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HIGHER EDUCATION COMMISSION

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office of the
ASSISTANT DIRECTOR (GLOBAL ENGAGEMENTS)

No. AIC/10-1(37)/China/2015/HEC/2260
January 13, 2022

Subject: **Training Course on Cross-Border E-Commerce**

China Association of Trade in Services (CATIS) has offered an extensive online training course (commencing on 5th March 2022) on cross-border e-commerce for Pakistani officers/officials/professionals/students/traders.

2- The training courses will take 20 weeks of each semester, and one session (3 hours) for each week plus 1-6 months' practice and internship in China (for those who are available). Zoom, Facebook, Tiktok, wechat short-video platform and MOOC will be training platforms. Further details including Objectives of the Training Course and Course Outline etc. are annexed for perusal at your end.

3- In aforesaid connection, the undersigned has been directed to request your good-self to make suitable nominations (ONE) from your esteemed Institution for the in-question training course and directly send the nomination to the following e-mail address, under intimation to Ministry of Foreign Affairs, Government of Pakistan and the Higher Education Commission. Deadline for sending nominations is February 15, 2022.

iz@catiss.org.cn

4- There will be no liability of any kind whatsoever on part of the Higher Education Commission (HEC).

With Regards,

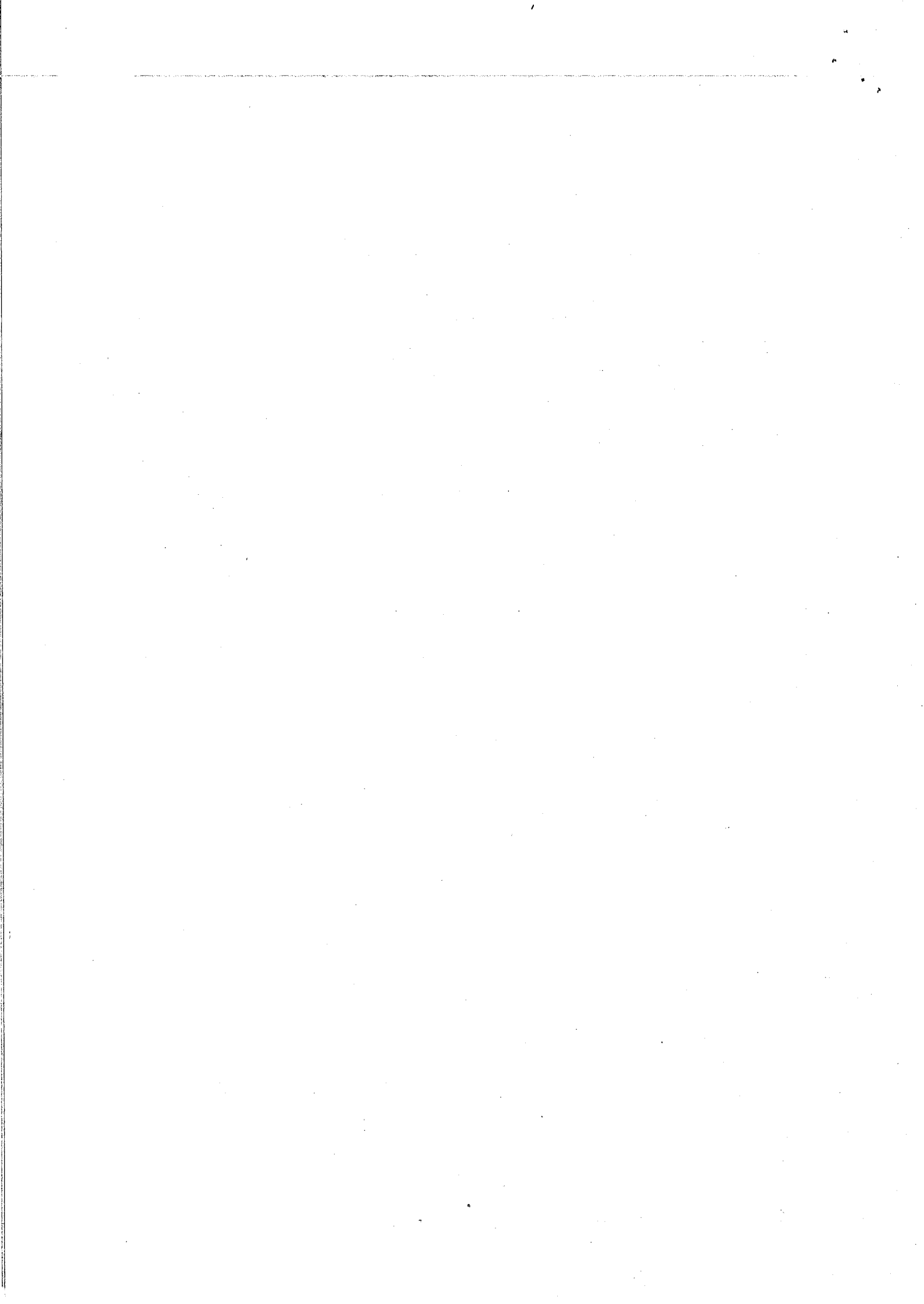

(Arslan Majeed)

Vice-Chancellors / Rectors / Heads

All Public Sector Higher Education Institutions (HEI's)

Copy to:

- i. ES to Executive Director, Higher Education Commission (HEC), Islamabad.
- ii. APS to Advisor (Academics & Accreditation), Higher Education Commission (HEC), Islamabad.
- iii. Mr. Hakim Ali Talpur, Director (Accreditation & Global Engagements), Higher Education Commission (HEC), Islamabad.
- iv. Ms. Faiza Akhtar, Assistant Director (China-II), Ministry of Foreign Affairs, Government of Pakistan, Islamabad.
- v. Mr. Ali Haider, Section Officer (IC-I), Ministry of Federal Education and Professional Training, Government of Pakistan, Islamabad.
- vi. Office copy.



Government of Pakistan
Ministry of Foreign Affairs
Islamabad

Subject: Training Course on Cross-Border E-Commerce

Embassy of Pakistan, Beijing has informed that China Association of Trade in Services (CATIS) has offered an extensive online training course (commencing on 5th March 2022) on cross-border e-commerce for Pakistani officers/officials/professionals/students/traders. All participants will be issued a formal certificate upon completion of the training programme. Necessary details of the training course are enclosed herewith.

