

# Discover SWUFE

3-16 July 2016 CHENGDU

## 5<sup>th</sup> Annual INTERNATIONAL SUMMER CAMP



# Welcome Message

“  
*This exciting experience is  
our invitation for you to  
have a wonderful time in  
our university and country.*”



**Dear Students,**

In 2013, Chinese president Mr. Xi Jinping proposed the 'Belt and Road' Initiatives—outlining his support to reinvigorate the land based 'Silk Road Economic Belt' and further develop the ocean-going '21st Century Maritime Silk Road' that will strengthen trade and development opportunities along a strategic economic belt passing through the Eurasia region, all the way to Europe and beyond. Since that time, SWUFE has dedicated itself to support these initiatives by strengthening knowledge exchange along this belt and fostering new university relations.

The 2016 Discover SWUFE summer camp will offer students a unique opportunity to experience SWUFE and China, and more than this it will provide a platform to explore approaches to innovation and entrepreneurship by young international professionals seeking to enhance the value added by the 'Belt and Road' initiatives.

The Discover SWUFE International Summer camp is one of the signature events in the university calendar, bringing together 60 of the top student ambassadors from throughout the SWUFE global network for an extraordinary 14 day program. During this unique experience we offer you an authentic 'taste' of modern day life in China, a chance to learn more about Chengdu, to foster a better understanding of the historical, cultural and economic development of the Silk Road Economic Belt, and giving you a short but wonderful experience at SWUFE.

As one of China's leading universities in the fields of finance, economics and management, SWUFE is centrally located within China. The university is based in Chengdu, the capital city of Sichuan province, known internationally for its rich and culturally significant history, rapid internationalization, unique Sichuan foods, and being the home of the giant panda. Through this event we will get the special chance to communicate and learn from each other and also make a few new friends along the way.

I look forward to welcoming you to SWUFE this summer.

With best regards,

A handwritten signature in black ink, appearing to read '梁婷' (Liang Ting).

Dr. LIANG Ting  
Summer Camp Organizing Committee Chair  
Director, Office of International Exchange and Cooperation  
Dean, College of International Education  
Southwestern University of Finance and Economics (SWUFE)  
Chengdu, China



# Introduction

## Southwestern University of Finance and Economics

Established in 1925, SWUFE is one of the leading universities specialized at Finance, Economics and Business in China, ranking alongside some of the best institutions in the region. The university engages in a wide range of funded projects and academic research developing a status as a regional think tank for government and enterprises working in or with China.

### Motto

Striving for the well being of people and society

### Establishment

1925

### Colleges

27

### Student Enrollment

24,000 (approx. 16,000 undergraduates)

### International Students

approx. 600

### Location

Chengdu City, Sichuan

### Campuses

Liulin Campus (Main), Guanghua Campus (Old campus)

### Website:

<http://e.swufe.edu.cn>

## SUCCESS STORIES



### 2012 Highlights

47 Students from  
8 Countries and  
11 Universities



### 2013 Highlights

70 Students  
21 Countries  
25 Universities



## Discover SWUFE Program

The Discover SWUFE program is designed to give you a memorable and powerful two-week encounter with SWUFE and China. You will attend lectures, delivered in English, by leading professors from SWUFE and also get the chance to interact with the brightest young students from SWUFE.

The program is about much more than academic/professional learning; our focus is on providing an unforgettable experience that will also take you on a journey into other aspects of life in modern China. If you enjoy exotic cuisine, the unique foods in Chengdu and Sichuan can be savored in the famous Jinli Street. If you enjoy theatre, the breath-taking traditional Chinese mask changing performances are unbelievable.

If you like history and culture, we will show you the local World Natural and Cultural Heritage Sites, such as the Sichuan Panda Sanctuaries, the famous Wuhou Shrine, Mount Qingcheng, and much more! You will also get chance to learn Chinese calligraphy, martial arts, cooking and traditional music! These experiences combined will give you a unique and first-hand understanding of Chinese culture, language and business.

## Program Harvests

**C**hengdu, China's most rapid expanding city and your host.

**M**eeting minds and encouraging diversity, bring together the brightest young talents from some of the world's leading universities

