



温州职业技术学院
WENZHOU POLYTECHNIC



孔子课堂
Austrian Vocational Skills
Confucius Classroom

KONFUZIUS-INSTITUT
an der UNIVERSITÄT GRAZ
格拉茨大学孔子学院



数字丝路·商通东方

Digital Silk Road · Commerce to East

中文+电商汉语桥项目

Chinese Bridge: Chinese Language and E-Commerce Program





温州职业技术学院坐落于国家历史文化名城温州，是浙南闽北唯一一所中国特色高水平高职学校、国家示范性高职院校。数字经济学院是温州职业技术学院的二级学院，学院依托温州“民营经济之都”与“跨境电商综试区”产业优势，深度推进产教融合，建有跨境电商实训基地、直播孵化中心，致力于培养服务经济数字化转型和升级的高技能人才。

Wenzhou Polytechnic is located in Wenzhou, a nationally renowned historical and cultural city. It is the only high-level higher vocational school with Chinese characteristics and a national model vocational college in southern Zhejiang and northern Fujian. The School of Digital Economy and Trade is a secondary college of Wenzhou Polytechnic. Leveraging the industrial strengths of Wenzhou as the "Capital of Private Economy" and the "Cross-border E-commerce Pilot Zone", the college deeply promotes the integration of industry and education. It has established a cross-border e-commerce training base and a live-streaming incubation center, committed to cultivating high-skilled talents who support the digital transformation and upgrading of the economy.

2026年7月，温州职业技术学院（数字经济学院）将推出“汉语桥”来华团组项目。项目以“数字丝路·商通东方”为核心主题，遵循“北京溯源，温州实战”的双城联动设计，通过“传统商业文化浸润—现代电商技能淬炼—综合创新方案输出”三个板块的深度学习，实现语言技能、商业认知与跨文化理解的三维提升。

In July 2026, the School of Digital Economics and Trade at Wenzhou Polytechnic will launch the "Chinese Bridge" inbound group exchange program. Centered on the theme "Digital Silk Road · East Connect", the program adopts a dual-city approach of "Tracing Origins in Beijing, Hands-on Practice in Wenzhou". Through three intensive modules — "Immersion in Traditional Business Culture", "Refinement of Modern E-commerce Skills", and "Development of Comprehensive Innovative Solutions" — participants will achieve a three-dimensional enhancement of language proficiency, business acumen, and cross-cultural understanding.

行程安排（北京） Schedule in Beijing

第一天Day1
礼序乾坤·破冰启程
The Grand Order of Rites
Breaking the Ice & Setting
Sail



- 14:00~17:00pm
天坛中的仪式感与商业信任构建
Building Ritual Sense and Commercial Trust at the Temple of Heaven
- 18:30~20:00pm
跨文化团队建设与协作
Cross-cultural Team Building and Collaboration

第二天Day2
动脉寻踪·烟火经济
Artery Tracing
Folk Economy



- 08:30~12:00am
长城作为古代贸易与防御通道
The Great Wall as Ancient Trade and Defense Route
- 14:00~18:00pm
胡同里的小微商业生态探访
Exploring Small Business Ecology in Hutongs

第三天Day3
朝贡览鉴·商脉百年
Tribute and Brand
Century-old Commerce



- 08:30~12:00am
故宫里的跨国物品流通与品牌雏形
Cross-border Circulation and Brand Prototypes in the Forbidden City
- 14:00~17:00pm
王府井商业街的业态变迁调研
Research on Business Format Changes on Wangfujing Street
- 19:00~20:00pm
“双奥”场馆的国家品牌形象启示
National Brand Image Inspiration from "Double Olympic" Venues

第四天Day4
园林经营·枢纽体验
Garden Management
Hub Experience



- 08:30~11:30am
颐和园的休闲产业与系统运维
Leisure Industry and System Operation in the Summer Palace
- 14:00~15:30pm
大兴机场与现代全球物流网络
Daxing Airport and Modern Global Logistics Network

数字丝路·商通东方中文+电商汉语桥项目

Digital Silk Road · Commerce to East Chinese Bridge: Chinese Language and E-commerce Program

