



THE THIRD "DISCOVER SWUFE" SUMMER CAMP WAS SUCCESSFUL, A REPORT ON PAGE 3

SWUFE NEWS



FEATURE OF THIS ISSUE

2014 The Year in Review, 2015 Prospects for the Next

The Office of International Exchange and Cooperation at SWUFE sends our readers, partners, and students around the world the best wishes for a Merry Christmas and a Happy New Year. In this issue, we are now looking back at a very successful and productive year 2014. At the same time we are looking forward to the year of 2015, the year of the celebration of our 90th anniversary.

EQUIS Accreditation

Most recently, in Dec. 2014, the School of Business Administration (SBA) received the European Quality Improvement System (EQUIS) Accreditation for a three-year term. It confirms that the SBA is the first business school in West China to be awarded this internationally recognized symbol of excellence.

Internationalization Strategy

This accreditation marks a great milestone in our internationalization strategy which was specified in April 2014, when the 1st Internationalization Conference was launched at SWUFE and where VP Yang Dan lined out 10 suggestions to support the process of internationalization. We have reported that in issue no 3.

International University Partners

The number of international university partners of SWUFE is growing steadily, as President Zhang Zongyi has mentioned it during his trip to Brazil, Chile, and Singapore in the beginning of December 2014, touring more than 6 universities and 4 further institutions in those three countries and signing a series of collaborative agreements for SWUFE in Latin America. In this December, for instance, the Study Abroad and Exchange Fair of SWUFE was able to offer more than 130 diverse overseas and study exchange programs for its students, being organized by at least 14 schools and departments of our university. But read more about successful international SWUFE students, intercultural activities, academic achievements, and international conferences that took place in the preceding academic year 2014.



2014 - A Successful Year for our Confucius Institutes in Macedonia and in SUNY at Albany, New York

Read more about the "International Day" Activities of our Confucius Institute in Macedonia, about the Sichuan Opera performed at our Confucius Institute in Albany, New York, and much more on page 5.

Feature Article on Page 5

FACTS

Facts about the Confucius Institutes in Macedonia and in the State of N.Y.

The Confucius Institute at St. Cyril and Methodius University was founded in September 2013 under the auspices of President Ivanov of Macedonia. The Confucius Institute in SUNY at Albany, N.Y., was launched in December 2013. In 2014, both were winning popularity among the population by unfolding a grand variety of cultural activities with regard to Chinese language, culture, and history (read more on page 5 and on our new English language university website <http://e.swufe.edu.cn>).



Foreign Student of SWUFE Succeeds in “Chinese Bridge”

Among 10,000 Applicants from 81 Countries 3 SWUFE Students qualified for the Semi-Finals of the Contest

Chengdu, Sept. 20, 2014. Fan Boren, a Canadian student of SWUFE ranked top six and won awards in the finals of the “Chinese Bridge” Chinese Proficiency Competition for Foreign College Students, realizing the best results achieved for SWUFE.

International Perception

This year’s “Chinese Bridge” attracted about 10 thousand applicants from 81 countries. Nearly 100 contestants from 39 countries advanced to the semifinal after passing fierce preliminary contests conducted in 13 divisions like Beijing, Shanghai, Guangzhou, and Chengdu. Among the seven contestants of Chengdu division, three of them who qualified for the semifinal come from SWUFE, ranking first among all participating universities of Chengdu. More than 120 news corporations covered the event, among them CCTV-4. Its partners included foreign embassies and



consulates, around 20 domestic and foreign chambers of commerce, and roughly 200 renown colleges and universities from all around China. During the finals, the judges were celebrities from various fields of Chinese language, such as the famous cross-talk artist, Jiang Kun, and the CCTV News Network anchorwoman, Li Xiuping. Moreover, the former vice chairman of the Standing Committee of the NPC, Xu Jialu, the deputy director of CCTV, Wei Dichun, and other celebrities were invited to join the ceremony. VP Yang Dan and representatives of the Office of

International Exchange and Cooperation attended the audience to applaud enthusiastically while the SWUFE student Fan Boren was honored during the celebration. Having an abundant knowledge in Chinese language and culture, Fan Boren demonstrated an elegant demeanor when expressing his love and gratitude to SWUFE by his confident performance and optimistic personality. The contestants from SWUFE proved a high level of international education to the world, enhancing SWUFE’s visibility and influence globally.



