

# 2020 BRLC e-Commerce Training

## Program Overview & Points for Attention

### 1. Program Overview

#### a) Intro

The 2020 BRLC e-Commerce Training is designed to help participants understand the digital economy and ecosystem, new trends in the e-commerce era as well as the transformative role of information technology.

#### b) What you'll learn

Participants will have access to recorded video lessons and interactive livestreams with subject matter experts and learn the best practices and experience of the Alibaba ecosystem and China (Hangzhou) cross-border e-commerce comprehensive pilot area. This is a master class designed to help overseas partners leverage key digital trends to drive growth and create new opportunities!

#### c) Training dates

November 16-20, 2020

Note: For participants who are not available on these dates, we will provide video replay access to the training content within a certain timeframe. In order to achieve the best results, however, we recommend all participants to attend the training courses on schedule.

#### d) Training location

This is an online training hosted on Alibaba Group Taobao University's online learning platform, AliClass. We'll also have a training group for communication where you can raise questions and interact with other program participants.

#### e) Maximum number of participants

Due to technology constraints, the maximum number of participants for this training program (including staff) is 500. Registration will be processed on a first-come, first-served basis.

## **2. Points for Attention**

### **a) How to register**

Please follow the instructions in another file named ‘BRLC Training Registration & DingTalk Guide’ to register.

### **b) Participant responsibilities**

1) Follow Chinese laws, regulations and social norms as well as the rules of training management and participant guidelines. Accept the arrangement made for the training program as well as any related adjustments. If participants violate any of these rules, they will be held responsible for the related losses.

2) Without express written consent from Taobao University, no material from this training program may be recorded in any format, including audio recordings, video recordings, screen shots or other information capture methods. All materials gathered from this training are for the sole use of participants learning on the DingTalk platform exclusively. Participants will be asked to agree to this term during the registration process.

3) Without express written consent from Taobao University, no material from this program may be shared externally. Any violation of this term, such as putting the content or materials of the training on the Internet or other media platform will be seen as an infringement of intellectual property rights and the participant who is responsible for this will bear legal consequences and be asked to compensate for the related losses (including but not limited to reasonable legal fees).

4) In order to improve the training quality, participants will be asked to complete a satisfaction survey as each day’s training is finished. It would be much appreciated if you could take the time to fill out the questionnaire and let us know your feedback.

Thank you and we look forward to seeing you in the training!