

中国文学艺术基金会一带一路文化发展专项基金

**CHINA LITERATURE  
AND ART FOUNDATION  
THE BELT AND ROAD INITIATIVE CULTURAL  
DEVELOPMENT SPECIAL FUND**

东学稷文化（唯一执行方）  
**DONGXUEJI CULTURE  
(SOLE EXECUTOR)**



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东学稷微信公众号



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The Belt and Road Initiative Cultural Development Special Fund

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# 01

关于/我们 >>>

About Us

## 文基会及二级基金介绍

Introduction to the CLAF and its secondary fund

中国文学艺术基金会，简称“文基会”，成立于1994年，由夏衍、阳翰笙等一批老艺术家发起，经财政部支持，中国人民银行批准，民政部注册登记的全国性文化艺术基金会，具有独立的社团法人资格。为中国AAAAA级公益基金之一，具有公开募捐资格的公募基金会。

The China Literature and Art Foundation, ("the CLAF"), was founded in 1994 by Xia Yan, Yang Hansheng and a group of senior artists. With the support of the Ministry of Finance of the PRC, the approval of the People's Bank of China, and the registration in the Ministry of Civil Affairs of the PRC, the CLAF is a national culture and art foundation with independent corporate legal personality. It is one of the AAAAA level public welfare funds in China and a public fundraising foundation with public fundraising qualifications.

中国一带一路文化发展专项基金，是中国文学艺术基金会的二级专项基金，秉承为中国培养全球友好人士的宗旨，主要用于支持国际文化交流，青少年国际交流，中国教育国际交流的海外宣传和渠道建设。在财政部、教育部、商务部、外交部、文旅部、出海企业、中国大学、文化单位、社会人士的支持下，每年募集资金数亿元，在国内外开展300多场活动。东学稷文化是该基金会的唯一执行方。

The China Belt and Road Cultural Development Special Fund ("the Fund") is the secondary special fund of the CLAF. Adhering to the purpose of cultivating global keen people for China, it is mainly used to support international cultural exchanges, international exchanges of young people, and overseas publicity and channel construction of international exchanges of China's education. With the support of the Chinese Ministry of Finance, the Ministry of Education, the Ministry of Commerce, the Ministry of Foreign Affairs, the Ministry of Culture and Tourism, and overseas enterprises, Chinese universities, cultural institutions, and social individuals, hundreds of millions RMB is raised annually to carry out more than 300 events in China and abroad. Dongxueji Culture is the sole executor of the Fund.



基金捐赠咨询 Fund donation consultation: 13594041568  
基金资助申请 Funding Application: 13716118871



## 东学稷介绍

Introduction to Dongxueji

东学稷文化，全称重庆东学稷文化传播有限公司，东学稷文化定位为“一带一路国际交流平台”，采取咨询服务+自营产品组合模式，重点布局留学中国、研学中国、国际贸易、预科教育、HSK培训、科技服务等六大产品体系，以“公信力、直通车、精服务、性价比”优势，致力为一带一路国家新中产阶级提供在中国留学及交流与合作领域的全程式服务。

Chongqing Dongxueji Culture Communication Co., Ltd ("Dongxueji"), is positioned as the "the Belt and Road Initiative ("the BRI") International Exchange Platform", adopts the combination mode of consulting services and self-operated products and services, focuses on six product systems, including study in China, International Trade, overseas bridges, preparatory education, HSK training, and scientific and technological services, and is committed to providing the new middle class of the BRI countries with a full spectrum of services in the field of study in China, exchange and cooperation, with the advantages of "credible, direct, refined and cost effective services".





