



西南财经大学
SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS

SWUFE

International Alumni Newsletter

留学生校友通讯

季刊/2025年 第五卷 第一期

Quarterly - 2025, Vol. 5/ No. 1



主编：王新

责任编辑：马楠 肖红超

图文整理：马楠

校对：肖俊 刘婧 庄典

内容来源：四川省人民政府网、成都市人民政府网、Go Chengdu官网、家在成都微信公众号、西南财经大学官网等

Chief Editor: WANG Xin

Editor: MA Nan, XIAO Hongchao

Content Collection: MA Nan

Proofreading: XIAO Jun, LIU Jing, ZHUANG Dian

Content Source: Sichuan Provincial People's Government official website,

Chengdu Government official website, Go Chengdu website, HomeinChengdu

Wechat account, Southwestern University of Finance and Economics Official website, etc.


- 2025外国领馆新春交流联谊会在蓉举行 施小琳致辞
The 2025 Spring Festival Exchange and Friendship Gathering for Foreign Consular Corps Held in Chengdu
- 学校与香港理工大学校际合作协议签署暨聘书颁发仪式举行
Signing Ceremony of Cooperation Agreement and Appointment Letter Presentation between SWUFE and PolyU Successfully Held
- 西南财经大学印度尼西亚校友会成立
SWUFE Indonesia Alumni Association Established

2025年 3 月 总第 16 期
March 2025, No. 16



經世濟民
孜孜以求

劉詩白



Contents 目录

蓉城快讯/Chengdu Channel

- 2025外国领馆新春交流联谊会 在蓉举行 施小琳致辞
The 2025 Spring Festival Exchange and Friendship Gathering for Foreign Consular Corps Held in Chengdu ----- 02
- 成都将开通直达马德里航线
Direct Flights from Chengdu to Madrid Coming Soon ----- 05
- 助力川企供应链国际合作 香港投资推广署来川推介
InvestHK Visits Sichuan to Promote International Industrial and Supply Chain Cooperation for Local Enterprises ----- 06
- 勇闯“深水区” 四川游戏企业踏浪出海开辟新航道
Sichuan Game Companies Ride the Wave to Chart New Courses Overseas ----- 08
- 超6600家展商参展，将“展”升级为“季” 第112届全国糖酒商品交易会在蓉开幕
The 112th China Food & Drinks Fair Kicks off in Chengdu ----- 12

学校新闻/SWUFE News

- 学校与香港理工大学校际合作协议签署暨聘书颁发仪式举行
Signing Ceremony of Cooperation Agreement and Appointment Letter Presentation between SWUFE and PolyU Successfully Held ----- 14
- 学校与中国建设银行签订五大金融领域深化合作协议
SWUFE Signs Agreement with China Construction Bank to Deepen Cooperation in Five Key Financial Sectors ----- 16
- 绿色金融与环境、社会和公司治理国际学术研讨会成功举办
The International Conference on Green Finance and ESG Successfully Held ----- 17
- 学校召开2025年外事工作会议
SWUFE Held the 2025 Foreign Affairs Work Conference ----- 19
- 学校举行2025年学生出国（境）交流双选会
SWUFE Study Abroad Fair 2025 Successfully Held ----- 21

留学生活/Life of International Students

- 西南财经大学“有朋来·悦东方”美国加州青少年交流营顺利结营
SWUFE "Friends coming from afar meet mysterious charming China" American Youth Cultural Exchange Camp Concludes Successfully ----- 22
- “对话古今文明 传递中澳友谊”——西南财经大学2025年“汉语桥”澳大利亚来华团组精彩集锦
Highlights of Dialogue with Ancient and Modern Civilization, Friendship Between China and Australia - SWUFE 2025 "Chinese Bridge" Program Australian Delegation ----- 25
- 西南财经大学印度尼西亚校友会成立
SWUFE Indonesia Alumni Association Established ----- 30
- 国际教育学院举行国际学生2024/2025春季学期开学典礼暨入学教育
CIE Holds Opening Ceremony and Orientation for International Students in the Spring Semester of 2024/2025 ----- 32
- 中意青年共筑友谊桥梁——“知行中国”意大利大学生来华交流团走进西南财经大学
Italian and Chinese Youth Build Bridges of Friendship - "Zhi-Xing China" Italian Student Delegation Visits SWUFE ----- 34

校友风采/SWUFE Alumni

- 2022级经济与管理研究院硕士生USAMA ZOBAYER
USAMA ZOBAYER- Master Graduate from Research Institute of Economics and Management, Class of 2022 ----- 37

招生信息/Call for Application

----- 39

西财媒体/SWUFE Media

----- 40

读者互动/Feedback and Interaction

----- 41

2025外国领馆新春交流联谊会在蓉举行 施小琳致辞

The 2025 Spring Festival Exchange and Friendship Gathering for Foreign Consular Corps Held in Chengdu

1月22日 January 22



春近巴蜀，万象始新。1月22日，我省在成都举行2025外国领馆新春交流联谊会。省委副书记、省长施小琳等与奥地利、法国、日本、意大利等20个国家驻蓉总领事馆总领事及领事官员代表欢聚一堂，共迎佳节、共叙友谊。

受省委书记王晓晖委托，施小琳代表四川省委、省政府，对出席联谊会的各位嘉宾表示欢迎，对长期以来关心、支持和参与四川现代化建设的国际友人们表示感谢，并向大家致以新春的美好祝福。

施小琳说，习近平主席指出，“正是人民友好的涓涓细流，汇聚起了促进世界和平和发展、构筑人类命运共同体的磅礴力量”。“天府之国”自古以来始终以开放包容的心态，接纳八方宾朋，联通五湖四海。随着中国高水平对外开放大门越开越大，四川聚力打造改革开放新高地、构建全方位多层次开放新格局，开放通道持续拓展、开放平台日益增多、开放能级不断提升，成为外国人士来华旅游观光、经贸往来、投资兴业的重要目的地，正加快由内陆腹地转变为开放前沿。

施小琳说，当前，共建“一带一路”、新时代西部大开发和成渝地区双城经济圈建设等国家战略在四川交汇叠加。各国驻蓉领馆机构是四川扩大开放合作的重要渠道和宝贵资源。我们将继续坚持高水平对外开放，在习近平主席和各领事派遣国领导人战略引领下，携手推动四川与各国交流合作结出更多务实成果。希望各位新老朋友继续发挥桥梁纽带作用，推动四川与各国地方交往和人文交流，进一步丰富合作形式、充实合作内涵。欢迎更多国际友人走进四川，看大熊猫、游九寨沟、探三星堆、品川味美食、观文博演艺，领略自然生态之美、多彩人文之韵，感受“天府之国”发展进步的时代脉动。期待与大家共享四川广阔市场空间，深化产业、科技、人才等领域合作，促进共赢发展，推动日益开放的四川与世界双向奔赴，为构建人类命运共同体作出新的更大贡献。

省委常委、统战部部长普布顿珠主持活动。省政府秘书长曾卿，省直有关部门和有关企业负责人等参加。

As spring approaches Bashu, all things are to be renewed with a fresh start. The province hosted the 2025 Spring Festival Exchange and Friendship Gathering for the Foreign Consular Corps on January 22 in Chengdu. Shi Xiaolin, Deputy Secretary of the CPC Sichuan Provincial Committee and Governor of the People's Government of Sichuan Province, along with other officials, joined consuls

general and consular officer representatives from 20 countries' consulates general in Chengdu and Chongqing, including those from Austria, France, Japan and Italy. They gathered to celebrate the festive season and foster friendship.

Entrusted by Secretary of the CPC Sichuan Provincial Committee Wang Xiaohui and on behalf of the Provincial Party Committee and the Provincial Government, Shi Xiaolin welcomed the guests at the gathering, expressed appreciation to the international friends for their long-standing care, support and participation in Sichuan's modernization efforts, and extended Spring Festival greetings.

Shi Xiaolin referenced the remarks by President Xi Jinping that the steady streams of people-to-people friendship form a powerful force driving forward world peace and development and promoting the building of a community with a shared future for mankind. Sichuan, the "land of abundance", has historically maintained an open and inclusive attitude, welcoming visitors from all parts of the world and connecting with people far and wide. As China expands the higher-standard opening-up policies to a greater extent globally, Sichuan is dedicated to establishing itself as a new highland in reform and opening-up and working to create an all-dimensional, multi-tiered new pattern in its opening-up initiatives, seeing a continuous expansion of its open channels, an increase of open platforms, and a consistent elevation of opening-up levels. Emerging as an important destination for international tourism, economic and trade exchanges, and investment, Sichuan is speeding up its transition from an inland area to a forefront of openness.

Shi Xiaolin stated that currently, major national strategies such as the Belt and Road Initiative, the development of the western region in the new era, and the construction of the Chengdu-Chongqing economic circle intersect and overlap in Sichuan. Foreign consular institutions in Chengdu and Chongqing are vital conduits and invaluable assets for Sichuan to broaden its openness and cooperation efforts. We will continue to pursue higher-

standard opening up and, under the strategic guidance of President Xi Jinping and leaders of consular-sending countries, work together to yield additional tangible outcomes in exchanges and cooperation between Sichuan and countries around the world. It is hoped that our long-standing and newfound friends will persist in their role as bridges and connectors, promoting more robust local-level exchanges, as well as cultural and people-to-people interactions, between Sichuan and various regions within their home countries, further enriching the forms and depth of our collaborative efforts. We warmly invite international friends to experience Sichuan's wonders. They can observe giant pandas, embark on journeys through Jiuzhaigou, delve into the mysteries of Sanxingdui, enjoy the unique flavors of Sichuan cuisine, and immerse themselves in rich cultural performances. Here, they will marvel at the splendor of natural landscapes, the vibrancy

of diverse cultures, and the progressive tempo of life in this "land of abundance". We look forward to sharing the expansive market opportunities in Sichuan with all, deepening collaboration across industries, technology, and talent development, among other fields, fostering mutually beneficial growth, and propelling the increasingly opening-up Sichuan into a dynamic, two-way engagement with the global community, thereby making an even greater, new contribution to building a community with a shared future for mankind.

