

# 2026 SWUFE GLOBAL ACADEMY

School of International Business

# PANDA PANDA





# The "Belt and Road" Intercultural Communication Academic Camp / Panda Panda 2026.07.02 – 07.11

## **Course #01**

Intercultural Business  
communication

## **Appreciation of Traditional Culture #02**

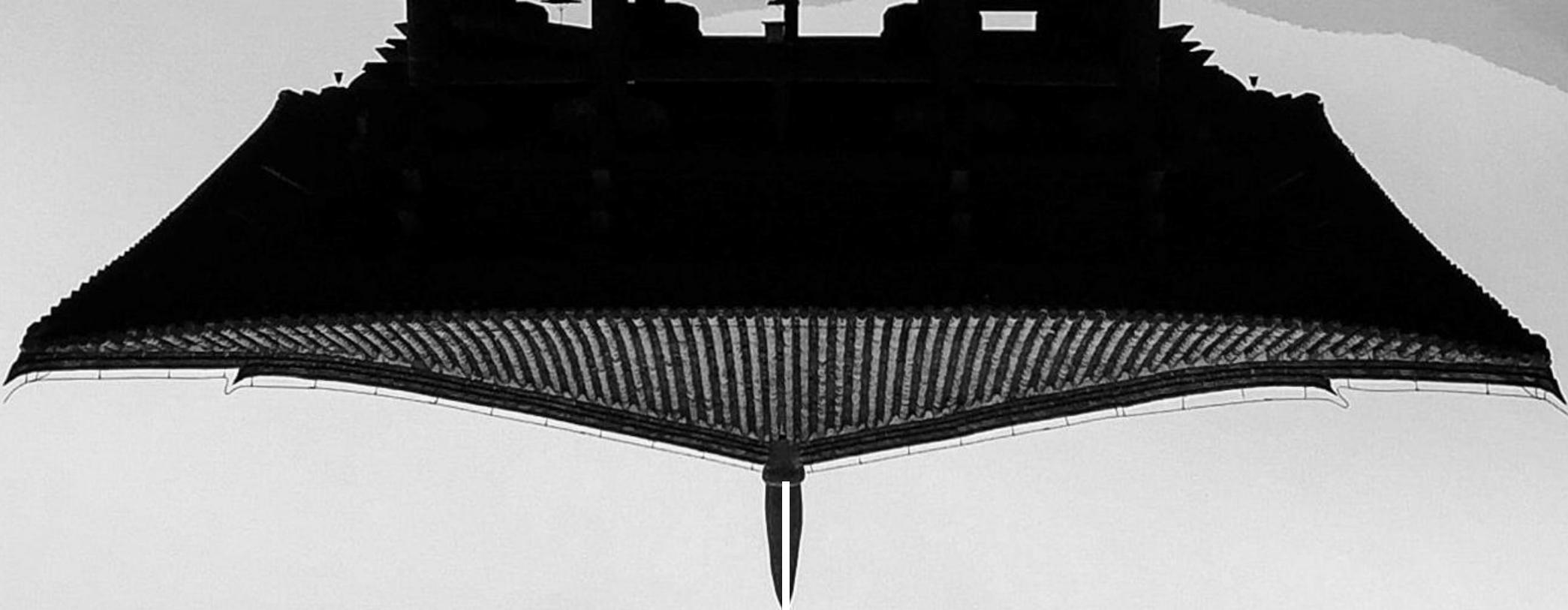
Sichuan Opera / Hometown of Panda / Sichuan Embroidery / Sichuan food / TEA Culture  
/ Hot Pot.....



SWUFE being one of China's leading universities in the fields of finance, economics, and management, our university is also located at the central crossroad of the Belt and Road Initiative, the modern-day silk road that is originated in China. Based in Chengdu, the beautiful capital city of Sichuan, our university's location is internationally well-known for its rich cultural heritage, beautiful nature and special Chinese history, its rapid internationalization, its dynamic and innovative economic development, and last but not least our typical Sichuan spices and for being the home of the giant panda.

Our 2026 SWUFE Global Academy summer program is not only our common opportunity to learn from the dynamic economic example of our buzzing metropolis Chengdu, but also to make long-term international friends along our way.





