"Igniting China's rural economy through SME Business Upskilling"

Module Two Project Supplement – Stakeholders & Site Visits

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.







LONGTAN NEIGHBORHOOD G5 HUANGTIANBA RESIDENTIAL JINNIU DISTRICT RESIDENTIAL DISTRICT DINGYANG JINYANG RESIDENTIAL SHILING NEIGHBORHOOD XIHI WUHOU SOUTH RAILWAY STATION RESIDENTIAL IGZHEN RESIDENTIAL DISTRICT SANSHENGXIANG DAMIAN TOWN Chengdu NGLIU 成都市 Map of Chengdu City Centre







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.



ACCOMMODATION – STAYS IN CHENGDU & MEISHAN



Sheraton Chengdu Lido Hotel



Xi Palace Hotel, Hotel



LOCAL PROJECT PARTNER

Sichuan Haihui Poverty Alleviation Centre





CULTURAL VISITS

JINFENG TOWN 金瓦乡

XIESHAN TOWN

Map of Meishan & Rural Districts

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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.