# 02 Brand Value

品/牌/价/值 >>>

## » 社会价值:

- 1、促进人才培养和科技创新
- 2、增进理解与互信
- 3、推动双边国家共同发展
- 4、提升教育服务经济社会发展水平
- 5、推动构建人类命运共同体



## » Social value

- 1.To promote talent cultivation and technological innovation
- 2.To enhance understanding and mutual trust
- 3.To promote the development of countries
- 4.To enhance the level of education services, economic and social development
- 5.To promote the construction of the community with a shared future for mankind

## » 文化价值:

- 1、增加国家间文化了解及交流学习
- 2、拓展学生国际视野，增强跨文化体验与认知和未来竞争优势
- 3、国家间相互传播文化、旅游、语言等非物质资源，促进国际化



## » Cultural value

- 1.To enhance cultural understanding and exchange between countries
- 2.To expand students' international perspectives, enhance cross-cultural experiences and cognition, and future competitive advantages
- 3.To promote inter-country dissemination of intangible resources such as culture, tourism, language, etc. further enhance internationalization

## » 经济价值:

- 1、扩大企业业务与发展空间
- 2、为企业未来经济高速发展奠定人才基础
- 3、往来学生给企业带来双边国家消费等额外经济增长点
- 4、增加就业岗位和企业、人员收入



## » Economic value

- 1.To expand enterprises' business and development space
- 2.To lay a talent foundation for the future rapid economic development of enterprises
- 3.To bring additional economic growth points to enterprises such as international consumption with the exchange of students
- 4.To increase employment opportunities and income for enterprises and personnel

## » 资源价值:

- 1、提高企业国际教育人设，提振企业品牌价值
- 2、企业获取更广阔的跨国业务前景和企业发展基础
- 3、拓展企业交际圈层，获取国内外人脉基础，培养高层社会关系



## » Resource value

- 1.To enhance the "international education" profile of enterprises and boost their brand value
- 2.To gain enterprises broader prospects for international business and establish a profounder foundation for their development
- 3.To expand the social network, acquire the foundation of domestic and international connections of the enterprises, and cultivate high-level social relationships



# 03 Products

企/业/产/品 >>>

## » 产品全景图: Product panorama



**六大产品体系:** 留学中国、研学中国、国际贸易、预科教育、HSK培训、科技服务

**Six major products:** Study in China, Study tour in China, International Trade, Preparatory Education, HSK Training, and Scientific and Technological Services

## » 留学中国:

### 1、短期汉语留学

主要针对母语非汉语的外籍学生通过短时间内的集中学习，快速提升汉语水平并增进对中国文化的了解。授课时间分为一学期或一学年。学生可结合语言学习以及丰富的文化体验活动，更深入地了解中国文化。

### 2、学历留学

外籍学生到中国的高等教育机构进行系统的学历教育，包括本科、硕士、博士等。学生在中国高校完成课程学习并通过考核后获得相应的学位证书。对于优秀的学生，我们还提供多种奖学金申请服务，例如中国政府奖学金，学校奖学金等，帮助学生更好的完成学业。

### 3、联合培养2+2, 3+1

通过中外高校之间的国际合作教育模式，为学生提供跨文化的学习和研究机会。学生在海外院校经过2年或3年的学习后，前往中国继续深造。参与联合培养的学生在完成学业后，可以得到合作高校的学分认可，获得双方院校的学位证书。

### 4、中文职业教育

随着中国国际地位的提升和“一带一路”倡议的推进，越来越多的国家和地区开始重视中文教育。中文职业教育结合了中文语言教学与职业技能培训，培养并储备在特定职业领域内能应用中文进行有效沟通和工作的人才，为中国企业走出去增添动力。

### 5、学术交流

中国高校与海外高校相关学院开展的学术交流活动，不仅有助于提升学术研究的质量和深度，还促进了国际间的理解和友谊，为解决全球性问题提供了平台和机会，推动科学进步和文化多样性的发展。





## » Study in China

### 1.Short term mandarin study

Mainly aimed at foreign students whose mother language is not mandarin, through short-term concentrated learning, they can quickly improve their mandarin proficiency and enhance their understanding of Chinese culture. The learning period can be one semester or one academic year. Students can combine language learning with rich cultural experiencing events to gain a deeper understanding of Chinese culture.

