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SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS

SWUFE

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• 第二十届中国西部国际博览会开幕式在蓉举行 习近平向大会致贺信 彭清华宣读贺信并发表主旨演讲 吉乔·凯坎皮吞 玛特劳伊·玛尔道 约翰尼·科纳坡致辞
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• “孜孜百年 济以光华” 庆祝西南财经大学建校100周年文艺晚会隆重举行
SWUFE Holds Grand Gala for 100th Anniversary

• 经世百载 华章日新！庆祝西南财经大学建校100周年大会举行
SWUFE Holds 100th Anniversary Celebration Ceremony


• 2025年西南财经大学“感知中国—千年古桑道，丝绸繁华路”活动成功举办
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經世濟民
孜孜以求

劉詩白



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吉乔·凯坎皮吞 玛特劳伊·玛尔道 约翰尼·科纳坡致辞

The Opening Ceremony of the 20th Western China International Fair Held in Chengdu

5月25日 May 25



交部党委书记齐玉，阿联酋驻华大使哈马迪，阿富汗代理外长穆塔基，哈萨克斯坦贸易和一体化部部长沙卡利耶夫，主宾省青海省委副书记、省长罗东川，主宾省浙江省副省长李岩益分别致辞。四川省委副书记、省长施小琳主持开幕式，四川省政协主席田向利出席。

彭清华指出，习近平主席对西部地区发展念兹在兹，对西博会寄予厚望，在贺信中表明了我国愿与各国朋友共同维护多边贸易体制和全球产业链稳定畅通的坚定决心，阐明了“团结才能共赢，携手方可共进”的历史规律，在当前全球化遭遇逆流的背景下，给人深刻启迪，具有重要指导意义。

彭清华表示，新时代以来，随着中国对外开放的大门越开越大，西部地区已从开放的“后卫”变成“先锋”，昔日发展的洼地正变成繁荣的高地。我们将认真贯彻习近平主席贺信精神，推动新时代西部大开发形成新格局各项政策措施落地落实，支持西部地区进一步全面深化改革，不断夯实承载平台，打造形态多样的开放高地；加快建设西部陆海新通道，打造一批面向东盟、中亚、欧洲的重要经济走廊，构建陆海内外联动、东西双向互济的全面开放格局；坚持科技创新与产业创新深度融合，加快建设西部科技创新中心，因地制宜发展新质生产力；坚持市场化、法治化、国际化方向，打造一流营商环境，构建开放包容的投资生态。以此次博览会为契机，同各国朋友进一步加深了解、增进友谊、深化合作，为世界各国分享中国西部发展机遇搭建有效平台，为促进世界经济繁荣发展注入新动力。

吉乔·凯坎皮吞向第二十届中国西部国际博览会开幕表示祝贺。他说，非常荣幸作为主宾国参加西博会，来到美丽而又繁荣的四川省会成都。本届西博会以“深化改革增动能 扩大开放促发展”为主题，十分契合当前世界经济发展和多边合作的愿景。西博会已经成为推动中国西部发展和对外交流合作的重要平台，各个国家和地区的政府、企业在这里齐聚一堂，推动贸易合作、拓展投资机遇、增进相互信任，共同创造可持续的美好未来。老挝和中国是山川相连的世代友邦，在高质量共建“一带一路”框架下，两国在经贸往来、交通互联、文化旅游等多个领域合作取得了丰硕成果。我们希望借助西博会与包括中国在内的各个国家和地区进一步加强交流合作，共创繁荣美好明天。

玛特劳伊·玛尔道说，匈中两国关系源远流长，匈牙利是最早与中国建交的国家之一，也是首个加入“一带一路”合作的欧盟国家。我们始终秉承“向东开放”的政策，坚定支持高质量共建“一带一路”，坚信不同文化之间的对话能够极大地促进欧洲对中国的了解，也让中国更加了解匈牙利。

5月25日上午，以“深化改革增动能 扩大开放促发展”为主题的第二十届中国西部国际博览会在成都举行。

国家主席习近平向大会致贺信。

全国人大常委会副委员长彭清华宣读贺信，发表主旨演讲并宣布开幕。主宾国老挝人民革命党中央政治局委员、副总理吉乔·凯坎皮吞，主宾国匈牙利国会常务副主席、匈中友好议员小组主席玛特劳伊·玛尔道，瓦努阿图副总理兼财长约翰尼·科纳坡致辞。

四川省委书记、省人大常委会主任王晓晖致欢迎辞。外



在第二十届中国西部国际博览会匈牙利国家馆，来宾们可以了解到匈牙利在半导体、新能源汽车、医疗保健、电子信息、污染防治和农业发展等领域的诸多创新成就，致力于促进匈牙利和中国技术交流合作的匈中技术转移中心也将作为参展商出现在匈牙利国家馆中。相信匈中两国的良好关系与深入合作能够为世界各国树立榜样，在相互尊重的基础上创造更加和平美好的未来。

约翰尼·科纳坡说，中国西部国际博览会今年迎来具有里程碑意义的第二十届，已经成为中国与世界在经贸、人文等领域交流交往的重要平台。西博会自举办以来，在促进市场开放、激发创新活力和实现可持续发展方面发挥着重要作用，许多国家和地区借助西博会，与充满发展活力的中国西部地区建立了伙伴关系，携手创造投资机会、推动技术进步、实现共同繁荣。瓦努阿图高度重视与中国之间历久弥坚的传统友谊，特别是共建“一带一路”、构建人类命运共同体等系列全球倡议，与瓦努阿图强调开放包容和可持续发展的愿景十分契合。我们希望通过西博会邀请中国和其他贸易伙伴访问美丽的岛屿国家瓦努阿图，在贸易、旅游等领域拓

展交流合作，实现互利共赢。

王晓晖在致欢迎辞中代表四川省委、省政府，向莅临大会的各位嘉宾表示欢迎，向长期以来关心支持四川发展的海内外朋友表示感谢。他说，西博会作为中国对外开放的重要窗口，已经成为世界了解中国西部、中国西部走向世界的重要桥梁和纽带。习近平主席对本届西博会专门发来贺信，对以这次博览会为契机同各国朋友深化合作、共同维护多边贸易体制和全球产业链供应链稳定畅通等寄予殷切期望，充分体现了习近平主席和中国政府对西部地区发展的深切关怀、对四川工作的关心厚爱。近年来，我们认真落实习近平主席重要指示精神，扎实推进国家战略走深走实，深入实施“四化同步、城乡融合、五区共兴”发展战略，新时代新征程四川现代化建设迈出坚实步伐，为海内外朋友来川发展提供了广阔舞台。我们诚邀大家积极开拓西部广阔市场，深度参与现代化产业体系建设，共同推进基础设施互联互通，携手开放合作、实现互利共赢。我们将用心用情做好全方位服务保障，让大家在川安心投资、舒心生活。

开幕式前，彭清华和齐玉、王晓晖、施小琳等参观了本届西博会区域合作馆、国际合作馆的部分展区。24日下午，彭清华会见了前来参会的外国政要。

出席开幕式的还有：外国政府代表团，外国驻华使节代表，中央和国家机关有关部门领导，四川省有关领导，各省（区、市）和新疆生产建设兵团有关负责同志，港澳台地区代表，有关国际组织和国际商协会负责人，世界500强企业及知名跨国公司负责人，部分央企、国内有关商协会、民营企业负责人等。

On the morning of May 25, the opening ceremony of the 20th Western China International Fair (WCIF), themed "Deepen Reform for More Momentum, Expand Openness for Greater Growth", was held in Chengdu.

President Xi Jinping sent a congratulatory letter to the 20th WCIF.

Peng Qinghua, Vice Chairman of the Standing Committee of the National People's Congress, read out the congratulatory letter, delivered a keynote speech, and declared the event open. Guests from guest countries of honor, Laos and Hungary, namely, Kikeo Khaykhamphithoune, Member of the Political Bureau of the Lao People's Revolutionary Party Central Committee and Deputy Prime Minister of Laos, and Márta Mátrai, Deputy of

the Speaker of the Hungarian National Assembly (HNA) and Chair of the Hungary-China Friendship Group of HN A, as well as Johnny Koanapo Rasou, Deputy Prime Minister and Minister of Finance and Economic Management of Vanuatu, delivered speeches.

Wang Xiaohui, Secretary of the CPC Sichuan Provincial Committee and Chairman of the Standing Committee of Sichuan Provincial People's Congress, delivered a welcome speech. Qi Yu, Secretary of the CPC Committee of the Ministry of Foreign Affairs; Hussain bin Ibrahim Al Hammadi, Ambassador of the United Arab Emirates to China; Mawlawi Amir Khan Muttaqi, Acting Foreign Minister of Afghanistan; Arman Shakkaliyev, Minister of Trade and Integration of Kazakhstan; Luo Dongchuan, Deputy Secretary of the CPC Qinghai Provincial Committee and Governor of the People's Government of Qinghai Province (guest province of honor); and Li Yanyi, Vice Governor of the People's Government of Zhejiang Province (guest province of honor), delivered speeches respectively. Shi Xiaolin, Deputy Secretary of the CPC Sichuan Provincial Committee and Governor of the People's Government of Sichuan Province, presided over the opening ceremony. Tian Xiangli, Chairperson of the CPPCC Sichuan Provincial Committee, attended.

Peng Qinghua noted that President Xi Jinping has always cared deeply about the development of the western region and placed high hopes on the WCIF. In his congratulatory letter, Xi demonstrated China's firm resolve to work with friends from all countries to uphold the multilateral trading system and ensure stable, unimpeded global industrial and supply chains. Xi also stressed the historical law that unity fosters shared success and cooperation drives common progress. Amid the backdrop of current headwinds against globalization, these insights provide profound inspiration and carry important guiding significance.

Peng Qinghua stated that since the new era began, as China has opened its doors even wider, the western region has transformed from the "rear guard" to the "vanguard" of opening up, and once a place of underdevelopment, it is

now emerging as a land of prosperity. We will earnestly implement the guidelines outlined in President Xi Jinping's congratulatory letter, promote the effective implementation of the policy measures aimed at fostering a new pattern in the large-scale development of the western region in the new era, support the western region in further deepening comprehensive reform, continuously strengthen carrier platforms, and build multi-faceted opening-up highlands. We will accelerate the construction of the New International Land-Sea Trade Corridor, build an array of important economic corridors oriented toward ASEAN, Central Asia and Europe, and forge an all-round opening-up paradigm that connects China and the world through land and sea as well as the eastern and western regions of the nation. We are committed to deepening the integration of technological and industrial innovation, accelerating the development of the Western China Science and Technology Innovation Center, and developing new quality productive forces in light of local conditions. We are dedicated to upholding the market-oriented, law-based, and internationalized principles, creating a first-class business environment, and cultivating an open and inclusive investment ecosystem. We are willing to take the fair as an opportunity to further enhance understanding, strengthen friendship, and deepen cooperation with friends from all countries. The fair will provide an effective platform for countries around the world to share the development opportunities in China's western region, thereby injecting new impetus into the prosperity and development of the world economy.

Kikeo Khaykhamphithoune extended congratulations on the opening of the 20th WCIF. He stated that it is a great honor to participate in the WCIF as the guest country of honor and to visit Chengdu, the beautiful and prosperous capital of Sichuan Province. The WCIF this year is themed "Deepen Reform for More Momentum, Expand Openness for Greater Growth", which is highly aligned with the current vision for global economic development and multilateral cooperation. The WCIF has become an important platform for promoting development in the western region of China



and facilitating foreign exchanges and cooperation. Governments and enterprises from various countries and regions gather here to advance trade cooperation, explore investment opportunities, enhance mutual trust, and collaboratively create a sustainable and promising future. Laos and China are ever-lasting friendly neighbors linked by mountains and rivers. Under the high-quality Belt and Road cooperation framework, the two countries have achieved fruitful results in cooperation across various fields, including economic and trade exchanges, transportation connectivity, and cultural tourism. We hope to leverage the WCIF to further strengthen exchanges and cooperation with various regions and countries, including China, and jointly create a prosperous and bright future.

Noting that the relations between Hungary and China have a long history, Márta Mátrai said that Hungary is one of the first countries to establish diplomatic relations with China and the first EU country to join the Belt and Road Initiative. Hungary has always upheld the "Eastern Opening" policy, firmly supported high-quality Belt and Road cooperation, and steadfastly believed that dialogue between different cultures can significantly enhance Europe's understanding of China while enabling China to better understand Hungary. In the pavilion of Hungary at

the 20th WCIF, visitors can learn about Hungary's numerous innovative achievements in fields such as semiconductors, new energy vehicles, healthcare, electronic information, pollution prevention and control, and agricultural development. The Hungarian-Chinese Technology Transfer Center, which is dedicated to promoting technological exchange and cooperation between the two countries, will also participate as an exhibitor in Hungary's pavilion. It is believed that the good relations and deep collaboration between Hungary and China can set an example for countries around the world, and the two countries can create a more peaceful and beautiful future based on mutual respect.

Johnny Koanapo Rasou stated that this year commemorates the momentous 20th edition of the WCIF, which has become an important platform for exchanges and interactions between China and the world in areas such as economy, trade and culture. Since its inception, the WCIF has played a significant role in promoting market openness, stimulating innovative vitality, and achieving sustainable development. Many countries and regions have leveraged the WCIF to establish partnerships with the dynamic western region of China, working together to create investment opportunities, drive technological

advancement, and achieve common prosperity. Vanuatu attaches great importance to the long-standing traditional friendship with China. In particular, the series of global initiatives, such as the Belt and Road Initiative and the building of a community with a shared future for mankind, are highly consistent with Vanuatu's vision for openness, inclusiveness and sustainable development. Through the WCIF, we hope to invite China and other trading partners to visit the beautiful island nation of Vanuatu, with a view to expanding exchanges and cooperation in trade, tourism and other fields and achieving mutual benefits and win-win outcomes.

