



**BTBU-ECOSF JOINT TRAINING CENTER ON
SCIENTIFIC, TECHNOLOGICAL & ECONOMIC
COOPERATION UNDER THE BELT AND ROAD
INITIATIVE**



中国科协“一带一路”国际科技组织合作平台建设项目

China Association for Science and Technology (CAST) Program of International Collaboration Platform for Science and Technology Organizations in Belt and Road Countries

北京工商大学——经济合作组织科学基金会
“一带一路”科技与经济合作联合培训中心

3RD JOINT TRAINING PROGRAM

DIGITAL TRANSFORMATION FOR THE BELT AND ROAD (B&R) COUNTRIES

OCTOBER 11TH, 2021

ABOUT THE BTBU-ECOSF JOINT TRAINING CENTER

The Belt and Road Initiative (BRI) is a massive global initiative aimed at connecting international trading partners in the east and the west. The BRI offers a tremendous potential to spur a new era of trade, economic and industrial growth for the countries in the Asia and beyond. In order to maximize the benefits of BRI, the participating countries require to develop adequate technological workforce and engage in an alliance for promotion of cross-border cooperation in the Science, Technology and Innovation (STI) sectors.

Appreciating this need for skill development and capacity building in key economic sectors, the Beijing Technological and Business University (BTBU) in collaboration with Economic Cooperation Organization - Science Foundation (ECOSF) launched a BTBU-ECOSF Joint Training Center on Scientific, Technological and Economic Cooperation under Belt and Road Initiative in September 2020. The Center has won the financial support of China Association for Science and Technology (CAST) Program of International Collaboration Platform for Science and Technology Organizations in Belt and Road Countries.

BTBU is renowned as a one of the leading high-level research universities in Beijing. Having long been committed to promoting substantive exchanges and exchanges with overseas first-class universities and academic institutions, BTBU has achieved meaningful results in international exchanges and cooperation, personnel training, academic research, etc.

ECOSF is the specialized agency of the Economic Cooperation Organization (ECO), an intergovernmental organization for scientific and technological cooperation, with its 10-member states (Afghanistan, Azerbaijan, Iran, Kazakhstan, Kyrgyzstan, Pakistan, Tajikistan, Turkey, Turkmenistan, Uzbekistan). ECOSF has an extensive exchange and cooperation network with international scientific and technological organizations in Europe, Asia, Africa and other regions, as well as other international organizations.

BTBU-ECOSF Joint Training Center aims to promote the sustainable economic and social development of BRI countries through training in the fields of technology application, industrial economics, S&T standards and science communication.

THEME OF TRAINING

As Chinese President Xi Jinping pointed out in his speech at the Belt and Road Forum (BRF) for International Cooperation in May 2017, “we should be dedicated to the establishment of the 21st century ‘Digital Silk Road’ by adhering to innovation-driven development, strengthening cooperation in the frontier areas such as digital economy, AI, nanotechnology and quantum computers, and promoting the development of big data, cloud computing and smart cities. The "Digital Silk Road" initiative has promoted the interconnection of countries worldwide and provided development momentum for sustainable development in the world.

Countries around the world also wish to learn from China's experience in digital economy development and look forward to cooperating with China to promote their own digital development transformation. Given that, the Joint Training Centre organizes this international training program themed at Digital Transformation for BRI countries, which aims to share China’s practice in digital technology application in agriculture, tourism and business for experts, scholars and enterprises from the BRI countries.

WHAT IS DIGITAL TRANSFORMATION?

Digital transformation is the process of adapting existing practices to new digital methods to increase efficiency and keep up with rapidly-changing market demands. This means integrating new technologies—big data, cloud computing, artificial intelligence, machine learning, the Internet of Things—into every area of the conventional business.

It’s imperative to not just implement new technology for the sake of innovation, but to fundamentally change the culture and increase operational efficiency by using agile digital and modern business tools and techniques. This training on Digital Transformation would provide an overview of digital tools that benefits everyone at government, business and individual level.

AGENDA OF THE TRAINING

The 3rd Joint Training Program **Theme: Digital Transformation for BRI Countries**

I. Time/Date

02:00 pm - 6:00 pm (Beijing Time – GMT +8), October 11th, 2021

II. Organizational structure

Hosted by

- Beijing Technology and Business University (BTBU)
- Economic Cooperation Organization Science Foundation (ECOSF)

Organized by

- BTBU-ECOSF Joint Training Center on Scientific, Technological and Economic Cooperation under Belt and Road Initiative
- School of International Economics and Management, BTBU
- Pakistan Study Centre of Science & Technology and Economy, BTBU

Co-organized by

- Zhejiang Digital Economy Society (ZDES)
- CP-WELLWAY Institute of Smart Agriculture

Registration

Interested participant can register <http://ecosf.org/training.aspx>. Once registered, you will receive further information with login and password to access the training sessions.

