



西南财经大学  
SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS

# DISCOVER SWUFE

2014 INTERNATIONAL SUMMER CAMP

29 June - 12 July  
Chengdu  
China





# 经世济民孜孜以求

"Striving for the Well-being of  
People and Society"



**Address:**

Southwestern University of Finance & Economics  
555 Liutai Avenue, Wenjiang, Chengdu,  
P.R. China, 611130

**Tel:** +86 28 8709 2553 **Fax:** +86 28 8709 2040

**Email:**

[Discover@swufe.edu.cn](mailto:Discover@swufe.edu.cn)



## Welcome message from the Office of International Exchange and Cooperation

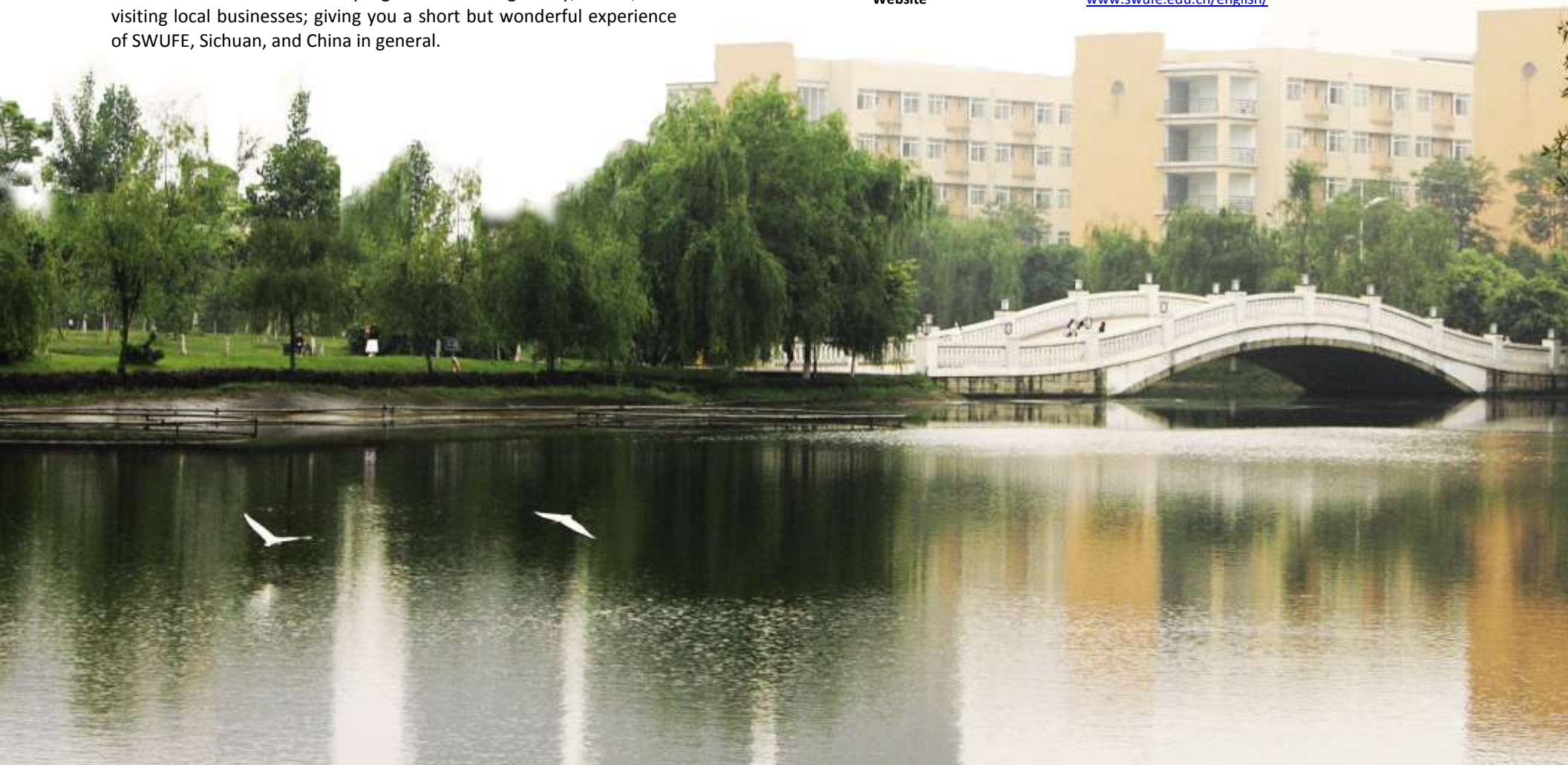
The Southwestern University of Finance and Economics (SWUFE) invites you to come and experience life in Sichuan, China, as an international student guest.

This is your chance to be an ambassador for your university and experience life at one of the top universities in China. In return we offer you an authentic 'taste' of modern day life in China.

This is a diverse two-week program combining study, travel, and visiting local businesses; giving you a short but wonderful experience of SWUFE, Sichuan, and China in general.

## SWUFE is your Destination

<b>Motto</b>	Striving for the well being of people and society
<b>Establishment</b>	1925
<b>Colleges</b>	27
<b>Student Enrollment</b>	24,000 (approx. 16,000 undergraduate)
<b>International Students</b>	approx. 500
<b>Location</b>	Chengdu City
<b>Campus</b>	Liulin Campus (Main), Guanghua Campus (Old campus)
<b>Website</b>	<a href="http://www.swufe.edu.cn/english/">www.swufe.edu.cn/english/</a>







# International Summer Camp

SWUFE is one of only 3 specialist finance and economics universities under the direct administration of the Ministry of Education. The university was designated in 1995 as a 'Project 211 Institution', confirming its status as one of the top 100 universities in China.