# About SWUFE

Southwestern university of Finance and Economics

## **Vision:**

**To persistently strive for the benefit of people and society.**

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

Students 22600+

Faculty & stuff 2000+

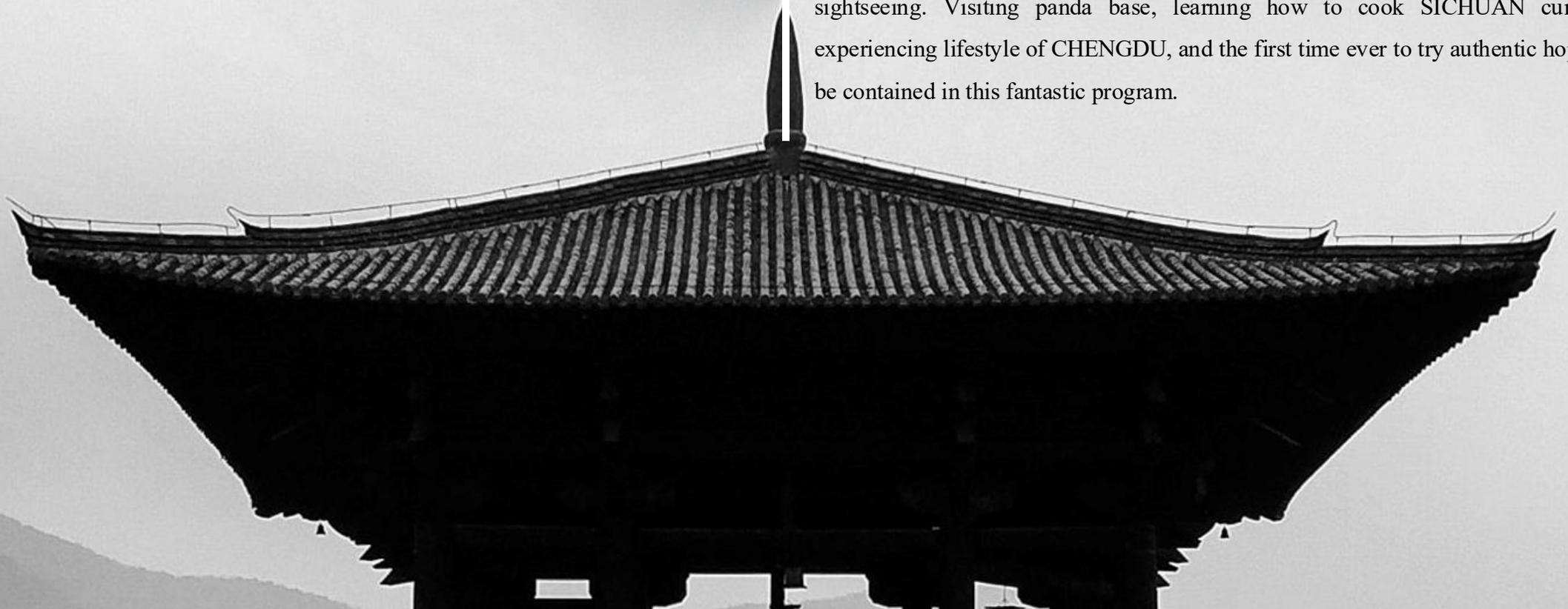
Top 3 universities of China in Economy Business and Management

# About

## PANDA PANDA

The 2026 SWUFE Global Academy (SGA) — The “Belt and Road” Intercultural Communication Academic Camp / PANDA PANDA will offer a unique opportunity to experience SWUFE and China. It is one of the signature events in the university calendar, during this unique experience we offer you an authentic taste of modern life in China, a chance to learn more about Chengdu city, to foster a better understanding of business innovation and entrepreneurship, and giving you a short but wonderful experience at Chengdu city.

We will offer students 2 credits course, by experiencing full time study with SWUFE students and all kinds of student activities. And also with cultural activities, visits and sightseeing. Visiting panda base, learning how to cook SICHUAN cuisine, deeply experiencing lifestyle of CHENGDU, and the first time ever to try authentic hop pot, will all be contained in this fantastic program.



