



Invitation to Co-Found the Global Alliance for Digital Business Education

Dear Esteemed Guest,

Please receive warm greetings from Beijing Technology and Business University (BTBU)! We take immense pleasure to announce that the International Academic Forum of the Global Alliance for Digital Business Education will be held in **Beijing, China** through **October 18th-20th, 2024**.

On behalf of BTBU President Professor Guo Jianhua, I am writing to extend a formal invitation to you and your colleagues to attend the opening ceremony and a series of conferences of Forum in Beijing. We cordially invite you to witness this landmark event, which promises to be a significant step towards our collaborative goals.

During these days, you will have opportunities to discuss the future development of digital education in business, actively promote to further cooperation in the area of digital education in the future, and help achieve the goal of strong education institution connections by means of digital education.

All the international travel and accommodation expenses during your stay in China are covered by yourself.

The Estimated Itinerary of the Forum:

DATE	TIME	TOPICS	LOCATION
October 18th	12:00-20:00	Check-in and Preparatory Meeting	Beijing Conference Centre
October 19th	9:00-12:00	International Young Talent Forum on Digital Business	BTBU
	14:00-17:00	Digital Business Education Innovation Forum	UFIDA Industrial Park
	17:00-18:00	Industrial Park Tour	
	18:00-20:00	Welcome Dinner	
October 20th	9:00-9:45	Global Alliance Inauguration Ceremony	Beijing Conference Centre
	10:00-12:00	Keynote Speech	
	14:00-17:00	Round-table Forum	



We kindly request you to fill out the information of the attendance in the attached table (Annex: Confirmation of information) and send it to gaojingjie@btbu.edu.cn before July 31, 2024. Your prompt response to this invitation would be highly appreciated.

We are looking forward to meeting you in Beijing!

Yours sincerely,

A red circular stamp is placed over the signature. It contains the university's name in Chinese characters "北京工商大学" (Beijing Technology and Business University) around the perimeter and a red star in the center.

Prof. Mao Xinshu

Vice-president, Beijing Technology and Business University

June 26th, 2024