



潮汕职业技术学院
CHAOSHAN VOCATIONAL AND TECHNICAL COLLEGE

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潮汕职业技术学院
CHAOSHAN VOCATIONAL AND TECHNICAL COLLEGE

Entrepreneurship Education on Cross-border E-commerce

Chaoshan College (CSC)





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Brief Introduction

Founded in August 1999, *Chaoshan Vocational & Technical College* is a regular institution of higher learning approved by the Ministry of Education and issues the diploma of national regular institutions of higher learning. In December 2006, the College was the first to pass the “Evaluation by the Ministry of Education of the Level of Nationwide Higher Vocational Colleges in their Talent Training Work”. The College is located in Puning City of Guangdong, China, which is a famous commercial city and hometown of overseas Chinese. The site features a favorable geographical location and convenient traffic conditions, with *Puning Station of Xiamen-Shenzhen HSR* to the east, *Chaoshan Airport* to the north and the *Lotus Mountain Park* of over 130 acres at the back.





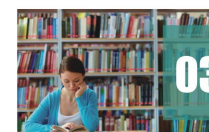
01.

New Silk Road



02.

*Chaoshan
College*



03.

*E-commerce
Education*



04.

*International
Exchange
& Cooperation*

01 New Silk Road

On an Internet basis

In 2017, Google & Temasek's "Southeast Asia E-commerce Report"——> Southeast Asia is the region with the **fastest** development of Internet in the world.

By 2020, the number of Internet users ——> **480 million**, 80% are from southeast Asia.

In the next 10 years, the compound annual growth rate of E-commerce is about **32%**.

By 2025, Southeast Asia's E-commerce market will reach **\$88 billion**.



Distribution of Cross-border E-commerce Platforms



New Silk Road 01

How to deal with the new situation of cross-border E-commerce in cross-border education?



跨境电商新格局

Diversified requirements on operation staff

01

Multi-regional for cross-border E-commerce sales

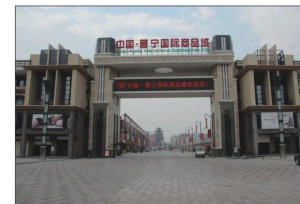
02

Multi-platform on cross-border E-commerce

03

Different regions have diversified customs, taxation & laws on cross-border E-commerce

Local Advantageous Industries of Puning City



02

17 "Taobao Towns of China"

03

73 "Taobao Villages of China"

3 Major Industries

Fruits ,
Chinese medicine,
Textiles(pajamas, shirts&
underwear)

01



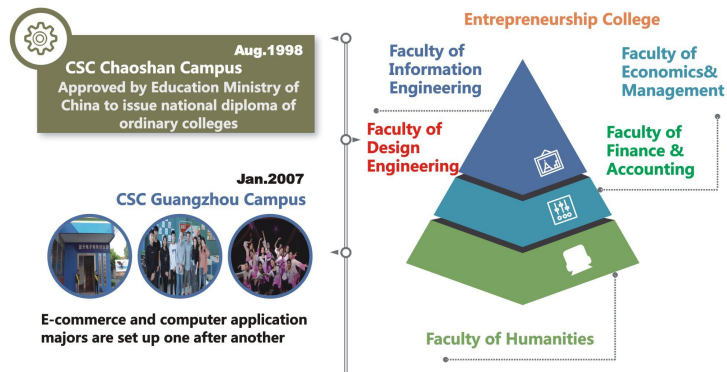
4 Characteristic colleges

Slogan of CSC Entrepreneurship Education:
Neglect neither academics nor entrepreneurship!
Harvest both knowledge & wealth!



- 1 Entrepreneurship College
- 2 Cross-border E-commerce College
- 3 College of Clothing Industry
- 4 College of Logistics Industry

2 Campuses in Guangdong & 6 Secondary Colleges



The development of Cross-border Education



Honorary Awards



National Demonstration Unit for Training Innovative Talents



National Base for Training Cross-Border E-Commerce Talents

Majors available

E-commerce Entrepreneurship
(Taobao, T-mall, Pinduoduo shop & other domestic E-commerce platforms owners or operators)

Cross-border E-commerce
(Ali-express, DH-gate, Shopee, Lazada & other cross-border platforms shop owners or operators)



Business English
(Translator, teacher, secretary & cross-border E-commerce related positions)

International Trade
(Salesmen, documentary secretary, merchandiser & cross-border E-commerce related positions)

Training Mode



Entrepreneurship Lecture



Showroom



Business Incubator



Boss Studio



2019 Midea 618 Campaign



2018 Double 11(Nov.11) Shopping Carnival

Sales Achievements

2012年双十一营业额过百万元
2013年双十一营业额超千万元
2014年双十一营业额破2000万元
2015年双十一营业额破2300万元
2016年双十一营业额破2500万元
2017年双十一营业额破2800万元
2018年双十一营业额破3500万元

Sales amount of Double 11(Nov.11) Shopping Carnival during the past 7 years by CSC students ever since. In year 2018 the number broke the record of RMB¥35 million!!!

Teaching Results

Business performance of students increases year by year, driving the sales of the local clothing industry to over 500 million RMB.



Cultivated over 200 millionaire students, who established more than 50 E-commerce companies.

04 International Exchange & Cooperation

AUPF



MOU Signing between Chaoshan College & Cambodian University for Specialities



17th AUPF2018 Chaoshan College Delegation in Surabaya of Indonesia(Nov. 2018)

Sino-Thai E-commerce Training



1st Sino-Thai Advanced Training Course on Cross-border E-commerce in Chaoshan College of Guangdong, China(Mar. 2019)

International Exchange & Cooperation 04

ELC Summer Camp



Chaoshan College was invited to give 4 lectures in 1st ELC Summer Camp held by Unissula University of Semarang, Indonesia (Jul. 2019)

E--> Entrepreneurship
L--> Leadership
C--> Community service

Group photo among President Ji Shaoyou of Chaoshan College & 5 universities in Semarang of Indonesia after MOU signing



Oversea Shopee Training



Southeast Asian E-commerce Platform Shopee Training in Siam University of Bangkok, Thailand



Chaoshan College Delegation in Bangkok of Thailand (Aug. 2019)

Cooperated Enterprises



Recruitment Fair on Campus

