



Cross Border E-commerce & Digital Trade **Bootcamp**

Young Envoys Scholarship (YES)

► Zhejiang Financial College, Hangzhou, China

About Young Envoys Scholarship Program for Young Americans to Visit China (YES)

I. why the Initiative

On November 15, 2023, President Xi Jinping and President Biden held a China-U.S. Summit in San Francisco, U.S.A. The two leaders reached more than 20 consensus in areas such as politics, diplomacy and people-to-people exchanges, forming the "San Francisco Vision", in which both sides reaffirmed the importance of people-to-people exchanges between China and US, and encouraged the expansion of the number of international students. During his visit, President Xi announced that "in order to expand exchanges between the Chinese and American people, especially the younger generation, China is willing to invite 50,000 young Americans to China for exchanges and study in the next 5 years" (hereinafter referred to as the "50,000 in 5 Years" initiative). On April 2, 2024, the two heads of state spoke by phone, and both sides once again made it clear that further measures would be taken to expand people-to-people exchanges between the two countries.

II. An overview of supporting measure

The "Young Envoys Scholarship Program for Young Americans to Visit China" (YES Program for short) came into being to support the initiative of "50,000 in 5 Years". The YES Program has four characteristics:

-- It saves costs.

Participants literally only need to pay for round-trip international airfare. After arriving in China, the expenses are borne by the Chinese side. In principle, learning, visits, room and board, transportation, etc. are provided free of charge by the Chinese hosts.

--It covers extensive subjects.

Participants can study and exchange with Chinese youth, learn Chinese language, experience Chinese culture, as well as learn professional knowledge and improve skills. They can have extensive contact with the Chinese people, have face-to-face exchanges with experts and scholars and direct dialogue with personnel of different industries. They will have a chance to understand China's current economic and social development by visiting China's places of interest, tasting Chinese cuisine and interacting with ordinary Chinese people.

III. How the initiative benefits both sides

The initiative provides more opportunities to young Americans to have a direct perspective of a true, three-dimensional and comprehensive China. More direct interactions between Chinese and Americans of the younger generation can greatly enhance mutual learning and understanding, which will enable them to make positive contributions to inheritance of the friendship between our two countries, to sustained and stable development of Sino-U.S. relationship, and thus to safeguarding world peace.

Participating young Americans can experience Chinese culture by visiting cities, riding high-speed trains, seeing giant pandas, and enjoying Chinese tea art. They can exchange ideas and make friends with Chinese peers so that they could better understand the way of thinking of Chinese people. Such study and exchanges will help enrich their life experiences, broaden their international perspectives, and expand employment channels, laying a good foundation for becoming a competitive global citizen with deeper understanding of diverse cultures, an explorer of the global market, a participant in international affairs, and a successful person in the future.

IV. Who can participate

Students and young scholars studying or working in the United States at middle and high schools, colleges, or universities, as well as working professionals and freelancers who are passionate about promoting the development of China-US relations. Participants should be aged between 13 and 45, and of American nationality.



Schedule

Date	Day	Time	Plan
3.24	Tuesday	Whole Day	Arrival at Pudong International Airport (PVG) Transit to hotel(Hangzhou) by school bus
3.25	Wednesday	9:00-10:00	Welcome ceremony, ZFC
		10:00-11:30	ZFC campus tour & visit the Finance Museum
		14:00-16:30	Lecture: Live Streaming in Cross-Border E-commerce (Delivered by industry mentors)
3.26	Thursday	9:00-11:30	Company Visit: Alibaba Group
		13:30-17:00	Company Visit: Hangzhou Ziranerran Group Co., Ltd. (Learn from on-site live streaming of cross-border e-commerce operations)
3.27	Friday	9:00-20:30	City Tour (Hangzhou) - China National Silk Museum, China Silk Town, West Lake, Qianjiang New Town Light Show
3.28	Saturday	9:00-11:30	Lecture: Language Strategies in Cross-Border E-commerce
		14:00-15:30	Workshop: Traditional Lacquer Fan
3.29	Sunday	9:00-11:30	Lecture: Data Analysis in Cross-Border E-commerce
		13:30-17:00	Lecture: Marketing in Cross-Border E-commerce
3.30	Monday	9:00-11:30	Lecture: A Glimpse of Chinese Culture
		11:30-13:00	Make Chinese dumplings
		13:30-14:00	Final Ceremony
		14:30-17:00	Transit to Shanghai by school bus
3.31	Tuesday	9:00-20:00	City Tour (Shanghai) - Wukang Road, Tianzi Fang, Yu Yuan, Nanjing Road, The Bund
4.1	Wednesday	9:00-12:00	City Tour (Shanghai) - Shanghai Museum
		PM	Departure

*The final schedule may be slightly adjusted based on actual conditions.



Zhejiang Financial College

Founded in 1975 and located in Hangzhou, a famous historical city in China by the beautiful Qiantang River, Zhejiang Financial College (ZFC) consists of two campuses in Xiasha and Shaoxing Binhai, covering 200 acres and accommodating more than 12,000 students and 700 faculty members. As a High-level Higher Vocational College with Chinese Features recognized by the Ministry of Education and Ministry of Finance of the People's Republic of China, ZFC ranks top 1% among higher vocational colleges in China according to multiple rankings.