### 2.Diploma study

Foreign students get into higher education institutions in China for systematic degree education, including undergraduate, master and doctoral degrees, etc. Students who complete course studies and pass assessments in Chinese universities will receive corresponding degree certificates. For outstanding students, we also provide various scholarship application services, such as Chinese government scholarships, school scholarships, etc., to help students better complete their studies.

### 3.Sino-Foreign cooperative education 2+2 and 3+1

Provide students with cross-cultural study and research opportunities through international cooperative education models between Chinese and foreign universities. After 2 or 3 years of study at overseas universities, students go to China for further education. Students participating in cooperative education can receive credit recognition and degree certificates from both universities after completing their studies.

### 4.Mandarin vocational education

With the improvement of China's international status and the promotion of the "the Belt and Road" initiative, more and more countries and regions have begun to attach importance to mandarin education. Mandarin vocational education combines Chinese language teaching with vocational skills training, cultivating and reserving talents who can effectively communicate and work in specific professional fields using mandarin, and adding motivation for Chinese enterprises to go global.

### 5.Academic exchange

The academic exchange activities between Chinese universities and relevant colleges of overseas universities not only help improve the quality and depth of academic research, but also promote international understanding and friendship, provide platforms and opportunities for solving global problems, and promote scientific progress and the development of cultural diversity.

## » 研学中国：

### 三大研学主题：

- 1、“感知中国，收获独属于自己的中国！”
- 2、“寻根之旅，助力华裔青少年成才成长！”
- 3、“研学中国·中国诗词朗诵大赛！”

### Three major study tour in China themes:

- 1."Perceive China and reap your own unique China!"
- 2."Journey to Roots, Help Chinese Origin Youth Thrive!"
- 3."Study Tour in China· Chinese Poetry Recitation Competition!"



**研学内容：**每个主题都由“校园研学+城市人文风光”两部分组成

### 校园研学

1、高校理论学习+企业实践：高校参访学习、了解电子、工业、计算机等领域专业知识学习。理论知识学习后深入企业基地进行实践活动。让孩子们亲身体验新时代中国科技创新发展，实地了解中国企业科研科技创新及产业的发展情况。

2、中小学文化习俗体验：进入中小学访问学习，通过中外青少年交流互动，学习中华文化，体验中国教育，完成学分制研学课程。

### 城市人文风光

深度领略中国城市风光和名胜古迹。让孩子们走进中国一、二线城市，领略都市建筑、人文、夜景之美，同时打卡博物馆、文创街、艺术基地等名胜古迹。



## » Study Tour in China

**Tour Contents:** Each theme consists of two parts: "Campus Study+Urban Cultural Scenery"

### 1. Campus Study Tour

Theoretical learning in universities + practical experience in enterprises. Visiting universities for learning and understanding professional knowledge in fields such as electronics, manufacture, and computer science. After learning theoretical knowledge, students will dive into the enterprise base for theoretical practice and then experience firsthand the development of scientific and technological innovation in China in the new era, and gain a firsthand understanding of the scientific research, technological innovation, and industrial development of Chinese enterprises.

Experience of cultural customs in primary and middle/high schools: Visit and learn in primary and middle/high schools, learn Chinese culture and experience Chinese education through exchange and interaction between bilateral youth, and complete credit based study tour courses.

### 2. Urban cultural scenery tour

Deeply appreciate the scenery and famous historical sites of Chinese cities. Let students experience first and second tier cities in China, expose to the beauty of Chinese city urban architecture, culture, and night scenery, while also visiting museums, cultural and creative streets, art bases, and other famous historical sites.



