Director of CIFAL Shanghai
2.	Mr. WU Yugang	Deputy Director of CIFAL Shanghai
3.	Ms. WANG Kemin	Deputy Director of CIFAL Shanghai
4.	Ms. WANG Jie	Division Director of CIFAL Shanghai
5.	Ms. CHEN Chaonu	Project Assistant of CIFAL Shanghai

II. Project Planing

This stage of work mainly includes the following aspects:

Firstly, we should make a good plan for the phased implementation of the project.
The second is the preliminary completion of case studies.

III. Participans

All participants were invited through the help of China embassies overseas. The application form of this project listed three target countries which are Seychelles, Tanzania and Ecuador, however during the limitation of their countries, the number of participants from those three countries could not set up seminars separately, CIFAL Shanghai combined participants from these three countries into one seminar and covered all training fees by CIFAL Shanghai self-fund. And PGTF was used to cover the training fees as followed three seminars. Which were Seminar on Vietnam Cross-border E-commerce Cooperation, Cambodian Seminar on E-Commerce and Information Technologies and Seminar on e-Commerce and Information Technology of Cuba.

Part III. Workshop and Site Visit

Workshop and Site Visit I: Seminar on Vietnam Cross-border E-commerce Cooperation

I. **Introduction**

With the support of the Perez Guerrero Trust Fund - PGTF, on June 30, 2017, the CIFAL Shanghai International Training Center held the"Seminar on Vietnam Cross-border E-Commerce Cooperation" at the International Innovation Base of the Shanghai Academy of Social Sciences. 17 government officials and technical experts from Vietnam participated in the seminar.

In today's world, cross-border e-commerce has been developed in many countries, and e-commerce with great potential has created more opportunities for enterprises to understand the domestic and overseas consumer markets and provide a broader stage. China-Vietnam cooperation to develop cross-border e-commerce has a good foundation for cooperation. Vietnam and China are currently promoting the construction of 4 cross-border economic cooperation zones in the border areas: Mang Street-Dongxing, Tongdeng-Pingxiang, Laojie-Hekou, Chaling-Longbang Port by using the product and labor markets of the two countries, engaged in cross-border export processing trade, the implementation of trade and investment liberalization policies, relaxation of investment restrictions, and expansion of border ports. The rapid development of border trade in recent years has also provided a good opportunity for the cooperation and development of cross-border e-commerce between China and Vietnam.

Among the lecturers invited by this seminar, there are government officials who have been working in the information industry department, are familiar with the development of different stages of China's information industry, and have participated in the formulation of Shanghai's information industry development plan. They also have the experience of foreign study, lectures, work or visiting professors and participated in the research and development and implementation of several large-scale IT projects, and is familiar with the development of domestic e-commerce.

In order to enable the trainees to understand the latest trends in the application management of e-commerce information systems, we have also invited corporate experts working in the front line and officials at all levels involved in urban construction to explain the examples in their daily work.

At the seminar, the participants had a heated discussion on the hottest topics in the field of application management of e-commerce information systems.

II. **Lecture**

1, Cross-border e-commerce and social development

In order to enable participants to better understand cross-border e-commerce and social development, we invited Dr. Qiao Yuanqing to have a lecture. Dr. Qiao Yuanqing graduated from the University of Toronto, Canada, he worked in Canada for 7 years and has more than 20 years of experience in the information industry and made many presentations in the International Training Course on Information Technology organized by the United Nations Institute for Training and Research.

In the lecture, Dr. Qiao Yuanqing started with the theme of cross-border e-commerce and social development, the social and economic development of China and Shanghai, introduced the environment and foundation created by the development of social and economic development to e-commerce. Dr. Qiao combines his own experience and feelings to explain the various aspects of cross-border e-commerce to participants, simple and vivid, easy to understand, and brainstorming,

allowing participants to choose a theme to discuss how to build an e-commerce project. During the construction of the project, Dr. Qiao introduced the role of the government, the infrastructure of the project planning, and the source of the funds. Finally, he described the benefits that the project brought to the parties. The participants actively joined in the discussion on the e-commerce project. Many suggestions were put forward and great confidence was expressed in the future development.