In his welcome speech, Wang Xiaohui, on behalf of the CPC Sichuan Provincial Committee and the People's Government of Sichuan Province, extended a welcome to all guests attending the WCIF and conveyed appreciation to friends at home and abroad who have long cared for and supported the development of Sichuan. He said that the WCIF, as an important window for China's opening up, has become a crucial bridge and bond for the world to understand China's western region and for the region to engage with the world. President Xi Jinping specially sent a congratulatory letter for this year's WCIF, expressing keen expectations for taking the fair as an opportunity to deepen cooperation with friends from all countries and work together to uphold the multilateral trading system and ensure stable, unimpeded global industrial and supply chains. This fully reflects President Xi Jinping's and the Chinese government's profound concern for the development of the western region and their care and support for the work of Sichuan. In recent years, we have earnestly implemented President Xi Jinping's important instructions, steadily advanced the deep and practical execution of national strategies, thoroughly implemented the development strategy of "synchronized development of new industrialization, information technology application,

urbanization, and agricultural modernization, urban-rural integration, and common prosperity of five zones", and made solid progress in Sichuan's modernization drive on the new journey in the new era, thereby providing a broad stage for friends from home and abroad to develop in Sichuan. We sincerely invite all to actively explore the vast markets in the western region, deeply participate in the construction of a modernized industrial system, jointly advance infrastructure connectivity, and work together to achieve mutual benefits and win-win outcomes through openness and cooperation. We will wholeheartedly deliver comprehensive services and support to ensure that all can pursue investments free from undue concern and have a comfortable living experience in Sichuan.

Before the opening ceremony, Peng Qinghua, Qi Yu, Wang Xiaohui and Shi Xiaolin, among others, toured some exhibition areas of the Regional Cooperation Pavilion and International Cooperation Pavilion at this year's WCIF. On the afternoon of May 24, Peng Qinghua met with foreign dignitaries who came to attend the fair.

Also present at the opening ceremony were foreign government delegations, representatives of foreign diplomatic envoys in China, leading officials in charge of relevant central Party and government departments, relevant leaders from Sichuan Province, relevant leading officials from provinces (autonomous regions and municipalities) and Xinjiang Production and Construction Corps, representatives from Hong Kong, Macao and Taiwan regions, heads of pertinent international organizations and international business associations, executives from Fortune Global 500 companies and well-known multinational corporations, as well as representatives from some centrally administered state-owned enterprises, relevant domestic business associations and private enterprises, among others.

2025全球跨境旅游（四川）大会暨携程全球合作伙伴大会 在成都举行 共话入境旅游发展新篇章

2025 Global Cross-Border Tourism (Sichuan) Conference & Trip.com Group Global Partner Gala Held in Chengdu

☞ 5月28日 May 28



5月28日，“成都之夜”2025全球跨境旅游（四川）大会暨携程全球合作伙伴大会在成都举行，来自全球66个国家和地区的近2000名旅游行业人士齐聚天府之国，沉浸式体验四川文旅的独特魅力，共话入境旅游发展新篇章。副省长胡云出席活动并致辞。

近年来，四川推出一系列入境游激励政策，入境游客大幅增长。去年以来，全省多个景区接待入境游客人次创下新高，“巴蜀游”彰显发展新活力。此次活动汇聚来自全球66个国家和地区的旅游局、知名酒店集团、航空公司、旅游组织、行业联盟，以及海内外知名媒体与旅游达人等旅游业相关领域从业者，将持续至5月30日。

当晚的“成都之夜”盛典上，川剧变脸、藏羌民族服饰

秀等极具蜀韵的特色节目以及陕西整鼓表演、新疆木卡姆艺术等共同展现一场丰富多彩的文化之夜。现场进行了四川文旅情景式推介，发布2025携程口碑榜奖项和2025中国跨境游相关研究报告，成都入选携程“2025全球100经典目的地”。活动中，无人机阵列带来主题表演《创新之翼》，当4000架无人机照亮夜空，尽显四川现代化发展的万千气象。

活动前，参会嘉宾前往第九届中国成都国际非遗节现场，体验璀璨非遗中蕴含的文化内涵。接下来，嘉宾们将实地体验青城山-都江堰、峨眉山-乐山大佛、九寨沟、黄龙等四川世界遗产的魅力，搭建合作沟通桥梁，共同推动四川入境旅游迈向新高度。

On May 28, the "Chengdu Envision Night" 2025 Global

Cross-Border Tourism (Sichuan) Conference & Trip.com Group Global Partner Gala was held in Chengdu. Nearly 2,000 tourism industry professionals from 66 countries and regions around the world gathered in this land of abundance, immersing themselves in the unique charm of Sichuan's cultural and tourism landscape and discussing a new chapter in the development of inbound tourism. Hu Yun, Vice Governor of the People's Government of Sichuan Province, attended the event and delivered a speech.

In recent years, Sichuan has introduced a series of incentive policies for inbound tourism, leading to a substantial surge in inbound visitor numbers. Since last year, multiple scenic areas across the province have seen record-high inbound tourist arrivals, demonstrating the new vitality of the "Bashu Tourism" brand. This event brings together tourism bureaus, well-known hospitality groups, airlines, tourism organizations and industry alliances from 66 countries and regions around the world, as well as professionals from relevant tourism sectors, including those from renowned domestic and international media outlets and travel influencers. The event runs through to May 30.

The "Chengdu Envision Night" gala that evening featured distinctive programs embodying Sichuan's charm, such as the Sichuan Opera's face-changing performance

and Tibetan-Qiang ethnic costume show, along with performances of Shaanxi Biegu drum and Xinjiang Muqam art, collectively presenting a vibrant cultural night. The gala also highlighted Sichuan's cultural and tourism offerings through a scenario-based promotion. During the ceremony, Trip.com Group unveiled the 2025 "Trip.Best Award" and research reports on China's cross-border tourism in 2025. Notably, Chengdu secured a spot on Trip.com's "2025 Global 100 Must-visit Destinations" list. During the event, a drone fleet delivered the themed performance "Wings of Innovation". As 4,000 drones illuminated the night sky, they vividly showcased the dynamic panorama of Sichuan's modernization drive.

Before the event, the attending guests visited the venue of the 9th International Intangible Cultural Heritage Festival Chengdu, China, experiencing the cultural connotations embedded in the splendid intangible cultural heritage. Next, they embarked on tours of Sichuan's world heritage sites, including Mount Qingcheng and Dujiangyan irrigation system, Mount Emei-Leshan Giant Buddha scenic areas, Jiuzhaigou Valley, and Huanglong. These visits will help build a bridge for cooperation and communication, jointly promoting the inbound tourism in Sichuan to new heights.



第九届成都国际非遗节闭幕 非遗品牌IP授权签约金额创新高

The 9th International Festival of the Intangible Cultural Heritage, Chengdu, Concludes

6月3日 June 3

- 现场观众超**21.74**万人次
- 成功签约的非遗品牌IP授权项目达**36**个，签约金额**3.5**亿元

6月3日，第九届中国成都国际非物质文化遗产节闭幕。本届非遗节现场观众超21.74万人次，非遗品牌IP授权成果丰硕，签约金额达3.5亿元，创非遗节IP授权签约金额新高。

本届非遗节历时7天，汇聚600余个非遗代表性项目参与。“国际手工艺展”上，来自34个国家的76个项目展示了各国手工艺的多样性。本届非遗节首设“主宾国+主宾城市”机制，邀请马来西亚作为主宾国，阿尔及利亚阿尔及尔、马来西亚槟城、泰国清迈、意大利巴里作为主宾城市，以非遗为媒架起沟通桥梁。各国参与嘉宾点赞非遗节探索出了广泛而深入的合作与交流方式。

值得一提的是，本届非遗节展示了“非遗+科技”“非遗+文旅”等非遗融入现代生活的多种可能，并致力于把非遗节变成人民的节日，非遗节上的端午互动、国际美食周、传统医药体验等项目，吸引众多市民和游客参与。

本届非遗节的一大亮点是国际非遗品牌IP授权展成功举办。非遗品牌IP授权发布、非遗品牌IP授权跨界运用对话等形式多样的路演、分享和推介活动，让非遗与市场对接，以展示带动发展，以发展实现传承。授权展共展示非遗品牌IP项目149个，成功签约的非遗品牌IP授权项目达36个，签约金额3.5亿元。

On June 3, the 9th International Festival of Intangible Cultural Heritage, Chengdu, China (ICH Festival), concluded. The festival drew over 217,400 on-site visits and achieved remarkable success in ICH brand IP licensing, with signed agreements totaling 350 million yuan—a new high for IP licensing deals at the event.

The current ICH Festival lasted seven days and brought together over 600 ICH representative projects. At the international handicraft exhibition, 76 projects from 34 countries showcased the diversity of craftsmanship from



around the world. The festival introduced a new "Guest Country of Honour and Guest City of Honour" mechanism for the first time, inviting Malaysia as the guest country of honour and Algiers (Algeria), Penang (Malaysia), Chiang Mai (Thailand), and Bari (Italy) as the guest cities of honour, thereby using ICH as a bridge for communication. Guests from participating countries praised the festival for exploring extensive and in-depth approaches to cooperation and exchange.

It is worth noting that this year's festival demonstrated multiple possibilities for integrating ICH into modern life, such as "ICH + technology" and "ICH + culture-tourism". Committed to making the festival a celebration for the people, it attracted numerous citizens and tourists through programs like Dragon Boat Festival interactive activities, an international food week, and traditional medicine experiences.

A major highlight of this year's ICH Festival was the successful holding of the International ICH Brand IP Licensing Exhibition. Through diverse roadshows, sharing sessions, and promotional events, such as ICH brand IP licensing launches and dialogues on ICH brand IP cross-sector applications, the festival bridged intangible cultural heritage with market needs. This approach sought to spur growth through showcasing heritage and to ensure its continuation through development. The licensing exhibition showcased 149 ICH brand IP projects, with 36 successfully signed licensing agreements totaling 350 million yuan.

第二届“一带一路”科技交流大会在成都开幕 丁薛祥出席开幕式并发表主旨讲话

The Second Belt and Road Conference on Science and Technology Exchange Opens in Chengdu

6月11日 June 11



6月11日，第二届“一带一路”科技交流大会在成都开幕。

中共中央政治局常委、国务院副总理丁薛祥出席开幕式并发表主旨讲话。

伊朗副总统阿夫辛，乌兹别克斯坦第一副总理拉马托夫，塞尔维亚国民议会副议长拉古什先后致辞。联合国秘书长技术特使吉尔视频致辞。四川省委书记、省人大常委会主任王晓晖致欢迎辞。科技部部长阴和俊主持开幕式。

丁薛祥表示，中国国家主席习近平对“一带一路”科技交流合作高度重视，提出一系列重大倡议和举措，为推进国际科技创新合作提供了重要遵循。中国与各方共同努力，持续实施“一带一路”科技创新合作计划，搭建科技“连心桥”，织就创新协作网，为高质量共建“一带一路”注入了强劲动力。

丁薛祥强调，新一轮科技革命和产业变革深入发展，大数据、云计算、人工智能等技术正在全面赋能经济社会发展，但技术鸿沟、数字鸿沟、智能鸿沟仍在扩大，一些霸权霸道霸凌行径对全球发展造成巨大障碍。我们要加强团结合作，深入践行国际科技合作倡议，构建创新驱动、开放包容、公平公正、共同繁荣、普惠可持续的“一带一路”科技创新共同体，促进科技创新更好造福全人类。

丁薛祥提出4点建议：一是进一步加强科技创新开放合作，共同探索互利共赢的全球科技合作新模式，支持各国相

关科研机构、高校、企业、智库建立合作网络，携手攻克重大科技难题。二是进一步推动科技成果普惠共享，坚持“科学无国界、惠及全人类”，大力提升科学技术的可及性，实施好“一带一路”科技减贫专项合作计划，使科技创新成果更好惠及各国特别是全球南方国家。三是进一步扩大科技人文交流，强化创新伙伴关系，广泛开展往来互访、互派留学生、技术培训、学术会议等多种形式的交流，拉紧科技与教育合作的友好纽带。四是进一步完善全球科技治理体系，妥善应对科技发展可能带来的规则冲突、社会风险、伦理挑战，反对把科技合作泛政治化、泛安全化，推动科技创新始终朝着有利于人类文明进步的方向发展。

阿夫辛在致辞中说，科学技术已经成为连接世界的语言和推动发展的力量。正如此次大会主题中所言，各国需要携起手来，共建创新之路、同促合作发展。“一带一路”不仅是共建国家深化经贸往来的通道，更是传递理念、科学、技能和信任的走廊。伊朗希望以此次大会为契机，推动与各国在前沿科研数据共享、研究人员交流学习、科技投资基金设立等领域开展积极合作，共同在塑造世界科技发展新格局中发挥更加积极的作用。

拉马托夫在致辞中说，近年来，在共建“一带一路”倡议推动下，各参与国科学界不断深化多边合作，展现出卓越的团结协作精神，取得了丰硕成果。乌兹别克斯坦高度重视并积极参与其中，特别是与中国在科教等领域的合作，推动