## » 国际贸易：

为深度促进国家间产业合作交流与优质产品的进出口贸易业务，作为重庆东学稷文化传播有限公司旗下专业从事国际贸易的子公司，重庆东域达以中国一带一路文化发展专项基金为依托，以国际交流为核心，在国外链接了众多优质农产品和水产品等，同时在国内与中联重科等伙伴结成战略合作联盟，通过专项基金及东学稷文化搭建的国内外市场渠道，开展农产品和水产品的进口与国内工业机械设备的出口业务。东域达在开展国际贸易业务的同时，将打造四大核心服务平台：

### 1、国际进出口贸易服务平台

**促进中外贸易双向交流发展：**与优质的国内外产品企业建立战略合作关系，依托集团公司完善的国内外销售网络渠道，将中国优秀的工业产品输送到国外，同时将外国优质的农业产品进口至国内或第三方目标国，促进多、双边贸易的深入发展。

### 2、资源对接与交易中介服务平台

**对接海外投资项目：**集团市场部门专业负责挖掘各合作国家的优质项目资源，建立国外优质项目资源储备库，平台积极为有意愿赴项目所在国投资的中国企业提供项目对接与交易中介服务。

### 3、商业咨询与商务代办服务平台

**服务中国企业出海：**确保投资安全合规、简化海外投资流程、节省投资费用，平台可为中资企业出海提供专业法律咨询服务等专业辅导，并根据企业需要，为企业提供包括境外投资备案、办公场所租赁装修、人员招聘、证照代办等各环节商务活动代办服务；同时可为企业提供专业的会计师、财务顾问服务，为保障企业投资安全和长期利益保驾护航。

### 4、国际产业交流服务平台

**促进国际间产业交流合作：**由平台组织国内和相关国家间的产业协会、商会、企业不定期举办国际产业交流活动，如组织相关企业开展商业项目考察、组织国家间相关产业交流会议等，以促进相互了解，互学互鉴，合作共赢。





## » International Trade

In order to deeply promote industrial cooperation and exchanges between countries and the import and export trade of high-quality products, Chongqing Dongyuda, as a subsidiary of Chongqing Dongxueji Culture Communication Co., Ltd. specializing in international trade, relies on the China Belt and Road Cultural Development Special Fund and takes international exchanges as the core. It has linked many high-quality agricultural products and aquatic products abroad. At the same time, it has formed a strategic cooperation alliance with partners such as Zoomlion Heavy Industry Science and Technology Co., Ltd. in China. Through the domestic and foreign market channels built by the special fund and Dongxueji Culture, it carries out the import of agricultural products and aquatic products and the export of domestic industrial machinery and equipment. While carrying out international trade business, Dongyuda will build four core service platforms:

### 1. International import and export trade service platform:

Promote the development of two-way exchanges between China and foreign trade: Establish strategic cooperative relations with high-quality domestic and foreign product companies, rely on the company's perfect domestic and foreign sales network channels, deliver excellent Chinese industrial products to foreign countries, and import foreign high-quality agricultural products to China or third-party target countries, and promote the in-depth development of multilateral and bilateral trade.

### 2. Resource docking and transaction intermediary service platform:

Dock overseas investment projects: The group's marketing department is responsible for exploring high-quality project resources in cooperating countries and establishing a resource reserve of foreign high-quality projects. The platform actively provides project docking and transaction intermediary services for Chinese enterprises interested in investing in the countries where the projects are located.

### 3. Business consulting and business agency service platform:

Serving Chinese enterprises going overseas: To ensure the safety and compliance of investment, simplify the overseas investment process, and save investment costs. The platform can provide professional legal consulting services and other professional counseling for Chinese enterprises going overseas, and provide enterprises with business activities agency services including overseas investment filing, office space leasing and decoration, personnel recruitment, license agency and other links according to the needs of enterprises. At the same time, it can provide professional accountants and financial advisory services for enterprises to ensure the investment security and long-term interests of enterprises.

### 4. Financial and tax activity agency platform:

Promote international industrial exchanges and cooperation: The platform organises industry associations, chambers of commerce and enterprises between domestic and relevant countries to hold international industrial exchange activities on a irregular basis, such as organising relevant enterprises to carry out business project inspections and organising inter-country meetings on relevant industry exchanges, so as to promote mutual understanding, mutual learning and win-win cooperation.



