



讲好中国故事
Tell China's Stories

来华留学生 “对外文化贸易”人才选拔赛

“Foreign Cultural Trade”Talent Selection
Competition for International Students in China

主办单位：中国外文局文化传播中心
华语教学出版社

承办单位：北京华语时代文化传媒有限公司

特邀协办：北京神墨文化传播有限公司

公益支持：北京修德慈善基金会

Sponsor: Center for International Cultural Communication, CICG
Sinolingua Co., Ltd.

Organizer: Beijing Huayu Time Culture Media Co., Ltd.

Co-organizer: Beijing Shenmo Culture Communication Co., Ltd.

Public welfare supporter: Beijing Xiude Charity Foundation





面向世界 讲好中国故事

Tell China's Stories
to the World



“增强中华文明传播力影响力,坚守中华文化立场,提炼展示中华文明的精神标识和文化精髓,加快构建中国话语和中国叙事体系,讲好中国故事、传播好中国声音,展现可信、可爱、可敬的中国形象。

加强国际传播能力建设,全面提升国际传播效能,形成同我国综合国力和国际地位相匹配的国际话语权。深化文明交流互鉴,推动中华文化更好走向世界。”

——习近平《高举中国特色社会主义伟大旗帜 为全面建设社会主义现代化国家而团结奋斗——在中国共产党第二十次全国代表大会上的报告》

"We will extend the reach and appeal of Chinese civilization. We will stay firmly rooted in Chinese culture. We will collect and refine the defining symbols and best elements of Chinese culture and showcase them to the world. We will accelerate the development of China's discourse and narrative systems, better tell China's stories, make China's voice heard, and present a China that is credible, appealing, and respectable.

We will strengthen our international communications capabilities, make our communications more effective, and strive to strengthen China's voice in international affairs so it is commensurate with our composite national strength and international status. We will deepen exchanges and mutual learning with other civilizations and better present Chinese culture to the world."

--Xi Jinping, Hold High the Great Banner of Socialism with Chinese Characteristics and Strive in Unity to Build a Modern Socialist Country in All Respects--
-Report to the 20th National Congress of the Communist Party of China



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第一章



来华留学生 “对外文化贸易” 人才选拔赛

“Foreign Cultural Trade”
Talent Selection Competition for
International Students in China

CHAPTER I


第一节 赛事背景

1. Competition Background

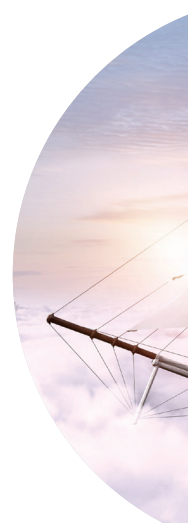
● 国家政策 National policy

党中央、国务院高度重视推进对外贸易高质量发展、推动中华文化走出去工作。《国民经济和社会发展第十四个五年规划和 2035 年远景目标纲要》中，提出“积极发展对外文化贸易，开拓海外文化市场”等相关要求。

The Party Central Committee and the State Council attach great importance to promoting the high-quality development of foreign trade and helping the Chinese culture go global. The Outline for the 14th Five-Year Plan for Economic and Social Development and Long-Range Objectives through the Year 2035 has advocated "vigorously developing foreign cultural trade and opening up overseas cultural markets".




**国民经济和社会发展
第十四个五年规划
和2035年远景目标纲要**



为深入贯彻党中央、国务院决策部署,伴随我国对外文化与贸易脚步的迈进,国家商务部等 27 部门联合发布《关于印发对外文化贸易“千帆出海”行动计划 2022 年工作方案的通知》及《商务部等 27 部门关于推进对外文化贸易高质量发展的意见》。

In order to thoroughly implement the decision and deployment of the Party Central Committee and the State Council, 27 government departments including MOFCOM issued the Notice on the Issuance of the Work Plan of the "Thousand Sails to the Sea" Program for Foreign Cultural Trade in 2022 and the Opinions on Promoting High-quality Development of Foreign Cultural Trade.



关于推进对外文化贸易 高质量发展的意见

其中明确指出,要积极促进对外文化贸易高质量发展,提升中华文化亲和力、吸引力、辐射力。为更好地服务文化强国建设目标、共建“一带一路”和推动构建人类命运共同体,畅通国际合作渠道,加强国内外企业务实合作,推动中华特色文化走出去。

The document clearly stated that we should actively promote the high-quality development of foreign cultural trade and enhance the affinity, attractiveness and influence of Chinese culture. To better serve the goal of "constructing China into a country with strong culture", promote high-quality Belt and Road cooperation and the building of a community with a shared future for mankind, we should keep the channels for international cooperation open, strengthen practical cooperation between domestic and foreign enterprises, and promote Chinese culture "going global".