Pubu Dunzhu, Member of the Standing Committee and Head of the United Front Work Department of the CPC Sichuan Provincial Committee, presided over the event. Also present were Secretary-General of the People's Government of Sichuan Province Zeng Qing, leading officials from relevant provincial departments, and persons in charge of relevant enterprises, among others.



成都将开通直达马德里航线 Direct Flights from Chengdu to Madrid Coming Soon

二月二十六日 February 26



2025年4月27日起，川航将开通成都定期直飞西班牙首都马德里航线。该航线每周执行往返各四班，分别于每周一、周三、周五、周日执飞。去程航班号3U3803，计划于01:40从成都天府国际机场起飞，当地时间08:50抵达马德里巴拉哈斯机场，空中飞行时间13小时10分钟；返程航班号3U3804，计划于当地时间11:05从马德里巴拉哈斯机场起飞，北京时间05:00回到成都天府国际机场，空中飞行时间11小时55分钟。

成都直飞马德里的国际航线，是今年成都重点推动开通的国际航线之一。该航线开通后将进一步提升成都国际航空枢纽的通达水平和辐射能力。

Sichuan Airlines will launch scheduled direct flights between Chengdu and Madrid, the capital of Spain, on April 27, 2025. The new route will operate four round-trip

services per week—departing on Monday, Wednesday, Friday, and Sunday. For the outbound flight (flight no. 3U3803), it is scheduled to depart from Chengdu Tianfu International Airport at 01:40 and arrive at Barajas Airport at 08:50 local time, with a flight duration of 13 hours and 10 minutes. The return flight (flight no. 3U3804) is scheduled to depart from Barajas Airport at 11:05 local time and arrive at Chengdu Tianfu International Airport at 05:00 Beijing time, with a flight duration of 11 hours and 55 minutes.

The flight route, as one of the key international flight routes promoted by Chengdu this year, is expected to further enhance the connectivity and regional influence of Chengdu as an international aviation hub.

助力川企产供应链国际合作 香港投资推广署来川推介 InvestHK Visits Sichuan to Promote International Industrial and Supply Chain Cooperation for Local Enterprises

☞ 3月11日 March 11



3月11日，以“川行天下 链通全球”为主题的香港优势助力川企产供应链国际合作研讨会在成都举行，省内约150家企业和机构代表参会。

研讨会上，香港特别行政区政府投资推广署负责人从产业投资、区位优势、政务服务等方面介绍了香港的营商新机遇。同时，多位专家还分别围绕香港和内地企业跨国供应链的管理和贸易融资、内地企业如何利用香港税制优势促进国际化发展、香港最新人才入境计划及优化措施等话题作了分享，并与参会川企代表展开深度对话。不少川企代表表示，通过研讨会的分享和交流，进一步了解了香港在产供应链国际合作方面助力企业出海的优势，对企业出海发展路径更加清晰。

香港长期稳居四川第一大投资目的地和外资来源地。据统计，自2018年川港合作会议机制建立以来，近200家走出去的川企借港扬帆快速实现全球化布局，四川对港累计货物进出口额超2400亿元，累计对港直接投资额占全省对外投资总量超70%，四川到港投资占全省外资总量超60%。

商务厅相关负责人表示，共同推动先进制造业与现代服务业融合新发展、共同打造优势产业与投资贸易融合新通道、共同建立市场机遇和营商优势融合新体系等将是未来川

港在产业合作上的重要方向。

本次活动由四川省商务厅、香港特别行政区政府投资推广署和中央人民政府驻香港特别行政区联络办公室经济部贸易处联合主办。

On March 11, a symposium themed "Sichuan Outreach · Connecting the Globe" was held in Chengdu, focusing on Hong Kong's advantages in supporting Sichuan enterprises for international industrial and supply chain cooperation. Approximately 150 representatives from enterprises and institutions within the province attended the event.

At the symposium, the person in charge of Invest Hong Kong (InvestHK) of the Hong Kong Special Administrative Region Government introduced new business opportunities in Hong Kong, covering areas such as industrial investment, regional advantages, and government services. Meanwhile, several experts shared insights on various topics, including the management of transnational supply chains and trade financing for Hong Kong and mainland enterprises, how mainland enterprises can leverage Hong Kong's tax system advantages to

promote international development, and the latest talent admission scheme and optimization measures in Hong Kong. They also engaged in in-depth discussions with representatives from Sichuan enterprises attending the event. Many representatives of Sichuan enterprises expressed that through the symposium's sharing and exchange sessions, they gained a deeper understanding of Hong Kong's advantages in supporting enterprises' international industrial and supply chain cooperation, making their path toward overseas development clearer.

Hong Kong has consistently been the largest investment destination and source of foreign capital for Sichuan Province. Since the establishment of the Sichuan-Hong Kong Cooperation Conference mechanism in 2018, nearly 200 Sichuan enterprises have rapidly expanded their global footprint by utilizing Hong Kong as a strategic gateway. Sichuan's cumulative imports and exports to Hong Kong have surpassed 240 billion yuan, and the province's direct investment in Hong Kong has accounted for over 70 percent of its total overseas investment.

Furthermore, Hong Kong's investment in Sichuan has comprised over 60 percent of the province's total foreign investment.

According to a relevant official from the Department of Commerce, the key directions for future Sichuan-Hong Kong industrial cooperation will include jointly advancing the integrated development of advanced manufacturing and modern service industries, creating new pathways for the convergence of advantageous industries and investment and trade, and establishing a new system that combines market opportunities with business strengths.

The event was jointly organized by the Department of Commerce of Sichuan Province, the InvestHK of the Hong Kong Special Administrative Region Government, and the Trade Division of the Economic Department of the Liaison Office of the Central People's Government in the Hong Kong S.A.R.



勇闯“深水区” 四川游戏企业踏浪出海开辟新航道

Sichuan Game Companies Ride the Wave to Chart New Courses Overseas

📅 3月12日 March 12

3月12日至13日，知名游戏行业服务商艾克索拉和白鲸出海分别在成都举行出海主题活动；3月20日，国内领先的互联网出海合作平台快出海，将携手多家机构在成都举办出海沙龙；3月27日，白鲸出海、腾讯云等多家机构，将联合举行游戏和短剧出海大会……

近期，四川游戏界频传出海好消息。2月，国产游戏在海外知名游戏平台Steam（蒸汽）销量榜中，四川游戏创新发展中心、四川数字出版传媒有限公司的合作项目“晨昏线”名列前茅。成都“小游戏”巨头星邦互娱，近日向香港联交所递交上市申请拟挂牌上市。

扎根四川的游戏从业者踏浪启程，带着四川底蕴深厚的文化基因，正抢滩出海，寻找潜在的增长空间，开辟数字文化产业新航道。

出海游戏规模仍保持较高增速

数据显示，我国出海游戏规模一直保持较高增速。由中国音数协游戏工委发布的《2024年中国游戏出海研究报告》显示，中国自主研发游戏去年在海外市场实际销售收入达185.57亿美元，同比增长13.39%。作为全省数字创意产业主要承载地，四川自贸试验区成都片区去年新增游戏企业数量同比增长56%，增速居全国第二位；研发投入占比，居全国第一位；一批中国游戏出海30强企业相继落地。

2月底，英国商业贸易部创意产业贸易与投资官员陈力驹来蓉推介，递上多项游戏产业政策支持的橄榄枝。陈力驹说：“中国的游戏在英国十分受欢迎，这是我们来游戏重镇成都推介英国游戏市场的重要原因。”

向海外布局的趋势里，面临新挑战。“玩家依然在玩游戏，但玩的时间更碎片化、节奏更快。”Google新客户部游戏业务东部沿海和中西部负责人李鸿献介绍，近两年全球手

游用户打开游戏的总时长几乎没变，但单次打开的时长变短13%。因此，厂商对用户时间的竞争将更加激烈。

要投身更加激烈的竞争，游戏的硬实力成为基础。动作新游戏《明末：渊虚之羽》开发团队成都灵泽科技首席技术官夏思源认为，随着《黑神话：悟空》的爆火，可以看到更多国内游戏在叙事、玩法、技术实力上实现跨越，能够在国际市场上“掰手腕”。

企业加大布局东南亚和北美市场

找研发、找发行、找翻译……在艾克索拉举行出海活动的大厅里，背着双肩包、端着咖啡杯的从业者，用简洁干脆的语句高效交流。一番对话后，添加微信好友，再寻找新的潜在合作伙伴。这样紧凑的交流节奏持续循环，直到活动结束。

穿梭现场，提供出海语言语音服务的翰思团队成员李明昊，已寻找到不少游戏出海客户。李明昊说：“多数游戏企业提出的语言翻译需求集中在东南亚和北美地区。”

多位四川游戏企业负责人表示，北美成熟市场玩家具有高付费性；东南亚发展中国家人口规模大，其新兴市场消费能力正逐步提升。加大北美成熟市场、东南亚新兴市场布局力度，通过差异化策略拓展国际市场，是国内成熟游戏企业开辟新增长点的共识。“已储备3款策略类产品，今年将陆续在北美市场推出，后续将在东南亚市场进行推广运营。”成都帆点创想科技有限公司副总经理张家全介绍，北美市场的高净值玩家相对较多，期望通过玩法的创新和合理的运营，获得较好口碑。