2, The booming of e-commerce in China

In order to enable participants to understand the booming example of e-commerce in China, we invited Ms. Huang Jingwen, deputy general manager of CSIC's 716 Institute of Operations, to have a lecture. In her lecture, Ms. Huang is more focused on using case studies to introduce the cross-border trade to the participants. In recent years, the rapid development in China has driven several domestic enterprises and online sales platforms to develop a broader market, including many. Familiar companies and platforms such as Jingdong, Taobao, Alipay, etc. At the same time, Ms. Huang also introduced the more popular e-commerce platforms in China such as Hungry and Meituan, which enabled the participants to learn the theoretical knowledge and learn how the

theory can be applied to the reality.

3. App-based cross-border e-commerce platform

In order to enable participants to understand the history of WISH, a cross-border e-commerce platform in China, we invited Ms. Xiong Yanping, director of China Merchants Operations of WISH in China, to have a lecture.

WISH is an emerging cross-border e-commerce platform based on App. It mainly attracts customers by its low price and good quality. It has a very high popularity in the American market. The core categories include clothing, accessories, mobile phones, gifts, etc. Most of them are shipped from China. Ninety-seven percent of WISH's orders come from the mobile devices, and the average daily download of App is stable at 100,000, reaching 200,000 at peak time. As far as the current advantages of mobile Internet are concerned, the potential of Wish in the future is enormous. Director Xiong is a veteran in WISH, so she knows the history of the rapid development of wish platform very well. She gives the trainees a detailed introduction of how wish platform can enter the Chinese market with the opportunity, and how the sales volume and the number of users of the platform have increased rapidly in just three or four years. Ms. Xiong emphasized that the biggest difference of WISH platform lies in "calculating". Different from Amazon, eBay and Express, WISH has more entertainment and stronger user stickiness. Amazon, eBay and other platforms are traditional e-commerce developed by PC, which pays more attention to the trading of goods.

Although WISH is essentially an e-commerce platform providing trading services, it focuses on the "algorithm recommendation" shopping on the mobile side. The products presented to users are mostly concerned and liked by users. Every user sees different commodity information, and the same user is in the same place. Commodities seen at different times are also different.

At the end of the course, Ms. Xiong invited to the participants, hoping that with the assistant of the participants, more Vietnamese businessmen could enter the platform. The participants also said that they would promote the WISH platform to more people after back home.

III. Site visit

In combination with the knowledge learned in the classroom, we also arrange for participants to visit enterprises, which will help them understand the current situation of cross-border e-commerce development in China.

1. China (Hangzhou) Cross-border Electronic Commerce Comprehensive Test Zone

The participants visited Xiasha industry Park, China (Hangzhou) Cross-border Electronic Commerce Comprehensive Test Zone.

In China (Hangzhou) cross-border e-commerce Comprehensive Experimental Zone, Information flow, capital flow and cargo flow in Cross-border e-commerce achieve "three streams in one" by constructing information sharing system, financial service system, intelligent logistics system, e-commerce credit system, statistical monitoring system and risk prevention and control system, as well as online "single window" platform and offline "comprehensive park" platform.

On this basis, with the organic integration of "online trading freedom" and "off-line integrated services" as its characteristics, we focus on innovation in the "three major areas" of system construction, government management, service integration, and strive to "establish a new regulatory system for cross-border e-commerce, establish a"single window"integrated regulatory service platform, and innovate cross-border e-commerce financial services." Innovation of cross-border e-commerce logistics services, innovation of cross-border e-commerce credit management, establishment of cross-border E-Commerce Statistical Monitoring system, formulation of cross-border e-commerce rules and innovation of e-commerce talent development mechanism, and other eight aspects to achieve new breakthroughs, to achieve cross-border e-commerce liberalization, facilitation and standardized development.

