Program of the 2024 Lucun Forum

The Lucun Forum aims to comprehensively promote the organic interaction between rural finance, rural revitalization, and rural tourism as a win-win platform for promoting a community with a shared future for mankind. At the same time, it fully leverages the leading role of finance in deepening the "Ten Million Project", supporting rural revitalization and rural tourism, and contributing to the realization of human rural civilization and common prosperity as a "Chinese sample".

1.Forum Name

Lucun Forum

2.Forum Theme

The “Chinese Sample” of Financial Assistance for the New Forms of Global Rural Civilization and the New Mission of Rural Tourism

3.Date and location

Date: November 8-10, 2024

Location: World Rural Tourism Town, Wuxing District, Huzhou City, Zhejiang Province, China (permanent site of Lucun Forum)

4.Organizing unit

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| **Host**  | World Rural Tourism Council  |
|  | Zhejiang Chamber of Commerce Financial Services Committee  |
| **Undertaking units** |

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| CNTV  |
| Zhejiang Commercial Bank Co., Ltd  |
| Zhejiang International Studies University  |

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|  | Zhejiang Rural Tourism Research Institute  |
| **Supporting units**  | International Mountain Tourism Alliance  |
|  | Asia Pacific Tourism Association  |
|  | China Economic Information Service  |
|  | Central Radio and Television Zhejiang Station  |
|  | Zhejiang Federation of Social Sciences  |
|  | Huzhou Municipal People's Government  |
| **Guidance unit** | Department of Resource Development, Ministry of Culture and Tourism  |
|  | China Tourism Research Institute |

5.Attendees (approximately 300 people)

① Important leaders

② Leaders from Central Radio and Television Station, Zhejiang Province, etc.

③ Guests from the Resource Development Department of the Ministry of Culture and Tourism, the Rural Social Development Center of the Ministry of Agriculture and Rural Affairs, the China Tourism Research Institute, CCTV, China Economic Information Service, etc.

④ Guests from the Publicity Department of the Zhejiang Provincial Party Committee, the Foreign Affairs Office of the Zhejiang Provincial People's Government, the Zhejiang Provincial Federation of Social Sciences, the Zhejiang Provincial Department of Agriculture and Rural Affairs, the Zhejiang Provincial Department of Culture, Radio, Television and Tourism, the Zhejiang Local Financial Supervision and Administration Bureau, Zhejiang Foreign Languages Institute, Zhejiang Commercial Bank, the Huzhou Municipal Party Committee and Government, and the Wuxing District Committee and Government, among others

⑤ Members of the World Rural Tourism Council and international industry representative

⑥ Representatives of rural revitalization and rural finance industry

⑦ Experts and scholars

⑧ Other representatives

6.Activities

**（1） Guest registration**

① Date: November 8th, 2024, all day

② All attending guests

③ Contents: ① Guest registration

② Night Tour of Lucun Village

**（2） Main activities (in triplicate)**

**Opening Ceremony** (Hosted by famous CCTV anchor)

①Time: November 9, 2024 9:00-11:45

② Target audience: All attending guests

③ Positioning: Annual event for global rural industry and financial industry interaction

④Agenda:

Phase 1: Forum Launch and Release

① Congratulatory letter

② Speech

(Headquarters video+Provincial government+World Economic Forum+UNESCO+World Tourism Organization+World Rural Tourism Council+Asia Pacific Tourism Association+World Tourism Alliance)

③ Publish

I.the "Brand Research Report on Financial Assistance for Rural Revitalization (Rural Tourism) and Green Development (Top 20)" (Green Book)

II.the "Green Development Brand Research Report on Rural Tourism Supporting Rural Revitalization (Three Top 100)" (Green Book)

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| Top 100 Counties and Districts for Rural Tourism  | (Provincial level and above comprehensive tourism demonstration counties and districts as the main body)  |
| Top 100 Villages in Rural Tourism  | (National Key Villages for Rural Tourism as the Main Body)  |
| Top 100 rural tourism homestays  | (National Key Rural Tourism Homestays as the Main Body) |

④ Read aloud

I.the "Proposal for Financial Assistance to Rural Revitalization" (Zhejiang Commercial Bank)

II.the "Huzhou Consensus on the Ten Million Project" (Huzhou Municipal Government)

III.the "Proposal for Rural Tourism to Support Common Prosperity" (Wuxing District Government)

⑤ Signing (International Mountain Tourism Alliance and the World Rural Tourism Council; Asia Pacific Tourism Association and the World Rural Tourism Council; Zhejiang Foreign Language Institute and the World Rural Tourism Council; representatives of the Belt and Road Member States and relevant domestic units)

⑥ Awarding (awarded by the World Rural Tourism Council to the People's Government of Wuxing District)

⑦ 2024 Lucun Forum Launch Ceremony (led by the Presidium)

Phase 2: Zhejiang Commercial Bank's "Shanben Finance" Model Media Release

① Chairman's keynote speech at Zhejiang Commercial Bank

② International experts discuss financial assistance for rural revitalization

③ Tourism experts discuss rural finance and rural tourism

④ Scholars from Rural Commercial Bank Discuss Rural Finance in Rural Revitalization

⑤ CCTV experts discuss the financial model of Zhejiang Commercial Bank

**Lu Village Practice Seminar**

(1) Time: November 9, 2024 14:00-15:30

(2) Target audience: All attending guests

(3) Theme: "Millions of Projects" Leading Rural Revitalization and Supporting Common Prosperity through the "Lu Village Practice"

(4) Contents:

① Experience sharing of the “Ten Million Project Lu Village Practice”

② Promotion of the "Rural Revitalization and Common Prosperity Town" Model

③ Interaction between domestic and foreign experts and academic representatives in the industry

**Conference on Lucun Report Release**

(1) Time: 14:30-16:00 on November 9, 2024

(2) Target audience: All attending guests

(3) Topic: Exploration of Scientific Release of Rural Tourism Information Data

(4) Content:

① Speech by the leader of the Resource Development Department of the Ministry of Culture and Tourism

② China Tourism Research Institute releases 2023 China Rural Tourism Data Monitoring Report

③ The leader of China Tourism Research Institute delivers a keynote speech

**Lucun Village Consensus:A Closed-door Meeting**

(1) Time: November 9, 2024 19:30-21:15 or November 10 9:30-111:15

(2) Target audience: Representatives of leaders in the rural tourism industry

(3) Theme: Global Rural Tourism: The Road to Win Win in the World

(4) Contents:

Phase 1: Work Consultation

① Commending the World Rural Tourism Council for its annual outstanding performance in various fields (Executive Secretary General)

② Work Report of the World Rural Tourism Council (Secretary General)

③ Global Rural Tourism Industry Leaders Representative Business Exchange (Regional Chairman)

④ Speech by He Guangwei, President of the World Rural Tourism Council

Phase 2: Academic Interaction

① Academic exchanges with domestic and foreign guests (about 5 people)

**（3） Featured Activities**

**World Children's Leisure Clothing Alliance Conference**

(1) Date: November 10, 2024 morning or afternoon

(2) Object: Representative of the World Leisure Children's Clothing Alliance

(3) Theme: Casual Children's Clothing and Rural Revitalization

(4) Contents:

① Establish the World Children's Leisure Clothing Alliance

② Speech on the theme of children's leisure clothing supporting rural tourism

③ International friends view children's clothing from Zhili World

7.Activity format

offline and online

8.Organizational structure

Establish the 2024 Lucun Forum Organizing Committee.

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| 2024 Lucun Forum Organizing Committee |