



西南财经大学
SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS



SWUFE Global Academy(SGA)

@Southwestern University of Finance and Economics

Chengdu, China



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SWUFE Global Academy Overview

The SWUFE Global Academy (SGA) invites international students from global universities to participate in a 10-day study and cultural exchange in Chengdu, commencing in mid-June. During their stay, participants will have the opportunity to experience Chinese higher education, visit cultural landmarks, and explore distinguished Chinese enterprises. This program aims to provide a comprehensive immersion into Chinese academic life and cultural heritage, fostering mutual understanding and friendship between young leaders of the future.





SGA Highlights

1 Diversified Cultural Exchange and Experience

Students can experience traditional Chinese culture, such as calligraphy, tea ceremony, and paper-cutting, visit cultural sites, and explore the specialties of Chengdu, such as Sichuan Opera face-changing and Sichuan cuisine.

2 Academic exchanges in the field of finance and economics

Through lectures taught by the faculty of Southwestern University of Finance and Economics, as well as visits to the Finance and Economics Laboratory and the Center for Financial Innovation.

3 Field visits to renowned companies in Chengdu

Visiting well-known companies in Chengdu, participants can be able to visualise the achievements of Chinese companies in terms of technological innovation, market development and social responsibility.

SGA Features



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Academic Experience

The academic experience within SGA at SWUFE 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 insights through these lectures and by visiting the university's advanced financial laboratories and innovation centers, combining theoretical knowledge with practical applications. This enriched academic engagement deepens the understanding of China's economic and financial landscape and facilitates intellectual exchange between the participating institutions.

SGA Features



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Cultural Experience



SGA's cultural experience component offers hands-on workshops in traditional Chinese arts such as calligraphy, tea ceremony, paper-cutting, martial arts, and Tai Chi. Participants will also delve into the unique culture of Sichuan through visits to significant locations like Zhanqi Village, the Panda Base, the Sanxingdui Museum, the Jinsha Site, Wuhou Temple, and Du Fu Thatched Cottage. These activities provide a comprehensive immersion into both traditional Chinese culture and the rich heritage of the Sichuan region.

SGA Features



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Global
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Corporate Visits

The corporate visit component of SGA includes site visits to prominent Chinese enterprises such as JD Logistics, iFlytek, or FAW-Volkswagen. These visits offer participants a behind-the-scenes look at the operational dynamics, technological innovations, and market strategies of leading companies in China. Through these visits, students gain valuable insights into the business environment and the practices that drive success in the Chinese market.



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	Opening Ceremony	Cultural Visits	On-campus Lecture	On-campus Lecture	Cultural Visits	Free Day	Cultural Visits	China-US Youth Leadership Forum	Departure Day
		Campus Tour								
Afternoon		Traditional Cultural Experience	Corporate Visits	Corporate Visits	Traditional Cultural Experience	Cultural Visits		Corporate Visits	Graduate Ceremony	
Evening	Ice-Breaking	Welcoming Dinner	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.



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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.



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



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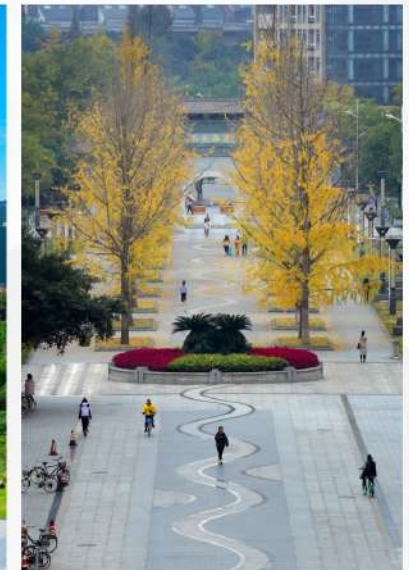
Southwestern University of Finance and Economics (SWUFE)



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- Founded in **1925** in Shanghai as Kwang Hwua 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)
- **28** schools (research institutes)
- **Two campuses** connected with a metro line (21km)
- **EQUIS & AACSB** accreditation





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See you in Chengdu!



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