Today almost 20 years later, it maintains this reputation and is highly regarded as one of the leading centers of study for finance, business and Economics in China, ranking alongside some of the best institutions in the region.

The university engages in a wide range of activities and studies to support regional and national economic development and aims to become a globally recognized think tank for government and enterprises working in or with China.

Courses are specialized in the fields of business, financial engineering, liberal arts, social sciences and law, with economics and management programs at its core.







## About Chengdu, Sichuan

During the era of the 'Three Kingdoms' (AD 220-280) the Southwest kingdom of Shu-Han was established, with Chengdu as its capital. As a centrally located city with more than 2,000 years of history, Chengdu has become a dominant economic force in Western China.

Ideally located on the fertile Chengdu Plain, the city has become affectionately known to locals as "The Land of Abundance". In recent years the city has emerged as western China's center for logistics, commerce, finance, science and technology, and is rapidly becoming a hub of international business. To date, Chengdu has attracted more than 230 of the Fortune Global 500 world's largest firms to invest and open local operations.

The city, which enjoys a humid subtropical climate, was named in 2012 as China's 4th most livable city, revered for its unique mellow character and lifestyle, and its people who are well known for being laid-back and carefree.

## Field trips and activities

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 meet with senior professionals from local business.



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, the Giant Buddha at Leshan, 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.

## EXAMPLE PROGRAM CALLENDER

(Based on 2013 program. 2014 program may differ)

Day	Date		Morning	Lunch	Afternoon	Dinner	Evening
1	29-Jun	Sun.	Airport Pick-Up/Registration				
2	30-Jun	Mon	9:00 SWUFE Museum 10:00 Opening Ceremony 10:30 Lecture	12:00 Liuyuan Restaurant	14:00-16:00 Lecture 16:00-17:00 Campus Tour	18:00 Grandma Chen's Kitchen	City Tour : Wide and Narrow Alley (Historical Street)
3	1-Jul	Tue	9:00-12:00 Chinese Calligraphy	12:00 Liuyuan Restaurant	13:00 Chengdu Research Base of Giant Panda Breeding	18:00 Shunxin Tea House Dinner and Show	
4	2-Jul	Wed	9:30-11:30 Lecture	12:00 Liuyuan Restaurant	14:00 Business Visit: Beer Factory	18:00 Liuyuan Restaurant	Free Time
5	3-Jul	Thu	9:00-11:00 Lecture	12:00 Buffet Lunch	13:30-18:30 Chinese Cuisine Cooking lesson and Practice Cooking Skill		Free Time
6	4-Jul	Fri	9:00-12:00 Survival Chinese (2 classes)	12:00 Liuyuan Restaurant	13:30 Jinsha Site Museum	18:00 Kong Liang Hotpot Restaurant	Free Time
7	5-Jul	Sat	8:00-20:00 Travel: Dujiang Dam (World Heritage Site Irrigation System), Qingcheng Mountain				
8	6-Jul	Sun.	Free Time				
9	7-Jul	Mon	9:30-11:30 Sichuan Provincial Museum	12:00 Long Cao shou (Chinese Snack Food Restaurant)	13:00 Travel: An Ren Ancient Town		Free Time
10	8-Jul	Tue	9:00-12:00 Chinese Martial Arts	12:00 Liuyuan Restaurant	14:00-17:00 Traditional Chinese Music Experience	18:00 Liuyuan Restaurant	City Tour: Jing Alley (Historical Street)
11	9-Jul	Wed	9:00-12:00 Traditional Chinese Medicine	12:00 Liuyuan Restaurant	13:30 Du Fu's thatched cottage	18:00 Liuyuan Restaurant	Free Time
12	10-Jul	Thu	9:30-12:00 University Currency Museum	12:00 Liuyuan Restaurant	13:00 City Tour: Chun Xi Road (Downtown of Chengdu)		Free Time
13	11-Jul	Fri	9:00-11:00 Lecture	12:00 Liuyuan Restaurant	14:00 Closing Ceremony Farewell Party		Free Time
14	12-Jul	Sat	Airport See Off				



## Program Cost

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

We will pay for all other costs of this two-week program (course fees, accommodation, transportation around Chengdu, and meals).

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



**Prof. Zhang Zongyi**  
*University President*



**Prof. Yang Dan**  
*Vice President - International  
affairs*



**Ms. Liang Ting**  
*Director - Office of International  
Exchange and Cooperation*





**We hope to  
see you in  
SWUFE  
soon!**

## To Apply

Please e-mail your completed form enclosing a copy of your Passport photo page to [discover@swufe.edu.cn](mailto:discover@swufe.edu.cn) by 30<sup>th</sup> April, 2014

## 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.

## Key dates

	Date
<b>Registration opens</b>	March 15
<b>Application deadline</b>	April 30
<b>Airport pick-up (Housing check- in)</b>	June 29
<b>Opening ceremony and orientation</b>	June 30
<b>Activities/classes begin</b>	June 30
<b>Closing ceremony</b>	July 11
<b>Dormitory check - out</b>	July 12