专攻体育竞技类游戏的成都有明堂互动科技有限公司，近期在东南亚市场试水推广，效果理想。该公司董事长兼总经理王剑介绍，“在国内市场收入大盘的基础上，东南亚市

场为我们新增收入超60%。”

进军“深水区”，人才是“压舱石”

“我们正全力打造下一个标杆产品。”成都东极六感信息科技有限公司创始人田海博介绍，《匠木》之后，新作《二十四节气》承载了更多期待。

这款以中国传统节气文化为主题的游戏，预计5月底亮相。“我们将四川文旅景点融入进去。面向海外玩家时，我们在保留自身核心元素的同时，也照顾不同地区玩家的审美风格，希望带来更深的情感联结。”

注重海外玩家的情感联结，背后是出海发展潮流的变化。王剑认为，出海已进入“深水区”，现阶段需要更深入的文化融合和市场适应。“游戏出海没有万能的航海图，更多是针对一个接一个具体市场的特点开展精细化运营。”王剑说，“重点是需要熟悉当地文化、玩家需求和市场特点的海外运营的人才支撑。目前，这类人才相对难找。”

“人才起到‘压舱石’作用。”田海博认为，“游戏行业是人才高密度型行业，需要建立有效的人才吸引机制。”

小型团队成都妖乙科技有限公司开发的游戏《九号博物馆》，在海外上市刚满一个月，也提到了对人才的需求。该公司负责人姚宇辰说：“目前我们提供了英语、法语、德语版本，但还有一些主流市场的语言没覆盖到。希望有更多适合小型游戏团队的翻译人员协助。”

支持“四川造”游戏进一步出海发展，今年四川游戏创新发展中心将推进四川精品游戏孵化、出版、发行扶持计划，积极构建四川省精品游戏库，扩大四川精品游戏在全球范围内的影响力。该中心相关负责人介绍，今年计划推出四川游戏出海专项基金，为符合条件的游戏企业提供资金支持；拟建立四川游戏出海人才库，为游戏企业输送优秀的国际化人才。

From March 12 to 13, renowned game industry service providers Xsolla and Beluga Global held separate "going global"-themed events in Chengdu. On March 20, Kchuai, a leading domestic internet platform specializing in overseas cooperation, collaborated with multiple organizations to host a "going global" salon in Chengdu. On March 27, Beluga Global, Tencent Cloud, and several other organizations jointly hosted a conference focused on the international expansion of games and micro-dramas. More events took place.

Recently, there had been a wave of positive developments that highlighted the Sichuan game industry's growing momentum in global expansion. In February, the domestic game "Code Name: Daybreak", a collaborative project between the Game Innovation and Development Center of Sichuan and Sichuan Digital Publishing Media Co., Ltd., ranked among the top sellers on the internationally renowned game platform Steam. The Chengdu-based mini-game giant Uni-Star Interactive recently submitted a listing application to The Stock Exchange of Hong Kong, aiming to go public.

Game industry professionals rooted in Sichuan are venturing abroad to explore new markets, carrying the rich cultural heritage of Sichuan, actively seeking growth opportunities, and charting new courses for the digital cultural industry.

Games Going Global Continue to Show Strong Growth in Scale

Data shows that the scale of Chinese games going global has been maintaining a relatively high growth rate. The 2024 China Game Going Abroad Research Report, released by the Game Publishing Committee of the China Audio-video and Digital Publishing Association, reveals that the actual sales revenue of Chinese self-developed games in overseas markets reached 18.557 billion U.S. dollars last year, marking a year-on-year increase of 13.39 percent. As the main hub of the digital creative industry in the province, the Chengdu area of China (Sichuan) Pilot Free Trade Zone saw a 56 percent year-on-year increase in the number of new game enterprises last year, ranking second in the national growth rate, and the area leads the country in the proportion of research and development (R&D) investment. Notably, several of China's top 30 game companies focused on global expansion have established a presence in the area.

In late February, Chen Liju, an official responsible for Creative Industries Trade and Investment at the UK Department for Business and Trade, visited Chengdu to promote collaboration, extending an olive branch by

offering multiple policy support for the game industry. He said, "Chinese games are highly popular in the UK, which is a key reason why we came to Chengdu, a major gaming hub, to promote the UK game market."

As the trend of expanding into international markets continues, new challenges are emerging. "Players continue to engage in gaming, but their game sessions have become more fragmented and faster-paced," noted Li Hongxian, who leads the game business for the eastern coastal and central-western regions at Google's vendor operation department. Over the past two years, the cumulative time global mobile game users spend launching games has remained relatively stable, yet the average length of each gaming session has shortened by 13 percent, Li further elaborated. As a result, the competition among game developers for user time will escalate.

In order to thrive in this increasingly competitive landscape, the intrinsic quality of the games themselves becomes the cornerstone. Xia Siyuan, the Chief Technology Officer of Chengdu Leenzee Technology, the development team behind the new action game "Wuchang: Fallen Feathers", believes that the explosive popularity of "Black Myth: Wukong" has showcased that domestic games have made significant strides in the narrative, gameplay and technical capabilities, allowing them to compete on the global stage.

Companies Ramp up Expansion in Southeast Asian and North American Markets

Seeking R&D, distribution, and translation services, among other needs, professionals with backpacks and coffee cups in hand engaged in efficient, concise communication at the venue where Xsolla hosted its global expansion event. After a conversation, they added each other as WeChat contacts and then proceeded to seek out new potential partners. This brisk pace of communication persisted in a continuous cycle until the event came to a close.

Moving through the venue, Li Minghao, a member of the Hansi team specializing in language and voice services

for global expansion, has already identified numerous game clients seeking to enter international markets. "The majority of game companies' language translation needs are concentrated in Southeast Asia and North America," said Li Minghao.

Persons in charge from several Sichuan game companies noted that players in the mature North American market exhibit a high willingness to pay, while Southeast Asian developing countries, as emerging markets, boast large populations and are seeing a steady increase in consumer spending power. Established domestic game companies have unanimously recognized that, to unlock new growth opportunities, they should enhance their presence in the mature North American market and the emerging Southeast Asian market while expanding globally through differentiated strategies. "Three strategy games are lined up for sequential release in the North American market this year, with plans for subsequent promotion and operation in the Southeast Asian market," said Zhang Jiaquan, Deputy General Manager of Chengdu iFUN Technology Co., Ltd. Given the North American market's significant number of high-net-worth players, the company expected that through innovative gameplay and prudent management, they could establish a strong reputation in this market, Zhang said.

Chengdu Uminton Interactive Technology Co., Ltd., a company specializing in sports games, recently conducted a pilot launch in the Southeast Asian market, achieving highly favorable results. Wang Jian, Chairman and General Manager of the company, remarked, "The Southeast Asian market has added over 60 percent to our income, building upon the revenue generated in the domestic market."

Venturing into "Uncharted Waters", Talent is the "Ballast Stone"

"We are putting in our full efforts to create the next benchmark product," said Tian Haibo, founder of Chengdu Ebgame Information Technology Co., Ltd. Following the success of its game "Mortise & Tenon", the upcoming

release, "Codename: Twenty-Four Solar Terms", is met with even higher anticipations.

This game, themed around traditional Chinese solar term culture, is expected to launch by the end of May. "We aim to integrate Sichuan's cultural and tourism attractions into the game. When presenting it to overseas players, we strive to cater to the aesthetic preferences of players from different regions while also retaining our core elements, hoping to bring a deeper emotional connection with users."

Focusing on building emotional connections with international players marks a shift in the strategy for global expansion. Wang Jian believes that going global has entered "uncharted waters", and at this stage, deeper cultural integration and market adaptation are essential. "There is no one-size-fits-all navigation chart for games going global; it's more about implementing refined operations that are tailored to the characteristics of specific markets, one by one," Wang said. "The linchpin is the overseas operation talents who possess a deep understanding of local culture, player preferences, and market nuances. Currently, such talents are in relatively short supply."

"Talent serves as a 'ballast stone'," Tian Haibo emphasized. "The game industry is talent-intensive, making it crucial to establish an effective talent attraction

mechanism."

The game "Museum No. 9" has been available in overseas markets for just over a month. Its developer, Chengdu Yaoyi Technology Co., Ltd., a compact team, also mentioned its need for talent. The company's head, Yao Yuchen, stated, "Currently, we have released English, French and German versions, but some mainstream market languages are still not covered. We hope to find more translators suited for small game development teams to assist us."

To support the further global expansion of "Sichuan-made" games, the Game Innovation and Development Center of Sichuan will launch the Sichuan High-Quality Game Incubation, Publication, and Distribution Support Program this year, aiming to actively build a high-quality game library for the province and amplify the global influence of Sichuan's premium games. A relevant person in charge of the center explained that a special fund for Sichuan game companies' international expansion will be launched this year to provide financial support for qualifying enterprises. Additionally, the center plans to establish a talent pool for Sichuan game companies' overseas development, delivering outstanding international talent to these companies.