双方实现互补互利，构建起更加紧密的伙伴关系。当前，乌兹别克斯坦正着力推动现代农业、医疗、能源等各领域加快发展，希望以此次大会为契机，与共建“一带一路”各国开展积极务实合作，实现互利共赢。

拉古什在致辞中说，面对日益严峻的全球性挑战，加强全球合作、推动共同发展、促进文明互鉴，已成为人类社会的必然选择。中国始终倡导全球发展是人类共同的事业，致力于推动构建人类命运共同体。“一带一路”倡议以共商共建共享为原则，为全球发展合作搭建平台。在共建“一带一路”框架下，塞中关系持续升温，推动两国在各领域合作取得丰硕成果。希望共建各国以此次大会为契机，进一步增进共识、深化合作，共同构建新时代的人类命运共同体。

吉尔在致辞中向此次大会的举办表示祝贺，对大会推动加强全球科技合作表示赞赏。他说，当前科学技术领域正在经历迅速而深远的变革，在推动创新的同时，更要让创新更好惠及全社会。“一带一路”科技交流大会搭建起平台，让世界各国的科学家、研究人员、决策者以及社区民众交流碰撞，分享专业知识，促进相互理解，这正是开放科学的核心。期待大家继续携手推进全球性的科技创新愿景，以合作为基石，以包容为导向，不断增进人类福祉。

王晓晖在致欢迎辞中代表四川省委、省政府，向莅临大

会的各位嘉宾表示欢迎，向长期以来关心支持四川发展的海内外朋友表示感谢。他说，共建“一带一路”，是习近平主席着眼人类前途命运和世界发展大势提出的重大倡议，得到了国际社会广泛认可和积极响应。习近平主席亲自部署的“一带一路”科技交流大会，已成为共建国家加强科技交流合作、赋能新质生产力发展的重要平台。四川是“一带一路”的重要交汇点，当前正扎实推进科技创新与产业创新深度融合，加快打造西部地区创新高地和向西开放战略高地。我们愿与大家共建科技创新基地、共享科技创新成果、共促科技人文交流，高水平建设“一带一路”国际技术转移中心，大力推动科学技术双向转移转化和产业化应用，加快培育和发展新质生产力，让共建国家和民众更好享受科技发展进步红利。

开幕式上，还发布了《国家创新指数报告2024》（英文版），发起了国际子午圈大科学计划，启动了“一带一路”人工智能科技创新专项合作计划和“一带一路”中医药科技创新专项合作计划，启动了第四批“一带一路”联合实验室建设和5个“一带一路”科技创新合作联盟，启动了中国成渝地区“一带一路”国际技术转移中心建设和中国成渝地区“一带一路”科技合作“双千”计划。

开幕式后，第二届“一带一路”科技交流大会举行全体

大会。会上，古巴科技和环境部部长罗德里格斯、马来西亚科技创新部部长郑立慷、泰国高等教育与科研创新部部长素帕玛·易萨拉帕迪、世界知识产权组织总干事邓鸿森现场或视频讲话；诺贝尔生理学或医学奖得主巴里·马歇尔、中国科学院院士薛其坤、德国史太白技术管理公司总裁贝特姆·劳穆勒、宁德时代董事长兼CEO曾毓群分别作主题报告。

外国政府官员、驻华使节和国际组织代表，中央和国家机关有关部门领导，四川省、重庆市有关领导和其他省份有关领导，国内外科技人员、企业负责人等约1500人参加。

On June 11, the second Belt and Road Conference on Science and Technology Exchange opened in Chengdu.

Ding Xuexiang, Member of the Standing Committee of the Political Bureau of the Communist Party of China (CPC) Central Committee and Vice Premier of the State Council, attended the opening ceremony and delivered a keynote speech.

Iran's Vice President Hossein Afshin, Uzbekistan's First Deputy Prime Minister Ramatov Achilbay Jumaniyazovich, and Deputy Speaker of the National Assembly of Serbia Marina Ragus delivered speeches successively. United Nations Secretary-General's Envoy on Technology Amandeep Singh Gill delivered a video speech. Wang Xiaohui, Secretary of the CPC Sichuan Provincial Committee and Chairman of the Standing Committee of Sichuan Provincial People's Congress, delivered a welcome speech. Yin Hejun, Minister of Science and Technology of China, presided over the opening ceremony.

Ding Xuexiang stated that Chinese President Xi Jinping attaches great importance to Belt and Road scientific and technological exchanges and cooperation and has proposed a series of major initiatives and measures, which provide important guidance for promoting international sci-tech innovation cooperation. China has worked together with all parties to continuously implement the Belt and Road Science, Technology and Innovation Cooperation Action Plan, build a "bridge of hearts" in science and technology, and weave a network of innovative collaboration. These efforts have injected strong momentum into the high-quality Belt and Road cooperation.

Ding Xuexiang emphasized that as the new round of scientific and technological revolution and industrial transformation deepens, technologies such as big data, cloud computing, and artificial intelligence (AI) are comprehensively empowering economic and social development; however, gaps in technology, digital access and AI are still widening, and some hegemonism, bullying, and coercive practices pose enormous obstacles to global development. We should strengthen solidarity and cooperation, further implement the International Science and Technology Cooperation Initiative, and build a Belt and Road science and technology innovation community that is innovation-driven, open and inclusive, fair and just, oriented toward common prosperity, universally beneficial, and sustainable, thus promoting sci-tech innovation to better benefit humanity.

Ding Xuexiang put forward four suggestions. First, all parties should further strengthen open cooperation in scientific and technological innovation, jointly explore a new model of global scientific and technological cooperation that is mutually beneficial and leads to win-win outcomes, support relevant scientific research institutions, universities, enterprises, and think tanks in various countries to establish cooperation networks, and work together to tackle major scientific and technological challenges. Second, all parties should further promote the inclusive sharing of sci-tech achievements to the benefit of all, adhere to the principle that science knows no borders and should benefit all humanity, vigorously enhance the accessibility of science and technology, effectively implement the Belt and Road Special Cooperation Program on Poverty Alleviation through Science and Technology, and ensure that sci-tech innovation outcomes better benefit all countries, especially those from the Global South. Third, all parties should further expand people-to-people exchanges in science and technology, strengthen innovation partnerships, widely carry out extensive exchanges in various forms, such as mutual visits, student exchanges, technical training, and academic conferences, and deepen the friendly bonds forged through

science, technology, and education cooperation. Fourth, all parties should further improve the global governance system for science and technology to properly address potential rule conflicts, social risks and ethical challenges brought by the development of science and technology, oppose politicizing scientific and technological cooperation and overstressing the concept of security, and promote scientific and technological innovation to always advance in a direction conducive to the progress of human civilization.

In his speech, Hossein Afshin stated that science and technology have become the language connecting the world and the driving force behind development. As emphasized by this conference's theme, countries need to join hands to build an innovation road for shared development. The Belt and Road is not only a channel for partner countries to deepen their economic and trade exchanges but also a corridor for the diffusion of ideas, science and technology, skills, and trust. Iran hopes to take this conference as an opportunity to promote active cooperation with other countries in areas such as sharing frontier scientific research data, facilitating researcher exchanges, and establishing dedicated sci-tech investment funds, and work together to play a more active role in shaping the new landscape of global scientific and technological development.

In his speech, Ramatov Achilbay Jumaniyazovich said that in recent years, driven by the Belt and Road Initiative (BRI), the scientific communities of participating countries have continuously deepened multilateral cooperation, demonstrated a remarkable spirit of solidarity and collaboration, and achieved fruitful results. Uzbekistan attaches great importance to and actively participates in this. In particular, its cooperation with China in such fields as science and education promotes mutually complementary relationships, delivers mutual benefits, and builds a closer partnership between the two sides. Currently, Uzbekistan is making efforts to accelerate development in various fields, such as modern agriculture, healthcare, and energy. It hopes to take this conference as

an opportunity to carry out active and practical cooperation with BRI partner countries to achieve mutual benefits and win-win outcomes.

In her speech, Marina Ragus said that in the face of increasingly severe global challenges, it has become a sure choice for human society to strengthen international cooperation, pursue common development, and promote mutual learning among civilizations. China has always advocated that global development is a common cause for humanity and is committed to promoting the building of a community with a shared future for mankind. The Belt and Road Initiative, guided by the principle of extensive consultation, joint contribution and shared benefit, builds a platform for global development and cooperation. Within the framework of the BRI, Serbia-China relations have witnessed sustained growth, generating fruitful results in bilateral cooperation across various fields. It is hoped that BRI partner countries will take this conference as an opportunity to further enhance consensus and deepen cooperation to jointly build a community with a shared future for mankind in the new era.

In his speech, Amandeep Singh Gill congratulated the convening of this conference and expressed appreciation for its role in promoting and strengthening global scientific and technological cooperation. He stated that the science and technology sector is experiencing rapid and profound changes, and in driving innovation, it is even more important to ensure these innovative advancements better benefit the whole of society. The Belt and Road Conference on Science and Technology Exchange has built a platform that enables scientists, researchers, policymakers, and community members from around the world to exchange ideas, share professional knowledge, and promote mutual understanding—this embodies the core of open science. It is hoped that we will continue to work together to advance the global vision of scientific and technological innovation, with cooperation as the cornerstone and inclusivity as the guide, so as to continuously enhance humanity's well-being.

On behalf of the CPC Sichuan Provincial Committee

and the People's Government of Sichuan Province, Wang Xiaohui extended a welcome in his speech to all guests present at the conference and conveyed appreciation to friends at home and abroad who have long cared for and supported Sichuan's development. He stated that the Belt and Road Initiative was proposed by President Xi Jinping with a focus on the future of humanity and the general trend of world development, and it has won wide recognition and active response from the international community. The Belt and Road Conference on Science and Technology Exchange, personally initiated by President Xi Jinping, has become an important platform for BRI partner countries to strengthen sci-tech exchanges and cooperation and empower the development of new quality productive forces. As an important intersection along the Belt and Road, Sichuan is solidly promoting the deep integration of scientific and technological innovation with industrial innovation, and accelerating efforts to establish itself as an innovation hub in the western region and a strategic highland for opening up to the west. We are willing to work with all parties to co-construct scientific and technological innovation bases, share scientific and technological innovation achievements, and promote people-to-people exchanges in science and technology. We will uphold high standards in building Belt and Road international technology transfer centers, vigorously promote two-way transfer, transformation, and industrial application of science and technology, accelerate the cultivation and development of new quality productive forces, and enable BRI partner countries and their people to better share the dividends of scientific and technological progress.

During the opening ceremony, the National Innovation Index Report 2024 (English version) was released. Concurrently, the International Meridian Circle Program, the Belt and Road Special Cooperation Programs for AI and

Spatial Information Science and Technology, and the Belt and Road Special Cooperation Program on Traditional Chinese Medicine were initiated. The ceremony also announced the construction of the fourth batch of Belt and Road Joint Laboratories and five Belt and Road Science and Technology Innovation Cooperation Alliances, while formally declaring the launch of the China Chengdu-Chongqing Region Belt and Road International Technology Transfer Center and the China Chengdu-Chongqing Region Belt and Road Sci-Tech Cooperation "Double Thousand" Plan.

After the opening ceremony, the second Belt and Road Conference on Science and Technology Exchange held its plenary session. At the session, Armando Rodríguez Batista, Minister of Science, Technology and Environment of Cuba; Chang Lih Kang, Minister of Science, Technology and Innovation of Malaysia; Supamas Isarabhakdi, Minister of Higher Education, Science, Research, and Innovation of Thailand; and Daren Tang, Director General of the World Intellectual Property Organization delivered speeches on-site or via video. Barry J. Marshall, Nobel Prize winner in physiology or medicine; Xue Qikun, Member of the Chinese Academy of Sciences; Bertram Lohmueller, President of Steinbais Technology Management Company; and Zeng Yuqun, Chairman of CATL, delivered keynote speeches, respectively.

Approximately 1,500 participants attended the event, including foreign government officials, foreign diplomatic envoys to China, and representatives of international organizations; leading officials from relevant departments of central and state organs; relevant leaders of Sichuan Province, Chongqing Municipality, and other provinces; domestic and foreign scientific and technological personnel; and corporate executives, among others.