## » 预科大学:

中国一带一路国际预科大学是一个专门为国际留学生设计的预科教育项目,旨在帮助留学生提高语言水平、学术能力,以及跨文化交流能力等提供系列服务。通过这些综合性的服务和教育项目,帮助国际留学生顺利过渡到中国的高等教育体系,同时提升他们的中文水平和专业知识,为他们在中国的学术和职业生涯打下坚实的基础。

**学习内容:** 汉语言提升、专业基础知识提升等。

**教育模式:** 1+3模式、1+4模式,定制班等。

## » Preparatory Education

China Belt and Road International Preparatory University is a preparatory education program specifically designed for international students, aimed at helping them improve their mandarin proficiency, academic ability, and cross-cultural communication skills. Through these comprehensive services and educational programs, we help international students smoothly transition to China's higher education system, while enhancing their mandarin proficiency and professional knowledge, laying a solid foundation for their academic and professional careers in China.

**Learning contents:** Mandarin improvement, professional basic knowledge improvement, etc.

**Education modes:** 1+3 mode, 1+4 mode, customized classes, etc.

## » HSK培训:

HSK一项国际汉语能力标准化考试,重点考查汉语非第一语言的考生在生活、学习和工作中运用汉语进行交际的能力。HSK分笔试和口试两部分,笔试包括HSK(一级)、HSK(二级)、HSK(三级)、HSK(四级)、HSK(五级)和HSK(六级);口试包括HSKK(初级)、HSKK(中级)和HSKK(高级)。HSK培训主要针对母语非汉语的外籍学生通过短时间内的集中学习,快速提升汉语水平并通过相对应的等级能力测试,获取等级证书,为中国院校各级学历招生、分班授课、课程免修、学分授予等方面提供参考依据。

## » HSK Training

HSK is an international standardized test for mandarin proficiency, which focuses on testing the ability of non-native mandarin candidates to communicate in mandarin in their daily lives, studies, and work. HSK test consists of two parts: written test and oral test. The written test includes HSK (Level 1), HSK (Level 2), HSK (Level 3), HSK (Level 4), HSK (Level 5), and HSK (Level 6); The oral examination includes HSKK (beginner level), HSKK (intermediate level), and HSKK (advanced level). HSK training is mainly aimed at foreign students whose mother language is not mandarin. Through a short period of concentrated learning, they can quickly improve their mandarin proficiency and pass corresponding level ability tests to obtain level certificates. It provides a reference basis for Chinese universities at all levels of education enrollment, class teaching, course exemption, credit granting, and other aspects.



科技服务:

留学中国APP:

旨在为来华留学生提供全方位、一站式的留学服务。这个服务体系通过打造留学管家APP实现线上线下服务的一体化,使得留学中国的整个过程变得更加简单、快捷和方便。无论是来华短期学习还是长期生活。留学生都可以轻松管理自己的留学生活,从学习到生活,从交友到就业,实现留学中国的全产业链服务。



留学中国APP关键功能和服务:

留学规划与咨询、签证辅导、预科教育、住宿服务、生活指导、语言支持、学术支持、实习就业、社交活动、紧急救援、大数据管理、客户全方位咨询服务等。

Scientific and Technological Services

Study in China Application:

Aims to provide comprehensive and one-stop study abroad services for international students studying in China. This service system integrates online and offline services by creating the Study Abroad Manager app, making the entire process of studying in China simpler, faster, and more convenient, whether the student is short-term studying or long-term living in China. International students can easily manage their study abroad life, from learning to living, from making friends to employment, and achieve full industry chain services for studying in China.