● 大赛背景 Competition background

本大赛由中国外文局文化传播中心、华语教学出版社主办，北京华语时代文化传媒有限公司承办，以“讲好新时代中国故事”“选拔来华留学生对外文化贸易人才”为主题的年度官方品牌活动。面向全球来华留学生征集中国故事、传播好声音、树立中国良好国际形象。

The Competition is sponsored by the Center for International Cultural Communication of CICG and Sinolingua Co., Ltd., and organized by Beijing Huayu Time Culture Media Co., Ltd. As an annual official event with the theme of "telling good China stories in the new era" and "selecting foreign cultural trade talents from international students", the Competition aims to share China stories, spread the voice of China and enhance China's image internationally through international students in China.

中国外文局文化传播中心 华语教学出版社

华教通字（2022）005号

关于举办2023讲好中国故事——来华留学生 “对外文化贸易”人才选拔赛的通知

各相关单位：

贯彻党的二十大精神，落实商务部等27部门联合印发的《关于推进对外文化贸易高质量发展的意见》，经研究，特举办2023讲好中国故事——来华留学生对外文化贸易人才选拔赛（以下简称“大赛”）。大赛以挖掘中华优秀传统文化内涵，培养留学人员创业专项技能，以扶持、培训、助推来华留学生回国创业与就业为宗旨。

一、赛事简介

本大赛由中国外文局文化传播中心、华语教学出版社主办，北京华语时代文化传媒有限公司承办，以“讲好新时代中国故事”“选拔来华留学生对外文化贸易人才”为主题的年度官方品牌活动。面向全球来华留学生征集中国故事、传播好声音、树立中国良好国际形象。

二、组织架构

主办单位：中国外文局文化传播中心
华语教学出版社

（二）主题赛道

参赛形式：线上学习指定的中华文化内容，线下走访实践，开展沉浸式中华文化之旅，深入企业、社区、学校等实地考察体验，最终形成学习成果，成果形式为3-5分钟的演讲或小品表演。

参赛内容：可以围绕“文化比较、难忘印象”等内容，用双语进行成果展示，加入如舞蹈、武术、书法、京剧等中华文化艺术形式或技能，不限参赛形式、题材、体裁。

六、作品要求及评审标准

1. 作品内容符合大赛主题，传达中国精神，传递中国能量；
2. 表演者服饰得体，表现留学生积极健康的精神面貌；
3. 作品录制背景符合大赛主题，呈现优秀人文风貌；
4. 参赛选手和作品音效清晰，画面清楚；
5. 作品视频格式为MP4、MOV等，横屏录制，时长3-5分钟，画面质量不低于1920*1080，大小不超过800M；
6. 作品要求原创，如遇版权纠纷由参赛者自行负责；
7. 参赛作品的知识产权归大赛组委会和参赛者共同所有。

七、奖项和奖励办法

采用网络评审和专家评审委员会评审相结合的评审方法，选聘汉语文化教育相关领域专家、留学生活动专家、大众传媒等社会各界资深专家组成专家评审委员会。

（一）个人：

1. 中华文化功勋大使：3名、获得价值5万元的创业物资。
2. 中华文化推广大使（创业大使/兴业大使/贡献大使）：30名、获得价值3万元的创业物资。

承办单位：北京华语时代文化传媒有限公司
特邀协办：北京神墨文化传播有限公司
公益支持：北京修德慈善基金会
大赛组委会：由主办单位、承办单位、协办单位和支持单位组成，并负责大赛的组织实施工作。

三、参赛对象

非中国籍、非汉语母语的来华留学生、曾来华学习人员及有意来华学习的海外人士。

四、大赛形式及时间（详细时间及流程见附件1）

作品征集：2023年1月-5月

网络投票及评审：2023年6月

总决赛颁奖：2023年6月

获奖选手创业交流：2023年7月-9月

创业成果展示：2023年10月-12月

五、大赛内容

本次大赛分为综合赛道和主题赛道，围绕精彩故事、文化比较、难忘印象三大类别，全面展示留学生来华学习交流的体验与收获，进一步促进国家“千帆出海”计划。

（一）综合赛道

参赛形式：视频录制，文字稿件，现场展演等均可。

参赛内容：可以围绕“精彩故事”进行。目的是推进各国文化交流和文明互鉴，可以采用双语（母语和汉语）介绍自己国家的文化故事，展示中华文化，可加入个人才艺展示，如中国舞、武术、书法、京剧等，不限参赛形式、题材、体裁。