百年西财

SWUFE 100th Anniversary

"孜孜百年 济以光华"庆祝西南财经大学建校100周年文艺晚会隆重举行 SWUFE Holds Grand Gala for 100th Anniversary

5月31日 May 31

5月31日19点25分，西南财经大学柳林体育馆华灯璀璨、歌舞欢腾，“孜孜百年 济以光华”庆祝西南财经大学建校100周年文艺晚会隆重举行。

晚会融合历史叙事、时代担当与艺术创新，以“宏开”“扎根”“奋进”“追梦”“腾骧”5个篇章、18个节目串联起西南财经大学与国家民族共命运、与时代发展同进步的百年历程。每个节目均由西财师生校友创作演绎，1000余名演职人员用歌声与舞姿勾勒出百年学府世纪长卷。晚会通过网络向全球同步直播，校友师生同台主持，二十余万观众线上线下同步观看，同享西南财经大学百年校庆的喜悦。

序篇：宏开·共聚盛世庆典



开场歌舞《点亮未来》以动感旋律和炫彩灯光，将现场观众带入百年校庆喜庆氛围。激昂澎湃、充满活力的歌舞表演，为晚会注入热烈氛围与青春活力。

第一章：扎根·百年荏苒铭初心



音诗画《破晓·一九二五》采用多时空人物对话创新形式，将光华大学建校发展历程徐徐展开。当光华大学首任校长张寿镛的AI形象呈现在屏幕之上，演员们齐声高呼：“教育强国，吾辈自强！”跨越时空的对话在此刻交汇，西财青年用坚定的誓言，展现出勇担重任、奋勇向前的精神风貌。



舞蹈《永远的课堂》将场景切换到1937年的淞沪会战战场。舞者们脊梁笔挺、目光如炬，以富有张力的肢体语言重现了当年的迁校历程，让观众切实感受到百年学府扎根西南的刚毅坚卓与弦歌不辍。



芙蓉花瓣在光影中随风摇曳，舞蹈《浣花溪畔》如诗画卷将光华大学成都分部的动人故事徐徐展开。演员们手执芙蓉花，以轻盈的舞步生动重现谢霖校长带领师生种植光华铁树的历史场景。



踏着欢快的节奏，师生们熟练拨动算盘，珠算口诀整齐有力——舞蹈《噼里啪啦算盘响》中，明快的算珠声与跃动的身影相映成趣，展现出师生专注求知、蓬勃向上的精神面貌。



歌舞《别·一脉两支》以水墨长卷为背景，展现上海光华大学与成都分部“一脉两支、同根同源”的历史脉络。演员以壮美舞姿演绎长江奔腾之态，舞者的凝眸回望，传递出

两地学府的同根情谊。

第二篇章：奋进·矢志卓萃育英才



强国建设 西财担当
西南财经大学百年校庆系列活动



强国建设 西财担当
西南财经大学百年校庆系列活动



强国建设 西财担当
西南财经大学百年校庆系列活动



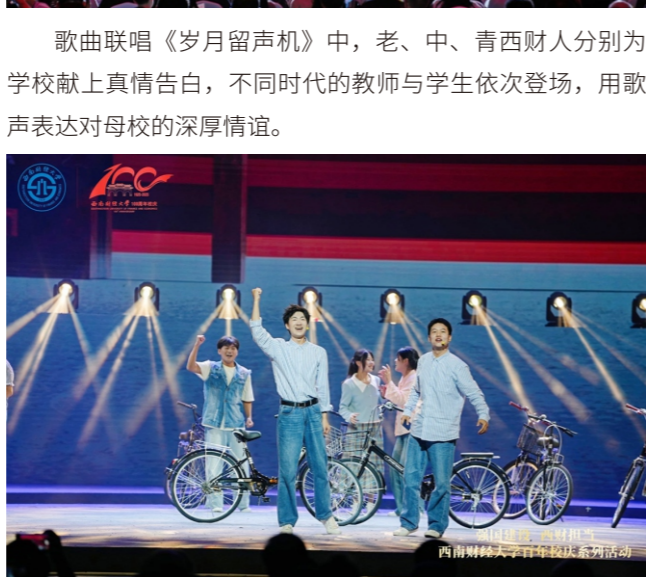
强国建设 西财担当
西南财经大学百年校庆系列活动



强国建设 西财担当
西南财经大学百年校庆系列活动



强国建设 西财担当
西南财经大学百年校庆系列活动



强国建设 西财担当
西南财经大学百年校庆系列活动



强国建设 西财担当
西南财经大学百年校庆系列活动

歌曲联唱《岁月留声机》中，老、中、青西财人分别为学校献上真情告白，不同时代的教师与学生依次登场，用歌声表达对母校的深厚情谊。

歌声渐远，舞台光影变幻。情景短剧《在路上》在时光车轮中拉开序幕。一排排自行车缓缓驶入，一个个重要历史节点依次展开，演绎着西财人在时代浪潮中勇毅前行的坚定身影。



强国建设 西财担当
西南财经大学百年校庆系列活动

情景短剧《光华如您》中，一场跨越时空的教育对话温情上演。身着灰背心的老教师、正装革履的中年教师、青春洋溢的青年教师同台讲述，生动诠释着西财教师的初心与使命。



强国建设 西财担当
西南财经大学百年校庆系列活动



歌曲《老师我想您》同样饱含对师者的歌颂。随着悠扬的旋律响起，演唱者身着蓝色礼服深情开嗓，以动人的歌声传递着对西财教师们的深深敬爱与诚挚感谢。



强国建设 西财担当
西南财经大学百年校庆系列活动

百年学府，济济多士，灿若星辰。诗朗诵《繁星》深情追忆建校以来大师先贤们在教育救国、学术创新、理论探索等领域的卓越成就，以真挚情感回顾先贤们的治学精神与育人情怀。



一把普通的椅子，承载无数青春记忆。音乐剧《椅子的故事》以“开学典礼搬来的椅子，毕业典礼搬走的椅子”为线索串联起大学美好时光，描绘出西财学子青春岁月的奋进画卷。

第三篇章：追梦·启航新程强中华



聚是一团火，散是满天星。西财校友从世界各地为母校送来祝福，跨越山海的心意汇聚成特别的《西财坐标》。



情景表演《聚光成芒》以铿锵有力的台词、震撼人心的画面，生动讲述西财人在抗震救灾、脱贫攻坚和乡村振兴中的责任担当。三组代表伴着歌声走上舞台，用真挚话语表达对西财的深情致谢。



科技舞蹈《未来已来》让人眼前一亮，充满科幻感的舞台表演，与炫酷的数字世界光影交织，通过科技与艺术的融合，展现“新财经”的创新活力与无限可能。



“不负韶华，不负时代，不负人民！”在诗朗诵《续写下一个滚烫的百年》中，六位西财青年对母校许下青春誓言。西财人将以辛勤与汗水、智慧与力量、奉献与担当，续写西财新的荣光。

尾声：腾骧·共创一流伟业



晚会尾声，歌舞《长歌未央越百年》让现场氛围再次高涨。歌声嘹亮，舞姿矫健，师生校友共同演绎学校传承红色基因、赓续教育文脉的发展脉络，生动展示西财迎向新百年的崭新航程。



“我们迎着初升的太阳，走在崭新的道路上；我们是优秀的中华儿女，谱写时代的新篇章……”演出最后，全体演员与观众齐唱《走向复兴》，磅礴的旋律澎湃着厚重的家国情怀，激荡着“经世济民、孜孜以求”的大学精神。新百年新征程，西南财经大学将以高质量发展写好“强国建设、西财有为”的华彩篇章。

On May 31, the Liu Lin Gymnasium at the Southwestern University of Finance and Economics (SWUFE) was brilliantly illuminated, alive with song and dance. The "A Century of Dedication, A Future of Brilliance" artistic gala, celebrating SWUFE's 100th anniversary, was held in grand style.

The gala integrated historical narrative, contemporary responsibility, and artistic innovation. It was structured into five chapters—"Grand Opening," "Taking Root," "Forging Ahead," "Chasing Dreams," and "Soaring"—showcasing 18 programs that collectively chronicled the university's century-long journey, intertwined with the destiny of the nation and progress of the times.

Every performance was created and staged by SWUFE's own faculties, students, and alumni. Over 1,000 cast and crew members used their songs and dances to paint a vivid portrait of the century-old institution's history.

The gala was broadcasted live globally, co-hosted by alumni and current faculty and students. More than 200,000 attendees, both virtual and in-person, shared in the joy of Southwestern University of Finance and Economics' centennial festivities.

经世百载 华章日新 1925-2025

庆祝西南财经大学建校100周年大会举行 SWUFE Holds 100th Anniversary Celebration Ceremony

6月1日 June 1



百载峥嵘，经世济民担使命；弦歌不辍，孜孜以求谱新章。6月1日，庆祝西南财经大学建校100周年大会在柳林体育馆隆重举行。

上午九点，初夏校园繁花锦簇、彩旗招展，全校师生员工、广大校友代表和关心学校发展的各界人士相会线上线下、齐聚光华柳林，1925年的报国热忱与2025年的强国担当交织回响，近十万人共同见证西南财经大学踏歌而来的百年荣光。

四川省委副书记、省政府省长施小琳，教育部党组成员、副部长徐青森，全国政协常委、民革中央副主席、校友刘家强，四川省人民政府副省长左永祥，成都市委副书记、市长王凤朝，中国人民大学校长林尚立，厦门大学校长张宗益，四川大学校长汪劲松，中国人民银行金融研究所所长丁志杰，原中国银保监会副主席、校友黄洪，国家乡村振兴局原副局长、校友洪天云，中国工商银行原监事长王为强，四川省人民政府原副省长、民建中央原副主席、校友陈文华，四川省政协原副主席、校友解洪，四川省政协原副主席、校友赵振铎，四川省人民政府秘书长陈书平，诺贝尔经济学奖获得者、我校金融研究院创办院长菲利普·迪布维格（Philip H. Dybvig），中国科学院院士、清华大学教授、学校统计交叉创新研究院首席科学家陈松蹊，招商银行原党委书记、行长、校友马蔚华，澳大利亚蒙纳士大学副校长杨爽，学校原党委书记王永锡，著名金融学家、学校金融学院名誉院长曾康霖，学校会计学院106岁老教授税显光，光华大学创办校长张寿镛先生亲属张元正、张元安等出席大会。

出席大会的还有：国家有关部委，四川省委省政府有关部门，成都市委市政府有关部门，各地市，国内外兄弟高校、科研院所，有关重点中学、企事业单位和社会组织的领导和嘉宾，新闻媒体朋友，以及学校老领导、现任领导、校友代表、师生代表等。

学校党委书记赵建军主持庆祝大会，党委副书记、校长李永强汇报学校事业发展情况。



大会在庄严的国歌声中拉开帷幕。



教育部党组成员、副部长徐青森代表教育部向西南财经大学全体师生员工和广大校友致以热烈祝贺和诚挚问候。他指出，西南财经大学有着光荣的办学历史，建校百年来始终与国家民族同命运、与时代发展同进步，积淀形成了“经世济民、孜孜以求”大学精神，为国家经济建设和社会发展输送了20余万名治国兴邦、奉献社会的优秀人才，成为国家金融、经济、管理等部门高水平人才培养的重要阵地。他强调，习近平总书记在全国教育大会上发出了加快建设教育强国的动员令，科学擘画了教育强国的宏伟蓝图。新时代新征程，西南财经大学要抢抓机遇、乘势而上，奋力回答好“强国建设、西财何为”的时代命题。要在落实立德树人根本任务上展现新作为，努力培养德智体美劳全面发展的社会主义建设者和接班人。要在提升人才自主培养质量上取得新成绩，培养具有家国情怀、创新能力、核心素养、国际视野的财经领域卓越人才。要在服务国家战略和区域经济社会发展上彰显新担当，着力打造金融智库和西部财经智库。徐青森表示，教育部将一如既往关心支持西南财经大学高质量发展，希望学校以百年校庆为契机，开拓创新、砥砺前行，奋力建设财经特色鲜明的世界一流大学，为以中国式现代化全面推进强国建设、民族复兴伟业作出新的更大贡献。



四川省人民政府副省长左永祥代表省政府向学校全体师

生员工和海内外校友致以热烈祝贺和诚挚问候。他指出，西南财经大学作为我国高等财经教育名校重镇和国家金融人才培养重要基地，为国家重大战略决策和经济社会发展提供了强有力智力支持，在服务国家西部大开发和成渝地区双城经济圈建设、推动四川经济社会高质量发展等方面作出了重要贡献。他表示，新时代对高等教育特别是高水平财经教育提出了新的更高要求，也为西南财经大学发展提供了前所未有的广阔舞台。希望全体教师潜心治学、精心育人，做学生为学、为事、为人的大先生；希望全体同学珍惜韶华、志存高远，努力成为可堪大用、能担重任的栋梁之材；希望广大校友继续情寄母校、心系桑梓，为母校发展、社会建设添砖加瓦；希望学校百尺竿头更上层楼，在服务国家富强、民族复兴、四川发展中实现更大价值，在新的百年征程中再创辉煌。



中国人民银行金融研究所所长丁志杰代表中国人民银行祝贺西南财经大学建校100周年。他指出，西南财经大学自诞生之日起，就与国家经济发展紧密相连，一代代西财人以卓越的智慧和担当，深度参与中国金融体系改革、货币金融管理、金融市场建设，为新中国金融事业从奠基到腾飞作出了重要贡献。他表示，中国人民银行对西财的关注从未停止，西财对中国人民银行的支持从未中断。推动金融高质量发展、做好“五篇大文章”是金融行业的重要任务，也是财经高校的时代担当。作为曾受人民银行主管、有着深厚金融底蕴的高校，希望西南财经大学一以贯之“育栋梁”，培养更多堪当时代重任的优秀财经人才；一往无前“攀高峰”，着力打造中国特色金融学科体系、学术体系和话语体系；一心同功“担使命”，为健全金融市场、完善金融监管、传承金融文化、服务实体经济贡献更多“西财智慧”。

学校党委书记赵建军在主持时表示，西南财经大学一百年的办学历史，是一部格致诚正、兴学报国的奋斗史，是一部经世济民、孜孜以求的奋斗史，更是一部为党育人、为国



育才的奋斗史。这部奋斗史，彰显了全体西财人“抢抓机遇、团结奋斗”的可贵品格，体现了西南财大“改革开放、创新发展”的无畏勇气，镌刻着西南财大“追求一流、成就卓越”的隽永篇章。新时代新征程，推进国家治理体系和治理能力现代化，财经高校大有可为。全体西财人将更加紧密地团结在以习近平同志为核心的党中央周围，始终坚持立德树人根本任务，立足中国式现代化伟大实践，坚持自信自立、坚持守正创新，以科技发展、国家战略需求为牵引，做强优势学科，强化人才培养和科学研究，推动加快构建中国特色哲学社会科学自主知识体系，为谱写新时代西部大开发新篇章、加快建设教育强国、金融强国作出新的更大贡献。