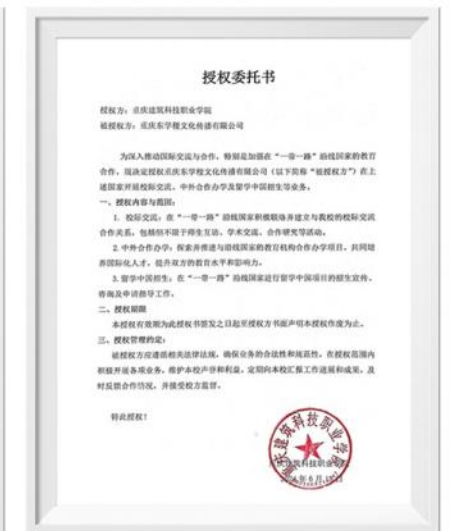
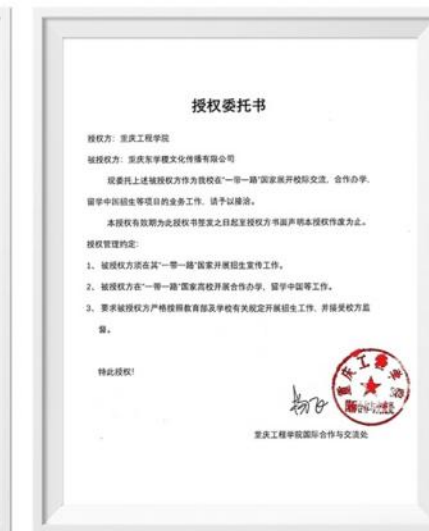
Key features and services of the Study in China app:

Study in China planning and consulting, visa counseling, preparatory education, accommodation services, life guidance, language support, academic support, internship and employment, social activities, emergency rescue, big data management, comprehensive customer consulting services, etc.

04 Cooperation Channels 合作/渠道

部分合作院校展示 (国内)

Collaborated Chinese universities (Partial)





» 部分合作院校展示 (国内)

Collaborated Chinese universities (Partial)



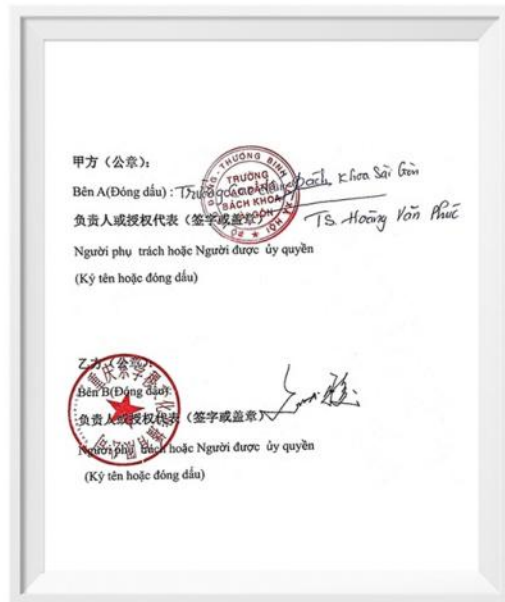
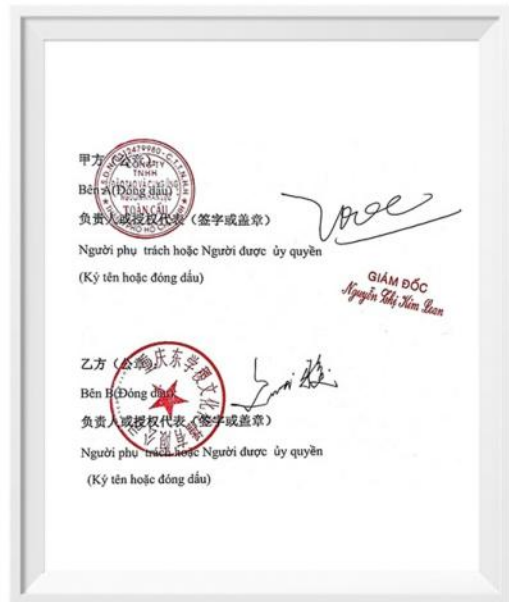
» 部分合作院校展示 (国内)

Collaborated Chinese universities (Partial)





部分合作渠道展示 (越南示例)  
Partial cooperation channel display (Taking Vietnam as an example)





» 部分合作渠道展示 (越南示例)

Partial cooperation channel display (Taking Vietnam as an example)