**CAMP**

**A** 14 day program immersing students in Chinese culture, academia, and business

**P**resenting you a certificate to permanently mark your time and achievements during this memorable experience



### 2014 Highlights

83 Students  
18 Countries



### 2015 Highlights

60 Students  
37 Universities

# 2016 Discover SWUFE Schedule

		2016 Discover SWUFE Academic Summer Camp Schedule			3rd-16th July 2015	
Date		Morning	Lunch	Afternoon	Dinner	Evening
3-Jul	Sun	Airport Pick-Up will be arranged /Registration/Check-in to accommodation				
4-Jul	Mon	9:00-12:00 Opening Ceremony Welcome Speech by SWUFE Representatives/ Introduction to the Program and Staff Visit to SWUFE Museum	Welcome Lunch	<b>Lecture 1</b> , Chinese Culture 13:30-16:30 Survival Chinese	18:00 Jinli Street Area	19:00-21:00 Evening Social Activities: Visit Jinli (Historic Street: Chinese cuisine, traditional clothes and handcrafts)
5-Jul	Tue	<b>Lecture 2</b> , Academic Lecture 9:00-12:00 Chinese History	Campus Canteen	<b>Lecture 3</b> , Chinese Culture 13:30-16:30: Calligraphy	Campus Canteen	Free Time
6-Jul	Wed	<b>Lecture 4</b> , Academic Lecture 9:00-12:00 Understanding China's " Belt and Road" Initiative	Campus Canteen	<b>Lecture 5</b> , Academic Lecture 13:30-16:30 China's Political Economics	18:00 Hotpot Restaurant	19:00-21:00 Evening Social Activities: Sichuan Theatre (Watch face-changing and fire spitting performed by dancers)
7-Jul	Thu	Visit to Dujiangyan Irrigation System(irrigation infrastructure built in 256 BC) and Jiezi ancient town			Campus Canteen	Free Time
8-Jul	Fri	<b>Lecture 6</b> , Academic Lecture 9:00-12:00 Youth Innovation & Entrepreneurship	13:30-17:30 Chinese Cooking Class ( lunch and dinner)			Free Time
9-Jul	Sat	9:00-11:30 Visit to Panda base	12:00 The wide and narrow alleys- ancient streets	<b>Lecture 7</b> , Business Visits 14:00-17:00 Visit to Local Business	Self-arranged Dinner	Free Time
10-Jul	Sun	Free Time				
11-Jul	Mon	<b>Lecture 8</b> , Academic Lecture 9:00-12:00 Chinese Politics and Rule of Law	Campus Canteen	<b>Lecture 9</b> , Academic Lecture 13:30-16:30 Chinese Financial Markets	Campus Canteen	Free Time
12-Jul	Tue	<b>Lecture 10</b> , Academic Lecture 9:00-12:00 China Business	Campus Canteen	<b>Lecture 11</b> , Academic Lecture 13:30-16:30 China Urban Economy	Campus Canteen	Free Time
13-Jul	Wed	<b>Lecture 12</b> , Academic Lecture 9:00-12:00 Internet finance in China	Campus Canteen	13:30-17:30 Group discussion regarding the final PPT presentation	Campus Canteen	Free Time
14-Jul	Thu	09:00-12:00 Student Presentations	Campus Canteen	13:30-15:30 Receiving Feedbacks on Presentations from Professors	<b>17:00-21:00 Closing Ceremony, Farewell Party&amp;Dinner</b>	21:00 Return to the Hotel
15-Jul	Fri	Free Time: Shopping & packing				
16-Jul	Sat	Airport See Off				
		Please note: this schedule is subject to minor changes				



## 2015 International Student Forum

140 Students  
24 Countries  
80 Universities



## 2016 Summer Camp

Our commitment to help you to explore approaches to innovation and entrepreneurship by young international professionals seeking to enhance the value added by the 'Belt and Road' initiatives.

## Program Fee

This exciting experience is our invitation for you to have a wonderful time in our university and country. We will cover all other costs during this two-week program (course fees, accommodation, local transportation and meals).

The only costs that your students need to pay are for registration fee (RMB 400 yuan), visa application, insurance and the flight ticket to Chengdu!

But probably you will want to bring some of your own spending money for unique gifts to take back to your friends and family!

## Eligibility

All full-time undergraduate and postgraduate students are welcome to apply.

## Application

Students interested in applying to the program should follow the steps outlined below:

Complete the online registration before 30 April 2016 at [http://e.swufe.edu.cn/ADMISSIONS/INTERNATIONAL\\_STUDENTS/SUMMER\\_PROGRAMS.htm](http://e.swufe.edu.cn/ADMISSIONS/INTERNATIONAL_STUDENTS/SUMMER_PROGRAMS.htm)

Short listed candidates will be notified by the Discover SWUFE selection committee within two weeks of the application deadline.

For any enquiries, please contact us at [discover@swufe.edu.cn](mailto:discover@swufe.edu.cn)



## Visa Application

Accepted students can apply for an appropriate visa (both Visiting (F) and Tourist (L) visa are acceptable) via the local Chinese embassy or consulate by providing the appropriate application form and an official Invitation Letter, which will be offered by SWUFE after acceptance.

## Insurance

International students must have insurance, medical and accident insurance at least, when studying in China according to the policy of China's Ministry of Education. An insurance policy, purchased abroad and covering the students' complete stay in China, must be provided upon registration.

While in most cases your visit will be free of ailments/injuries, in the remote case something does happen, it is important to understand that Chinese healthcare is not free for anybody, and having insurance avoids any excessive costs.

## Requirements

We hope you will enjoy sharing your international experiences with both home university faculty and classmates.





### **CONTACT US:**

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