2. In view of the above, it is requested to kindly nominate suitable candidates for the subject training course. The deadline for sending nominations is 15 February 2022. Nominations may be sent directly to the following email address, under intimation to this Ministry:

lz@catis.org.cn

(Encl: as above)

Adv (Azad)

Jawid
28/12

(Faiza Akhtar)

Assistant Director (China-II)

Ph: 051-9206728

Fax: 9205570

1. Ministry of Federal Education and Professional Training, [Secretary], Islamabad.
2. Ministry of Commerce, [Secretary], Islamabad.
3. Higher Education Commission, [Chairman], Islamabad.
4. Trade Development Authority of Pakistan, [Chief Executive Officer], Islamabad.
5. Federation of Pakistan Chamber of Commerce & Industries, [President], Head Office, Karachi.

Ministry of Foreign Affairs' U.O. No. China (II)-6/4/2021 dated 24th November 2021.



中国服务贸易协会
China Association of Trade in Services

China Association of Trade in Services

4003B Tower A, Huihuo Building, Jianguo Road,
Chaoyang District, Beijing City

Capacity-building Project of Cross-border E-commerce

According to the WTO's statistics, the number of global trade decreased by 5.3% in the year 2020, while the trade volume jumped by 30% from \$650 billion in 2018 to \$1 trillion in 2020. As a new type of industry, cross-border e-commerce was upgraded into the new impetus for promoting the foreign trade transformation, new channel of innovative channel and new bridge of the Belt and Road Construction.

In order to promote and popularize economic communication and cooperation under Belt and Road Initiative, by cooperation with Central Asia Regional Economic Cooperation Institute (CAREC Institute for short), China Association of Trade in Services provides talents training in cross-border e-commerce to government officials and young people who are interested to be engaged in cross-border e-commerce from Belt and Road Countries.

1. Target of Talent-training Programme

(1) To Cultivate the Talents in Cross-border E-commerce

The overall goal is to cultivate 1,000 qualified tutors, 5,000 certified practitioners from BRI countries.

(2) Share the Development-bonus from this Industry

-To support the set-up of cross-border e-commerce station in central Asia, in order to make more young people launch their startups and innovations in cross border e-commerce.

