

THE CONNECTORS – BUSINESSES & EXPERTS THAT CONNECT
RURAL SMES WITH URBAN & WORLDWIDE OPPORTUNITIES

Cross-Border E-Commerce Institute

- Cross-border e-commerce strategies to explore new opportunities for rural products and SMEs through the use of technology & big data.



Sichuan Huaxi Hope Technology Company

- Bridging the gap between farmers in rural countryside and distributors in cities
- Increase the value of agricultural products through strategic branding and packaging of agricultural produces.



Sichuan Manzhuli Technology Co., Ltd.

- Strategic global expansion through the DPTOC model (Design, Product, Technology, Operational, Commerce)
- Utilising online cross-border e-commerce and offline exhibitions.



LOCAL SITE VISITS – VILLAGES & FARMS

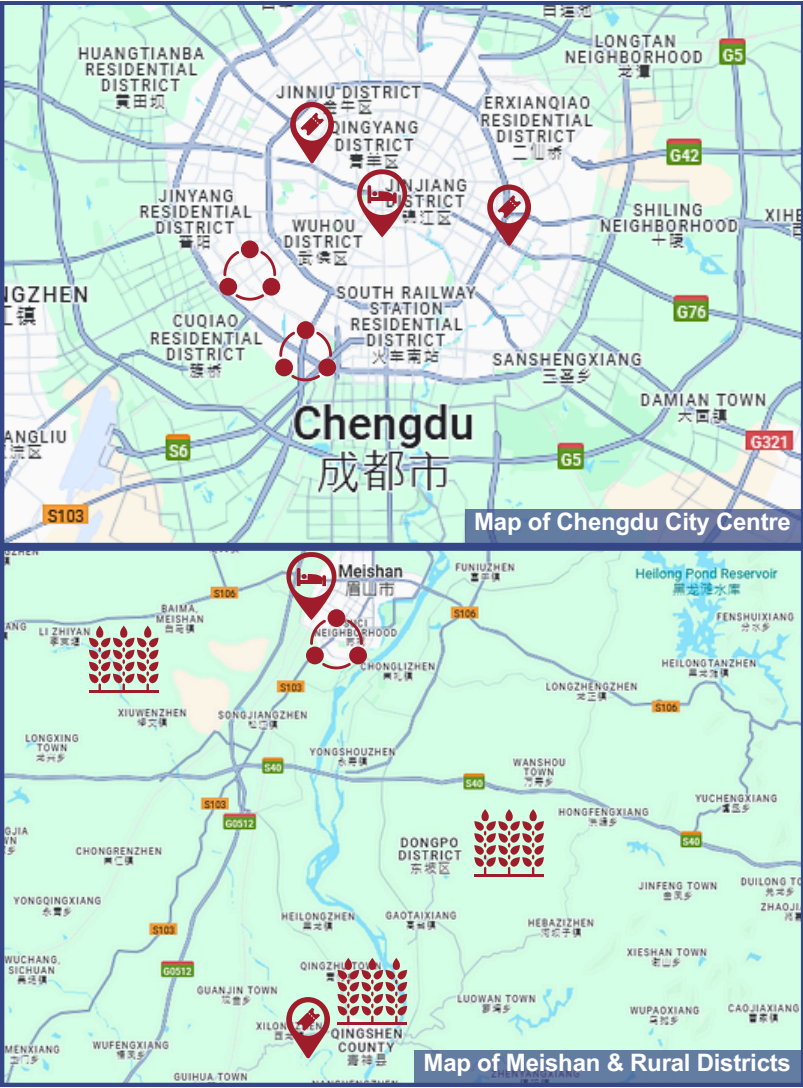
Yong Feng Village, Dongpo District

- A model village visited by President Xi Jinping in 2022
- Famous for its successful rural revitalisation policy strategies, agricultural innovation, and community development efforts.



Yuchan Temple Village

- Village leaders mobilised workers via a "Village Collective + Company + Cooperative" model, through identifying new income sources and business opportunities.



Orange Farm, Qinshen County

- Independent family-owned farm with no government support.
- Sustained orange business through securing distribution channels and upskilling workers with farming methods.



CULTURAL VISITS



Opportunity to explore local gems such as Panda visit, the night view of Anshun Bridge, Sichuan Face-Changing “bian lian” Opera, Wide-Narrow Kuan Zhai Alley, etc.

ACCOMMODATION – STAYS IN
CHENGDU & MEISHAN

Sheraton Chengdu Lido Hotel



Xi Palace Hotel, Hotel



LOCAL PROJECT PARTNER

Sichuan Haihui Poverty Alleviation Centre