After watching a short video, the participants visited the warehouse logistics area. In the warehouse area, they saw all kinds of imported goods and the busy scene in the delivery area on the high shelves. As long as customers place orders on Tianmao International, Netease, Sino-foreign Transport, Suning and other cooperative platforms, the park can rely on the introduced novice logistics, EMS, warehouse technology and other e-commerce service enterprises to complete the shipping procedures in the shortest time, and strive to shorten the trans-border e-commerce delivery time. Since its opening on May 7, 2014, the park has introduced 22 e-commerce platforms such as Tianmao International, NetEase, Sino-foreign Transport and Suning, 10 vertical e-commerce platforms such as Yintai, Mother and Child's Home, Ruige, and 20 e-commerce service enterprises such as novice logistics, EMS, net warehouse science and technology. Fifty enterprises have completed the registration procedures, including four foreign-funded enterprises and 46 domestic-funded enterprises, with a cumulative registered capital of nearly 300 million yuan.

2. Visit Yunqi Town

Yunqi Town, Hangzhou city is an industrial town dominated by cloud ecology, which is planned to be built on the two platforms of Alibaba Bayun Company and Zhuantang Science and Technology Economic Park. In 2016, the town has introduced 433 enterprises, including Aliyun, Foxconn Technology, Intel, China Aviation Industry, Ginkgo Valley Capital, Huatongyun Data, DreamWorks, Rococo Design Group, including 321 cloud-related enterprises. The industry covers large data, APP development, games, Internet finance, mobile Internet and other fields, and has initially formed a relatively perfect cloud computing industry ecology. From 2016 to August, the total revenue of small towns reached 245 million yuan, an increase of 108.18%. With the emergence of cloud computing industry agglomeration effect, small towns are closely around innovation and entrepreneurship, building an innovation ecosystem of "innovation pasture - industry black soil - technology blue sky" to promote industrial development.

At first, the participants came to the exhibition hall to hear a brief introduction of Yunqi Town, and saw the whole town from planning to completion of the construction process. The participants in the exhibition hall are most interested in the display of several high-tech products, including specially designed for children can automatically lift desks, household waterproof sockets and other novelty products, so that the participants continue to appreciate. After that, under the leadership of the park staff, the trainees visited the whole park. During the course of the staff's tour, the staff introduced to the trainees in detail the functions or implications of every building and landscape in the park.

IV. Summary

Through the seminar, the participants have a comprehensive and objective understanding of China's achievements and accumulated experience in cross-border e-commerce cooperation, and can establish a scientific and pragmatic concept of cross-border e-commerce cooperation. After the seminar, the participants expressed their desire to further cooperate with China's urban planning management department and e-commerce information security technology company. The seminar has achieved remarkable results. On behalf of their governments or units, the participants expressed their desire to continue sending staff to China for training. At the same time, they sent invitations to

visit their host countries.

Workshop and Site Visit II:

Cambodian Seminar on E-Commerce and Information Technologies

I. **Introduction**

Supported by the Perez Guerrero Trust Fund - PGTF, CIFAL Shanghai International Training Center held a two-day Cambodian Seminar on Electronic Commerce and Information Technology at the International Innovation Base of the Shanghai Academy of Social Sciences from 29 to 30 April 2018. A total of 23 staffs from the Ministry of Commerce of Cambodia and other departments engaged in e-commerce planning and Management Participated in this seminar.

At present, the world has entered an era of globalization and e-commerce. The rapid development of information technology has not only greatly accelerated the process of globalization, made our communication and communication more and more convenient, but also laid the foundation for the rapid development of e-commerce. In today's e-commerce model has increasingly replaced the traditional business model as the most active business activities, and as a technology, it has penetrated into all aspects of social development, changing our urban life and constantly affecting our behavior.

The course of this seminar closely revolves around the theme of "E-commerce and Information Technology", which covers many aspects of E-commerce. The Center invited a number of government officials and senior experts to serve as teachers of the seminar.

II. Lecture

1. Electronic Commerce Operation Model

Professor Su Qinggang, Shanghai Jianqiao University introduced the general situation of the development of e-commerce in China, and took excellent e-commerce enterprises as an example to tell the participants about the development process of e-commerce. Subsequently, Mr. Su introduced to the participants how e-commerce can be operated and connected in series through modern network technology, and the impact of the development of modern network technology on e-commerce. Teacher Su presented all kinds of data to enable participants to understand more intuitively the relationship between network technology and e-commerce, which depend on each other and promote common development.