学校党委副书记、校长李永强在题为《日月光华 经世济民》的讲话中表示，翻开百年西财的历史长卷，每一页都书写着与民族命运相连、与时代发展共振的灿烂诗篇。一代代西财人始终践行“复兴中华、复兴光华”的庄严承诺，铸就了“经世济民、孜孜以求”的西财精神，映照出“兴学报国、复兴民族”的家国情怀，彰显为“作育栋梁、造福桑梓”的初心抱负，淬炼出“致知穷理、求是鼎新”的弘道追求，锻造成“敢为人先、抢抓机遇”的奋进品格。最深的情

愆是追忆，最美的追忆是传承，最好的传承是创造。面向第二个百年新的赶考路，学校将深入学习贯彻习近平新时代中国特色社会主义思想，践行立德树人初心，勇担财经报国使命，矢志不渝坚守大学理想，为党育人、为国育才；矢志不渝担当大学使命，扎根中国、创造一流；矢志不渝拓展大学格局，融通中外、和合共生；矢志不渝涵育大学境界，守正创新、引领未来，致力于建设一个名师荟萃、英才辈出，创新创造、自立自强，海纳百川、美美与共，科技人文、共生共荣的西财，在严谨治学、经世济民中追求卓越，加快建设财经特色鲜明的世界一流大学，续写财经报国的荣耀与辉煌。



中国人民大学校长林尚立代表兄弟高校向西南财经大学全体师生员工、海内外校友致以热烈祝贺和崇高敬意。他表示，中国人民大学与西南财经大学有着相同的红色基因、一致的精神理念、共同的目标愿景，在长期交流合作中积淀了深厚情谊，肩负着共同的使命追求。站在历史新方位上，中国人民大学愿与西南财经大学一道，贯彻落实好党的二十大和二十届二中、三中全会精神及全国教育大会精神，做好落实立德树人人大文章，汇聚建构中国自主知识体系新动能，当好服务中国式现代化建设先锋队，共同走好建设中国特色、世界一流大学新路。



澳大利亚蒙纳士大学副校长杨爽在致辞中表示，西南财经大学作为一所享有盛誉的高等学府，在人才培养、科学研究与社会服务等领域取得了巨大成就，为中国经济社会发展作出了重要贡献。蒙纳士大学和西南财大携手合作十年，关系日益紧密、不断深化，是合作伙伴、更是亲密朋友。西财“经世济民、孜孜以求”的大学精神，与蒙纳士大学“致力于解决时代挑战，造福本地及全球”的战略目标高度契合。在未来，期待两校进一步加强合作，共同应对全球性挑战，结出更加丰硕的成果，见证更多里程碑式成就。



诺贝尔经济学奖获得者、学校金融研究院创办院长菲利普·迪布维格在致辞中表示，非常难忘在西财多年的时光，研究院作为西财科研提升计划的重要组成部分，聚集众多国际知名学者，激发广大同仁学术灵感，惠及全体教研人员。当今高校竞争日趋激烈，未来挑战难以预知，西财要屹立于学术前沿，必须坚持人才培养的双重使命，既传授扎实专业知识，更锻造学生批判性思维，主动应对人工智能挑战冲击，以持之以恒的科研投入提升竞争力，为未来角逐奠定坚实基础。



校友代表、1993级博士研究生马蔚华以一名老学长的身份为母校百年华诞献上祝福，谈到自己三十年前在光华园跟

随刘诗白先生等名师大家的求学历程，描绘出万千校友心目中的西财家园。他表示，百年西财屹立于兴学报国的精神旗帜、激荡着自信图强的奋进乐章、奔涌着紧跟时代的无限活力，在个人奋斗之路与母校跨越发展同行中，西财人收获了价值与情怀，深感自豪与振奋。面向新挑战新格局，广大西财人将携手共创更加美好的西财家园，为国家富强、民族复兴、世界美好贡献更多西财智慧。



教师代表、公共管理学院教授陈建东深情赞颂了百年历程中一代代西财“大先生”为国治学、弘道育才的风骨情怀，回忆了自己带领团队以“服务国家战略需求”为己任，首次完成中国县级碳排放大数据测算的经历感悟。他表示，将自觉赓续西财人“敢为人先、追求卓越”的基因，主动担起服务“国之大者”“民之大事”的使命，带领团队深化交叉学科研究，推动数智技术赋能科学研究，培养更多担当民族复兴重任的时代英才。



学生代表、国际商学院本科生何昉带着满腔热忱献上了对世纪西财的真挚祝福、表达了请祖国放心的青年担当。他表示，全体西财青年将带着母校所滋养的家国情怀、所赋予的求真本领、所淬炼的奋进品格一路成长、一路奋斗，在

“新财经”教育中探索求知，在祖国大地上实践奉献，以实际行动兑现“逐梦一流，强校有我；民族复兴，强国有我”的青春誓言。

在洪亮的《西南财经大学校歌》合唱中，庆祝大会圆满落幕。

此外，学校还收到了有关党委政府部门、清华大学等国内兄弟高校、企事业单位发来的100余封贺信贺电，以及广大海内外校友多种形式的祝福。

On June 1, the celebration ceremony for the 100th anniversary of the Southwestern University of Finance and Economics (SWUFE) was held at the gymnasium on the university's Liulin Campus. Nearly 3,000 faculty and student representatives, alumni, and guests from all walks of life gathered to look back on a century of remarkable history and to envision the blueprint for future development.

The Southwestern University of Finance and Economics traces its origins to Kwang Hua University, founded in Shanghai in 1925. Over its 100-year history, the university has been home to a multitude of distinguished scholars and has cultivated generations of talented individuals, providing over 200,000 outstanding professionals for the nation's economic construction and social development.

Xu Qingsen, Vice Minister of Education, stated that the Southwestern University of Finance and Economics has a glorious history. For a century, it has shared a common destiny with the nation and advanced in step with the times. It has cultivated the university spirit of "Administering the World and Serving the People, Striving with Diligence" and has provided over 200,000 outstanding talents who have governed, revitalized, and served the country, becoming a key base for high-level talent cultivation in the nation's financial, economic, and management sectors.

Chairman Zhao Jianjun remarked that the university's 100-year history is a story of striving to serve the people and the economy, and even more so, a history of educating talent for the Party and the country. It showcases the commendable character of all SWUFE members in "seizing opportunities and striving in unity," reflects the university's fearless courage for "reform, opening-up, and innovative



development," and inscribes an enduring chapter of its "pursuit of excellence and remarkable achievements."

President Li Yongqiang stated that looking ahead to the journey of its second century, the university will remain committed to its fundamental task of fostering virtue through education and bravely undertake its mission of serving the nation through finance and economics. He added that the university is dedicated to building a SWUFE

that gathers renowned scholars and nurtures outstanding talent, fosters innovation and self-reliance, embraces diversity and shared beauty, and integrates technology and humanities in symbiotic prosperity. The university will pursue excellence through rigorous scholarship and by serving the economy and the people, accelerating its development into a world-class university with distinctive characteristics in finance and economics.

西南财经大学百年校庆中外大学校长论坛、中国高等教育学会高等财经教育分会2025学术年会成功举办 SWUFE Centennial Celebration-Global University Presidents Forum Successfully Held

6月1日 June 1



6月1日，西南财经大学百年校庆中外大学校长论坛、中国高等教育学会高等财经教育分会2025学术年会在西南财经大学柳林校区成功举办。全国政协常委、民革中央副主席、中国人口学会学术委员会主任刘家强，中国高等教育学会高等财经教育分会理事长施建军，学校党委书记赵建军出席开幕式并致辞。厦门大学校长张宗益、2022年诺贝尔经济学奖得主菲利普·迪布维格作主旨报告。电子科技大学校长胡俊，北京中医药大学党委书记王瑶琪，中央财经大学校长马海涛，对外经济贸易大学校长赵忠秀，华东理工大学党委书记蒋传海，上海财经大学校长刘元春，中南财经政法大学校长朱方伟，英国剑桥大学原副校长、英国皇家工程院院士大卫·卡德维尔，澳大利亚蒙纳士大学副校长杨爽和来自南开大学、东北大学、南京农业大学、西藏大学、香港中文大学、澳门城市大学、新加坡管理大学、德国柏林财经政法大学等

100余所中外知名大学的校领导和专家学者，相关职能部门负责人代表、中学校长代表、学校校友代表，学校师生代表等参加会议。学校党委副书记、校长李永强主持开幕式。



赵建军代表学校全体师生员工向远道而来的各位嘉宾表示热烈欢迎，向长期以来关心支持学校发展的各位朋友致以诚挚谢意。他指出，西南财经大学始终与国家休戚与共、与时代同频共振，以改革创新的勇气对事关高等教育特别是高等财经教育的重大问题作出新的实践探索，以开放包容的气度和胸襟积极参与高等教育的全球治理，以奋斗有我的责任和担当为建设教育强国、金融强国提供有力支撑，矢志成为中国高等财经教育的主要引领者、国际商科教育舞台上的有力竞争者、全面建成社会主义现代化强国的重要贡献者。他强调，高等财经教育要坚持自信自立、共同建设“大有可

为”的高等财经教育；要坚持守正创新，合力建设“引领时代”的高等财经教育；要坚持开放合作，携手建设“多元包容”的高等财经教育。



刘家强向校长论坛、学术年会召开表示热烈祝贺。他强调，要深刻把握新时代高等教育发展的重大使命，坚持不懈用习近平新时代中国特色社会主义思想铸魂育人，努力构建德智体美劳全面培养的教育体系。要深刻把握新时代高等教育发展基本要求，统筹推进关键环节改革，加快建设高质量高等教育体系。要深刻把握新时代高等教育发展战略布局，建立健全以科技发展、国家战略需求为牵引的学科设置调整机制和人才培养模式，不断提高高等财经教育对未来社会的前瞻性和适应性。要深刻把握新时代高等教育发展着力重点，在加强基础研究、提高原始创新能力上持续用力，在繁荣发展哲学社会科学、建构中国自主知识体系上久久为功，积极融入全球创新网络并逐步发挥示范引领作用。



施建军代表中国高等教育学会高等财经教育分会向百年西财致以崇高敬意。他指出，西南财经大学作为我国高等财经教育的重要阵地，始终坚守“经世济民、孜孜以求”，为国家发展和社会进步培养了大批具有国际视野、专业素养与

家国情怀的优秀人才。西财百年之路，不仅是一所高校发展历程的缩影，也生动映照出中国高等教育奋进前行的伟大征程。他强调，中国高等教育尤其是高等财经教育必须更加主动拥抱数字化浪潮，推进人才培养模式深度变革，实现教育资源高效配置与个性化供给，增强教育公平性与适应性；加强基础研究、应用研究和技术研发协同联动，加快建构中国自主知识体系，打造具有全球影响力的学术高地和思想高地。



张宗益以《智能时代的育人之变》为题作主旨报告。报告指出，教育领域长期存在“个性化、高质量、大规模”的三元悖论，数智化技术以精准适配推动个性化教育，以智慧延伸推动高质量教育，以生态共享推动规模化教育，正在重构高等教育底层逻辑，成为破解“不可能三角”的关键所在。报告强调，必须警惕智能时代人才培养过程中创新思维与算法依赖的张力、技术迭代与教育惯性的张力、人机协同与学术伦理的张力等三个深层次矛盾。报告提出，高等教育要在人才培养理念上实现从“知识传授”到“问题解决”的重塑，要在培养模式上实现从“人机协作”到“价值引领”的升级，要在培养生态上实现从“标准生产”到“长板锻造”的重构，从而重构智能时代人才培养三维坐标。



菲利普·迪布维格以《50年的颠覆性技术》为题作主旨报告。报告指出，当前以DeepSeek等大语言模型为代表的颠覆性技术极大改变了人类工作与学习方式，面对人工智能带来的全新挑战，高校不仅要传授学生扎实的专业知识，更要注重批判性思维能力培养。只有兼具知识与思辨能力，师生才能更好地理解和运用新技术，更好应对未来不确定性。他对西南财大在科学研究、国际交流与合作方面不断取得的新突破、达到的新高度表示热烈祝贺，祝愿学校在新百年中再创卓越、续写华章。



33位大学校领导、专家学者围绕三大议题开展深度对话。聚焦“数智化转型与世界高等教育创新发展”议题，胡俊、大卫·卡德维尔、新加坡管理大学教务长陈金樑、澳大利亚蒙纳士大学副校长杨爽、南开大学副校长盛斌、刘元春、赵忠秀、朱方伟、德国柏林财经政法大学校长扬斯·赫尔姆斯多夫、李永强依次作主题演讲，从高等教育的使命、目标、理念、模式与治理等多元视角进行深刻探讨。学校党委书记、副校长史代敏、李志生主持。



聚焦“数智化转型与高校人才培养模式创新”议题，东北财经大学党委书记方红星，北京工商大学副校长徐丹丹，

西班牙格拉纳达大学副校长恩里克·埃雷拉·别德马，河南财经政法大学党委书记、校长司林胜，美国纽约城市大学巴鲁学院副院长玛丽·戈尔曼，山东财经大学副校长彭红枫，坦桑尼亚商业教育学院院长埃达·T·洛沃加，上海立信会计金融学院院长杨力，北马其顿圣基里尔·麦托迪大学副校长拉佐·彭多夫斯基，俄罗斯国家研究型高等经济大学副校长叶卡捷琳娜·格尔曼，河北经贸大学副校长王重润，澳门城市大学副校长叶桂平依次作主题演讲，从重构人才培养体系，重塑人才培养模式等多元路径进行深层研讨。学校党委书记、副校长王擎、马永强主持。