超6600家展商参展，将“展”升级为“季”
第112届全国糖酒商品交易会开幕
The 112th China Food & Drinks Fair Kicks off in Chengdu

☞ 3月25日 March 25

3月25日，第112届全国糖酒商品交易会（以下简称糖酒会）在成都开幕。

本届糖酒会同时在中国西部国际博览城、成都世纪城新国际会展中心两大展馆举行，展览面积达32.5万平方米，吸引超6600家展商参展。其中，不少特色专区首次亮相。展览首次设置人工智能设备专区，汇聚头部科技企业，展示全球人工智能最新技术在食品行业的最新应用成果。同时还首设健康食品及科技服务专区，重点展示低GI食品（血糖生成指数较低的食物）、临床营养食品、药膳食品、科技服务等。

除了展览，还有聚焦行业发展的研讨会议和赛事。本届糖酒会还将举办超50场专业会议论坛。

糖酒会不仅是国内食品行业的盛会，也是国际食品行业交流合作的重要平台。今年糖酒会吸引了众多国际展商和观众，在近6万平方米的国际展区，有超过50个国家和地区的约2000个国际品牌参展。

值得一提的是，去年成都首次提出将“展”升级为“节”，这一创新举措极大地拓展了糖酒会的影响力，提升了经济带动效应，直接带动服务业增收超百亿元。今年，成都进一步将“展”升级为“季”，通过延长活动周期、丰富活动形式、拓展活动空间，全方位提升糖酒会的参与度和体验感，致力于打造一个规模更大、影响力更强的城市节庆品牌。

On March 25, the 112th China Food & Drinks Fair (hereinafter referred to as the CFDF) kicked off in Chengdu.

This year's CFDF is being held concurrently at two major venues: Western China International Expo City and Chengdu Century City New International Convention and Exhibition Center. With an exhibition area of 325,000 square meters, the event has drawn over 6,600 exhibitors. The



event introduces several debut special zones this year. Notably, the inaugural Artificial Intelligence Equipment Zone gathers leading tech companies to demonstrate the latest global AI technologies and their applications in the food sector. Another highlight is the newly established Health Food and Technology Services Zone, which is dedicated to showcasing low Glycemic Index (GI) foods, clinical nutritional foods, medicinal diet foods, and technology services.

In addition to the exhibitions, the event also features seminars and competitions focused on industry development. This year's CFDF will host over 50 professional conferences and forums.

The CFDF has established itself as a premier event in the domestic food industry while also serving as a vital platform for international exchange and cooperation within the sector. This year's CFDF has attracted numerous

international exhibitors and visitors. Nearly 2,000 global brands from over 50 countries and regions showcase their products across the 60,000-square-meter international exhibition area.

It is worth mentioning that Chengdu pioneered an innovative upgrade last year by transforming the "fair" into a "festival". This innovative measure has significantly amplified the CFDF's influence and enhanced its economic driving effect, directly generating an increase in service industry revenue of over ten billion yuan. This year, Chengdu has further upgraded the "fair" to a "season"—prolonging the schedule, multiplying activity formats, and expanding the activity venues. Through this ambitious transformation, Chengdu comprehensively improves the participant engagement and experience of the CFDF, being committed to building a larger-scale and more influential urban festival brand.

学校新闻
SWUFE News

学校与香港理工大学校际合作协议签署暨聘书颁发仪式举行
Signing Ceremony of Cooperation Agreement and Appointment Letter Presentation between SWUFE and PolyU Successfully Held

1月9日 January 9



了学校社会学学科历史沿革、基本概况和办学特色，表示签订合作协议是双方落实党的二十大报告关于完善共建共治共享的社会治理制度、提升社会治理效能的关键一步。他希望双方基于各自特色与优势，在科研合作、人才培养——特别是西南财经大学-香港理工大学青少年发展与家庭研究中心建设上开展深度合作，为推动教育事业和社会发展贡献更多智慧与力量。

仪式上，李志生、石丹理代表双方签署合作备忘录。

李志生为石丹理颁发光华访问学者讲座教授、西南财经大学-香港理工大学青少年发展与家庭研究中心荣誉主任聘书。省委常委、党委组织部部长梁婷为社会发展研究院特聘院长彭华民颁发西南财经大学-香港理工大学青少年发展与家庭研究中心主任聘书。彭华民表示，下一步，中心将集聚各方资源，以专业社会工作力量，进一步促进青少年发展。

香港理工大学师生代表，学校港澳台事务办公室主要负责人、师生代表参加仪式。社会发展研究院院长杨海洋主持仪式。

On January 9, the Southwestern University of Finance and Economics (SWUFE) and The Hong Kong Polytechnic University (PolyU) held a cooperation agreement signing ceremony and appointment letter presentation at the Liulin Campus. Shi Danli, Associate Vice President of PolyU, and Li Zhisheng, Vice President of SWUFE, attended and delivered speeches.

During the ceremony, Li Zhisheng and Shi Danli signed a memorandum of cooperation on behalf of both universities.

Li Zhisheng also presented Shi Danli with the appointment letter as Guanghua Visiting Scholar and Lecture Professor, as well as Honorary Director of the SWUFE-PolyU Center for Youth Development and Family Research. Liang Ting, Director of the Organization Department, awarded Professor Peng Huamin the appointment as Director of the same center.

1月9日，学校与香港理工大学校际合作协议签署暨聘书颁发仪式在柳林校区举行。香港理工大学协理副校长石丹理，学校党委常委、副校长李志生出席仪式并讲话。

石丹理介绍了香港理工大学的基本情况，对学校即将迎来百年校庆致以诚挚祝贺。他表示，青少年是国家的未来和民族的希望，当下青少年健康发展备受社会各界关注，积极筹建西南财经大学-香港理工大学青少年发展与家庭研究中心

是顺应时代潮流之举，希望通过深入研究与合作有效促进青少年健康成长。他强调，希望香港理工大学同西南财经大学在理工与财经等优势学科领域共享资源、共谋发展，推动两校更深入的交流与合作。

李志生对石丹理一行表示热烈欢迎，对香港理工大学对我校社会学学科发展关心支持表示衷心感谢。他介绍了学校的办学历程、学科建设和国际与地区合作开展等情况，介绍



学校与中国建设银行签订五大金融领域深化合作协议 SWUFE Signs Agreement with China Construction Bank to Deepen Cooperation in Five Key Financial Sectors

2月14日 February 14



2月14日，学校与中国建设银行五大金融领域深化合作协议签约仪式在光华校区举行。中国建设银行党委副书记、行长张毅，建行公司业务部总经理尚朝辉，建行机构业务部总经理曹屹立，建行办公室资深副经理朱旭微，建行四川省分行党委书记、行长邹致师，建行研修中心西南研究院院长梁世斌和学校党委副书记、校长李永强，党委常委、副校长桂富强、马永强、王擎出席仪式。马永强主持仪式。

张毅对西南财经大学长期以来的关心支持表示感谢。他介绍了中国建设银行发展情况和银校合作显著成效。他表示，希望以此次合作协议签署为契机，秉持共建共享、共同发展理念，建立高层定期会商、重点工作协同专班等机制，推动双方在联合科学研究、科技成果转化、人才联合培养、综合金融服务、校园信息化建设等方面开展务实合作，真正把各自的资源优势、创新优势转化为合作优势、发展优势，共同打造教育与金融深度融合创新工程。

李永强对张毅一行表示热烈欢迎，对中国建设银行长期以来给予学校改革发展的鼎力支持表示感谢。他介绍了学校近年来的改革发展情况，表示此次合作协议签订，是双方深入学习贯彻党的二十届三中全会精神、中央金融工作会议精神的具体实践，是深化校银合作、共同服务国家重大战略需求、推动高质量发展的一致行动。希望双方充分发挥各自特点优势，全面构筑可持续发展的战略合作关系，形成可供推广的示范项目集群，为教育强国、金融强国建设贡献智慧力量。

在双方共同见证下，邹致师、李永强代表双方签署合作协议。根据协议，双方将围绕做深做实科技金融、绿色金融、普惠金融、养老金融、数字金融五篇大文章开展全面合作，建立长期稳定的战略合作关系。

签约仪式后，张毅一行参观了西财建行学院（建行研修中心西南研修院）和光华校区。

中国建设银行四川省分行、建行研修中心西南研究院、建行成都温江支行以及学校相关职能部门、学院（研究院）负责同志参加仪式。

On February 14, a signing ceremony for the deepened cooperation agreement in five major financial fields between Southwestern University of Finance and Economics (SWUFE) and China Construction Bank (CCB) was held at the Guanghua Campus.

In the presence of both parties, Zou Zhishi, Party Secretary and President of CCB Sichuan Branch, and Li Yongqiang, President of SWUFE, signed the cooperation agreement on behalf of their respective institutions. According to the agreement, both sides will focus on deepening and solidifying cooperation in five major areas: technology finance, green finance, inclusive finance, pension finance, and digital finance, and establish a long-term and stable strategic partnership.

绿色金融与环境、社会和公司治理国际学术研讨会成功举办 The International Conference on Green Finance and ESG Successfully Held

3月8日 March 8



3月8日，“2025年绿色金融与环境、社会和公司治理（ESG）国际学术会议”在西南财经大学柳林校区成功举办。会议由西南财经大学主办。国际金融学术期刊《国际金融评论》(International Review of Finance)、《金融评论》(The Review of Finance)及《实证金融学杂志》(Journal of Empirical Finance)给予学术支持。来自清华大学、中国人民大学、复旦大学、厦门大学、香港大学、香港中文大学，俄亥俄州立大学、麦考瑞大学、布法罗大学等国内外知名高校和研究机构的学者齐聚一堂，共同探讨绿色金融与ESG领域最新研究成果和发展趋势，推动绿色金融与可持续发展深度融合，助力全球经济高质量增长。

学校党委常委、副校长王擎教授致欢迎辞。他表示，学校积极探索中国特色世界一流的高等财经教育创新发展之路，持续推进“新财经”战略升级，加强学科交叉融合，特

别是在金融科技和人工智能等新兴领域取得显著成果。绿色金融作为推动环境可持续发展的重要手段，正在改变全球金融市场格局。ESG理念将企业环境责任、社会责任和公司治理水平提升至与财务绩效同等重要的地位，成为衡量企业可持续发展能力的关键指标。希望与会者能够通过这次会议加深对绿色金融和ESG领域理解，挖掘跨学科合作机遇，共同推动全球绿色金融和ESG实践发展，期待各机构建立更紧密合作关系，共同应对全球可持续发展挑战。

俄亥俄州立大学侯恪惟教授发表主题演讲。他在报告中深入探讨了全球公司债券回报率的决定因素，分析如何有效预测债券回报，系统比较不同的资产定价模型。研究结果表明，股权相关指标（如债务-股权利差、过去股票回报等）在预测债券回报方面表现最优，进一步印证了股权市场与债券市场之间的紧密联动。



金融学院、中国金融研究院院长罗荣华主持开幕式。会议分论坛分别由中国人民大学高昊宇、方意，复旦大学战昕彤，南开大学贺佳，四川大学邓国营，西南财经大学董青马，安徽大学徐亚平，香港大学汤勇军等专家学者主持。与会专家学者围绕ESG基金选择、气候政策与股票回报、绿色债券实效、供应链绿色管理、智能驱动与ESG表现、绿色金融标准与企业创新等主题进行深入探讨，通过多维度多视角学术交流，为绿色金融与ESG领域理论与实践提供创新思路 and 解决方案。

On March 8, the 2025 International Conference on Green Finance and Environmental, Social, and Governance (ESG) was successfully held at the Liulin Campus of the Southwestern University of Finance and Economics (SWUFE). The conference was hosted by SWUFE, with

academic support from internationally renowned finance journals, including the International Review of Finance, The Review of Finance, and the Journal of Empirical Finance.