Prof. Su also introduced the traditional operation mode of e-commerce, the rapid development of O2 mode and mobile e-commerce in China in recent years, and introduced the characteristics of mobile e-commerce to Cambodian participants from shallow to deep, as well as the new mode developed in response to these characteristics. The participants showed great interest and had a heated discussion on various issues of e-commerce and intelligent network manufacturing based on modern network technology.

2. Payment and Logistics in Electronic Commerce

Mr. Yan Shulin, Deputy Engineer of Jerry Company of China Shipping Heavy Industry 716 Research Institute, teaches payment and logistics in electronic commerce for the seminar. Firstly, it introduces the course and stage of China's e-commerce payment and logistics development. Then it introduces the different logistics and payment modes of different e-commerce operation modes, and analyses their respective advantages and disadvantages. Finally, the future development of e-commerce payment and logistics is also prospected.

3. Information security problems and Countermeasures in E-commerce

Mr. Zhang Weigang, Technical Director of Shanghai Guan'an Information Technology Co., Ltd. has brought participants a report on information security problems and Countermeasures in electronic commerce.

Mr. Zhang Weigang systematically introduced the threats and challenges faced by the rapid development of e-commerce in today's information-developed era, taking e-commerce and information security as the theme. Mr. Zhang cited many examples of e-commerce enterprises at home and abroad to show the participants the risks in this field intuitively. Then, Mr. Zhang

introduced to the participants the risks in this field, such as What measures and solutions should be taken and the information security management system derived therefrom. In the course, Mr. Zhang introduced in detail the threat, demand and technical level of e-commerce information security. Starting from an example, the participants have a more comprehensive understanding of e-commerce information security, and they benefit a lot from the course.

4. E-commerce application scenario

Li Riyu, chief executive of Alipay transportation hub and Gu Yanxiang, chief accountant of new Kampuchea Railway Group, give the lectures on the knowledge of e-commerce and intelligent high-speed railway to participants in the seminar. Mr. Li explained to the participants the development process and thinking of e-commerce in China, including three main contents: the core elements of e-commerce, the brief development process of e-commerce in China, and the model representatives of e-commerce industry.

In the first part of the core elements of e-commerce, the participants showed great interest in the intelligent express cabinet in infrastructure construction, and raised a lot of questions, such as the operation process and operation mode of the intelligent express cabinet. Teacher Li answered the participants' questions, but also made a lot of extracurricular extension, to meet everyone's needs for extracurricular content. When talking about the electronic platform, Mr. Li placed an order of fresh fruit on a mobile phone software. The delivery staff arrived in the classroom after 25 minutes. With practical operation, Cambodian participants really appreciated the real-time and convenience of China's e-commerce. Let them have a more intuitive and comprehensive understanding of e-commerce.

In the second part of the content, Mr. Li showed the participants a small part of the development process and achievements of China's e-commerce through video teaching. The participants were deeply impressed by this. They agreed that e-commerce provided favorable conditions for ordinary people and helped them improve their living standards.

III. Site visit

Under the arrangement of CIFAL Shanghai international training center, the participants visited Shanghai Essino Aerospace Information Co., Ltd., Shanghai (International) Tax Service Center and Shanghai Weimob Enterprise Development Co., Ltd. Through on-site visits, participants have a more intuitive understanding of the knowledge learned during the seminar, full of confidence in the prospects of information technology to promote the development of e-commerce, and fully appreciate the important role of e-commerce development in promoting the healthy development of the country and social economy.

1. Visit Shanghai Essino Co., Ltd.

Cambodian participants came to Shanghai Aixinuo Aerospace Information Co., Ltd. for a visit. First, the leaders of Essino visited the R&D Department of the company's core department with the trainees. At the same time, they briefly introduced the development process, current situation and future direction of the company. As a central enterprise, Essino has successfully developed a number of industries which can be used as a typical representative for Cambodian participants to learn.

After visiting the company's overall environmental structure, the head of the R&D Department of Essino explained to the participants one of the company's main projects, electronic invoices. As the R&D and operation Party of electronic invoice, Essino introduced the generation, development, advantages and application of electronic invoice. In order to make participants understand electronic invoices better, we also demonstrated how to obtain electronic invoices on the big screen and told participants the convenience and benefits of electronic invoices to the people in this vivid way.

