

China Global Leaders Programme: Field Project Brief

Hong Kong and Shandong, China 2-13 September 2019

Integrated Smart Village Service Platform to Support Rural Revitalisation

In spite of rapid urbanisation, **580 million people** continue to live in China's countryside. Rural revitalisation is the government's top priority as it seeks to achieve balanced, sustainable and inclusive economic growth.

Integrating **China's 230 million smallholder farmers** into the modern value chain remains a critical challenge. In the GLP, participants will travel to Laixi county in Qingdao, Shandong province to work with the Laixi government and local stakeholders and contribute fresh solutions to meeting this challenge.

They will produce an original plan for an **integrated smart village service platform** that will empower farmers to organise themselves into professional producer groups, provide key services and create an inclusive value chain while improving livelihoods and enhancing product quality.



莱西智慧农业大数据平台
LAIXI AGDATA

Laixi government and BRIC Agri-Info Group founded the **Laixi agricultural big data platform** to create a smart agriculture ecosystem. It analyses the production and sales of agricultural produce in Laixi and empowers cooperatives and smallholder farmers with digital technologies.



丽斌农业
LIBIN AGRICULTURE

Libin cooperative provides smallholder farmers with integrated agricultural services such as group purchase of farming inputs, technical training, mechanised farming, and group sales of agricultural produce. Libin operates under a two-tier township and village structure in Yuanshang township.



Integrated smart village service platform



丰诺植保
FENGNUO

Fengnuo is an agri-inputs distributor and retailer who provides full lifecycle technical advisory and marketing services to commercial farms and smallholder farmers. Fengnuo is also working with SF Express to setup a logistic center for fruits in Laixi with full traceability.



Kingfarm provides whole value chain services to integrate smallholder farmers with the modern agricultural industry. With strong roots in agricultural machinery, Kingfarm focuses its services around mechanised farming.



Project Partner: Hundred Villages Programme



百乡工程
乡村振兴工程

The Hundred Villages Programme is spearheaded by Professor Yang Tuan of the Chinese Academy of Social Sciences. Launched in 2018, the programme integrates talent, technologies, service providers and social organisations to support rural revitalisation in rural counties and townships.

For more information or to enroll see the [full programme brochure](#) or contact Ella Wong at ewong@global-inst.com +852 3571 8133