**Seminar on Exhibition Venue Operation and Management for "Belt and Road" Countries**

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| Program name | Seminar on Exhibition Venue Operation and Management for "Belt and Road" Countries | | | | | |
| Organized by | Shandong Foreign Trade Vocational College | | | | | |
| Time | 2025-07-10 -- 2025-07-23 | | | Language used | | English |
| Countries invited | Professionals engaged in operation and management of exhibition venues from governments, academic institutions, and enterprises in the Belt and Road countries | | | | | |
| Planned number of participants | 20 | | | | | |
| Requirements for the Participants | Age | Under 45 for officials at or under director’s level; Under 50 for officials at director general’s level. | | | | |
| Health condition | In good health with health certificate issued by the local public hospitals; without diseases with which entry to China is disallowed by China’s laws and regulations; without severe chronic diseases such as serious high blood pressure, cardiovascular/cerebrovascular diseases and diabetes; without metal diseases or epidemic diseases that are likely to cause serious threat to public health; not in the process of recovering after a major operation or in the process of acute diseases; not seriously disabled or pregnant. | | | | |
| Language competence | Capable of listening, speaking, reading and writing in English during the training | | | | |
| others | Family members or friends shall not follow | | | | |
| Venue | Qingdao City, Shandong Province | | Weather conditions | | 23℃~29℃ | |
| Cities to be visited | Shanghai City | | Weather conditions | | Shanghai City:27℃~34℃ | |
| Remarks | 1. Please prepare a valid passport and visa in advance. 2. The seminar will organize participants to make a study report and communicate on operation and management of exhibition venues, and the participants should be prepared. 3. If you are unable to depart on time due to special circumstances, or if your flight is delayed during the transfer, please contact the contact person of the project in time to inform the latest flight status so that pick-up can be arranged. 4. In principle, individuals are not allowed to change their international air tickets. If you need to do so, please contact the Economic and Commercial Affairs Office to change the ticket according to the procedures. If the air ticket is changed without consent, the expenses and responsibilities arising therefrom shall be borne by the individual. 5. Please check whether you need to re-check your baggage when you transfer to another flight. After you have claimed your baggage on the ground, please wait patiently at the international arrival exit (or domestic arrival exit), and the staff will pick you up with a pick-up board with the name of the organizer written on it. If you are waiting for more than 15 minutes, you can talk to the contact person of the project on the phone. 6. In case of loss of checked baggage that needs to be registered with the airline, please call the contact person of the project to confirm the baggage delivery address before filling out the registration form. 7.Please check the weather forecast for the training location and pack appropriate clothing. Bring lightweight and comfortable footwear for outdoor visits and field trips. Formal attire or traditional ethnic dress is required for key events during the training. 8. Please bring a small amount of common medicines. 9. Individual hotels do not provide computers, so please bring your own if needed. | | | | | |
| Contact information of the organizer | Contact person for the program | | Ms.Han Dongzhen, Ms.Wang Baohong | | | |
| Office phone | | 0086-532-55761298(Ms.Han), 0086-532-55761298(Ms.Wang) | | | |
| Mobile phone | | 0086-13045075095(Ms.Han), 0086-13791994896(Ms.Wang) | | | |
| Fax | | 0086-532-55761212(Ms.Han), 0086-532-55761212(Ms.Wang) | | | |
| E-mail | | handongzhen@126.com(Ms.Han), sdpeixun2012@126.com(Ms.Wang) | | | |
| Address | | Shandong Foreign Trade Vocational College, 201 Jufeng Road, Licang District, Qingdao City, Shandong Province | | | |
| About the Organizer | Shandong Foreign Trade Vocational College boasts the longest history of foreign trade and economic vocational education in Shandong Province. It is known as a Quality College in China, a Quality College in Shandong Province, a Famous College with Special Characteristics in Shandong Province, and a Brand College in Qingdao City. Over the past 60 years, it cultivated more than 70,000 graduates, and its alumni established more than 3,000 enterprises of various sizes, making outstanding contributions to the economic and social development of the region. With 12,000 full-time students and more than 600 teachers, our college now offers 24 majors such as international trade, e-commerce, logistics management, etc. It serves as a director member of the Advisory Committee for Foreign Languages Teaching in Vocational Education Institutes directly under the Ministry of Education and a deputy director member of the Steering Committee of National Vocational Education of Foreign Economic Relations and Trade. It has established large-scale training bases on the West Coast of Qingdao, along with five research centers, including the Free Trade Zone Research Center. Affiliated with the Department of Commerce of Shandong Province, it maintains close ties with municipal commerce bureaus across the province, thus being able to leverage provincial resources and collaborate with thousands of enterprises. It has built off-campus practical training bases in cooperation with renowned companies including the Seaview Garden Hotel, China Travel Service Head Office (Qingdao) Co., Ltd., and Hisense Group. In recent years, our college has successfully organized the 2022 Training Course on Sports Facility Management in Developing Countries, 2024 Training Course on Sports Facility Management in Solomon Islands, and other China-aid training courses. Each of them received letters of appreciation from participants and garnered extensive coverage in both domestic and international media, achieving good social benefits. Our college boasts rich experience in organizing seminars on operation and management of exhibition venues. This expertise serves as a solid guarantee for the smooth implementation and effectiveness of this training program.  Through our well-established network of partners, we provide exceptional faculty resources and industry expertise for this China-aid training program. Relevant partners include the China Convention/Exhibition/Event Society, Qingdao International Exhibition Center, Qingdao International Conference Center, and China-Shanghai Cooperation Organization Demonstration Zone for Local Economic and Trade Collaboration in Qingdao. | | | | | |
| Training content | This project primarily targets professionals engaged in operation and management of exhibition venues from governments, academic institutions, and enterprises in the Belt and Road countries. The training contents include: 1. Introduction to China's National Conditions; 2. Current Status and Trends of China’s Convention and Exhibition Industry; 3. Characteristics of Modern Venues & Development of China’s Exhibition Venues; 4. Operation and Management of Exhibition Venues; 5. Functional Layout and Design Analysis of Exhibition Venues; 6. Human Resource Management and Team Building in Venues; 7. Marketing and Branding Strategies for Exhibition Centers; 8. Post-Event Utilization and Sustainable Development of Large-Scale Venues; 9. Digital Transformation and Smart Applications in Exhibition Venues; 10. Analysis of Classic Cases of Exhibition Venues, etc. Featuring a dynamic mix of lectures, roundtable discussions and site visits, this seminar will take participants to Shanghai City. Known for its international, branded, and professional events, it is a globally significant hub for conventions and exhibitions. During their stay in Shanghai, participants will visit the National Exhibition and Convention Center (Shanghai), Shanghai New International Expo Centre, and other sites. With respect to Qingdao where this seminar will be held, it is a city specifically designated in the state plan and a key coastal city. It is also the venue for major international events and political and economic summits such as the Olympic Sailing Competition, World Horticultural Exposition, and the Shanghai Cooperation Organization Summit. During their stay in Qingdao, participants will visit the Qingdao International Exhibition Center, Qingdao International Conference Center, Qingdao World Horticultural Exposition Park, etc., and hold roundtable discussions with relevant personnel. With a compact schedule, this seminar is designed to enhance participants’ understanding of global and Chinese trends in the convention and exhibition industry, equip them with modern theories and methods in venue operation and management, familiarize them with facility management and smart technologies in modern exhibition venues, facilitate knowledge exchange through case studies and success stories, and foster collaboration opportunities to strengthen ties among the Belt and Road countries. Note: There may be adjustments in visiting cities according to actual situation. | | | | | |