During the discussion, Cambodian participants expressed concern about the popularity of electronic invoices. The head of the R&D Department explained that the traditional invoices still exist, but because of the complexity of operation and the difficulty of preservation, the generation of electronic invoices has naturally been recognized by everyone, and there is no need to do much publicity and promotion activities. At the end of the study tour, the participants said that they had learned a lot.

2. Visit Shanghai (International) Tax Service Center

Cambodian participants visited the Shanghai (International) Tax Service Center to learn about China's tax policy and related knowledge. Under the guidance of Wang Liangmu, deputy director of Shanghai Tax Service Center, the participants have a basic understanding of China's tax system.

With the help of the lecturer, the Chinese taxation service system is clearly displayed in front of Cambodian participants. There are many tax service centers with many excellent service personnel and convenient online operation platform, which provide convenience for every taxpayer in China. At the same time, the lecturer demonstrates how to use the Internet for tax payment process and online consultation on the display machine. Cambodian participants also learned about taxation in China through self-made teaching videos of tax service centers, such as China's current tax system, major tax reform, and serving the national strategy.

The lecturer also introduced ancient Chinese tax ideas and systems to help participants better understand the emergence and future trend of the current tax system. Two of the participants in the seminar took office and served the Cambodian Tax Bureau. They took this opportunity to have a profound exchange with Vice President Wang and exchanged their ideas and opinions on taxation.

3. Visit Shanghai Weimob Enterprise Development Co., Ltd.

The participants visited Shanghai Weimob Enterprise Development Co., Ltd., an excellent Internet enterprise in Shanghai. At first, You Fengtun, the Vice President of Weimob Company, made a brief introduction to the company. From the establishment of the company to the main business projects, Cambodian participants understood how a small team developed into a large company.

Then Shi Jianyu, director of media project of Weimob Company, showed the participants a real project of Weimob Company, intelligent container and intelligent super-merchant. The participants were amazed by the convenience brought by advanced technology to their daily life. In the question-and-answer session, the participants proposed that as a newly developed area of e-commerce, Internet companies like Weimob need the support of government departments, and what policy changes are needed to make such emerging companies develop faster and better. Director Shi said that according to the different national conditions, the government has different reactions to the market, but in general, the government should give full support in order to promote the healthy development of new industries.

IV. **Summary**

Through the seminar, the participants have a comprehensive and objective understanding of China's achievements and accumulated experience in the field of e-commerce information technology application, and can establish a scientific and pragmatic concept of e-commerce and information technology application. After the seminar, the participants expressed their desire to further cooperate with China's e-commerce enterprises and information technology companies. The seminar has achieved remarkable results. Both the Center and the Cambodian delegation hope that after the seminar, the two sides can further strengthen exchanges and cooperation.

Workshop III：Seminar on e-Commerce and Information Technology of Cuba

I. **Introduction**

Supported by the Perez Guerrero Trust Fund - PGTF, on August 2, 2018, CIFAL Shanghai International Training Center held a seminar on planning, development and practice of Cuba's digital government and e-commerce at the international innovation base in branch campus of Shanghai Academy of Social Sciences. A total of 30 government officials from Cuba's Ministry of Communications and other departments engaged in e-commerce planning and management participated in the seminar.

The course of this seminar closely revolves around the theme of "E-commerce and Information Technology", which covers many aspects of E-commerce. The Center has invited many government officials and senior experts to serve as the lecturers of the seminar.

lecturers are familiar with the development of China's information industry at different stages and have participated in the formulation of Shanghai's information industry development plan. Professors have the experience of studying abroad, lecturing, working or visiting professors. lecturers have returned to China for many years to work or start businesses. They have participated in the research and development and implementation of many large IT projects and are familiar with the development of domestic e-commerce. In order to enable the participants to understand the latest trends in the application and management of e-commerce information systems, we also invited experts from enterprises working in the front line and officials at all levels involved in urban construction to give lectures on their visits and examples in their daily work. Our center also discussed with the participants the hottest topics in the field of e-commerce information system application management, and invited experts and senior managers in this field to teach for the participants.