Target audience/participants

We welcome the participation of relevant government officials, policy makers, business executives, entrepreneurs, ICT professionals, digital transformation enterprises, technologists and specialists, and policy research institutes.

TRAINING PROGRAM

Time (Beijing Time GMT+8)	Theme	Speaker
14:00-14:10	Opening Ceremony	Prof. Dr. Manzoor Hussain Soomro President, ECO Science Foundation
14:10-14:50	Smart Agriculture	Mr. Zhenlei LIU Dean, CP-WELLWAY Institute of Smart Agriculture
14:50-15:30	Digital Tourism	Pro. Nao LI Professor, School of International Economics and Management, BTBU
15:30-15:40	Tea break	
15:40-16:20	Platform Economy	Mr. Yuzheng SUN Associate Director of Data Science, Interactive Entertainment Department, Tencent
16:20-17:00	E-commerce	Mr. Yimin ZOU Associate Professor, School of Economics and Trade, Zhejiang Normal University
17:00-17:30	Discussion	
17:30-17:40	Closing Ceremony	Dr. Dandan XU Vice President, Beijing Technology and Business University (BTBU)

CONTACT POINTS

Beijing Technology & Business University (BTBU)

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RESOURCE PERSONS/EXPERTS

Mr. Zhenlei LIU, General Manager, Shanghai Idatasky Information Technology Co., Ltd.; Dean, CP-WELLWAY Institute of Smart Agriculture. Mr. LIU enjoys more than 10 years of management experience in IT and IoT, having providing service for many domestic and foreign customers including China Mobile, Unilever, Accenture, McKinsey and Bridgestone. In early 2013, Mr. LIU established a R&D team for IoT hardware and software, which is dedicated to the key technology design and product planning in the field of IoT. This team has taken the lead in the development of IoT-based core hardware and IoT system platforms, such as agricultural quality and safety traceability system, agricultural IoT monitoring system, and agricultural big data platform.



Pro. Nao LI, Professor, Department of Tourism Management, School of International Economics and Management, BTBU; Editorial Board Member, Information Technology & Tourism (International journal); Academic Committee Member of ENTER, annual conference of International Federation for IT and Travel & Tourism (IFITT); Researcher of eTourism Lab, Bournemouth University, UK; Reviewer of famous tourism academic journals at home and abroad, including Tourism Management, Asia Pacific Journal of Tourism Research, International Journal of Contemporary Hospitality Management. Pro. LI served as Deputy Director of the National Key Laboratory of Smart Tourism, School of Tourism, Beijing Union University; Deputy Director of Tourism Development Research Institute; Software Engineer & Project Manager of Shili Technology Co., Ltd; Senior Consultant of Digital China Group Co., Ltd. Pro. LI's main directions of research are tourism big data analysis and mining, Agent-based tourist flow simulation, and IT tourism applications. Pro. LI has presided over nearly 20 projects entrusted by national ministries, provincial departments as well as industry associations, including the sub-projects by the National Natural Science Foundation, and the National Science and Technology Support Program. Pro. LI has published nearly 20 papers on cross-research of IT and tourism in SSCI, EI, CSSCI and CSCD, and published monographs such as Tourism Big Data Research and textbooks such as Introduction to Tourism Informatization and Tourism Big Data Application and Practice.



Mr. Yuzheng SUN, PhD in Economics of Cornell University. Mr. SUN, who had served as an economist at Amazon.com and a data scientist at Facebook, is currently Associate Director of Data Science, Interactive Entertainment Department, Tencent.



Mr. Yimin ZOU, Associate Professor, School of Economics and Trade, Zhejiang Normal University. Mr. ZOU has been engaged in teaching, research and social service work related to e-commerce, management information system, intelligent information processing, etc. In 2018, Mr. ZOU founded Jinhua SiRui Information Technology Co., Ltd., the first enterprise that Zhejiang Normal University invested in in the form of IP rights. Mr. ZOU is currently the Chairman of Jinhua SiRui and its SiRui Smart Training Cross-border E-commerce Education has provided service for more than 1,000 colleges and universities, with annual enrollment of more than 50,000 students. Its Cross-border E-commerce Talent Incubation Project under construction is planned to serve over 2,000 institutions and over 100,000 enterprises.