VP Yang Dan and the Dean of our College of International Education, Liang Ting (picture below), warmly welcome the guests from Taiwan.



The 2014 Cross-Strait Economic and Cultural Exchange Camp for Young Leaders Hosted by SWUFE

Chengdu, July 1, 2014. This 10-days Cross-Strait Economic and Cultural Exchange Summit aims at strengthening the exchange and cooperation between SWUFE and universities from Taiwan, so as to promote the economic and cultural exchange between the mainland and Taiwan. All in all, 26 teachers and students from Taiwan and 20 students from SWUFE attended the activity.

Social Responsibility Across the Strait

Famous entrepreneurs, scholars, and students discussed a grand variety of topics, like the comparison of business models, economic cooperation, and economy of energy across the strait in order to cultivate social responsibility and to broaden the horizons of the students. On one hand, during the 10-days-summit, the students plunged into an in-depth learning on cross-strait macro- and micro-economic cooperation policies, on the other hand the 26 guests learned to know

Sichuan’s Three-Kingdom-Culture, local life, and cuisine. Talents from both sides were pleased by the program.

STUDENT PLACEMENT

Are you an international student looking for a student placement or an undergraduate internship in China?

If the answer is “YES”, here you will have the opportunity to gain valuable practical work experience at an international renown Chinese university.

We offer student placements in our international team at SWUFE.

CONTACT US FOR MORE INFORMATION:
+86 (28) 870 92 533, zhenzhenx@swufe.edu.cn

DISCOVER SWUFE SUMMER CAMP 2014



Participants study Calligraphy

Apart from the specialized courses, various culture courses were provided for the campers. In Basic Chinese they learned some simple Chinese language concerning their daily life. In the Sichuan Institute of Cuisine they experienced Chinese cooking, such as rolling and wrapping dumplings. In Chinese Folk Music Class they were impressed and fascinated by the music played by SWUFE Students Art Group. In Calligraphy Class they learned the fundamental elements of Chinese characters.



International Students Enjoy our Guanhua Campus in Chengdu

Besides, the campers visited lots of fascinating scenic spots in Chengdu after school, such as the Chengdu Research Base of Giant Panda Breeding, Dujiangyan Weir, Jinsha Museum, providing a taste of Chengdu's beauty in nature and culture.

As representatives of modern architecture in Chengdu, the International Finance Square on Chunxi Road as well as the Global Center stunned the ambassadors. After enjoying local Sichuan dishes they enjoyed themselves in the Kuan & Zhai Alley to experience the old life-style of Chengdu and to discover how West meets East here. Hotpot, Mahjong, Agritainment, can it be more of Sichuan?

Just as the representative of the American campers, Tyler, said, "Wonders happened here". They have experienced a profound and diverse culture in modern China. Before the departure, the campers highly appreciated the warm welcome and thoughtful arrangements of SWUFE, and expected more foreign students to participate in the following SWUFE Summer Camp in 2015.

MORE SUMMER CAMP INFORMATION

Do you want to become a student ambassador during the SWUFE Summer Camp in 2015? Information about its tours, its courses, and its scholarships is available at the Office of International Exchange and Corporation (OIEC).

CONTACT US FOR MORE INFORMATION:
+86 (28) 870 92 896, panhy@swufe.edu.cn

The 3rd Successful Discover SWUFE Summer Camp in 2014

83 Student Ambassadors, 35 Countries, and 26 Universities Attended the Program

From June 30 to July 12, SWUFE organized the "2014 Discover SWUFE International Summer Camp" after the success of the previous two camps held in 2012 and 2013. 83 student ambassadors from 35 countries and regions in 26 universities, including the University of Harvard and the University of Delaware, joined the program. During this two weeks, the ambassadors had not only taken specialized courses, but also experienced local daily life in China and made friends with 21 volunteers from SWUFE who helped them to have an in-depth understanding to Chinese traditional culture and the spirit of SWUFE.