行程安排 (温州) Schedule in Wenzhou

第五天 Day5
入乡结伴·茶中商道
Arrival and Partnership
Tea Business Etiquette



- 🚩 10:00~11:30am
温职院校园融入与电商项目启动
Campus Integration and E-commerce Project Launch at Wenzhou Polytechnic
- 🚩 14:30~16:30pm
以茶会友学商务礼仪与沟通哲学
Learning Business Etiquette and Communication Philosophy through Tea

第六天 Day6
电商基石·儒商智慧
E-commerce Foundation
Confucian Business
Wisdom



- 🚩 08:30~11:30am
跨境电商通识与核心词汇奠基
Cross-border E-commerce Basics and Core Vocabulary Foundation
- 🚩 13:30-16:30pm
中国商业伦理与商务沟通实战
Chinese Business Ethics and Business Communication Practice

第七天 Day7
店铺运营·数据驱动
Confucian Business
Wisdom · Data-Driven



- 🚩 08:30~11:30am
商品上架、详情页撰写与视觉设计
Product Listing, Detail Page Copywriting & Visual Design
- 🚩 13:30~16:30pm
店铺模拟运营与基础数据分析
Simulated Store Operation and Basic Data Analysis

第八天 Day8
产业带研学
Industrial Belt Study



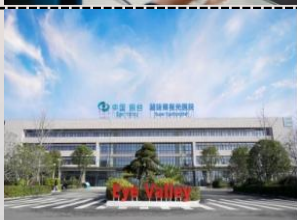
- 🚩 08:30~11:30am
选品中心与供应链对接
Product Selection Center and Supply Chain Connection
- 🚩 13:30~16:30pm
宠物用品垂直类目深度探访
In-depth Visit to Pet Supplies Vertical Category

第九天 Day9
直播带货
Live-streaming E-commerce



- 🚩 08:30~11:30am
话术设计、互动技巧与节奏把控
Script Design, Interaction Skills and Pace Control
- 🚩 13:30~16:30pm
跨境直播间全流程模拟实战
Full-process Simulation of Cross-border Live-streaming

第十天 Day10
科技非遗·国潮工坊
Tech & Intangible Culture
China-chic Workshop



- 🚩 08:30~11:30am
眼谷科技与瓯塑非遗的品牌灵感激发
Brand Inspiration from Eye Valley Technology and Ou Sculpture Intangible Heritage
- 🚩 13:30~16:30pm
非遗手作与产品文化故事包装
Intangible Heritage Handicraft and Product Cultural Story Packaging

第十一天 Day11
匠心制造·出海策案
Craftsmanship
Overseas Strategy



- 🚩 08:30~11:30am
探访“温州制造”标杆企业的品质内核
Visiting the Quality Core of “Wenzhou Manufacturing” Benchmark Enterprises
- 🚩 13:30~16:30pm
整合营销工作坊与出海方案设计
Integrated Marketing Workshop and Overseas Plan Design

第十二天 Day12
品牌叙事·创业基因
Brand Narrative
Entrepreneurial Gene



- 🚩 08:30~11:30am
江心屿山水文化中的品牌灵感采集
Brand Inspiration Collection from Jiangxin Islet Landscape Culture
- 🚩 13:30~16:30pm
五马街商业田野调查与“温州人精神”访谈
Commercial Field Survey on Wuma Street and Interview on “Wenzhou Spirit”
- 🚩 19:00~20:00pm
南塘夜游中的城市品牌视觉体验
Urban Brand Visual Experience in Nantang Night Cruise

第十三天 Day13
路演未来·丝路新篇
Future Roadshow
New Silk Road Chapter



- 🚩 09:30~11:30am
项目成果展示、结业典礼
Project Achievement Presentation, Closing Ceremony
- 🚩 返程离境
Afternoon: Departure



申请时间截止至欧洲中部时间2026年4月30日下午5点；

学习时间：2026年7月10日-7月22日

招生对象：

- 年龄在14-30周岁，身体健康，适合国际旅行；
- 热爱中国文化，通过汉语HSK考试的非汉语母语人士；
- 三年内未参加过“汉语桥”外国学生夏(冬)令营项目。

The application period ends on April 30, 2026, 5 PM (CET)

Program Period: July 10 – July 22, 2026

Eligibility:

- Participants must be between 14 and 30 years old, physically healthy and suitable for international travel
- Non-native Chinese speakers with a passion for Chinese culture and a valid HSK certificate
- No participation in any "Chinese Bridge" summer/winter camp in the last three years

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