ZFC has 7 professional schools and more than 20 majors such as Cross-border E-commerce, International Finance, Financial Technology & Application, Big Data & Accounting, Artificial Intelligence, Big Data Technology, Digital Media Arts & Design. Besides, the school has a Financial Museum, a Digital Trade Museum and a Cross-Border E-commerce Co-innovation Center.

Over the past years, ZFC has sent almost 60,000 graduates to various financial institutions nationwide. For instance, 5000+ alumni are now in positions of branch vice president or above. This remarkable achievement brings ZFC the name of "The Cradle of Bank Presidents" and "China's Financial Whampoa".



Hangzhou City, China

Hangzhou is a historical city described by Marco Polo as “the most splendid heavenly city in the world”. It is also a city where the head-quarter of Alibaba is located. The West Lake is a perfect example where nature and cultural heritage are flawlessly integrated, while the Grand Canal, the city’s main artery in the past millennium, terminates at Hangzhou as the extreme south of its water course. You can expect many unforgettable moments from your stay with us in Hangzhou.



Company Visit **Alibaba**

You will have opportunities to visit world-class international companies like Alibaba Group, Hikvision and so on.

Alibaba Group was established in 1999. Since launching its first website helping small and medium-sized enterprises in China to sell internationally, Alibaba is a holding company of six major business groups: Taobao and Tmall Group, Alibaba International Digital Commerce Group, Cloud Intelligence Group, Local Services Group, Cainiao Smart Logistics Network Limited, and Digital Media and Entertainment Group, along with various other businesses.

Hangzhou Ziranerran Group Co., Ltd. is an international cooperation platform for one-stop comprehensive solutions in the cross-border e-commerce industry. The ecological supporting comprehensive service system includes more than ten service centers such as Brand Center, Media Center, Conference Center, Policy Center, Rights and Interests Center, Finance and Taxation Center, Investment Center, etc., providing full-life-cycle empowerment services for cross-border e-commerce ecological partners.



The Alibaba logo, featuring a stylized 'A' icon followed by the word 'Alibaba' in a bold, sans-serif font, is displayed on a white background.





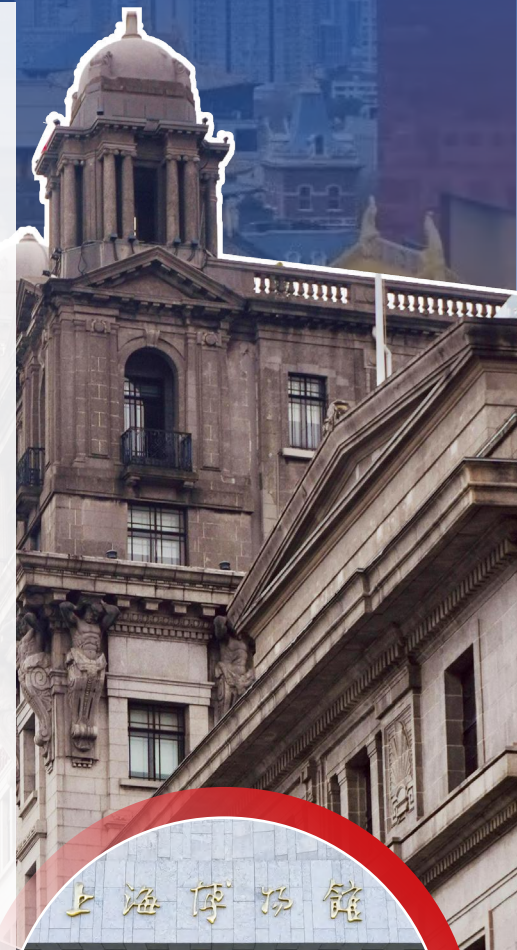
International Learning Experience

The Bootcamp offers an enriching blend of theoretical depth and practical knowledge. You will engage in dynamic lectures led by experienced ZFC instructors, acquiring not only knowledge in cross-border e-commerce and digital trade, but also invaluable skills vital for a successful career. What's more, special intangible cultural heritage (ICH) workshop will bring you closer to the authentic Chinese culture.

City Tour: Shanghai

You can expect many unforgettable moments from your city tour during the bootcamp. The most picturesque local sites will enable you to truly engage with China's diverse cultures and learn more about its venerable history.

Shanghai, a municipality directly under the central government of China, is a modern international metropolis with a spirit of inclusiveness, pursuit of excellence, broad-mindedness, and humility. Located at the estuary of the Yangtze River in East China and facing the Pacific Ocean, Shanghai forms part of the Yangtze River Delta, one of China's most robust, open and innovative regions. It is China's largest economic powerhouse and an important international financial center.





**Don't miss the chance
to know the mysterious
eastern country
China**

**We are looking forward to
seeing you in Hangzhou, China!**