-To support the infrastructure construction facilitating the development of

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从善出美 德真而信 苟且求善好

Start in Goodness Pursue the Truth Bring the World Beauty

cross-border e-commerce along BRI countries, to promote poverty reduction.
-Based on the China-Europe Railway Express to promote the contribution of economic trade, manufacture, logistic station along the line.

2. Organizers

Supported by :

United Nations Conference on Trade and Development (UNCTD)

United Nations Office for South-South Cooperation (UNOSSC)

Hosted by:

Central Asia Regional Economic Cooperation Institute (CAREC Institute)

China Association of Trade in Services (CATIS)

Assisted by:

Global Cross-border E-commerce Research Institute

China Cross-Border E-commerce 50-person Forum

Embassies in China along BRI countries

3. Teamwork Division

(1) CATIS will take charge of the following issues:

Platform Development; Tutors Capacity Building; Certification System Development; Internship Opportunities Development; Innovation Cultivation;

(2) CAREC Institute will take charge of the following issues:

Translation and Interpretation Solutions; Students Recruitment and Course Management;

4. Participants

Government officials, College Students and Enterprises Employees from BRI Countries.

5. Course Periods

The training courses will take 20 weeks of each semesters, and one session (3 hours) for each week. Plus 1-6 months' practice and internship in China (for those who are available)

6. Training Platforms

Zoom, Facebook, Tiktok, wechat short-video platform and MOOC platform.

7. Graduation Certificate

Certificate will be co-issued by CATIS, CAREC Institute and Relevant Embassies and Government Officials.

8. Further Incubation

(1) After training, certified students will be recommended to take internship in the cross-border e-commerce enterprises in Hangzhou, Shenzhen, Guangzhou, Ningbo and Zhengzhou.

(2) Students after internship could receive start-up incubation in the cross-border e-commerce park in Urumuqi or China-Kazakhstan Industrial Park.

(3) The organizer will support those intership students to create cross-border e-commerce station to make local young people more engaged in the cross-border industry.

(4) To organize college teachers and key professionals to serve temporary position or to be a visiting scholar in Hangzhou, Shenzhen, Guangzhou, Ningbo and Zhengzhou.

(5) To support those teachers who are to serve temporary position and visiting scholar to initiate the major of cross-border e-commerce, so as to promote the reform of local education and talents cultivation of cross-border e-commerce.

HIGHER EDUCATION COMMISSION, ISLAMABAD
ARSLAN SAHEER
AD-10
January 2022 10:57

The Course Outline of Cross-border E-commerce

Outline	Details
Unit 1 The Advantage of Cross-border E-commerce and Global Marketing Pattern (8 class hours)	
Compare to the traditional trade	The character, advantage and trend in future
	Compare the cross border e-commerce to the traditional overseas trade process and related document-production
The trend of global essential marketing and consumption	The cross-border e-commerce G8: the space and marketing character for mainstream consumption and product of China, America, Korea, UK, Australia, India, Russia, Africa.
	The tendency of consumption and marketing material of global young people.
Unit 2 The Operation and Practice of Cross-border E-commerce Platform (16 class hours)	
The introduction of mainstream platform	The common rules and commercial logic of Amazon, wish, eBay, newegg, AliExpress, JingDong, TikTok, independent station
	The skills and difference of operation with platform
	The platform fit for different category and region
	The pattern of cost-collection in each platform
The account-register and risk-management	The necessary condition and document for become a seller
	The process of account-register and the matters need attention
	The skill to deal with the errors or blind spot during the process about the application of account

	The factors of related account, how to prevent account from relevancy.
	The matters need attention of operation with multi-account and child-account-contribution
	The introduction and measures about risk-index of account
	The deal-skill and analysis of the account for all levels
Set up the background	The matters need attention and set-logic of backstage for all platform
	The interface-introduction to set up backstage for all platform
	Set up the account
	Set up the delivery
	Set up the payment
	The history of payment
	Set up the child-account
	The account balance
	The complaint
	The authorization of brands
The target-customer and product-orientation	The analysis of select-hobby for customer in global important areas
	The analysis of the products in global important areas
	The introduction of analysis-instrument
	The analysis of industry
	How to start the marketing-research
The decoration of online shop	The pricing and cost-analysis of product
	The classification, design and decoration of shops
	The elevation and optimization of shops