聚焦“中国式现代化与中国自主知识体系建构”议题，首都经济贸易大学校长吴卫星，浙江财经大学校长魏江，南京审计大学校长陆华良，南京财经大学副校长叶林祥，安徽财经大学党委书记、校长朱红军，天津财经大学校长孟昊，吉林财经大学校长马秀颖，广东财经大学校长于海峰，贵州财经大学校长缪坤和，西安财经大学校长赵敏娟，云南财经大学校长王敏依次作主题演讲，对中国理论阐释中国实践、用中国实践升华中国理论的多彩愿景进行深入交流。中国高等教育学会高等财经教育分会副秘书长刘温泉、浙江财经大学校长魏江主持。



闭幕式上发布高等财经教育创新发展倡议。倡议提出，推进新时代高等财经教育创新发展，建设“新财经”，是深入学习贯彻习近平总书记在全国教育大会上的重要讲话精神、全面落实教育强国建设战略部署，统筹推进教育、科技、人才体制机制改革的战略决策；是主动适应和引领现代经济、科技和教育深刻变革必然趋势，深入推进“新文科+新工科”交叉融合，加快探索新时代高等财经教育发展范式变革的战略行动。要勇担服务中国式现代化时代使命，共同为强国建设和民族复兴贡献高等财经教育力量；要肩负造就财经拔尖人才根本任务，着力培养具有家国情怀、创新能力、国际视野和未来素养的财经领域拔尖人才；要锚定建构中国自主知识体系核心目标，为人类社会发展和文明进步贡献中国智慧；要激发数智赋能战略转型关键动能，在回应科技革命和产业变革中共同加快推进高等财经教育战略转型；要拓展跨界协同融合创新基本路径，共同探索面向未来社会的财经教育发展新路径。西南财经大学和吉林财经大学交接中国高等教育学会高等财经教育分会学术年会会旗。中国高等教育学会高等财经教育分会副秘书长李海龙主持闭幕式。

世界正经历百年未有之大变局，新一轮科技革命和产业变革深入发展，人类社会加速步入数智时代。高等教育作为联结全球智慧枢纽，肩负着引领科技革命、知识创新与教育变革的重要使命。本次校长论坛、学术年会成功举办，推动了高等教育前沿理论与实践经验交流共享，为世界高等教育事业擘画出生机勃勃的未来蓝图，为中国高等财经教育创新发展持续注入强劲动力。

As intelligent digital transformation has dramatically reshaped higher education globally, universities must strengthen students' competencies in critical thinking,



creativity and ethical judgment to harness technological opportunities while addressing the risks, university presidents, professors and scholars said at a forum on Sunday.

They made the remarks at the Global University Presidents Forum held at Southwestern University of Finance and Economics in Chengdu, Sichuan province.

The forum, part of the university's 100th anniversary celebrations, attracted presidents of over 100 universities from home and abroad. More than 30 experts delivered speeches on topics including intelligent digital transformation, innovation in global higher education and talent cultivation.

Philip H. Dybvig, a Professor at Washington University in St. Louis and 2022 Nobel Laureate in Economic Sciences, said reacting to AI is a challenge for universities at the moment, and it is a good example why students need to acquire both knowledge and critical thinking.

Dybvig said, "Large language models such as ChatGPT and DeepSeek make a lot of tasks easier. However, to use LLMs most effectively, it will be essential to have knowledge of programming in general and knowledge of how they work in particular."

He emphasized that it will also be essential to use critical thinking to anticipate, identify and correct problems. "LLMs lack a moral filter and this must be provided by our students," he added.

Mary Gorman, Vice-President for enrollment

management and strategic academic initiatives at Baruch College, City University of New York, said that universities must prepare their students for a world that is not only rapidly changing but also increasingly reliant on AI-driven technologies.

"To truly prepare our students for the digital era, we must weave AI into the fabric of our academic programs," Gorman said, adding that the integration of AI into higher education must be guided by a strong ethical foundation.

"We must teach students to critically evaluate when and how to use AI, and, crucially, when not to use it," she said.

To prepare students for workplace expectations, Gorman suggested universities adopt a phased approach to AI integration.

"Early in their academic journey, students should focus on foundational skills — critical thinking, quantitative

reasoning and ethical analysis," she said. "Once these competencies are solidified, we can introduce AI as a tool for problem-solving and innovation."

Li Yongqiang, president of the Southwestern University of Finance and Economics, emphasized that universities must adapt to the rapid evolution of intelligent science and technology by optimizing academic discipline structures.

"We should place greater emphasis on cultivating AI literacy, deep learning capabilities, and future-oriented adaptability and creativity in students," Li said, adding that universities should accelerate digital infrastructure development centered on data, computing power, disciplinary AI models and intelligent services.

Universities must also be ready for the impact of intelligent digital transformation in fields including knowledge innovation, social interactions and institutional governance, he said.

西南财经大学建校100周年原创校史剧《光华》成功首演 Original University History Play "Guanghua" Premieres for SWUFE's 100th Anniversary

6月1日 June 1



6月1日晚，庆祝西南财经大学建校100周年原创校史剧《光华》在学校光华会堂成功首演。赵建军、李永强等校领导出席活动，老领导、离退休同志、师生校友代表，校外嘉宾等1000余人共同观演，同庆西财百年华诞。

《光华》以西南财经大学百年奋斗征程为历史背景，将学校发展历史进程中的重要时间节点和历史人物进行串联，以艺术笔触浓缩呈现一部浩然百年光华璀璨的厚重校史，一次师生相携心心相印的深情回望，一幅经世济民与国同行的



峥嵘长卷，一曲弦歌不辍薪火永续的不朽华章。从1925年在声援五卅运动中创办光华大学，到1938年在抗战烽火中迁往成都建立分部；从新中国成立后艰苦创业励精图治，到改革开放中抢抓机遇锐意进取；从“211工程”建设实现历史性跨越，到“双一流”建设深化“新财经”实践引领未来，展现一代代西财人与祖国同呼吸、与民族共命运、与时代同进步的奋斗群像，生动演绎西南财经大学在探索中走出的这条兴学报国之路、团结奋进之路、追求卓越之路。

百年积淀，离不开精神文化传承。校史剧展演结束，现场掌声经久不息，师生观众表示，《光华》再现了那段蓬勃奋进的青春时光，既充满沉浸式的代入感，又涌动着澎湃的使命感，当西财先辈与当代师生隔空对话，“经世济民、孜孜以求”的西财精神历久弥新，戏里戏外的情感涟漪产生跨越世纪的精神共鸣，激荡出共同开启西财新百年新征程磅礴力量。

学校于2024年全面启动原创校史剧《光华》筹备工作。校团委在学校党委坚强领导下积极协调、有序推进，面向离退休教职工、师生校友、校史专家开展口述史访谈和素材收集，组建专业制作团队对舞台效果开展细致打造和艺术加工，面向全校师生进行演员公开选拔，打造出了一部兼具思

想性、艺术性与感染力的文化精品，师生校友在剧情演绎中同上一堂思政大课，传承红色基因、厚植家国情怀，奋斗挺膺担当。

On the evening of June 1, "Guanghua," an original play about the history of the Southwestern University of Finance and Economics (SWUFE), successfully premiered at the university's Guanghua Hall. University leaders including Chairman Zhao Jianjun and President Li Yongqiang attended the event. They were joined by over 1,000 people, including former university leaders, retired faculty, representatives of current faculty, students, and alumni, as well as external guests, who all gathered to celebrate SWUFE's centennial.

Set against the backdrop of SWUFE's century-long journey, "Guanghua" connects key moments and historical figures from the university's development. Through artistic expression, it presents a profound and brilliant hundred-year history, a heartfelt look back at the deep bond between teachers and students, a magnificent scroll of serving the economy and walking with the nation, and an



immortal ode to an enduring academic legacy.

The play chronicles the university's path: from the founding of Kwang Hua University in 1925 in support of the May 30th Movement, to the establishment of a Chengdu campus in 1938 amid the flames of the War of Resistance; from the arduous pioneering work after the founding of New China, to seizing opportunities and forging ahead during the era of Reform and Opening-Up. It continues through the historic leap of becoming a "Project 211" university, to leading the future by deepening the "New

Finance and Economics" practice in the World-Class Project.

The performance showcases the collective image of generations of SWUFE people who have breathed with the motherland, shared a common destiny with the nation, and advanced with the times. It vividly interprets the path of serving the nation through education, the path of unity and progress, and the path of pursuing excellence that the Southwestern University of Finance and Economics has forged in its exploration.



2025年营销科学与创新国际会议在学校召开 SWUFE Signs Agreement with China Construction Bank to Deepen Cooperation in Five Key Financial Sectors

4月12日 April 12



4月12—13日，以“新质生产力与营销数智创新”为主题的2025年营销科学与创新国际会议在光华校区举行。会议由营销科学与创新国际会议组委会、中国高等院校市场学研究会、西南财经大学主办，浙江工商大学、教育部人文社科重点研究基地浙江工商大学现代商贸研究中心联合主办。800余名来自国内外的学者、业界代表参会。

会、西南财经大学主办，浙江工商大学、教育部人文社科重点研究基地浙江工商大学现代商贸研究中心联合主办。800余名来自国内外的学者、业界代表参会。



学校党委副书记、校长，大会联合主席李永强致欢迎辞。他指出，服务发展新质生产力将对市场营销教育的本质追问推向了新的维度，必须主动拥抱数智浪潮，围绕提升“为当下而学”致用能力和“为未来而学”胜任能力培养拔尖创新人才。论坛以服务中国式现代化为出发点，汇聚市场营销各方智慧，西南财大期待携手学界同仁，为构建中国哲学社会科学自主知识体系、培养担当民族复兴大任的时代新人做出新的更大贡献。

四川省社会科学界联合会党组书记、副主席姜怡代表四川省社科联对大会召开表示热烈祝贺，对西南财经大学在四川经济社会发展和国际战略落实中发挥的积极作用表示高度认可，期待与会专家为省委、省政府以科技创新引领新质生产力发展、建设现代化产业体系决策提出更多具有前瞻性、实用性的对策建议。

浙江工商大学党委副书记、校长，营销科学与创新国际会议创始主席王永贵代表组委会致辞。他表示，会议自2017年创办以来，已成为市场营销学科乃至工商管理领域重要的跨国界、跨学科国际交流平台，期待与会专家学者、业界代表借此机会共同探讨人工智能、大数据等对消费生态的重塑，创新管理模式，助力中国企业提升全球竞争力、实现高质量发展。

会议设置11场主旨论坛和69场平行分论坛，涵盖数智营销、消费行为、AI赋能市场增长等热点议题，邀请到香港大学周政和楚军红、南洋理工大学黄雪菱（Sharon Ng）、浙江大学周欣悦、复旦大学田林、重庆大学李小玲、见数联合创始人贺凯彬和华中科技大学、中央财经大学、对外经贸大学、新加坡国立大学、香港城市大学、上海交通大学、哈尔滨工业大学等国内外知名高校专家学者和企业家代表作现场分享。

会议还邀请了国内外高水平期刊主编共探学术前沿的成果发表，10所高校负责人参与用人单位招聘宣讲。

From April 12 to 13, the 2025 International Conference of Marketing Science and Innovation was successfully held

at the Guanghua Campus of the Southwestern University of Finance and Economics (SWUFE), under the theme "New Quality Productive Forces and Digital-Intelligent Innovation in Marketing."

The conference was co-hosted by the Conference Committee of Marketing Science and Innovation, the Marketing Research Association of Chinese Higher Education Institutions, and SWUFE, with joint organization from Zhejiang Gongshang University and its Modern Business Research Center, a Key Research Base for Humanities and Social Sciences of the Ministry of Education. Over 800 scholars and industry professionals from China and abroad attended the event.

The conference featured 11 keynote forums and 69 parallel sessions, covering hot topics such as digital-intelligent marketing, consumer behavior, and AI-powered market growth. Distinguished speakers included Zhou Zheng and Chu Junhong from the University of Hong Kong, Sharon Ng from Nanyang Technological University, Zhou Xinyue from Zhejiang University, Tian Lin from Fudan University, Li Xiaoling from Chongqing University, He Kaibin (Co-founder of Credamo), and experts from top universities such as Huazhong University of Science and Technology, Central University of Finance and Economics, University of International Business and Economics, National University of Singapore, City University of Hong Kong, Shanghai Jiao Tong University, and Harbin Institute of Technology.

Additionally, editors-in-chief of leading academic journals were invited to discuss publishing cutting-edge research, and representatives from 10 universities conducted recruitment presentations for prospective employers.