3. 中华文化传播大使（分享大奖/活力大奖/奉献大奖）：100名、获得价值1万元的创业实践培训。

4. 中华文化友好大使：若干名、获得价值1000元的奖品。

（二）团体：

院校优秀组织奖20个、省市优秀组织奖10个，凡获奖作品指导教师均获优秀创业指导教师奖，每个作品指导教师奖励限额2人。颁发获奖证书及奖牌。

八、大赛创业成果展

（一）阶段创业交流会：定期开展回国创业人员经验交流会，主题分享会，由项目专家进行点评和指导。

（二）创业成果展示会：年末开展创业成果展示会，展示创业成果。

九、大赛组委会联系方式：

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邮编：100089

（本“大赛”解释权归属大赛组委会）

中国外文局文化传播中心 华语教学出版社有限责任公司

2022年12月22日

第二节 赛事通知

2. Competition Notice

● 参赛对象 Participants

非中国籍、非汉语母语的来华留学生、曾来华学习人员及有意来华学习的海外人士。

Non-Chinese international students in China whose mother tongue is not Chinese and those who have studied or plan to study in China.

● 大赛形式及时间 Competition form and time

作品征集: 2023 年 1 月 -5 月

网络投票及评审: 2023 年 6 月

总决赛颁奖: 2023 年 6 月

获奖选手创业交流: 2023 年 7 月 -9 月

创业成果展示: 2023 年 10 月 -12 月

Works submission: From January to May 2023

Online voting and review: June 2023

Final awards: June 2023

Entrepreneurship communication among winners:
From July to September 2023

Demonstration of entrepreneurial achievements:
From October to December 2023

● 大赛内容 Competition content

本次大赛分为综合赛道和主题赛道，围绕精彩故事、文化比较、难忘印象三个大类别，全面展示留学生来华学习交流的体验与收获，进一步促进国家“千帆出海”计划。

The Competition is divided into comprehensive track and theme track, focusing on three categories, namely: exciting stories, cultural comparisons and unforgettable impressions. These tracks comprehensively display the experience and gains of international students' studying and exchanging in China, and further promote the implementation of the national project—"Thousand Sails to the Sea".

综合赛道 Comprehensive track

参赛形式: 视频录制, 文字稿件, 现场展演等均可。

参赛内容: 可以围绕“精彩故事”进行。目的是推进各国文化交流和文明互鉴, 可以采用双语(母语和华语)介绍自己国家的文化故事, 展示中华文化, 可加入个人才艺展示, 如中国舞、武术、书法、京剧等, 不限参赛形式、题材、体裁。

Form: video, written text, live demonstration, etc.

Content: The works may revolve around a story the participant would like to tell to promote cultural exchanges and mutual learning among different countries. Participants may introduce their own cultural stories or aspects of Chinese culture in Chinese and their mother tongue. They can also incorporate Chinese dance, martial arts, calligraphy, Peking Opera, and other displays of talent in their demonstration.

主题赛道 Theme track

参赛形式: 线上学习指定的中华文化内容, 线下走访实践, 开展沉浸式中华文化之旅, 深入企业、社区、学校等实地考察体验, 最终形成学习成果, 成果形式为 3-5 分钟的演讲或小品表演。

参赛内容: 可以围绕“文化比较、难忘印象”等内容, 用双语进行成果展示, 加入如舞蹈、武术、书法、京剧等中华文化艺术形式或技能, 不限参赛形式、题材、体裁。

Form: Participants will learn the designated content about Chinese culture online and conduct field visits in enterprises, communities, and schools. They will carry out an immersive Chinese culture tour and summarize what they've learned in a 3~5-minute speech or skit.

Content: Participants may focus on cultural comparisons and unforgettable impressions to share their insights and achievements bilingually. They can also incorporate Chinese dance, martial arts, calligraphy, Peking Opera, and other displays of talent in their demonstration.

● 奖项和奖励办法 Awards and incentives

采用网络评审和专家评审委员会评审相结合的评审方法, 选聘汉语文化教育相关领域专家、留学生活动专家、大众传媒等社会各界资深专家组成专家评审委员会。

The Competition adopts the review method combining online review and expert committee review. Experts in Chinese culture, education, and other related fields, overseas students' activities experts, mass media experts, and other senior experts from all walks of life are recruited to form an expert review committee.