» 合作资源

- ◆ 领事馆资源
- ◆ 学校资源
- ◆ 机构资源

» Collaborated resources

- ◆ Consulate resources
- ◆ University resources
- ◆ Institution/Agency resources





# 05 Cooperation Mode

合/作/模/式 >>>

## » 合伙人画像:

- ◆ 热爱中国文化，愿意从事中文培训的海外个体、组织或机构。
- ◆ 具有丰富的政府、企业、高校、学生等相关资源。
- ◆ 具有自主招生能力，有一定的团队规模、市场开拓和管理能力。
- ◆ 具有良好的商业信誉和财务状况，能够承担一定的市场开拓和运营成本。

## » Partner Portrait

- ◆ Overseas individuals, organizations, or institutions who love Chinese culture and are willing to engage in mandarin training.
- ◆ Possesses abundant resources related to local government, enterprises, universities, students, etc.
- ◆ Capable of independent enrollment, with a certain team size, market development and management capabilities.
- ◆ Having a good business reputation and financial condition, able to bear certain market development and operational costs.

## » 合作模式:

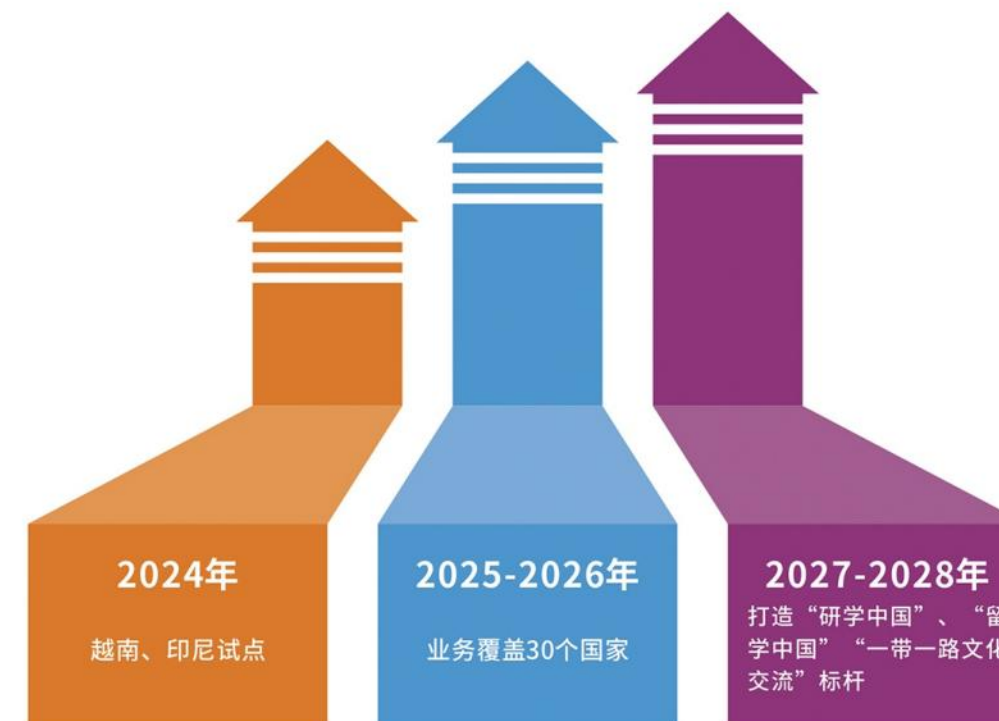
**总代理:** 即国家级合伙人，针对具有丰富政府、企业、高校、学生等相关资源的海外个体、组织或机构。

## » Cooperation Mode

**General agent:** i.e., a national level partner who targets local individuals, organizations, or institutions with abundant resources related to local government, enterprises, universities, students, and other related areas.

# 06 Development Plan

发/展/规/划 >>>



**2024:** Pilot projects in Vietnam and Indonesia

**2025-2026:** Dongxueji business covers 30 countries

**2027-2028:** Create international exchange demonstration benchmarks such as "study in China" and "study tour in China" and "cultural exchanges of the BRI"



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