High Level Education at SWUFE

President Zhang Zongyi and VP Yang Dan warmly welcomed the student ambassadors. Dr. Liang Ting, Director of the Office of International Exchange and Cooperation, introduced the uniqueness of SWUFE, especially the Business Administration Class which is instructed in English and offers opportunities to join the bachelor or master degree programs for students from all the countries around the world.

Prof. Ye Jianming, the Overseas Dean of the School of Accounting, analyzed the differences between education in China and in the US. Prof. Nigel Healey, VP of Nottingham Trent University, introduced Finance in Europe. Prof. Kou Gang, the Executive Dean of the School of Business Administration gave speeches on Capital Markets in China, and Prof. David Broadstock from the Research Institute of Economics and Management lectured on the Energy Economy in China. These courses arouse the campers' interest to emerging markets in China, bringing them an in-depth understanding of China.

Traditional Macedonian Dances



Sichuan Opera Show



Sightseeing in Beautiful Sichuan





More than 30 industry experts and scholars attended the forum and delivered speeches.

SMU-SWUFE Global Forum on Managing Economic Transitions

Platform for Business Leaders

Being the first joint international conference held by SWUFE and SMU, this forum provided a high-level platform for business leaders, policy makers, interest groups and researchers to share their experiences with economic transitions in one of the most successful economies of the world: Singapore. During the conference, the participants discussed a variety of topics concerning future opportunities and challenges of the Chinese development, such as "Urbanization and Real Estate", "City Supply Chains", and "The New Normal Economics and Real Estate Markets, or "Real Estate and an Aging Population".



More than 30 news organizations including Xinhua News Agency and China National Radio reported from the forum.

Chengdu, Oct. 24, 2014. The Southwestern University of Finance and Economics convened the "SMU-SWUFE Global Forum on Managing Economic Transitions: Perspectives from China and Singapore". The Conference was co-sponsored by the Singapore Management University and SWUFE, and it was hosted by the Survey and Research Center of China Household Finance.

SWUFE held the 4th Southwest China Model United Nations Conference (MUNC) in Chengdu

Renown Attendees

Chengdu, Oct. 24, 2014. Hosted by the Model United Nations (MUN) Association of the SWUFE Student's Union the MUNC was held at SWUFE for the fourth time. More than 200 representatives of no less than 20 Chinese universities and high schools attended the conference, among others the Tongji University, Xi'an Jiaotong University, Northwestern Polytechnical University, Chongqing University, and Chengdu Shude High School.

In-depth Understanding of the UN

The SWUFE MUN Association was among the first to carry out MUN activities in China. It has begun in 2011 under the guidance of the SWUFE Youth League Committee and the School of Marxism. Since then, more than 900 young students had the opportunity to use this platform to exchange ideas about international topics that follow closely with world development, to train intercultural communicative skills, and to create a vision for the future.

Building-up a Professional Elite

For the purpose of establishing professional SWUFE student's associations, this year, SWUFE has implemented the "Navigation Project of Student's Associations", aiming at the improvement of the managerial mechanisms and training systems of the student associations' skills development activities. SWUFE strives for the making of an effective platform for students' self-education, self-service, and self-management.



Students participate in the 4th Southwest China Model United Nations Conference at SWUFE.



Students speak on behalf of the nations that they represent during the 4th Model United Nations Conference of Southwest China.

2014 - The Confucius Institutes Unfold Great Achievements in the Second Year of Their Existence

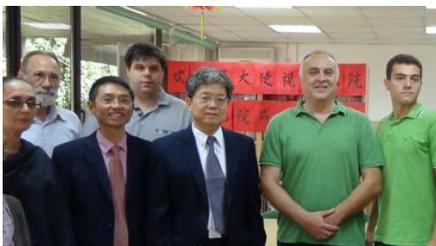
SWUFE and her partners are looking back on a successful second year for the Confucius Institutes of Ss. Cyril and Methodius University in Skopje, Macedonia, and of SUNY at Albany, N.Y. The institutes have unfolded a grand variety of activities and accomplishments, spreading Chinese language and culture across the continent to Europe and across the ocean to the United States of America.