个人 Individual awards

中华文化功勋大使: 3 名、获得价值 5 万元的创业物资。

中华文化推广大使 (创业大奖 / 兴业大奖 / 贡献大奖):
30 名、获得价值 3 万元的创业物资。

中华文化传播大使 (分享大奖 / 活力大奖 / 奉献大奖):
100 名、获得价值 1 万元的创业实践培训。

中华文化友好大使: 若干名、获得价值 1000 元的奖品。

Chinese Culture Merits Ambassador:

3 winners will receive start-up resources worth 50,000 RMB.

**Chinese Culture Promotion Ambassador
(entrepreneurship award/prosperity award/
contribution award):**

30 winners will receive start-up resources worth 30,000 RMB.

**Chinese Culture Communication Ambassador
(sharing award/vitality award/dedication award):**

100 winners who will receive entrepreneurial practice training worth 10,000 RMB.

Chinese Culture Friendship Ambassador:

No limit to the number of winners, who will receive awards worth 1,000 RMB.

团体 Group awards

院校优秀组织奖 20 个、省市优秀组织奖 10 个, 凡获奖作品指导教师均获优秀创业指导教师奖, 每个作品指导教师奖限额 2 人。颁发获奖证书及奖牌。

There will be 20 excellent organization awards for colleges and universities and 10 excellent provincial and municipal organization awards. Instructors of award-winning works will be awarded the Outstanding Entrepreneurship Instructor Award, with a limit of two instructors for each work. All winners will receive certificates and medals.



体系运营 全面构建文化 贸易产业链条

System operation
Build a comprehensive cultural
trade industry chain



CHAPTER II

第二章



第一节 专业培训指导

1. Professional Training and Guidance

● 培训对象 Training objects

非中国籍、非汉语母语的来华留学生、曾来华学习人员及有意来华学习的海外人士。

Non-Chinese international students in China whose mother tongue is not Chinese and those who have studied or plan to study in China.



● 培训方式 Training method

(1) 线下培训 Offline training

建设中华文化学习与传播产业基地, 进行全面体系化线下课程学习与交流。

We will build an industrial base for Chinese culture learning and communication to conduct comprehensive systematic offline training and exchanges.

(2) 线上培训 Online training

通过线上课程教学与培训、经验交流等形式进行相关内容学习。

Participants can learn relevant content through online teaching and training, experience exchange and other forms.



● 培训内容 Training content

(1) 珠算与珠心算 Abacus math and abacus mental math

涵盖珠心算知识、珠算文化、教学方法、海外办学方法。

Knowledge related with abacus mental math, such as abacus culture, teaching methods and overseas school-running methods.

(2) 书法与绘画 Calligraphy and painting

涵盖软硬笔书法与各类绘画方法、教学方法、海外办学方法。

Calligraphy and various painting methods, teaching methods and overseas school-running methods.



(3) 汉语与汉语言文学 Chinese language and literature

涵盖汉语听说读写、汉语文学与中华优秀传统文化等相关知识。

Listening, speaking, reading and writing of Chinese, Chinese literature, Chinese traditional culture, etc.

(4) 中医 Traditional Chinese medical science

涵盖中医知识及相关中国传统医学与文化等相关知识。

Traditional Chinese medical science and culture.



第二节 认证鉴定体系

2. Certification and accreditation

● 认证对象

Certification object

(1) 个人资质认证 Personal qualification certification

对于完整参与学习培训的个人, 针对所学专业知识, 经由专业认证, 颁发相关领域资质专业证书。

For individuals who have completed the training, they will be awarded a certificate of qualification in the relevant field through professional certification for the expertise they have acquired.



(2) 赛事专业认证 Competition organization certification

对于参与赛事体系承办、协办的企业与组织,可以根据参与类别与具体职责,经由专业认证,颁发相关赛事领域专业证书。

For the enterprises and organizations involved in the competition hosting and co-organizing, they will be issued professional certificates in the relevant fields according to their participation categories and specific responsibilities.