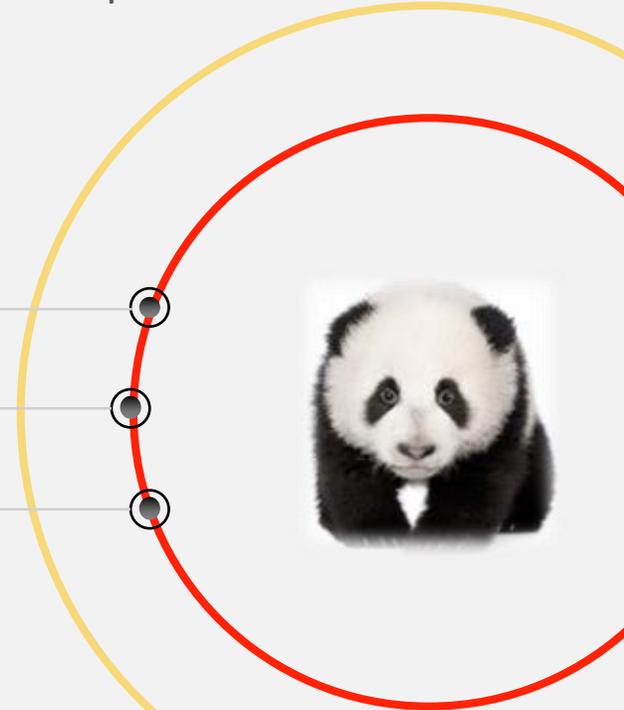
# WHY JOIN US ?

2026 SUMMER / Once in a lifetime experience

Learn from professionals about Intercultural Communication with 2 credits

A window to understand traditional Chinese culture an a chance to visit Chengdu, top 4 cities of China

To meet panda, to visit history, to eat hot pot, to live in the world's most happiest city



# Timing And Fees



Program	Date	Format
	7.1-7.11	Chengdu

	Partner University
Application Fee	Waived
Tuition Fee	¥ 1000.00
Hotel & Dining	¥ 4000.00
Field Trip & Activity Fee	¥ 3000.00
Flight ticket	Self pay
Insurance	Self pay

- Book airline ticket arrive on 2026.7.1, there will be a pickup service by SWUFE at airports of Chengdu, Shuangliu international airport or Tianfu international airport.
- The project fee of ¥ 8000.00 will be collected at the registration site.
- Each partner institution offers 2 free spots in the program, and students only pay their travel costs.

# Preliminary Schedule

Date	Morning	Lunch	Afternoon	Dinner	Evening	
7.1	Day 1	Airport Pick-Up / Hotel Check-in / Registration				
7.2	Day 2	Visit SWUFE history Museum, campus tour and ice breaking activity	Welcome lunch	Cross-cultural lectures	Welcome dinner and dumplings making	Free time
7.3	Day 3	Cross-cultural lectures	Sichuan Restaurant	Visit Sichuan wine museum and learn Sichuan wine history	Dinner on own	Free time
7.4	Day 4	Learn to cook at the Sichuan Food Museum	Group lunch	Wuhou Temple Jinli traditional culture experience activities	Sichuan Restaurant	Visit Jinli
7.5	Day 5	Cross-cultural lectures	Campus Canteen	Visit Shu Embroidery Museum to learn Shu embroidery	Dinner on own	Free time
7.6	Day 6	Free Time				
7.7	Day 7	Visit panda breeding base	Chinese Restaurant	Visit Sanxingdui Site (TBD)	Hot pot !!!	Free Time
7.8	Day 8	Cross-cultural lectures	Campus Canteen	Visit cooperation company	Dinner on own	Free Time
7.9	Day 9	Tea picking experience activity	Chinese Restaurant	Leshan Giant Buddha tour	Sichuan Restaurant	Free Time
7.10	Day 10	Tachi experience of morning exercise	Lunch on own	Free time	Farewell dinner	
7.11	Day 11	Hotel check out and back to home 🛫				

## Who should apply ?

Open to Full-time undergraduate and post-graduate university students currently enrolled. Participants are required to be adults aged at or above 18.

## 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 from and an official invitation letter, which will be offered by SWUFE after acceptance.

## How to apply ?

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

**1^complete the online application registration at:**

**<https://swufe.17gz.org/>**

**From March 1<sup>st</sup> to April 30<sup>th</sup>, 2026**

**2^search program named <Panda, panda>**

**3^shortlisted candidates will be notified by the SWUFE Global Academy within two weeks of the application deadline.**

**4^ for any requires, please contact us at [ysm@swufe.edu.cn](mailto:ysm@swufe.edu.cn)**

## Visa & Insurance

### 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 student's complete stay in China, must be provided upon registration.



Application



# See you this summer