Scholars from prestigious universities and research institutions, including Tsinghua University, Renmin University of China, Fudan University, Xiamen University, the University of Hong Kong, the Chinese University of Hong Kong, Ohio State University, Macquarie University, and the University at Buffalo, gathered to discuss the latest research and trends in green finance and ESG. The event aimed to foster the deep integration of green finance and sustainable development, contributing to high-quality global economic growth.



学校召开2025年外事工作会议 SWUFE Held the 2025 Foreign Affairs Work Conference

3月17日 March 17



3月17日，学校2025年外事工作会议在弘远楼109会议室召开，党委书记、副校长李志生，相关职能部门和学院（研究院）外事工作负责人、外事干事参加会议。

李志生讲话指出，学校第十四次党代会提出“形成强大国际影响力”战略愿景，国际交流合作处等相关职能部门和各学院（研究院）要按照学校教育对外开放整体安排部署，抓住核心，坚持目标导向，聚焦2025年关键节点，实现外事工作与“新财经”“双一流”“百年庆”同频共振。要补齐短板，提升开放质量，增强管理精度，加强校内外国际资源整合力度，持续优化资源使用效能，着力加强国际交流项目

统筹与质量建设，打造国际化师资队伍，提升教育对外开放质量。要强化品牌，聚焦国家战略，将服务国家重大需求与塑造全球学术话语权深度融合，在时代坐标系中定义西财品牌战略价值。要严守底线，加强意识形态阵地建设，确保涉外安全稳定。

国际交流与合作处处长王傑婷对2024年学校外事工作进行总结，对2025年重点工作进行沟通安排。学院（研究院）外事工作负责人结合自身实际，对学院国际化工作的规划、特色以及难点等进行热烈交流讨论。

会后，中国常驻联合国教科文组织原大使衔代表杨进教



授在弘远楼101会议室为师生们作题为“全球治理中的国际组织与当代青年的国际胜任力”的讲座，以深厚学术积淀和丰富国际事务经验，深入解析了国际组织在全球治理中的核心作用以及国际组织人才的能力要求，为学校提升学生国际胜任力培养提供了有力指导。

On March 17, the SWUFE's 2025 Foreign Affairs Work Conference was held in Conference Room 109 of Hongyuan Building. Li Zhisheng, a member of the Standing Committee of the Party Committee and Vice President, heads of foreign affairs from relevant functional departments and schools (research institutes), and foreign affairs officers attended the meeting.

In his speech, Li Zhisheng pointed out that the 14th Party Congress of SWUFE put forward the strategic vision of "building strong international influence." He emphasized that relevant functional departments, including the Office of International Exchange and Cooperation, and each school (research institute) should align with the University's overall arrangements for opening up education, focus on core tasks, adhere to goal-oriented approaches, and target the key milestone of 2025. This will ensure synchronized progress in foreign affairs with the "New Finance and Economics" initiative, the "Double First-Class" development, and the Centennial Celebration.

He stressed the need to address shortcomings, enhance the quality of openness, improve management precision, and strengthen the integration of internal and external international resources. Efforts should also focus on optimizing resource efficiency, improving the planning

and quality of international exchange programs, building a globally competitive faculty, and elevating SWUFE's educational openness.

Additionally, he called for strengthening SWUFE's brand by aligning with national strategies, integrating major national needs with global academic discourse, and defining the strategic value in the contemporary context. Lastly, he emphasized adhering to bottom-line principles, reinforcing ideological and political security, and ensuring the safety and stability of foreign-related affairs.

Wang Dieting, Director of the Office of International Exchange and Cooperation, summarized the foreign affairs work in 2024 and outlined key tasks for 2025. Heads of foreign affairs from various schools (research institutes) exchanged views on their internationalization plans, unique features, and challenges based on their respective situations.

After the meeting, Professor Yang Jin, former Ambassador-level Representative of China to UNESCO, delivered a lecture titled "International Organizations in Global Governance and the International Competence of Contemporary Youth" in Conference Room 101 of Hongyuan Building. Drawing on his profound academic expertise and extensive experience in international affairs, he analyzed the pivotal role of international organizations in global governance and the competency requirements for international talent. His insights provided valuable guidance for SWUFE in enhancing students' global capabilities.

学校举行2025年学生出国（境）交流双选会 SWUFE Study Abroad Fair 2025 Successfully Held

3月18日 March 18



3月18日，学校2025年学生出国（境）交流双选会在济民广场成功举办。

今年双选会以展会和宣讲会形式并轨进行，现场设立47个展位，展出200余个交流项目，举办17场宣讲会。除了20个校内单位参展，还邀请了来自12个国家和地区的27所合作院校，包括10所QS排名前200高校，11所拥有EQUIS、AACSB、AMBA三大认证高校。

活动开始后，济民广场人流如织，各展位老师尽职尽责答疑解惑，就本科及研究生公派项目、交换项目、短期游学、双学位项目、硕士学位项目等，零距离、面对面为学子提供个性化咨询服务。精品宣讲会在颐德楼同步进行，海外院校推介重点项目，介绍学校概况、专业特色、录取要求、申请流程、注意事项等，方便学生深入了解项目。

本次双选会还设置了“Offer心愿墙”“集贴纸”等一系列创意活动，吸引同学们争相参与、打卡留念。

自2014年起，双选会已成功举办八届，通过高效整合境外优质教育交流项目资源信息，成功搭建起校内信息量最大、覆盖面最广的出国（境）交流项目资讯平台，为在校生提供高度整合的项目资源，并给予专业且有针对性的指导建议。

On March 18, the SWUFE Study Abroad Fair 2025 was successfully held at Jimin Square.

This year's fair featured both exhibition booths and information sessions. A total of 47 booths showcased over

200 exchange programs, while 17 information sessions were conducted. Alongside 20 on-campus units, 27 partner universities from 12 countries and regions participated, including 10 QS Top 200 universities and 11 institutions with EQUIS, AACSB, and AMBA triple accreditation.

The event attracted a large number of students, with booth representatives providing personalized, face-to-face consultations on government-sponsored programs, exchange programs, short-term study tours, dual-degree programs, and master's programs. Meanwhile, specialized information sessions at Yide Building introduced key overseas programs, covering university profiles, academic strengths, admission requirements, application processes, and important considerations.

To engage students further, the fair also featured interactive activities such as the "Offer Wish Wall" and "Sticker Collection Challenge", making the event both informative and fun.

Since its launch in 2014, the SWUFE Study Abroad Fair has been successfully held eight times. By integrating high-quality global education resources, it has become the most comprehensive platform on campus for international exchange opportunities, providing students with well-organized program resources and professional guidance.

留学/生活

Life of International Students

西南财经大学“有朋来·悦东方”美国加州青少年交流营顺利结营 SWUFE "Friends coming from afar meet mysterious charming China" American Youth Cultural Exchange Camp Concludes Successfully

1月1日 January 1

有朋自远方来！2025年1月1日，西南财经大学“有朋来悦东方”美国加州青少年交流营抵蓉，开启为期4天的文化交流体验活动。

1月1日，美国加州青少年交流营开营仪式在光华校区举行。随后，同学们开始了第一堂文化体验课，课堂上老师带领同学们执笔画“滚滚”，吹奏葫芦丝，同学们在沉浸式体验中感受中国书画与音乐的独特魅力。

1月2日，交流营探访成都大熊猫研究基地，近距离观赏同学们心心念念的大熊猫；下午大家前往杜甫草堂、宽窄巷子，欣赏唐诗古风，体验浓郁人文。

1月3日，美国青少年们赴崇州市崇庆中学实验学校进行交流访问，与在校的中国学生进行深度互动，共同表演节目，彼此交换礼物，收获了深厚友谊；下午中外同学们一起前往道明竹艺村，亲手制作竹编工艺品，体验中国传统非遗魅力。

1月4日，同学们在光华校区参加了成都诗词与古蜀历史的文化课程，下午参观了金沙遗址博物馆，穿越神秘古蜀文明，进一步加深对中国悠久历史和灿烂文明的了解。

短短四天的交流体验活动，美国青少年们在文化课堂与

名胜古迹中体验了巴蜀文化的独特魅力，增进了对中国的了解，也在与中国学生的交流分享中走进彼此，结成友谊。本次交流营是国际教育学院积极响应国家“5年5万”倡议的首批美国短期项目，也是2025年首个海外访华团组。未来，学院将继续积极为中外青少年交流搭建有效平台，以人文交流为纽带，讲好中国故事，向世界展示更加真实、立体、全面的中国。

Friends have come from afar! On January 1, 2025, the "Friends coming from afar meet mysterious charming China" American youth cultural exchange camp, hosted by Southwestern University of Finance and Economics (SWUFE), arrived in Chengdu to begin a four-day cultural exchange program.

