

Invitation Letter for the 5th International Forum on "Surrounding Communication of Geographical Indications in China"

The development of the Chinese economy is leaping towards a higher level of brand economy, and the construction and development strategies of Chinese Geographical Indication products are increasingly valued by governments and enterprises at all levels. The theoretical research on the Surrounding Communication of Geographical Indications in China is also constantly strengthening. To promote the integration and application of Geographical Indication theory and practice in China, Service Office of the Geographical Indication Industry(SOGII) in China Centre for Promotion of SME Development, Research Center of Surrounding Communication(RCSC) in Peking University, Institute of Surrounding Communication(ISC) in Huaqiao University, and China Institute of Surrounding Communication of Geographical Indications in (CISCGI) will jointly hold the **"5th International Forum on Surrounding Communication of Geographical Indications in China"** from November 7-9th, 2025.

1. **Forum Theme:** Strengthening the construction of Geographical Indications in China and promoting the upgrading of the Chinese economy

2. Forum topics

(1) The current situation, characteristics, problems, and reasons for the development of Geographical Indication industries in China and internationally.

(2) The phenomena and patterns of Surrounding Communication of Geographical Indications in China.

(3) Resource survey, database construction, and intelligent technology application of Geographical Indication products in China.

(4) Legal norms and intellectual property protection issues of

Geographical Indications in China.

(5) Research on the Historical, Cultural, and Ecological Value of Geographical Indications in China.

(6) Research on Geographical Indications and Cultural Tourism Industry in China

(7) Exhibition, experience, and inquiry learning of Geographical Indications in China.

(8) Training and Development of Geographical Indication Talents in China.

(9) Research on the traceability mechanism and guarantee system of geographical indication products in China.

(10) Research on the Quality Assurance and Evaluation System of Geographical Indication Products in China.

(11) Other research related to geographical indications both domestically and internationally.

3. Meeting Venue

Academic Exchange Center, Jiangbei Campus, Zhejiang Guangsha Vocational and Technical University Of Construction (ZGUC)

(Address : No.1 Guangfu East Street, Dongyang City, Jinhua City, Zhejiang Province, China).

4. Meeting Venue

Hall of Academic Exchange Center, Jiangbei Campus, ZGUC.

5. Participation method:

The conference will be held both online and offline.

6. Conference fees

No fees will be charged for this conference. Participants are responsible for their own round-trip transportation expenses, and accommodation and meals during the conference will be arranged with the assistance of the conference organizer.

Authors of Excellent paper are invited to attend the conference and

will be reimbursed for round-trip transportation and free accommodation and meals.

7. Paper Submission

Please write an academic paper or speech outline of 3000-5000 words based on the above topics or within the scope of the conference theme. The conference does not accept papers that are not directly related to the subject of this conference.

8. The conference Confirmation Form

In order to ensure the smooth progress of the conference preparation work, applicants are requested to fill out the Confirmation Form before September 30th, 2025 and send it to the email address of the conference preparation team: 20240601@zjgsdx.edu.cn.

The deadline for submitting conference papers and speech outlines is October 31, 2025.

9. Conference transportation

Flight tickets can be booked for the round-trip to Yiwu City or Hangzhou City.

High-speed trains can be booked for the round-trip between Jinhua (South) Railway Station and Hengdian Railway Station, then transfer directly to the **light rail** Jinyi Line and(or) Yidong Line and get off at Renmin Road Station.

10. Co-organizers of the conference

Research Network of Surrounding Communication

(www.zhoubianchuanbo.com)

11. Strategic Partners of the Conference

Journal of Global Trends in Social Science (JGTSS)

Facebook : “China and Neighbors”/“China Q & A”

12. Contact person for the conference preparation team

Haixiang Zhou/Yongjun Han: +86 579-8666-8830 /8829

Email: 20240601@zjgsdx.edu.cn

CHINA INSTITUTE OF SURROUNDING COMMUNICATION
ON GEOGRAPHICAL INDICATIONS (CISCGI)

March 6, 2025

Scan the QR code on WeChat to register



Conference WeChat Group



Meeting Confirmation Form of the 5th International Forum on NCGIC

Full NAME	Gend er	Work Unit	Profess ional Title	Positio n	Thesis Title	C /P No.	Email Address	Remarks
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Explanation: Please fill out the form and send it to: 20240601@zjgsdx.edu.cn. Thank you!