



全球跨境电商培训邀请函

为推动全球跨境电商行业持续发展，促进全球数字贸易高质量发展，中国服务贸易协会联合中亚区域经济合作学院、国际商事争端预防与解决组织，将于2022年3月5日举办全球跨境电商培训，届时邀请世界贸易组织前副总干事、商务部原副部长易小准，国务院参事汤敏、亚洲开发银行副行长陈师新等国内外的领导、专家、知名企业家，围绕全球跨境电商领域的数字营销、管理创新、数字金融服务、电商大数据分析等议题进行主旨发言和专题培训。

培训主题：跨境电商平台运营、国际数字营销、跨境物流实操与管理创新、数字金融服务、大数据分析、合规与风控等六大主题。

培训时间：2022年3月5日至2022年7月2日。每周一次，每周六15点-18点，每次学习3小时，共计54小时。

培训证书：合格学员可获得全球跨境电商认证证书，优秀学员可获得证书，也可以赢得到北京的线下实习机会。

报名链接：https://zoom.us/webinar/register/WN_wnn-tVjySA6fIz79tp2dEQ

中国服务贸易协会

2022年2月24日



Invitation Letter of Global Cross-border E-commerce Training

In order to promote the sustainable development of the global cross-border e-commerce industry and the high quality development of global digital trade, China Association of Trade in Services is cooperating with the Central Asia Regional Economic Cooperation, the United Nations, the International Organization for Prevention and Settlement of Commercial Disputes to organize a series of training about cross-border e-commerce on March 5, 2022. We'll invite the former deputy director-general of the World Trade Organization, the former Vice Minister of Commerce, Counselor of the State Council, Deputy Governor of the Asian Development Bank and other leaders, experts, well-known entrepreneurs both at home and abroad to give keynote speech on digital marketing, management innovation, financial services and data analysis.

Training Topics: cross-border e-commerce platform operation, international digital marketing, cross-border logistics practices and management innovation, digital financial services, big data analysis, compliance and risk control.

Training Time: From March 5, 2022 to July 2, 2022. Once a week, 15:00 to 18:00 every Saturday, 3 hours each time, 54 hours in total.

Training Certificates: Qualified students can obtain certificates on global cross-border e-commerce , and outstanding students can get certificates and offline internship opportunities in Beijing, China.

Registration Link: https://zoom.us/webinar/register/WN_wnn-tVjySA6fIz79tp2dEQ

China Association of Trade in Services

Feb. 24, 2022