The opening ceremony was held on January 1 at SWUFE's Guanghua Campus. Participants then engaged in their first cultural immersion class, where they painted "Gun Gun" (the Chinese nickname for giant pandas) and learned to play the traditional Chinese hulusi (gourd flute), experiencing the unique charm of Chinese calligraphy,



painting, and music.

On January 2, the camp visited the Chengdu Research Base of Giant Panda Breeding to observe the beloved pandas up close. In the afternoon, they explored the Du Fu Thatched Cottage and Kuanzhai Alley, immersing themselves in Tang Dynasty poetry and Chengdu's historical culture.

January 3 featured a visit to Chongqing Experimental Middle School in Chongzhou City, where American students interacted with their Chinese peers through joint performances and gift exchanges, forging lasting friendships. Later, participants traveled to Daoming Bamboo Weaving Village to craft bamboo artworks, gaining hands-on experience with China's intangible cultural heritage.

The final day, January 4, included a cultural lecture on

Chengdu's classical poetry and ancient Shu history at Guanghua Campus, followed by a tour of the Jinsha Site Museum to explore the mysteries of the 3,000-year-old Shu civilization.

Over four days, the American students delved into the distinctive culture of Sichuan, deepened their understanding of China, and built cross-cultural connections. As the College of International Education's first U.S. short-term program under China's "5-Year 50,000 Initiative" and the first overseas delegation of 2025, the camp exemplified SWUFE's commitment to fostering youth exchanges. Moving forward, the university will continue to serve as a bridge for international cultural dialogue, sharing China's stories and showcasing its authentic, multidimensional, and comprehensive cultural heritage to the world.



"对话古今文明 传递中澳友谊" ——西南财经大学2025年"汉语桥"澳大利亚来华团组精彩集锦

Highlights of Dialogue with Ancient and Modern Civilization, Friendship Between China and Australia - SWUFE 2025 "Chinese Bridge" Program Australian Delegation

📅 1月7日 January 7



1月7日-1月19日，由教育部中外语言交流合作中心主办、西南财经大学承办的"对话古今文明 传递中澳友谊"——2025年"汉语桥"澳大利亚来华交流团组活动成功举办。来自澳大利亚西澳、堪培拉和北领地地区的32名青年学生和带队老师在成都和北京开启了一场中文学习与文化体验深度融合的精彩之旅。

1月7日上午，开营仪式在西南财经大学光华校区举行。西南财经大学国际教育学院副院长肖红超、项目组工作人员、留学生志愿者以及团组师生共同出席。肖红超向远道而来的澳大利亚师生致以热烈欢迎，并介绍了西南财经大学的历史沿革、"双一流"建设成果以及国际中文教育的蓬勃发展。他表示，希望通过"汉语桥"这座沟通世界的语言之桥，架起"语言交流、文化互鉴、心灵沟通"之桥，让团组成员能够在实地探访中了解中国、读懂中国，为推动中澳两国人民交流互鉴、增进民心相通发挥积极作用。

随后，团组迎来了第一堂文化课——"揭开古蜀国的神秘面纱"，深入了解金沙和三星堆文明的奥秘，探究蕴藏在神秘图案背后的知识密码。下午，同学们在老师的带领下，通过吟唱诗歌的形式，领略诗词中的成都风貌，体会"窗含西岭千秋雪，门泊东吴万里船"的气韵。随后，同学们分组进行轨迹拳学习和漆扇制作活动，亲身体验非遗技艺。

在后续的行程中，团组师生们沉浸在丰富多彩的文化体





验中。1月8日上午，在“四川印象”课堂上，同学们学习用葫芦丝吹奏中国传统名曲，并以毛笔水墨在卷轴上绘制国宝大熊猫。下午，全体师生前往金沙遗址博物馆参观，将此前所学知识与实地所见相结合，进一步深化对古蜀文明的认知。

1月9日，团组师生一同探访川菜博物馆。在这里，他们不仅领略了川菜文化的独特魅力，还在工作人员的悉心指导下，体验制作熊猫蒸饺和宫保鸡丁，品尝自己的劳动成果和众多琳琅满目的四川特色名小吃。随后，团组走进锦里古

街，“体验川西民俗文化的旅游文化休闲一条街”，感受成都的休闲生活方式。

1月10日上午，通过参加“寻常街名里的人文记忆”和“成都城的若干次‘变脸’”两堂妙趣横生的文化课，团组学生了解了以宽窄巷子为代表的四川民居的特点，并动手画出各式各样的牌楼。下午，师生们前往蜀锦织绣博物馆参观，亲身体验香囊制作过程，沉浸式感受非遗蜀锦的独特魅力。

1月11日上午，团组前往熊猫谷，在优美的自然环境中近



距离观赏大熊猫和小熊猫。下午，师生们来到都江堰，参观这一世界闻名的水利工程，深入了解其科学的工作原理，感悟“水旱从人，不知饥谨，时无荒年，天下谓之天府也”。

1月12日上午，通过“‘中国造，成都造’——国际铁路港、中欧班列与高铁走廊”这堂课程，同学们了解到中欧班列的线路、途径国家、历史沿革等知识。通过分组完成绘制线路、标注国家以及介绍特产等任务，同学们对中欧班列有了更为深刻的认识。下午，师生们走进杜甫草堂和宽窄巷子，亲身领略诗圣古韵与成都的历史文化底蕴。

1月12日是团组在成都段的最后一天。在离开成都前，团组成员通过抒写“蓉城记忆”，用中英文写下在蓉感受，表达对课程的喜爱及对西南财经大学的感谢。

1月13日，团组全体成员乘坐高铁出发前往北京，继续此次团组的后半段行程，同时切身体验中国的高铁速度。1月14日-19日，团组师生在北京通过学习了解古都北京的前世今生，并参访教育部中外语言交流合作中心、故宫博物院、天坛公园、什刹海街区、八达岭长城、鸟巢水立方、大运河博物馆等地，深入了解北京市民生活与地道北京味儿。在访问教育部中外语言交流合作中心时，团组成员现场分享在华学习体会，展示学习成果，用中文表演诗歌剧《杜甫与黄四娘的田园诗》和歌曲《茉莉花》，用中文写下访华感受，表达

对话语中心的感谢。

为落实2024年6月中澳总理联合成果声明提出的双方共同推进教育交流，增进学生互访相关精神，教育部中外语言交流合作中心与西澳大利亚州澳中友协合作组织此次冬令营，旨在以中文学习为渠道促进青少年交流，让中澳友好在两国不断深入人心。该团组一行32人来自澳13所教育机构，在成都、北京两地参加为期2周的中文学习课程和文化活动，并与中国青年交流交友、互学互鉴。此次团组为澳大利亚青年学习中文、领略中国文化搭建起平台，充分展示“汉语桥





"推动国际人文交流的独特魅力。西南财经大学国际教育学院根据学员需求，创新开展融合中文教育、中国文化体验与中国当代经济发展的"中文+"教育模式，开设了传统文化体验、当代文化专题讲座、实地文化考察等相关课程，使学员们全方位领略中国传统文化的深厚底蕴和现代社会的蓬勃发展。团员们纷纷表示，通过此次访问，加深了对中国语言文化的认识和喜爱，回国后会把这段难忘的经历分享给朋友和家人，希望未来有机会到中国深造学习，成为中澳友谊的"使者"。"

From January 7 to January 19, the "Dialogue with Ancient and Modern Civilization, Friendship Between China and Australia" – SWUFE 2025 "Chinese Bridge" Program Australian Delegation, hosted by the Center for Language Education and Cooperation of the Ministry of Education and organized by the Southwestern University of Finance and Economics (SWUFE), was successfully held. The delegation, consisting of 32 students and teachers from Western Australia, Canberra, and the Northern Territory, embarked on an immersive journey of Chinese language learning and cultural exploration in Chengdu and Beijing.

The opening ceremony took place on the morning of January 7 at SWUFE's Guanghua Campus. Xiao Hongchao, Vice Dean of the College of International Education (CIE) at SWUFE, along with project staff, international student volunteers, and the delegation, attended the event. Xiao Hongchao warmly welcomed the Australian delegation and introduced SWUFE's history, achievements in its "Double First-Class" initiative, and the rapid development of international Chinese language education. He expressed hope that the "Chinese Bridge" program would serve as a platform for language exchange, cultural mutual learning, and heartfelt communication, enabling the delegation to gain a deeper understanding of China and contribute to enhancing mutual understanding between the peoples of China and Australia.

The delegation's first cultural lesson, "Unveiling the Mysteries of Ancient Shu," delved into the secrets of the Jinsha and Sanxingdui civilizations. In the afternoon, students explored Chengdu's poetic charm through recitations of classical Chinese poetry and participated in traditional activities such as 轨迹拳 (a form of martial arts) and 漆扇 (lacquer fan) making, gaining hands-on experience with intangible cultural heritage.

Over the following days, the delegation immersed themselves in a variety of cultural experiences. On January 8, they learned to play the traditional Chinese instrument hulusi and painted giant pandas using ink brushes. A visit to the Jinsha Site Museum further deepened their understanding of ancient Shu culture. On January 9, the group explored the Sichuan Cuisine Museum, where they made panda-shaped dumplings and Kung Pao chicken, savoring the fruits of their labor alongside other Sichuan delicacies. They also strolled through Jinli Ancient Street, experiencing Chengdu's leisurely lifestyle.