Dragon Boat Festival in Skopje

In June the Dragon Boat Festival was held in the Confucius Institute of Ss. Cyril and Methodius University of Skopje, Macedonia. During this festival the unique history and meaning was introduced and traditional food was served. National celebrities of Macedonia, scholars and representatives of diverse cultural and educational institutions participated and expressed their deep impression about Chinese culture. The Dragon Boat Festival was covered by the local media and aroused great interest among the local population (see picture below).

Chinese Language Promotion Base

On July 9, 2014, the International Chinese Language Promotion Base was officially launched by the Southwestern University of Finance and Economics. The opening was accompanied by the Sichuan NPC Standing Committee member, Tu Wentao, and by the head of the Teachers' Division of the Confucius Institutes, Yang Jincheng, as well as by the teachers' representative of the Confucius Institute of Ss. Cyril and Methodius University. The Promotion Base is already contributing significantly to the spreading of Chinese culture, language and international academic exchange around the world, at the same time enhancing SWUFE's reputation. As ambassador Wen Zhenshun has put it when visiting the Confucius Institute in Skopje this September:



"The Confucius Institute has made remarkable achievements in the past year, such as the success of several cultural activities and the enrollment of more than 60 Macedonian students, 20 of which visited SWUFE as foreign student ambassadors."

Mid-Autumn Festival in Albany

In September, the first Mid-Autumn Festival party was held by the Confucius Institute in Albany, N.Y., with the support of the local Chinese community. Prof. Wang, the founder of the Chinese community at Albany, expects this to be the start of a new blooming cooperation between these two institutions.

Confucius Days in Skopje and N.Y.

In the same month, on Sept. 13th in Albany and on Sept. 27th in Skopje, the Confucius Institutes celebrated the Confucius Institute Days activities. In Skopje the activities took place in the City Park of Skopje during a week of "Dialogue", a local intercultural festival. More than 400 people enjoyed the festival that was accompanied by the martial arts association, embassies of various countries, tea culture, and diverse Chinese cuisine (see picture above). The Macedonian National TV, Channel 5, broadcasted the event.

The Confucius Institute of SUNY at Albany, on the other hand, set the Sichuan Opera on stage (see picture aside). The Sichuan Opera was held in the Performing Arts Center of the university. The opera was fully booked: The Little Waiter in the Tea House, the Pijin Acrobatics, Changing Faces, and other classical Sichuan Operas were performed. The audience was amazed and gave standing ovations to the artists.

International Day in Skopje

On Oct. 20th, 2014, for the first time, the Confucius Institute in Macedonia celebrated the "International Day" at the NOVA International High School of Skopje. Just before, on Oct. 7th, this High School has established a Chinese language teaching station in collaboration with the Confucius Institute. This offered the occasion for a celebration. The Chinese exhibition area of the "International Day" was decorated with Chinese knots, maps, red lanterns presented in a traditional style. Chinese cuisine and folk costumes were presented there.

Chinese Language Classes

Another great success of the Confucius Institute of Ss. Cyril and Methodius University, this year, was the establishment of Chinese language courses at the Ss. Cyril Methodius Primary School on Nov. 19th, 2014. After a series of extensive negotiations the Primary School and the Confucius Institute had decided to cooperate in cultivating Macedonian children's interest in the Chinese language.

EVENTS OF THE CONFUCIUS INSTITUTES



"Confucius Institute Day" and Tea Culture Festival in Skopje



Sichuan Opera performed at the Confucius Institute in Albany, N.Y.



Popular Language Courses at the Confucius Institutes of Skopje and the State of New York



Media Coverage in Macedonia

The 4th International Chinese Financial Standardization Development Forum Was Held in Chengdu

On Nov. 30th, 2014, the 4th China Informal Finance Standardization Development Forum was held in Chengdu. The forum was organized by the School of Law and undertaken by the China Research Centre of Finance Law and the Research Institute of Informal Finance and Regulation of SWUFE. Attendees included 150 experts and scholars from the Development Research Centre of the State Council, academic institutions, local authorities and supervisors, as well as industry bodies such as Alibaba Group. They had discussions on "Informal Finance Supervision and Self-Discipline" and on "Innovation and Risk of Informal Finance".

