**Seminar on International Communication Capacity Building**

**for Countries along the “Belt and Road” Initiative**

**Program Overview**

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| Program Title | Seminar on International Communication Capacity Building for Countries along the “Belt and Road” Initiative | | | | | | |
| Organizer | China Broadcasting International Economic and Technological Cooperation Co., Ltd. | | | | | | |
| Time | July 11 – 24, 2025 | | | Teaching Language | | English | |
| Target Audience | Professionals in the field of International Communication from “Belt and Road” countries | | | | | | |
| Number of Participants | 25 | | | | | | |
| 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 | | 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 mental 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 ability | | Capable of listening, speaking, reading and writing in English during the training | | | | |
| Other | | Family members or friends shall not follow. | | | | |
| Host Venue | Beijing | | Weather Condition at Venue | | Summer : 25℃ – 35℃ | | |
| Field Study City | Xi'an,  Shanxi Province | | Weather Condition at Field Study Site | | Xi'an: 24℃ – 38℃ | | |
| Notes | 1. Participants are advised to prepare their valid passport and visa well in advance.  2. The seminar will arrange for participants to present country-specific reports and engage in discussions on media-related issues. Advance preparation is required.  3. Should there be an inability to depart on schedule due to unforeseen circumstances, or if there are any delays during transit, please promptly inform the program liaison to update flight status for airport pick-up arrangements.  4. In principle, participants are not allowed to make personal changes to international flight tickets. If changes are necessary, contact the economic and commercial office to handle the ticket modification process. Unauthorized changes to the ticket without prior consent will result in personal liability for all associated costs and responsibilities.  5. For transit flights, please verify whether re-checking of luggage is necessary. Upon landing, participants should retrieve their luggage and wait at the international arrival gate (or domestic arrival gate), where staff will greet them with a CBIC pickup sign. If no staff arrive within 15 minutes, please contact the program liaison by phone.  6. In the event of lost checked luggage, please report to the airline and confirm the delivery address with the program liaison before filling out any forms.  7. It is recommended to monitor the weather conditions of the host venue and bring appropriate clothing and comfortable shoes for study tours. Formal or national attire is required for major seminar events.  8. Participants should also bring a basic supply of commonly used medicines. | | | | | | |
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| Overview of the Organizer | China Broadcasting International Economic and Technological Cooperation Co., Ltd. (CBIC), a state-owned enterprise under the direct supervision of the National Radio and Television Administration, is dedicated to serving the Party’s external publicity and foreign aid missions. As a comprehensive state-owned enterprise, CBIC engages in a diverse range of activities, including training services, foreign aid projects, overseas engineering construction and operation, exhibition and trade, bidding agency, design consultancy, cultural industry parks, among others.  Since its inception, CBIC has been committed to being the national team and the backbone for building international communication capacity, with the political mission of advancing the construction of an internationally distinctive communication system with Chinese characteristics. It remains steadfast in safeguarding the Party and the nation’s international communication front, expands new channels of external publicity and international exchange projects for foreign aid, and actively contributes to the high-quality development of China’s international communication endeavors. These efforts have earned CBIC widespread recognition both within and outside the industry, culminating in 18 consecutive years of being honored as a ‘National Key Cultural Export Enterprise.’  From the year 2000 onward, CBIC has conducted 76 sessions of various foreign aid training programs, including seminars for radio and television technology management officials, media personnel seminars, radio technology training seminars, digital television technology training sessions, television editing technology training seminars, film and media seminars, online media training sessions, and others. These programs have trained 2,423 management officials and technical personnel from over 130 countries across cultural and media fields in multiple languages, including English, French, Russian, Spanish, and Arabic. All training programs have received unanimous recognition and praise from participating trainees and their respective nations and institutions. Over years of training activities, CBIC has fostered a widespread network of media friends in more than 100 countries. Many of them have become empathetic advocates for China or have proactively involved CBIC in local media development, greatly facilitating exchange and cooperation between Chinese and international media organizations.  The Beijing International Radio, TV & Film Exhibition (BIRTV), hosted by CBIC, ranks among the world’s top three radio & television exhibitions. It leads the development trends of China’s radio, film, and television technology industries, serving as a vital platform for disseminating policies in broadcasting and network audiovisual sectors, showcasing development achievements and innovative industries, as well as fostering international exchange in broadcasting and television. CBIC also handles an array of core businesses, including engineering design, full-process consulting services, supervision and monitoring, technical R&D, project contracting, capacity-building in international communication, and foreign aid technical cooperation. It has been involved in major projects such as the design consultancy and construction services for People’s Daily Online, CCTV New Headquarters, Olympic venues, Tencent Beijing Headquarters Media Center, the 2019 China Beijing World Horticultural Exhibition, provincial and municipal radio and television centers, and county-level converged media centers. This extensive experience has endowed CBIC with a wealth of talent resources and a robust reservoir of technological expertise.  