学校与腾讯云签署战略合作协议共建金融安全与反欺诈前沿研究平台 SWUFE Signs Strategic Cooperation Agreement with Tencent Cloud

4月18日 April 18



4月18日，西南财经大学与腾讯云计算（北京）有限责任公司在腾讯云成都峰会举行合作协议签署仪式。学校党委书记、副校长王擎，金融学院、中国金融研究院院长罗荣华；腾讯集团副总裁、政企业务总裁李强，腾讯云副总裁、北区东区总经理王前，腾讯云区域金融总经理陈化，区域西南金融总经理胡军等出席签约仪式。

根据协议，双方将依托西南财经大学金融学科优势与腾讯云在云计算、大数据分析、AI开发平台的技术积累，重点推进共建金融安全与反欺诈前沿研究平台、打造金融安全与反欺诈实验室、组建反欺诈合作联盟三大创新工程，针对数字支付、供应链金融等新兴金融业务带来的安全挑战，联合开展金融风险监测模型、智能反欺诈算法等关键技术攻关，形成具有自主知识产权的科研成果；聚焦区块链数据安全共享平台、AI反欺诈监测系统、跨平台风险联防机制等前沿领域，推动技术研发与应用场景深度融合；联合国内外金融机构、科研院所、科技企业等多元主体，构建“技术研发—标准制定—成果转化”全链条协作网络，促进学术研究、技术创新与行业实践的协同发展，助力构建规范化、安全化金融生态，为提升我国金融行业安全水平、推动全球金融治理体系的完善提供重要支撑。

On April 18, the Southwestern University of Finance and Economics (SWUFE) and Tencent Cloud Computing (Beijing) Co., Ltd. held a cooperation agreement signing ceremony at the Tencent Cloud Chengdu Summit.

Under the agreement, both parties will leverage SWUFE's financial discipline strengths and Tencent Cloud's technological expertise in cloud computing, big data analysis, and AI development platforms to jointly advance three major innovation projects: the establishment of a cutting-edge research platform for financial security and anti-fraud, the creation of a financial security and anti-fraud laboratory, and the formation of an anti-fraud cooperation alliance.

The collaboration will address security challenges posed by emerging financial services such as digital payments and supply chain finance, focusing on developing financial risk monitoring models, intelligent anti-fraud algorithms, and other key technologies, with the goal of producing scientific research results with independent intellectual property rights. The partnership will focus on advanced fields like blockchain data security sharing platforms, AI-driven anti-fraud monitoring systems, and cross-platform risk prevention mechanisms, aiming to deeply integrate technology research and application scenarios.

The initiative will also involve a wide range of stakeholders, including domestic and international financial institutions, research institutes, and technology enterprises, to build a comprehensive collaboration network across the entire "technology development—standard setting—achievement transformation" chain. The collaboration aims to promote the synergistic development of academic research, technological innovation, and industry practices, contributing to the creation of a standardized and secure financial ecosystem. This effort will play a vital role in enhancing the security level of China's financial industry and supporting the improvement of the global financial governance system.

学校澳大利亚校友会成立 SWUFE Australia Alumni Association Established

5月4日 May 4

5月4日，学校澳大利亚校友会成立大会在澳大利亚墨尔本举行。这是学校在南半球成立的首个校友会，标志着西财全球校友网络拓展至大洋洲。

大会在庄严的中澳两国国歌声中拉开帷幕。学校党委书记、副校长马永强通过视频向全体澳大利亚校友致以亲切问候，代表学校对澳大利亚校友会成立表示热烈祝贺。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。他指出，澳大利亚校友会成立是对母校开启百年新征程的重要献礼，不仅搭建起学校与校友凝聚智慧、共享机遇的新平台，更成为母校推进国际化进程中的海外驿站，让西财学术资源与国际产业需求深度对接，让中国故事与世界声音交相辉映。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。

大会宣读了关于成立澳大利亚校友会的批复及首届组织机构成员名单，进行了揭牌及赠礼环节。校友会首任会长胡一鸣作发言。全体校友齐唱校歌。

澳大利亚校友会是学校在海（境）外成立的第八个校友会，它将进一步凝聚澳大利亚校友力量、传承“经世济民、孜孜以求”的大学精神，助推学校“双一流”建设和国际化进程。未来，澳大利亚校友会将致力于整合资源，主动服务在澳校友职业发展与生活需求，积极促进中澳教育、经贸及

文化合作，为深化两国友好往来贡献力量。

学校校友工作办公室相关负责人、澳大利亚校友代表出席成立大会，堪培拉、悉尼及其他城市近百位校友线上参会。

On May 4, the founding ceremony of the Southwestern University of Finance and Economics (SWUFE) Australia Alumni Association was held in Melbourne. As the university's first alumni association in the Southern Hemisphere, it marks the expansion of SWUFE's global alumni network into Oceania.

The Australia Alumni Association is the eighth overseas alumni chapter established by SWUFE. It aims to unite alumni in Australia, uphold the university's spirit of "To persistently strive for the benefit of people and society," and support the university's progress under the World-Class Project and its broader internationalization goals. Looking ahead, the association will focus on resource integration, actively supporting the career and life needs of alumni in Australia, and promoting China-Australia cooperation in education, trade, and culture to further enhance bilateral ties.



2025年金融创新国际研讨会圆满举行 2025 International Symposium on Financial Innovation Successfully Held

5月27日 May 27



5月27日至28日，由学校Financial Innovation（《金融创新》）期刊编辑部主办的2025年金融创新国际研讨会顺利召开。来自中国大陆、中国香港，美国、英国、西班牙、土耳其等国家和地区的三十余位学者齐聚一堂，共同擘画金融创新未来蓝图。学校党委副书记、校长李永强，党委书记、副校长马永强出席活动。

李永强在致辞中分享了学校创办《金融创新》期刊的初衷与优势，希望《金融创新》搭建好仰望星空与脚踏实地相互促进的桥梁、搭建好传承文明与创新未来相互融合的桥梁、搭建好中国方案与全球智慧交流互鉴的桥梁。学校原党委副书记、校长、《金融创新》荣誉主编卓志在致辞中回顾了期刊十年成长的关键瞬间，寄语期刊奋发前行，为构建中国特色哲学社会科学体系贡献自己的力量。

会议期间，期刊发布了十周年特刊——Blockchain, Crypto Assets, and Financial Innovation—A Decade of Insights and Advances（《区块链、加密资产与金融创新：十年洞见与进展》），并为新当选的期刊编委颁发聘书。

主旨演讲环节，欧洲科学院院士、西班牙格拉纳达大学副校长恩里克·埃雷拉·别德马(Enrique Herrera-Viedma)教授，东北财经大学党委副书记、校长汪旭晖教授，浙江金融职业学院院长陈荣达教授，土耳其伊斯坦布尔梅迪波尔大学哈桑·丁杰尔 (Hasan Dincer)教授等14位学者围绕人工智能与金融、数据要素、信用风险、金融科技、资本市场等主题，进行了精彩分享。

金融创新国际研讨会是依托《金融创新》打造的高端学术交流平台。在期刊创刊十周年之际，研讨会回顾成果、展望未来，聚焦时代热点与学术前沿，进一步为《金融创新》开启新十年筑牢根基。这对期刊实现服务新时代“新财经”创新发展学术使命、增强学校金融学科国际传播力，积极回应国家之需、时代之问、人民之盼具有重要意义。

From May 27 to 28, the 2025 International Symposium on Financial Innovation, hosted by the editorial department of the university's journal Financial Innovation, was successfully held. Over thirty scholars from countries



and regions including China, the United States, the United Kingdom, Spain, and Turkey gathered to collectively envision the future blueprint for financial innovation. President Li Yongqiang, and Vice President Ma Yongqiang attended the event.

During the conference, the journal released its special tenth-anniversary issue, titled "Blockchain, Crypto Assets, and Financial Innovation—A Decade of Insights and Advances." Appointment letters were also presented to the newly selected members of the journal's editorial board.

In the keynote speech session, fourteen scholars

delivered insightful presentations on themes such as artificial intelligence and finance, data elements, credit risk, FinTech, and capital markets. Speakers included Professor Enrique Herrera-Viedma, a member of the Academia Europaea and Vice-President of the University of Granada, Spain; Professor Wang Xuhui, Deputy Party Secretary and President of Dongbei University of Finance and Economics; Professor Chen Rongda, President of Zhejiang Financial College; and Professor Hasan Dincer from Istanbul Medipol University, Turkey.

李永强会见新加坡管理大学、 坦桑尼亚商业教育学院代表团

Li Yongqiang Meets with Delegations from Singapore Management University and Tanzania's College of Business Education

📅 6月2日 June 2



6月2日，党委副书记、校长李永强会见来校参加百年校庆的新加坡管理大学教务长陈金樑（Alan Chan），坦桑尼亚商业教育学院校长埃达·洛沃加（Edda Lwoga）、副校长纳西布·姆兰巴（Nasibu Mramba）等一行4人。党委常委、副校长李志生参加会见。

李永强对新加坡管理大学和坦桑尼亚商业教育学院代表出席我校百年校庆及中外大学校长论坛表示诚挚欢迎。他表示，学校深入实施“深度开放”核心战略，与新加坡管理大学开展联合培养与科研合作，与商业教育学院开展师资委托培养项目，收获丰硕成果。未来，学校将坚持开放包容、合作共赢理念，探索与新加坡管理大学在中外合作办学等方面高质量合作，推进与坦桑尼亚商业教育学院在境外本科办学项目务实合作，聚焦数据科学、计算机科学等前沿学科领域，共同探索新技术变革背景下的国际教育资源创新融合模式。

李志生简要介绍学校“新财经”战略数字化、国际化推进情况。他表示，三所高校都具有深厚经管底蕴和优质特色资源，希望未来加强校际“新财经”前沿领域协同攻关，扩大国际交流与合作规模层次。

陈金樑表示，新加坡管理大学与西南财经大学是老朋友、好朋友，希望未来持续推进联合培养项目，由点及面提升合作层次。

埃达·洛沃加表示，西南财经大学是学校国际化进程中的重要合作伙伴，希望进一步深化拓展两校商科合作，合力建好“中国-东非研究中心”。

会上，三方围绕人才培养、合作办学、教师交流、联合科研等事项展开深入交流。

学校国际交流与合作处（港澳台事务办公室）、统计与数据科学学院、经济与管理研究院、计算机与人工智能学院相关负责人参加会谈。

On June 2, President Li Yongqiang met with a four-person delegation visiting for the centennial celebration. The delegation included Alan Chan, Provost of Singapore Management University, along with Edda Lwoga, Rector, and Nasibu Mramba, Deputy Rector, of the College of Business Education (CBE) in Tanzania.

Vice President Li Zhisheng, also attended the meeting.

During the meeting, the three parties engaged in in-depth discussions on matters including talent cultivation, joint educational programs, faculty exchange, and collaborative scientific research.

留学/生活

Life of International Students

西南财经大学留学生学术经验分享系列讲座成功举办

SWUFE Successfully Holds Academic Experience Sharing Lecture Series for International Students

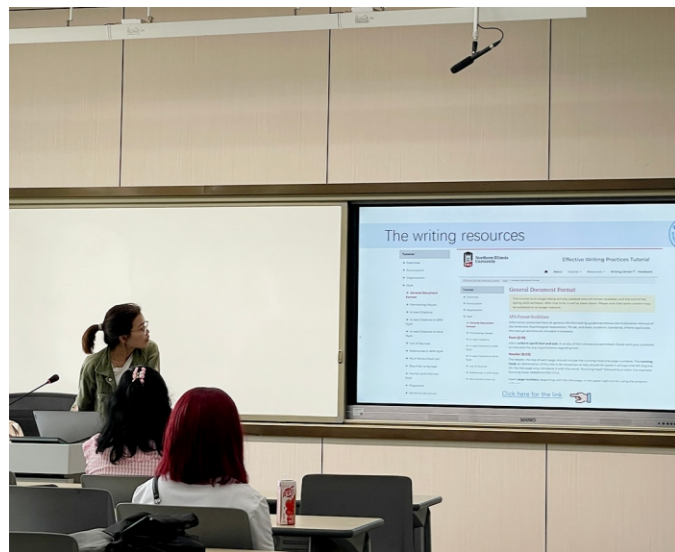
📅 4月15日 April 15



4月15日至5月21日，西南财经大学国际教育学院成功举办“留学生学术经验分享系列讲座”。活动邀请了国际商学院博士生NICOLE THOO HOOI YING（马来西亚）与管理科学与工程学院博士生DENISA RINPRASERTMEECHAI（泰国）担任主讲人，围绕数据库应用、文献检索、AI学术工具及论文写作四大主题开展八场专题讲座，累计吸引120余人次参与，有效助力留学生提升学术研究能力。为满足留学生个性化学习需求，本轮系列讲座采用模块化注册机制，每周二、周三分别在柳林校区与光华校区开设线下讲座，学生可根据自身实际需求灵活选择场次，充分保障学习的针对性与参与度。

前四场讲座中，主讲人NICOLE结合CSMAR等校内数据库实操演示，系统讲解数据获取、存储、清洗及分析方法，帮助留学生破解数据获取难题。同时，通过案例剖析进一步分享AI工具在文献综述梳理、语法校对及资料查重中的应用技巧。后四场讲座由DENISA深入解析论文写作逻辑框架，从选题设计到章节撰写层层拆解，并设置现场实践环节，指导学生同步操作数据库、规范引文格式及优化AI工具使用，实现“学用结合”。

另外，系列讲座特别增设“跨文化学术交流”专题，邀请中国博士生代表分享中外学术思维差异与融合经验，为留



学生提供多维视角。

本轮学术经验分享系列讲座收到了积极反馈，取得了良好效果。未来国际教育学院将持续优化留学生学术支持体系，深化“朋辈互助”模式，鼓励更多留学生加入经验分享行列，共同营造开放包容、协同共进的学术生态圈。

From April 15 to May 21, the College of International Education (CIE) at the Southwestern University of Finance and Economics (SWUFE) successfully held the "Academic Experience Sharing Lecture Series for International Students." The event invited current doctoral student NICOLE THOO HOOI YING (Malaysia) from the School of International Business and doctoral student DENISA RINPRASERTMEECHAI (Thailand) from the School of Management Science and Engineering as keynote speakers. They delivered eight thematic lectures focusing on four major topics: database applications, literature retrieval, AI academic tools, and thesis writing. The series cumulatively attracted over 120 participants, effectively enhancing international students' academic research capabilities. To meet personalized learning needs, this lecture series adopted a modular registration system. Offline sessions were held every Tuesday and Wednesday at Liulin Campus and Guanghua Campus respectively, allowing students to flexibly select sessions based on their needs and ensuring targeted learning and participation.

