



Zhejiang International Studies University

“Experience Digital Zhejiang Tour by Youth from BRICS Countries 2026”

Project Overview

In an era of increasingly frequent cross-cultural exchanges, international educational cooperation has become a vital bridge for global engagement. In June 2025, the School of International Business, School of Innovation and Entrepreneurship of Zhejiang International Studies University (ZISU) collaborated with Moscow State Linguistic University (MSLU) in Russia and University of Brasília (UnB) in Brazil to launch the "Experience Digital Zhejiang Tour by Youth from BRICS Countries" project during the university's international summer school program. The initiative organized and led young people from China, Russia, and Brazil on an industry-education integration journey to explore Zhejiang and gain a deeper understanding of China.

From June 29 to July 12, 2026, the School of International Business (The Belt and Road School of Foreign-related Rule of Law) of ZISU will host the second edition of the "Experience Digital Zhejiang Tour by Youth from BRICS Countries" program. This study tour primarily targets international students from BRICS partner institutions in Brazil, Russia, Vietnam, Thailand, and other BRICS countries, aiming to provide a broad exchange platform for young people from these nations. Through 14 days of rich academic courses and social experiences, participants will deepen their understanding of China's economy, culture, and digital development, contributing new momentum to enhancing BRICS economic and trade cooperation as well as cultural integration, supporting Zhejiang's economic growth, and writing a new chapter for world peace and development!

The main features of this project are as follows:

1. Reflecting academic cutting-edge. Leveraging the establishment of the BRICS Special Economic Zone China Cooperation Center in Hangzhou, this project utilizes BRICS economic and trade cooperation as well as cross-cultural exchanges as bridges to aggregate relevant academic resources from BRICS countries, demonstrating the academic

forefront of China's economic, trade, and cultural cooperation with BRICS nations.

2. Emphasizing the integration of professionalism and culture. This project adopts a combined online and offline approach, conducting field visits to relevant schools and enterprises. It highlights exploring Zhejiang through curriculum learning and social practice, allowing participants to experience its natural landscapes and historical culture, fostering cultural exchange between China and other countries, effectively telling China's stories, and fully showcasing China's developmental achievements and Zhejiang's unique charm.

3. Strengthening multilateral interactions. This project emphasizes the integration of dialogue and service, fostering dialogues among BRICS youth, with educational experts and entrepreneurs from China and abroad, as well as with cities, showcasing the positive image and sense of responsibility of BRICS youth. It also promotes the values and development concepts of China, enhances economic and trade cooperation between China and BRICS countries, and supports the high-quality development of Zhejiang's open economy.

Welcome to our project and experience the authentic beauty of Zhejiang.

The project fee is 5,500 yuan per person, covering twin-bed accommodation, local travel insurance, and transportation during the project period. Any activities outside the project scope, meals and personal expenses are the responsibility of the participant.

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Experience Digital Zhejiang Tour by Youth from BRICS Countries 2026

Itinerary

Day	Date	Week	arrange
Day 1	6.28	Sunday	<p>1. Airport pickup</p> <p>2. Arrange accommodation, apply for a mobile phone SIM card, pay tuition fees, exchange RMB, and purchase daily necessities.</p> <p>3. Class Teacher and Student Meeting (Ice-Breaking Session)</p>
Day 2	6.29	Monday	<p>Morning: 9:00 - Opening Ceremony</p> <p>Lunch: Welcome Banquet (ZISU Canteen)</p> <p>Afternoon: Visit the School History Museum</p>
Day 3	6.30	Tuesday	<p>Morning: 8:50 - Meet at the school gate</p> <p>9:00 Visit the Xixi Wetland Museum and Jiangcun Slow Life District</p> <p>Afternoon: 1:30-3:30 E-commerce and China Zhejiang Economic Development by Qian Chen</p>
Day 4	7.1	Wednesday	<p>Morning: 9:00-11:00 China Economic Development by Liu Qiao</p> <p>Afternoon: 1:30-3:30 China Digital Economy: The Digital Divide in Sino-US Trade by Li Lan</p>
Day 5	7.2	Thursday	<p>Morning: 9:00-11:30 China Traditional Calligraphy and Paper Cutting by Professor Qian Haiqin</p> <p>Afternoon: Meet at the school gate at 13:00</p> <p>Visit the "ZISU Xiaoheshan Cross-Border E-commerce Industrial Park" and explore this millennium-old ancient town</p>
Day 6	7.3	Friday	<p>Morning: 9:00-11:00 Zhejiang Economy 1: Development of Zhejiang's Private Economy by Zhu Hui</p> <p>Afternoon: 13:30-15:30 Zhejiang Economy 2: Overview of Zhejiang's Market System Construction by Zhu Hui</p>
Day 7	7.4	Saturday	<p>Morning: 8:50 - Gather at the school gate</p> <p>Visit and study at the ZISU Pujiang Research Institute</p>
Day 8	7.5	Sunday	Rest
Day 9	7.6	Monday	Morning: 9:00-10:30 Intangible Cultural Heritage Experience by

			<p>Professor Li Wenjun</p> <p>10:40-11:40 Tai Chi and Push Hands - Shao Jianchun</p> <p>Afternoon: Meet at the school gate at 13:00</p> <p>Visit the "BRICS Special Economic Zone China Cooperation Center"</p>
Day 10	7.7	Tuesday	<p>Morning: 9:00-11:00 Visit Wanshili Group Liu Qiao</p> <p>Afternoon: 1:30-3:30 Cross-Cultural Communication by Jia Lei</p>
Day 11	7.8	Wednesday	<p>Morning: 9:00-11:00 Tai Chi and Push Hands - Shao Jianchun</p> <p>Afternoon: 1:30-3:30 International Business Law Practice by Li Xia</p>
Day 12	7.9	Thursday	<p>Morning: 9:00-11:30 Intelligent Governance for Sustainable Development: Stage-Dependent Impacts and Regional Heterogeneity within a Global Empirical Framework by Yin Jinghua</p> <p>Afternoon: Visit Longxiang Bridge - The Broken Bridge with Remnant Snow - Leifeng Pagoda (West Lake Tour)</p>
Day 13	7.10	Friday	<p>Morning: 9:00 - Closing Ceremony</p> <p>Issuing of certificates</p> <p>Roundtable Forum</p> <p>Afternoon: Chinese and foreign youth from the group go on a city walk together.</p>
Day 14	7.11	Saturday	Airport drop-off

Note: The actual course timetable may be slightly adjusted subject to instructors' practical arrangements.