On January 10, the delegation attended engaging cultural lectures on Chengdu's street names and urban transformations, followed by a visit to the Chengdu Shu Brocade and Embroidery Museum, where they crafted sachets and admired the artistry of Shu brocade. January 11 featured a trip to Panda Valley, where students observed

giant and red pandas in their natural habitat, and a visit to the Dujiangyan Irrigation System, a UNESCO World Heritage site, to learn about its ancient engineering marvels.

On January 12, the delegation explored the China-Europe Railway Network through interactive activities and visited Du Fu's Thatched Cottage and Kuanzhai Alley, experiencing Chengdu's rich historical and cultural heritage. Before departing Chengdu, the students penned their reflections on the city in both Chinese and English, expressing gratitude to SWUFE for the enriching experience.

On January 13, the delegation traveled to Beijing by high-speed rail, experiencing China's advanced rail technology firsthand. From January 14 to 19, they explored Beijing's historical and modern landmarks, including the Palace Museum, the Temple of Heaven, Shichahai, the Great Wall, the Bird's Nest and Water Cube, and the Grand Canal Museum. During their visit to the Center for Language Education and Cooperation, the delegation showcased their learning achievements, performing a Chinese poetry drama and singing the classic song Jasmine Flower, while expressing their appreciation for the opportunity to study in China.

This program was organized in line with the spirit of the June 2024 China-Australia Joint Statement on Enhancing Educational Exchanges, aiming to promote youth interaction through Chinese language learning and deepen mutual understanding between the two nations. The 32-member delegation, representing 13 Australian educational institutions, participated in a two-week program combining language courses, cultural activities, and exchanges with Chinese peers. CIE tailored the program to include traditional cultural experiences, contemporary cultural lectures, and field visits, offering a comprehensive view of China's rich heritage and modern development.

Participants expressed their deepened appreciation for Chinese language and culture, vowing to share their unforgettable experiences with friends and family back home. Many expressed a desire to return to China for

further study, aspiring to become ambassadors of Sino-Australian friendship. This program highlighted the unique role of the "Chinese Bridge" initiative in fostering international cultural exchange and mutual understanding.





西南财经大学印度尼西亚校友会成立 SWUFE Indonesia Alumni Association Established

📅 1月19日 January 19

1月19日，西南财经大学印度尼西亚校友会成立大会在印度尼西亚雅加达市举行。中华人民共和国驻印度尼西亚大使馆文化参赞王思平莅临大会并致辞。

伴随着庄严的中印尼两国国歌，大会正式拉开帷幕。学校党委书记、副校长马永强通过视频向广大印尼校友致以亲切问候，向印尼校友会成立表示热烈祝贺。他指出，印尼校

友会成立不仅是学校凝聚海外校友力量，拓展全球校友圈的重要一步，更是对母校即将迎来百年华诞的一份重要献礼。马永强简要介绍了过去一年里，学校在人才培养、科学研究、国际交流合作以及“新财经”建设等方面取得的显著成就。他强调，学校第十四次党代会刚刚胜利闭幕，会议号召全体西财人全面总结百年办学经验，精心规划未来发展蓝图，在新的征程上勇往直前。他诚挚邀请海内外校友在母校百年校庆之际重返校园，共同凝聚延续百年辉煌的精神力量。

王思平在致辞中对我校成立印度尼西亚校友会表示热烈祝贺，并高度评价印尼校友会成立的重要意义。他期待校友



会成立能够引领更多国内高校搭建中印尼校友交流平台，为促进中印尼人文交流、增进两国人民友谊发挥积极作用。

随后，大会宣读关于成立印尼校友会的批复及首届秘书处名单，进行了揭牌、颁发聘书及赠礼环节。校友会首届秘书处秘书长林爱莲、副秘书长林琬婷分别发言。

印尼校友会是西南财经大学在海（境）外成立的第七个校友会，它的成立将进一步凝聚印尼校友力量，传承“经世济民、孜孜以求”的西财精神。未来，印尼校友会将致力于促进校友之间交流合作，助力母校事业发展，推动中印尼两国在教育、经济、文化等领域友好往来，携手共创更加美好的明天。

学校校友工作办公室、国际教育学院相关负责人，雅加达华文教育协调机构、弘华语言学习中心等当地友好合作机构代表，以及我校中印尼两国校友代表共同出席成立仪式。

On January 19, the founding ceremony of the Southwestern University of Finance and Economics (SWUFE) Alumni Association in Indonesia was held in Jakarta. Wang Siping, the Cultural Counselor of the Chinese



Embassy in Indonesia, attended the event and delivered a speech.

The ceremony officially began with the national anthems of China and Indonesia. Ma Yongqiang, Vice President of SWUFE, sent a video message to greet the Indonesian alumni and congratulated them on the establishment of the alumni association.

In his speech, Wang Siping highly praised the significance of the establishment of the alumni association. He expressed hope that the association would lead other Chinese universities in building alumni exchange platforms between China and Indonesia, playing an active role in promoting cultural exchange and strengthening the friendship between the two nations.

Following the speech, the approval of the alumni association's establishment and the list of the first secretariat members were announced. The unveiling ceremony, appointment letters presentation, and gift-giving ceremony followed. Lin Ailian, the first Secretary-General of the secretariat, and Lin Wanting, the Deputy Secretary-General, both delivered speeches.

The Indonesian Alumni Association is the seventh alumni association established by SWUFE overseas. Its establishment will further unite the alumni in Indonesia and carry forward SWUFE's spirit of "To persistently strive for the benefit of people and society". In the future, the association will focus on enhancing cooperation and exchange among alumni, supporting the development of the university, and fostering friendly exchanges between China and Indonesia in education, economics, culture, and other fields to create a brighter future together.

国际教育学院举行国际学生2024/2025春季学期开学典礼暨入学教育 CIE Holds Opening Ceremony and Orientation for International Students in the Spring Semester of 2024/2025

2月28日 February 28



2月28日上午，西南财经大学国际学生2024/25春季学期开学典礼在光华校区举行。国际教育学院相关负责老师及全体国际学生新生参加典礼。

在开学典礼上，王新代表学院向新同学们表示热烈欢迎，并介绍了学校近年来的发展情况和独特的办学特色，勉励新生们尽快融入校园，遵守校纪校规，在努力学习中文的同时，勇敢走出校园，亲身体验中国各地的风土人情，积极参与文化交流，共绘中外文明交流互鉴画卷。最后，在迎接百年校庆之际，他向新同学们发出邀请，欢迎大家一道筑梦西财，共襄盛举，携手共同庆祝西财百年华诞。

美国籍学生NICHOLAS PAUL DANIELS作为在校生代表，分享自己在西南财经大学丰富多彩的学习与生活经历，深情表达对中国和成都这座城市的热爱，并热切鼓励同学们在专注学业的同时，积极投身于校内外的各项活动之中，以此作为深入了解中国社会和文化的窗口。他提到，亲身体验和感受中国文化的多样性，将为同学们的学习生涯增添不可多得的宝贵财富。

此外，学院还邀请了成都市公安局青羊分局的警官为新生们开展了精彩生动的“开学第一课”，提醒同学要知法、遵法、守法、加强法律意识和自我防范意识，并重点围绕出入境证件管理、法律法规、电信诈骗、交通安全等方面做了详细介绍。随后，相关负责老师围绕汉语课程、校园生活服务、校纪校规、住宿管理、考勤要求等方面进行了详尽的讲解与指导，以帮助新同学们尽快适应新的学习环境和生活节奏。

经过学院精心部署，2024/25春季学期国际学生迎新工作已圆满完成，入学教育的举办为新生们在西财的学习生活打下坚实基础，帮助国际学生开启留学西财新篇章。

On the morning of February 28, the opening ceremony for international students at the Southwestern University of Finance and Economics (SWUFE) for the spring semester of 2024/2025 was held at the Guanghua Campus. The event was attended by relevant faculty members from the College of International Education (CIE) and all freshmen.



At the ceremony, Wang Xin, Dean of CIE, extended a warm welcome to the new students. He provided an overview of SWUFE's recent developments and its unique educational features. Wang encouraged the students to integrate into campus life as soon as possible, adhere to school rules and regulations, and strive to learn Chinese. He also urged them to step outside the campus, experience local customs and traditions across China, and actively participate in cultural exchanges. He emphasized, it would contribute to fostering mutual understanding and learning between Chinese and foreign cultures. As SWUFE approaches its centennial celebration, Wang invited the new students to pursue their dreams at SWUFE and join in celebrating this historic milestone together.

Nicholas Paul Daniels, a current student from the United States, shared his vibrant academic and life experiences at SWUFE. He expressed his deep affection for China and Chengdu, encouraging his fellow students to engage in various on- and off-campus activities while focusing on their studies. He described these activities as a chance into understanding Chinese society and culture. Nicholas mentioned that firsthand experiences of China's cultural diversity would enrich their academic journeys and become invaluable treasures in their lives.

Additionally, CIE invited officers from the Qingyang

Branch of the Chengdu Public Security Bureau to deliver an engaging and informative "first class of the semester." The officers reminded students to understand, abide by, and respect the law, while strengthening their legal awareness and self-protection skills. They provided detailed explanations on topics such as entry-exit certificate management, relevant laws and regulations, telecommunications fraud prevention, and traffic safety.

Following this, faculty members from CIE offered detailed guidance on Chinese language courses, campus life services, school rules and regulations, accommodation management, and attendance requirements. This orientation aimed to help new students adapt quickly to their new learning environment and daily routines.

The orientation work for international students in the spring semester of 2024/2025 has been successfully completed. It has laid a solid foundation for the study and life of new students at SWUFE, helping international students start a new chapter in their study abroad journey.