Since the inception of its foreign aid training missions in the 1950s, CBIC has fostered mutual development between foreign assistance training and overseas engineering, enabling the corporation to undertake nearly a thousand foreign aid projects, overseas radio program landings, and international contracting projects in over 100 countries and regions, including Pakistan, Comoros, Kenya, Liberia, Sri Lanka, and Cuba. These efforts have cultivated a large cohort of officials in overseas cultural publicity, media organizations, as well as experts in the radio and television industry, earning credibility and influence. This has formed unique international competitive advantages, effectively promoting international communication capacity-building, facilitating the global adoption of Chinese technologies, standards, and products, and making significant contributions to China’s diplomacy, external publicity, and foreign aid, garnering widespread acclaim.  CBIC is committed to harnessing these distinctive strengths to not only meet the training needs of its participants but also to continuously drive the advancement of international communication capabilities, thereby better telling China’s stories and spreading China’s voice to the world. | | | | | | |
| Project Content Introduction | The core curriculum of this seminar is meticulously designed to focus on the construction of international communication capabilities, offering participants a holistic and profound learning experience. China Broadcasting International Economic and Technological Cooperation Co., Ltd. (CBIC) has meticulously planned the following core courses, with detailed designs for each.  **Module 1: China’s Basic National Conditions and Media Development**  Course 1: *Overview of China’s National Conditions and Current Development*  This course employs a blend of thematic lectures and field visits to furnish participants with an all-encompassing understanding of China’s fundamental national conditions, its political and economic frameworks, and both its historical development and current status.  Course 2: *Current Status and Trends in China’s Media Development*  This course analyzes the historical evolution and current status of the Chinese media industry and the trends in the integration of traditional and new media. It interprets China’s media policies and regulations and their guiding role in the development of the media industry, as well as shares successful transformation experiences of traditional media institutions. The teaching method involves expert lectures combined with field visits, allowing participants to visit mainstream media institutions and engage with industry professionals.  *Course 3: Media Status Exchange of “Belt and Road” Countries*  Participants will engage in roundtable discussions, group debates, and expert lectures, exploring the current media status and developmental paths of various nations. This course will offer an analysis of the diversity and complementarity of media ecosystems along the Belt and Road Initiative.  **Module 2: Cultural Exchange and International Communication**  Course 4: *Strategies and Practices in International Communication*  Led by seasoned experts, this course will cover the fundamental theories of international communication, communication strategies, communication techniques, and agenda setting. Through real-world case studies, it aims to enhance participants’ skills in international communication.  Course 5: *Cross-Cultural Communication and Broadcasting*  This course will delve into the fundamental concepts, principles, and techniques of cross-cultural communication, aiding participants in forming a heightened awareness of such interactions. Distinguished guest speakers will share their insights and practical expertise in the field of cross-cultural communication.  **Module 3: Empowering the Media Industry with Digital Technology**  Course 6: *Applications of Artificial Intelligence in the Media Sector*  The course systematically analyzes the innovative practices of artificial intelligence (AI) technology in radio & television and online audiovisual fields, with in-depth explorations of how AI restructures radio & television production processes using core technologies such as AI-generated content, virtual digital humans, and intelligent recommendation algorithms. Participants will master pathways to enhance content production efficiency enabled by AI and explore cutting-edge applications in cultural heritage.  Course 7: *Media Communication in the Metaverse*  Focused on media industry transformation driven by Metaverse technology, this course provides a systematic analysis of how core technologies like virtual reality (VR/AR), blockchain, and AI reconstruct communication logic and content production models. Encompassing key modules like immersive news, multi-sensory interaction scene design, and integrated virtual-real content production, the course integrates case studies to illuminate the Metaverse’s potential to transcend traditional unilateral communication paradigms.  Course 8: *Short Video Production and New Media Operations*  This course combines thematic lectures with in-depth explorations of short-video platform operations, user growth, and commercialization models, delivering empirically-proven experiences that participants can draw from.  **Module 4: Cooperation and Practice**  Course 9: *Mainstream Media Cooperation and Exchange of “Belt and Road” Countries*  This course will outline the current status, cooperation mechanisms, and future directions of mainstream media cooperation in “Belt and Road” countries. Participant representatives will be invited to share their experiences and achievements in media cooperation. Through discussions and workshops, participants are encouraged to explore ways to strengthen media cooperation and exchange among “Belt and Road” countries.  **Module 5: Visits and Field Studies**  The seminar will arrange ample practical sessions, such as field studies, visits to media institutions, and news interviewing and reporting. These activities will help participants solidify their knowledge and enhance their practical skills.  Additionally, participants will gain an in-depth understanding of China’s current status, technological innovation, and media development across various provinces and cities, thoroughly acquainting them with diverse practices in the media sector.  Note: Visits, field studies, and course arrangements may be adjusted based on actual conditions. | | | | | | |