and upload the product	The skill of upload , the artist-design of picture , set up basal title
	The description and headline of product
	Set up the key-word for product
	The description of product
	The confirmation of publish information and the related policy of sellers.
	The shooting and editing of picture
	The using of drawing-software(for example:PS)
	PDF, Word, Excel
	Through PDF, Word, Excel or other instrument to make the price-sheet
	The price-sheet with different model(picture, comparison, stepwise)
The product-management	The requirement of added new product and the operation-skill
	edit the product
	select the all product
The optimization of product	The requirement, logic and process of product-optimization
	The optimization of picture
	The optimization of headline
	The optimization of description
	The optimization of price
	The optimization the basal data of product
Unit 3 The cross-border Digital Marketing	
The basic knowledge and skill	The theory of digital marketing and the summary of different operation-skill

	The analysis of customer' s select-hobby in global important area
	The analysis of shopping-time in global important area
	The analysis of product in global important area
	How to start the market-research.
	The methods and strategy of in station-promotion
	The methods and strategy of out station-promotion
	Start to cumulative the customer' s database
	The practical operation-skill to get the fans
	The content-cooperation of Facebook, Google
	The operation of exact advertisement for Facebook, Google
	The operation of anchor-marketing
	The instrument and skill of Facebook, Google
	The operation of management-software multi social media.
	The management-system of customer' s database
	The skill and operation-method of EDM-Mail marketing
	Use the instrument of EDM-Mail marketing
	The effect-evaluation of the content about EDM-Mail marketing
	The SEO net-optimization and user-promotion
	The common instrument, for example: Skype, WhatsApp, Trade Manager
The promotion of new product through instrument, and make the popular product	Selection of product
	Set up the promotion-plan
	Selection of words
	The thinking-model
The detailed description of	The principle of search-rankings

search-rankings	The rules of search-rankings
	The optimization of search-rankings
The marketing of shops	The discount of all shops
	The time limited discount
	The condition of discount
	The coupon of shop
The marketing and activity of platform-elevation	The sort of platform-activity
	The product-selection of platform-activity
	The skill of application for platform-activity
The analysis of big data	The analysis of shops
	The resource of customer-flow for shops
	The analysis of select-words
	The portrait of customer
	The analysis of product in all seasons
	The product-flow/the promotion-effect/the industry-information
The after-sale and customer' s service	The inquiry-feedback-template and management
	How to provide the desirable customer' s service
	The analysis of customer-service indicator and protect the account-security
	To follow the orders in each phase
	Form orders to ERP, the management of orders
	The negotiation of negative-comment/deal with dispute
	Share the experience of elimination for negative-comment
	The analysis of big data: the customer' s portrait
Unit 4 Cross-border logistics practice and management (16 class hours)	
Order management and	EUB specific operation method

delivery	Order registration and confirmation
	Document printing/logistics distribution
	Unprocessed, history
Introduction to transportation methods and operation skills	Overview of cross-border logistics
	Postal Logistics Introduction and Operating Skills
	Commercial Express Introduction and Operating Skills
	Dedicated logistics introduction and operation skills
	Online shipping platform
	Introduction and operation skills of overseas warehouse logistics channels in Europe and the United States
Customs	Cross-border e-commerce customs and traditional trade comparison and process introduction
	9610/9710/9810 customs clearance rules and operation skills
	Collection of customs clearance issues
Financial Services	Overview of cross-border e-commerce financial services
	Export verification and write-off record registration of the Administration of Foreign Exchange
	Export receipt verification process
	Electronic IC card verification and cancellation tax refund declaration system
	Introduction of the receipt and payment process and operation skills
	insurance
Unit 5 Cross-border e-commerce product selection and supply chain management (4	

class hours)	
Product selection logic and practical skills	product selection principles and practical considerations
	Introduction of analysis tools
	Industry analysis, product positioning and how to capture hot products
	Use data to select products
	Selection skills for high-customer unit price products
Unit 6 Cross-border E-commerce Compliance and Risk Control (4 class hours)	
Legal affairs and risk control	Cross-border e-commerce involves intellectual property rights and protection
	Intellectual property application process and countermeasures against infringement
	Interpretation and precautions of legal supervision and policy in major regions of cross-border e-commerce
	Cross-border e-commerce customs clearance, commodity inspection, foreign exchange settlement, tax refund