中意青年共筑友谊桥梁

——“知行中国”意大利大学生来华交流团走进西南财经大学

Italian and Chinese Youth Build Bridges of Friendship – “Zhi-Xing China” Italian Student Delegation Visits SWUFE

3月27日 March 27



为落实“推动未来3年欧洲青年来华交流规模翻一番”的倡议，深化中欧人文交流，由意大利多所高校学生组成的“知行中国”意大利大学生来华交流团（YES项目）今日到访西南财经大学，通过学术交流与文体互动，了解中国新经济发展概况，体验学校浓厚学术氛围，共绘中意青年友好合作新篇章。

西南财经大学工商管理学院院长李涵为意大利青年带来题为《Understanding China's New Economic Paradigm》的专题讲座，深入浅出向同学们介绍了中国经济转型增长的发展历程和社会变革，通过直观的数据分析以及中意、中欧之间的经济对比，生动形象地展示了中国经济的蓬勃发展，解读了中国经济高质量发展的核心驱动力。

随后，交流团成员在西财同学的介绍下，参观了西南财经大学金融科技实验室，体验数字科技在金融专业教学与科研方面的应用，亲自操作智能平台解决学科问题，中外学生围绕人工智能技术赋能个性化学习展开热烈讨论。

当天下午，中意学子携手组队，共同参与趣味运动。同心鼓、合力塔、趣味接力……同学们通过团队协作增进彼此默契，感受文化交融，现场气氛热烈。

此次“知行中国”意大利大学生来华交流团是



学校推动落实“欧洲翻番”重大倡议，推进实施“青年使者交流学习计划项目”的重要举措。学校将持续搭建国际化平台，深度拓展教育国际合作网络，积极推进中欧青年友好交流，为构建人类命运共同体注入西财力量。

To implement the initiative of “Double the scale of European youth exchanges to China in the next three years” and deepen China-Europe people-to-people exchanges, the “Zhi-Xing China” Italian University

Student Delegation to China (under the Young Envoys Scholarship, YES program), composed of students from multiple Italian universities, visited the Southwestern University of Finance and Economics (SWUFE). Through academic exchanges and cultural activities, the delegation gained insights into China's new economic development, experienced the university's vibrant academic atmosphere, and jointly painted a new chapter of friendly cooperation between Chinese and Italian youth.

Li Han, Dean of the School of Business Administration at SWUFE, delivered a keynote lecture titled "Understanding China's New Economic Paradigm" for the Italian students. With accessible explanations, he introduced the development process of China's economic transformation and growth as well as social changes. Through intuitive data analysis and economic comparisons between China and Italy as well as China and Europe, he vividly demonstrated the vigorous development of China's economy and interpreted the core drivers of China's high-quality economic development.

Subsequently, guided by SWUFE students, the

delegation visited the university's FinTech Laboratory, where they experienced the application of digital technology in financial education and research. They personally operated intelligent platforms to solve academic problems, and Chinese and foreign students engaged in lively discussions on how AI technology empowers personalized learning.

In the afternoon, Chinese and Italian students formed teams to participate in fun sports activities together. Team Harmony Drum, Collaborative Tower Building, Fun Relay... Through teamwork, the students enhanced mutual understanding and experienced cultural integration in a warm atmosphere.

This visit by the "Zhi-Xing China" Italian University Student Delegation is an important initiative by SWUFE to implement the "European Youth Exchange Doubling" proposal and advance the "Young Envoys Exchange and Learning Program." SWUFE will continue to build international platforms, deeply expand its global education cooperation network, actively promote China-Europe youth exchanges, and contribute SWUFE's strength to building a community with a shared future for mankind.



校友风采 SWUFE Alumni



2022级经济与管理研究院硕士毕业生USAMA ZOBAYER USAMA ZOBAYER—Master Graduate from Research Institute of Economics and Management, Class of 2022

I am Usama Zobayer from Bangladesh, and SWUFE has been my university not once, but twice! I graduated with a bachelor's degree in Finance from SWUFE in 2017. Back then, I was overcome with sadness at the thought of leaving my beloved university and city just as the metro lines were beginning to operate around our campus. I heard there was even a line connecting to the airport! Oh, what a pity! I truly left a piece of my heart behind in Chengdu.

After returning home to Dhaka, Bangladesh, I found that many people didn't value my decision to study in China. They expressed concerns about my prospects, suggesting that I should have pursued my education in a North American country instead. It's already difficult for a young graduate, who feels the weight of the world on their shoulders, to "prove" themselves during the job application process. But perhaps thanks to the high standard of education I received at SWUFE, I was able to hold my head high during that period.

I also remembered, Professor Yan Dong, telling us during one of her lectures that she had never applied for a job—she was always scouted. That was such a flex! It was so cool! The whole class gasped when she said that. I was in awe of her. I told myself, "Okay, you may not be as cool as Professor Yan Dong, but try to make her proud if you can."

As luck would have it, I started receiving calls for interviews very soon after I applied. I may not have been scouted like my professor, but I can honestly say I've never been rejected after an interview—each time, I received an offer. I realize this is a small flex too! As a SWUFE alumni, I hope my story can encourage my juniors. Maybe studying in China wasn't a popular choice back then, but in the end, employers valued my degree and experience, and they were excited to have me join their company.

I was fortunate enough to land my dream job at bKash, as a Product Manager in the R&D department. bKash is the pioneering mobile finance app in Bangladesh, as well as a sister concern of Alipay from China. During my time there, I had the privilege of working with some of the brightest minds in the country. We worked tirelessly to build and launch the customer app that now serves over 60 million registered users—practically one or more members from every family in Bangladesh. As a young product team, we collaborated closely with project managers from Alipay in Hangzhou, design teams from Apple in San Francisco, and we trained with product managers from Google in California. I could see the impact of my every contribution, from brainstorming sessions to writing product requirements, assigning tasks to engineers, and working with finance, legal, marketing, and commercial teams to launch our feature products. I felt incredibly lucky to have had that coveted position. My experience using mobile finance apps in China, which was clearly ahead of the rest of the world in mobile payment technology, made my resume stand out to my employer from other candidates.

In 2023, I returned to SWUFE to pursue my master's degree. SWUFE remains as beautiful and lively as ever, with a very supportive administration and faculty to make our time on campus as smooth and rewarding as possible. I was honored to receive the Merit Scholarship from our college for my academic performance, as well as the Belt and Road Scholarship, which helped cover my tuition. This time around, I was hoping to find employment opportunities within China after graduation. Thanks to my experience speaking with recruiters at SWUFE's job fairs, I



was able to set realistic goals for myself. I took my work experience and my degree from SWUFE into account to differentiate myself on my resume. Once again, I was fortunate to receive two offers from the only two interviews I had in China.

Currently, I'm working as a Project Manager at a company that produces precision parts for the EV (electric vehicle) and new energy industries. Our clients include BMW, Mercedes, and BYD, among others. I feel grateful to once again be close to my beloved city, Chengdu. My experience here has been incredibly fulfilling, working alongside hardworking teammates and clients from all over the world. It was a tough decision to leave a coveted job back home to pursue higher education, but as I sit in my beautiful loft in Chongzhou, with a view of Xiling Mountain outside my window, I'm so glad I took the step to return to SWUFE and embrace this next part of my journey.

Call for Applications
1 Semester/Year
SWUFE Chinese Language Program
2025

Located in Chengdu, China!
Language Courses & Cultural Activities
From 0-basis to HSK 6 level
March or September Intake

Read More >>>>>>

Scan the QR Code for Application!

Tel: (+86) 28 8735 5437
Email: international@swufe.edu.cn

@CIESWUFE

Call for applications

2025 SWUFE International Chinese Language Teachers Scholarship welcomes your application!

#studyabroad#studyingchina#2025intake#Scholarship#Chengdu#Sichuan#university

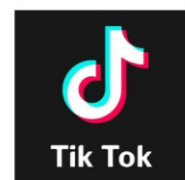
#International#study#Chinese#Chineselanguag



社交媒体 SOCIAL MEDIA



欢迎大家关注!
welcome everybody to follow us on:



Tik Tok



@CIESWUFE

西南财经大学
SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS

读者互动 Feedback and Interaction

编者的话:

From the Editors:

感谢各位校友的陪伴。
We would like to thank you for your companionship.

我们衷心期望《西南财经大学留学生校友通讯》能为留学生校友们送去成都和母校的动态，让大家深入了解中国，分享成都和母校的发展印记和成功喜悦。同时，我们也期待校友与母校之间、广大校友之间能由此拥有更频繁的互动和联系，期待校友们为母校的不断前进贡献力量，为校友彼此的个人成就相互喝彩!

We sincerely hope that the "SWUFE International Alumni Newsletter" would send the ongoing events of Chengdu and SWUFE to our international alumni, so that everyone might have the chance to understand China in depth and share the development milestones and joy of success of Chengdu and SWUFE. Furthermore, we also look forward to more frequent interactions and connections between alumni and SWUFE, as well as among alumni yourselves. We expect our alumni to contribute to the advancement of SWUFE, and to assist and applaud each other for your personal achievements!

在您的阅读过程中，如果有对本刊的内容选择、编辑设计等诸多方面有意见或建议，请不吝指正，以便我们在将来为留学生校友提供更多的服务!同时，我们也欢迎各位校友踊跃投稿，与我们分享你的故事，或提供发展机会、职业信息、经验分享等。让我们协力打造更好的校友期刊!

If you have any opinions or suggestions on the content, editing, designing and other aspects of the journal, please do not hesitate to contact us. Please understand that your every help will enable us to better serve the international alumni. At the same time, we welcome all of you to share your experience and stories with us and provide useful information including academic or career opportunities to the alumni. Let's work together to make a better alumni journal!