



西南財經大學  
SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS

# The FinTech and Digital Economy Innovation

## Summer Camp 2026

@Southwestern University of Finance and Economics

## Program Overview

The SWUFE Global Academy, hosted by Southwestern University of Finance and Economics (SWUFE), is an esteemed international summer academic program designed to foster global education and cultural exchange. Scheduled for 8th July - 17th July 2026, this 10-day event marks its seventh consecutive year, celebrating the university's commitment to advancing first-class discipline construction and promoting the new finance strategy. The academy aims to enhance international cooperation and provide students with unparalleled opportunities for international exchanges.



# SWUFE Global Academy Highlights

## 1 Diversified Cultural Exchange and Experience

Participants engage in immersive workshops on traditional Chinese culture, offering hands-on experiences in activities such as calligraphy, tea ceremonies, and paper-cutting. They also embark on field trips that explore the rich heritage of Sichuan Province, providing a comprehensive view of both modern and historical China.

## 2 Academic exchanges in the field of finance and economics

Delivered by renowned experts from around the globe, these sessions focus on emerging trends in fintech, artificial intelligence, and new forms of productivity.

## 3 Field visits to renowned companies in Chengdu

Visits to leading enterprises provide insights into real-world business environments, highlighting achievements in innovation, market expansion, and corporate social responsibility.

# SWUFE Global Academy Features



## Academic Experience

The academic experience within the SWUFE Global Academy features specialized lectures conducted by experienced faculty on critical topics such as the Chinese economy, new forms of productivity, China's financial markets, and the Belt and Road Initiative. Participants gain valuable insights through these lectures, which are complemented by visits to the university's advanced financial laboratories and innovation centers. This combination of theoretical knowledge and practical applications enriches students' understanding of China's economic and financial landscape.

# SWUFE Global Academy Features

## Cultural Experience



The cultural experience component of the SWUFE Global Academy offers hands-on workshops in traditional Chinese arts such as calligraphy, tea ceremony, paper-cutting, martial arts, and Tai Chi. These activities provide participants with an immersive introduction to the richness of Chinese cultural heritage.

Furthermore, participants will explore the unique culture of Sichuan through visits to significant locations like Zhanqi Village, the Chengdu Research Base of Giant Panda Breeding, the Sanxingdui Museum, the Jinsha Site, Wuhou Temple, and Du Fu Thatched Cottage. Each location offers a window into the region's historical significance, from ancient civilizations to modern conservation efforts.

These carefully curated activities provide a comprehensive immersion into both traditional Chinese culture and the rich heritage of the Sichuan region, fostering a deeper appreciation for China's diverse traditions and vibrant history.

# SWUFE Global Academy Features

## Corporate Visits



The corporate visit component of the SWUFE Global Academy includes site visits to prominent Chinese enterprises such as JD Logistics, iFlytek, and FAW-Volkswagen. These visits provide participants with a behind-the-scenes look at the operational dynamics, technological innovations, and market strategies of leading companies in China.

Through these immersive experiences, students gain valuable insights into the business environment and the practices that drive success in the Chinese market. They have the opportunity to engage with industry professionals, observe cutting-edge technologies firsthand, and understand how these companies navigate global markets while maintaining a strong presence in China.

These corporate visits are designed to complement the academic curriculum, offering practical applications of theoretical knowledge and fostering a deeper understanding of China's economic landscape and business culture.

# Itinerary (provisional)

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10
Morning	Arrival Day	Orientation & Icebreaking	Cultural Visits - Panda base	On-campus Lecture	Free Day	On-campus Lecture	Traditional Cultural Experience - taichi	Cultural Visits	Closing Ceremony	Departure Day
		Campus Tour								
Afternoon		SGA Opening Ceremony	Corporate Visits -	Cultural Visits - Kuanzhai alley		Traditional Cultural Experience - tea	Cultural Visits - chengdu museum	Corporate Visits - New energy vehicle company	Free time	
		Evening	Welcoming Dinner - hotpot	Free Time		Free Time	Free Time	Free Time	Free Time	

\*Please note that this itinerary is provisional and may be subject to changes according to specific circumstances at the time.

# Expected Outcome

- 1. Enhanced Understanding of China:** Gain insight into China's recent social, economic, and scientific advancements while revisiting its five-thousand-year history.
- 2. Cultural Immersion:** Experience the richness of Chinese culture, including traditional arts, customs, and the unique cultural heritage of Sichuan.
- 3. Academic Enrichment:** Deepen understanding of China's financial markets, international trade, and economic policies through specialized courses and seminars.
- 4. Corporate Understanding:** Understand the operational dynamics and innovative practices of leading Chinese enterprises through site visits and executive talks.
- 5. Cross-Cultural Friendship:** Build lasting friendships and professional networks through peer interaction, cultural exchanges, and collaborative activities with SWUFE students.
- 6. Enhanced Global Perspective:** Develop a broader global perspective by engaging with diverse cultural and academic viewpoints.



# Fee Structure



Fee Structure for SWUFE Global Academy Participants

## 1. Free Quota for Partner Institutions

Students: each partner institution of SWUFE will be provided with **two (2) complimentary student slots**.

Faculty/Staff Chaperone: **One (1) complimentary slot** per partner institution is available for **a faculty/staff** accompanying students

## 2. Charges for Excess and Non-Partner Participants

For students exceeding the complimentary quota from partner institutions, as well as students from non-partner institutions, a participation fee of **RMB 7,000 per person** will be applied.

A promotional offer is available: for every five (5) paying students from the same institution, one (1) additional student can attend free of charge.

Please note that the complimentary slots cover all local costs associated with the SWUFE Global Academy during its duration, including accommodation and program fees. Participants are responsible for their own international travel expenses to and from Chengdu, as well as any personal insurance they may require.

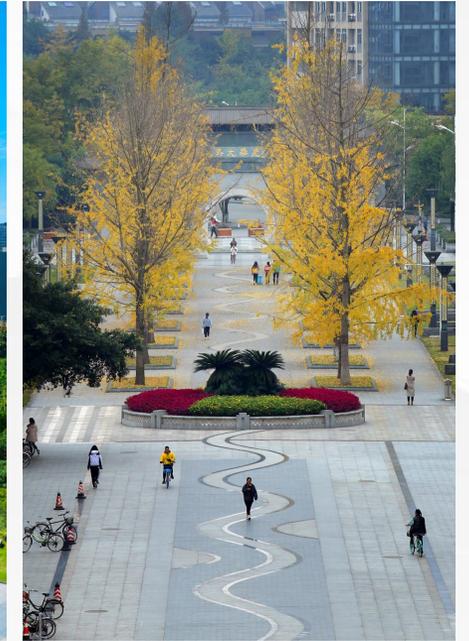
# Additional Information--Chengdu Overview

- Population **21 million**
- **2** international airports (CTU & TFU)
- **12** metro lines with another **8** under construction
- **56** Institutions of Higher Education/**756,000** college students
- The second UNESCO City of Gastronomy
- 2021 **FISU Summer World University Games** host city



# Southwestern University of Finance and Economics (SWUFE)

- Founded in **1925** in Shanghai as Kwang Hua University
- A public research university specialized in economics and management subjects (**Top 5** of its kind in China)
- A national university under MOE (1980-2000 **People's Bank of China** )
- Listed in “**Double First Class University Project**”
- **24,500** students (15,200 undergraduates, 8,360 master students, 1,380 PhD students)
- **26** schools (research institutes)
- **Two campuses** connected with a metro line (21km)
- **EQUIS & AACSB** accredited





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# See you in Chengdu!



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