SWUFE Vice President Yin Qingshuang delivered an opening address to the forum. The forum aims at providing a high-level platform for the local government and industry bodies to identify main challenges of Informal Finance, and to promote the development of Chinese Finance and Finance Education.



Cian Jianhui, Member of the Standing Committee of the Chengdu Municipal Party Committee said that the government will foster informal finance innovation and strengthen financial regulation at the same time to ensure a steady financial system.

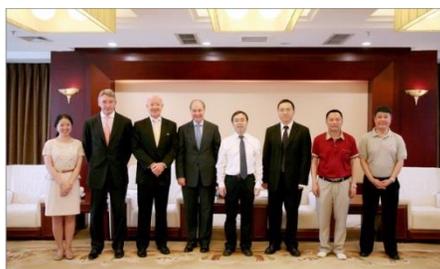
Prof. Jin Kanglin from SWUFE stressed the profound significance of the principle of a rule of law in the financial sector, and he pointed out the importance that the informal sector, too, is standardized and coordinated among bodies.

University Visits at SWUFE

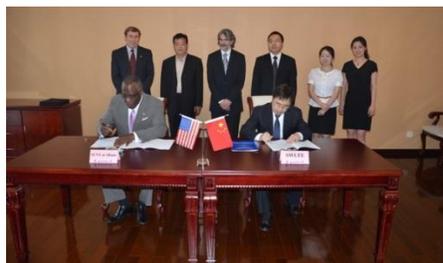
This year many partners and universities honored our university again with their visit. It is impossible to mention all of them. In the preceding year amongst them American, Asian, and European universities visited us. We have reported about some of those visits in the past and some more highlights we want to mention here.

American Universities

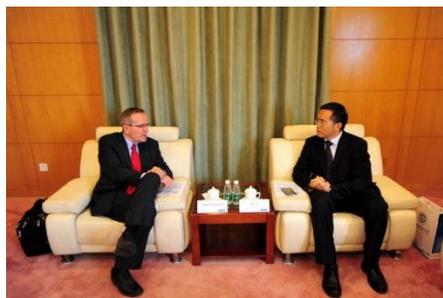
In May, 2014, the Northeastern University visited us and a plan was established to offer more internship possibilities for young students when they study abroad. The two universities have decided to deepen their cooperation in the field of research and exchange programs.



The State University of New York (SUNY) at Albany visited us in June for the annual SUNY-SWUFE Board Meeting of the Confucius Institute.



Also in June, 2014, Prof. John Chalykoff, the dean of the famous John F. Welch College of Business at the Sacred Heart University, visited SWUFE. VP Yang Dan and John Chalykoff have decided to cooperate in the future. Yang Dan warmly welcomed students from the Sacred Heart University to join the "Discover SWUFE Summer Camp".



European Universities

Most recently, this year Dec. 11th, Prof. Velimir Stojkovski, Rector of Ss. Cyril and Methodius University in Skopje (UKiM) and his delegation visited SWUFE.



Our Confucius Institute in Skopje facilitates cultural exchange and strengthens the partnership between the two universities in 2014. Both sides look forward to increase student and faculty exchange and academic cooperation. Both recognize the achievements of the our Institute. The meeting examined the "2014 Work Summary and Financial Settlement" and discussed the "2015 Work Plan and Financial Budget" for the future student and faculty exchange.

Another exchange and cooperation agreement on research and French training program was signed this year between the Institut de Préparation à l'Administration e à la Gestion (IPAG) and SWUFE.



OFFICE OF
INTERNATIONAL
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Southwestern University
of Finance and Economics
555 Liu Tai Avenue
Wenjiang, Chengdu City
Sichuan Province
PRC, 611130

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83 Student Ambassadors from
partner universities fulfilled the
two-week summer program
Discover SWUFE 2014.

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Financial Innovation 2014 Editorial Board Meeting



UKiM visits SWUFE

UAlbany visits SWUFE

Australian Consulate-General & QUT visit SWUFE

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**23
Dec**

Extrapolation of Long Term Structure of
Interest Rate in China, A Public Lecture
by Professor Zhang Yong

23 Dec 2014

**23
Dec**

Journalism and Mass Communication
Law: American Experience and Chinese
Practice, A Public Lecture by Professor
Tang Yong

23 Dec 2014