● 认证类别和机构 Certification categories and authorities

珠心算类 Abacus mental mat

专业 SPECIALITY:

珠算 / 心算
Abacus math/Mental math

证书名称 CERTIFICATE:

珠算珠心算鉴定证书
鉴定员证书
非遗传承人培训结业证书
珠心算培训师专业水平证书
Abacus math/Abacus mental
math accreditation certificate
Appraiser certificate
Certificate of completion of
training for inheritors of
intangible cultural heritage
Abacus mental math trainer
certificate

鉴定单位 CERTIFIED BY:

中国珠算心算协会
China Association of Abacus and
Mental Arithmetic

口才类 Eloquence

专业 SPECIALITY:

语言艺术表演
Language arts performance

证书名称 CERTIFICATE:

社会艺术水平考级证书
社会艺术水平考级教师证书
Certificate of Arts Grade
Examination of China
Certificate for Teachers of Arts
Grade Examination of China

鉴定单位 CERTIFIED BY:

中国艺术职业教育学会
China Education Federation of
The Arts

绘画类 Painting

专业 SPECIALITY:

漫画 / 素描

Comic painting/Sketch

证书名称 CERTIFICATE:

社会艺术水平考级证书

社会艺术水平考级辅导教师证书

Certificate of Arts Grade

Examination of China

Certificate for Teachers of Arts

Grade Examination of China

鉴定单位 CERTIFIED BY:

文化和旅游部艺术发展中心

中国艺术职业教育学会

Art Development Center of the

Ministry of Culture and Tourism

China Education Federation of

The Arts

书法类 Calligraphy

专业 SPECIALITY:

硬笔书法

Hard-Pen Calligraphy

证书名称 CERTIFICATE:

社会艺术水平考级证书

社会艺术水平考级辅导教师证书

Certificate of Arts Grade

Examination of China

Certificate for Teachers of Arts

Grade Examination of China

鉴定单位 CERTIFIED BY:

文化和旅游部艺术发展中心

中国艺术职业教育学会

Art Development Center of the

Ministry of Culture and Tourism

China Education Federation of

The Arts

第三节 创业就业支持

3. Entrepreneurship and Employment Support

● 海外落地

Overseas start-up support

在参与且完成各项目专业化、体系化课程培训后，归国创业，在本国家及地区启动开展。

After completing the training for each program course, learners can return to their home countries and start their own business for the corresponding program.



● 阶段创业交流会

Periodic entrepreneurship exchange meetings

定期开展归国创业人员经验交流会, 主题分享会和述职会议, 由项目专家进行点评和指导。

We will regularly hold experience exchange meetings, themed sharing sessions and debriefing meetings for entrepreneurs who have returned to their countries, and project experts will share comments and guidance.

● 创业成果展示会

Entrepreneurial achievements exhibition

年末开展创业成果展示会, 展示创业成果。

We will hold an entrepreneurial achievements exhibition at the end of the year to display the entrepreneurial achievements.





Extensive participation
Innovate and develop a flexible and
multi-dimensional participation model

**广泛参与
创新开拓灵活
多维参与模式**



CHAPTER III

第三章

第一节 参与方式

1. How to Participate

● 赛事等级 Competition level

来华留学生“对外文化贸易”人才选拔赛共设三个级别：

The “Foreign Cultural Trade” Talent Selection Competition for International Students in China is held in three levels:

- 1、国家级 National level
- 2、省级 Provincial level
- 3、校级 School level

● 参与身份 Participation identities

来华留学生“对外文化贸易”人才选拔赛共有五类参与身份：

Institutions and various units may participate in the Competition in one of the following identities:

- 1、国家级协办单位 National co-organizer
- 2、省级承办单位 Provincial organizer
- 3、省级协办单位 Provincial co-organizer
- 4、参赛会员单位 Competitor
- 5、支持单位 Supporter

第二节 参与原则

2. Participation principle

● 参与对象 Participants

任何符合要求的组织与个人均可参与。

Any organization or individual that meets the requirements can participate in the Competition.

● 参与端口 Participating channel

基于赛事多类级别与多种参与身份,参与者可基于自身情况与需要,自主自愿地选择不同参与端口:

Since the Competition involves multiple levels and participation identities, participants can voluntarily choose different participation channels based on their own situation and needs:

- | | |
|------------|----------------------------------|
| 1、参与大赛 | Participate in the Competition |
| 2、参与培训 | Participate in the training |
| 3、参与认证 | Participate in the certification |
| 4、其他多元参与端口 | Other participation channels |

联系我们 Contact Us

大赛组委会 Organizing committee:

由主办单位、承办单位、协办单位和支持单位组成, 负责大赛的组织实施工作。

Composed of the sponsors, organizer, co-organizer and supporter, the organizing committee is responsible for the organization and implementation of the Competition.

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(本“大赛”解释权归属大赛组委会)

(The organizing committee reserves the right of interpretation of the Competition)



来华留学生
“对外文化贸易”
人才选拔赛

“FOREIGN CULTURAL TRADE”
TALENT SELECTION COMPETITION
FOR INTERNATIONAL STUDENTS IN CHINA