II. Lecture

1. Overview of Shanghai's Urban Informatization Development

On August 2, 2018, Mr. Qiao Yuanqing, Technical Director of CIFAL Shanghai International Training Center, gave Cuban participants a section entitled "An Overview of the Development of Shanghai's Urban Informatization". Taking this topic as the first lesson of the participants, not only can the participants have a basic concept of the next course content, but also can the teachers have a better understanding of the participants' national conditions, so that the follow-up courses can be better implemented. The one-day course mainly includes three aspects: the development of information technology in Shanghai, the development of information technology in the world, and the comparison and analysis of the differences between China and the world in the development of information technology. Before the formal start of the course, Mr. Qiao ask each participant introduce himself, fully understand the participants before starting the class. Dr. Qiao said that this process can help her build friendship with her participants and help her better understand the needs of participants in today's learning content. At the beginning, Dr. Qiao briefly introduced the related concepts and theories of informatization, and explained the planning and efforts made by Shanghai in the field of informatization. It focuses on the development and application of information technology equipment in China, as well as the impact and significance of these applications in real life.

The development of information technology between China and other countries was also briefly compared in the course. In addition, on the issue of developing informatization city, Mr. Qiao mainly talked about the innovation and transformation of developing informatization city, also mentioned some main challenges in developing informatization city, and put forward some opinions and opinions to Cuban participants on the construction and development of informatization city in their own country.

2. The Development Course of E-commerce in China

Mr. Shi Jianyu, Senior Director of Media Division of Weimeng Enterprise Group, combined with the business development of his company, gave a lecture on "The Development of China's E-Commerce" to the seminar participants. The course includes three main contents: the core elements of e-commerce, the brief development process of e-commerce in China, and the typical representatives of e-commerce industry.

In the first part of the core elements of e-commerce, the participants showed great interest in e-

commerce platform, and raised a lot of questions, such as the operation process of e-commerce platform, operation mode and so on. Teacher Shi answered the participants'questions and also made a lot of extracurricular extensions to meet the needs of people for extracurricular content. In the analysis of the advantages of e-commerce, Mr. Shi made Cuban participants truly appreciate the real-time and convenience of China's e-commerce through the practical operation of mobile software and business websites. Let them have a more intuitive and comprehensive understanding of e-commerce.

In the second part of the content, Mr. Li showed the participants a small part of the development process and achievements of China's e-commerce through video teaching. The participants were deeply impressed by this. They agreed that e-commerce provided favorable conditions for ordinary people and helped them improve their living standards.

3. E-commerce application scenario and eWTP

Zhang Xin, Senior Director of Baidu's Local Advertising Department, brought the e-commerce application scenarios and eWTP to the participants. Mr. Zhang first introduced the current development of e-commerce in China to the participants, and showed the development characteristics and scale of e-commerce with various data. Then Mr. Zhang explained the four application scenarios: mobile e-commerce, rural e-commerce, fresh e-commerce, cross-border e-commerce and data. Taking excellent e-commerce enterprises as an example, she told the participants about the development and application of e-commerce. Then Mr. Zhang introduced eWTP, the online Silk Road to the participants. The Silk Road on the Internet is a multilevel and multi-level information economic belt based on the "Internet +" formed by China and the countries along the belt and road, which strengthen network interconnection and information interchange.

Mr. Zhang said that the construction of the online silk road will help narrow the digital divide between different countries, regions and populations, and release data dividends to fully assist the implementation of the "one belt and one way" strategy. Participants were particularly interested in eWTP. They expressed their hope that they could continue to discuss with their teachers the issues related to the Silk Road on the Internet after returning home, so as to help their country participate better. Teachers also expressed their willingness to discuss with their participants.

III. **Summary**

Through the seminar, the participants have a comprehensive and objective understanding of China's achievements and accumulated experience in the field of e-commerce information technology application, and can establish a scientific and pragmatic concept of e-commerce and information technology application. After the seminar, the participants expressed their desire to further cooperate with China's e-commerce enterprises and information technology companies.

Annex

I. Participant List
II. Presentation Materials
III. Financial Report