In the first four lectures, speaker Nicole systematically explained data acquisition, storage, cleaning, and analysis

methods through hands-on demonstrations using CSMAR and other university databases, helping international students overcome data accessibility challenges. She also shared application techniques for AI tools in literature review organization, grammar proofreading, and material duplication checking through case studies. The latter four lectures featured Denisa's in-depth analysis of thesis writing logic frameworks. She deconstructed the process from topic design to chapter drafting and incorporated live practice sessions, guiding students in real-time database operations, standardized citation formatting, and optimized AI tool usage to achieve "integration of learning and practice."

Additionally, the series specially included a "Cross-cultural Academic Exchange" session, inviting Chinese doctoral student representatives to share differences and integration experiences in Chinese and international academic thinking, providing international students with multidimensional perspectives.

This lecture series received positive feedback and achieved excellent outcomes. In the future, CIE will continue optimizing the academic support system for international students, deepen the "peer-to-peer mutual assistance" model, encourage more international students to join experience sharing initiatives, and collectively foster an open, inclusive, and collaborative academic ecosystem.



4月29日 April 29



4月29日，学校第九届国际文化节在柳林校区济民广场举行。来自90多个国家和地区的留学生与中国学生参与此次国际文化交流盛会。学校党委书记赵建军，党委副书记、校长李永强，党委常委、副校长李志生，属地留学生主管部门，校地共建单位，校内相关部门负责人等出席开幕式。

开幕式上，李志生代表学校致辞，对国际文化节举办表示衷心祝贺。他表示，本届国际文化节每一场展示、互动都



是文明对话的缩影，是人类命运共同体的生动实践。学校正以百年积淀为根基，以文化为纽带，续写着新时代的“西财故事”。站在百年新起点，学校将以更加开放的姿态融入全球教育网络，把握时代契机，积极推动中华文化“走出去”，向世界传递中国经济发展智慧与经验，让西财成为讲好中国故事、传播中国声音的重要阵地。

开幕式以中国传统武术表演拉开序幕，来自世界各地的同学们以歌曲、舞蹈、话剧表演、器乐演奏等多种形式为大家献上了一场精彩纷呈的文艺汇演。现场40多个精心布置的展台带领师生们感悟多元文化，纵览世界风情，品尝全球美食。此外，文化节还设置了多个非遗互动体验区，师生们可以亲身参与蜀绣、剪纸、吹糖人、泥塑等中国传统手工艺，体验中国传统文化的独特魅力。

本届文化节通过一系列丰富多彩的文化活动，成功构建起跨文化交流体验平台，为来自世界各地的学子提供了深入了解不同文化魅力的机会。让学生在享受乐趣的过程中，既增进了对世界文化的认识，也培养了全球视角下的友谊与合作精神。国际文化节作为“留学西财”品牌的重要载体，旨在营造浓郁国际化氛围，凝聚中外学子，厚植西财情怀，已



成为我校中外多元文明交流互鉴的特色品牌。

On April 29, the 9th International Culture Festival of the Southwestern University of Finance and Economics (SWUFE) took place at Jimin Square on the Liulin Campus. Students from over 90 countries and regions gathered to celebrate and share their cultures in this vibrant exchange event.

The opening ceremony began with a traditional Chinese martial arts performance, followed by a spectacular showcase of global talent, including singing, dancing, drama, and musical performances by international and Chinese students. Over 40 beautifully decorated booths gave attendees a taste of diverse cultures through art, customs, and food from around the world.

The festival also featured several hands-on heritage experience zones, where participants could try their hand at traditional Chinese crafts like Shu embroidery, paper cutting, sugar figurine blowing, and clay sculpting, gaining a deeper appreciation for Chinese culture.

Through a wide array of cultural activities, this year's festival provided a dynamic platform for intercultural exchange and understanding. It offered students an opportunity to explore global cultures, build cross-cultural friendships, and strengthen the spirit of collaboration. As a key part of the "Study at SWUFE" brand, the International Culture Festival has become a signature event celebrating diversity and fostering cultural dialogue on campus.



巴蜀文化对外交流联盟成立仪式暨“国际中文日——穿越时空的礼物：走进李白故里”活动开展 Highlights of Dialogue with Ancient

☞ 5月13日 May 13

5月13-14日，由教育部中外语言交流合作中心、四川省教育厅指导，我校与江油市共同发起成立的巴蜀文化对外交流联盟暨“国际中文日——穿越时空的礼物：走进李白故里”活动在江油市隆重举行。学校党委书记、副校长李志生出席并致辞。四川省教育厅、绵阳市、江油市相关负责人、学者代表和川渝18所高校教师代表、近百名国际学生参加活动。李志生指出，巴蜀文化对外交流联盟的成立，是学校响应国家文化强国战略、深化中外人文交流的创新尝试。学校始终以“融通中外、传承创新”为己任，秉持“国际视野、中国情怀、财经特色、西财菁英”的来华留学办学理念，培养出大批知华友华的杰出校友，成为中外文化交流的重要桥梁。

联盟共同举办“国际中文日”系列活动，以“穿越时空的礼物：走进李白故里”为主题，通过形式多样的互动学习，带领参与者深度体验巴蜀文化的独特魅力。活动不仅促进了中外文化的交流与互鉴，也为提升巴蜀文化的国际影响力发挥了积极作用。巴蜀文化对外交流联盟旨在整合多方资源、凝聚合力，搭建“资源共享、优势互补、协同创新”平台，助力国际学生深入理解中华优秀传统文化的历史底蕴与现代价值，以文化为纽带，推动中外交流、学术合作等，提升巴蜀文化国际影响力与传播力。

5月13日上午，巴蜀文化对外交流联盟暨“李白学院”成



立仪式隆重举行。各院校代表共同启动了巴蜀文化对外交流联盟成立仪式。李志生代表巴蜀文化对外交流联盟理事长单位向李白纪念馆授牌“李白学院”并讲话。

5月13日下午，《李白诗歌中的巴蜀文化因子》讲座在江油举行。讲座从多个角度深入剖析巴蜀文化对李白诗歌创作的滋养作用，揭开“诗仙”李白与巴蜀文化之间的深厚渊源。

微讲堂《印象·李白》在李白文化博物馆举行。通过丰富多元的展陈形式及互动式的讲解，展现李白的传奇人生、文化成就与精神内核。

5月13日晚上，“墨香雅韵·寻觅诗仙”雅集活动通过观



展、听琴、赏书法、朗诵等多种形式的展示与体验，领略中华传统文化的魅力。

5月14日上午，经典咏流传—《小雅·鹿鸣》《中国话》《静夜思》诗歌传唱活动将古诗词与现代音乐相结合，助力巴蜀文化、李白文化等优秀文化对外传播。

5月14日下午，开展“穿越诗韵·体悟诗仙”活动。通过“诗仙足迹”主题讲解、文化参访和体验，感受唐代社会生活风貌，探寻跨越时空的“礼物”。

On May 13-14, Bashu Culture International Exchange Alliance, jointly initiated by SWUFE and Jiangyou City under the guidance of the Center for Language Education and Cooperation (CLEC) of the Ministry of Education and the Sichuan Provincial Department of Education, was officially launched. Alongside the inauguration, the "International Chinese Language Day – Gift Across Time and Space: Journey to Li Bai's Hometown" event was grandly held in Jiangyou.

Li Zhisheng, Member of the Standing Committee of the University Party Committee and Vice President, attended the ceremony and delivered a speech. The event brought together representatives from the Sichuan Provincial Department of Education, Mianyang City, Jiangyou City, scholars, faculty representatives from 18 universities across Sichuan and Chongqing, and nearly 100 international students.

He emphasized that the establishment of the Alliance represents the university's innovative effort to support the national strategy of cultural revitalization and deepen people-to-people exchanges between China and other countries. The university remains committed to "enhancing mutual learning between China and other countries while preserving and innovating cultural heritage." Upholding the philosophy of "international vision, Chinese values, SWUFE's distinctive features in finance and economics, and its elite education" for international students in China, the university has cultivated a large number of outstanding alumni who understand China and are friendly toward it, serving as vital bridges for cultural exchanges.

Co-hosted by the Alliance, the "International Chinese Language Day" series adopted the theme "Gift Across Time and Space: Journey to Li Bai's Hometown." Through diverse interactive learning activities, participants gained an in-depth experience of the unique charm of Sichuan-Chongqing culture. The event not only facilitated cultural exchange and mutual learning but also actively contributed to enhancing the global influence of Sichuan-Chongqing culture.

The Sichuan-Chongqing Culture International Communication Alliance aims to integrate resources, pool strengths, and build a platform for "resource sharing,



complementary advantages, and collaborative innovation." It will help international students deeply understand the historical significance and modern value of China's outstanding traditional culture. Using culture as a bond, the Alliance will promote Sino-foreign exchanges, academic cooperation, and elevate the international influence and reach of Sichuan-Chongqing culture.

Founding Ceremony of the Bashu Culture International Exchange Alliance

The Bashu Culture International Exchange Alliance and "the Li Bai Academy" were officially inaugurated in a grand ceremony. Representatives from participating institutions jointly launched the alliance, symbolizing a collaborative effort to promote regional cultural heritage. Li Zhisheng, Member of the Standing Committee of the Party Committee and Vice President of the Southwestern University of Finance and Economics, representing the alliance's governing unit, presented the plaque for the "Li Bai Academy" to the Li Bai Memorial Museum and delivered a keynote speech.

Expert Lecture

A lecture titled "Bashu Cultural Elements in Li Bai's Poetry" was held in Jiangyou. The session comprehensively analyzed how Bashu culture influenced Li Bai's poetic creations, unraveling the profound connection between the "Poet Immortal" and his cultural roots.

Micro-Lecture

"Impressions of Li Bai" was held at the Li Bai Cultural Museum. Through diverse exhibition formats and interactive explanations, the event showcased the

legendary life, cultural achievements, and spiritual essence of Li Bai.

Elegant Gathering Event

The "Elegance of Ink and Poetry: In Search of the Immortal Poet" gathering featured activities such as exhibition viewing, guqin performances, calligraphy appreciation, and poetry recitation, allowing participants to experience the charm of traditional Chinese culture in multiple forms.

Poetry Singing Event

"Timeless Classics"—Poetry singing performances of "Xiaoya·Deer Cry," "Chinese Language," and "Quiet Night Thoughts" blended ancient poetry with modern music, promoting the global dissemination of Bashu culture, Li Bai culture, and other outstanding cultural traditions.

Cultural Experience Event

The "Journey Through Poetry: Understanding the Immortal Poet" event included themed explanations of "The Footsteps of Li Bai," cultural visits, and immersive experiences, allowing participants to glimpse the social life of the Tang Dynasty and discover a "gift across time and space."





2025年西南财经大学 “感知中国—千年古桑道，丝绸繁华路”活动成功举办 "Experience China: Millennial Mulberry Road, Thriving Silk Routes" Event Successfully Held at SWUFE in 2025

☞ 5月20日 May 20



5月20日，由国家留学基金管理委员会主办、西南财经大学承办“感知中国—千年古桑道，丝绸繁华路”文化交流活动成功举办。来自巴基斯坦、泰国、印度尼西亚、俄罗斯、哥伦比亚等21个国家的40名留学生走进四川丝绸博物馆和成都锦门，通过“历史探访+非遗体验”的形式，沉浸式感受中华丝绸文明的源远流长与成都文化名城的历史底蕴。

在四川丝绸博物馆，讲解员深入浅出介绍了蚕桑养殖、古代缫丝织造的工艺流程，并详细讲解了成都作为“南方丝绸之路”起点的重要历史地位。留学生们系统学习后，更加深入了解每一环节背后的传统智慧，也更加深刻认识到



成都在中国古代对外贸易与文化交流中扮演的关键角色。

活动中，留学生们还在资深非遗传承人的悉心指导下，亲身参与并体验了多项传统技艺，包括精美细腻的蜀锦刺绣、古朴典雅的织布工艺以及别具匠心的蚕丝扇制作。通过实践操作与互动交流，留学生们不仅认识到每一道工序背后蕴含的文化内涵与技艺精髓，也切实感受到中华优秀传统文化的独特魅力与工匠精神的深厚底蕴。

本次“感知中国”文化交流活动是“留学西财”品牌建



设的重要实践。活动以丝绸为媒，架起文明互鉴之桥，为国际青年提供了触摸中国文化肌理的鲜活窗口。未来学校将持续开展“感知中国”系列活动，为来华留学生搭建中外文化交流平台，打造更多高质量精品项目，为培养知华友华的高素质国际化人才贡献西财力量。

On May 20, 2025, the "Experience China: Millennial Mulberry Road, Thriving Silk Routes" cultural exchange activity, organized by the China Scholarship Council and hosted by the Southwestern University of Finance and Economics (SWUFE), was successfully held. Forty international students from 21 countries including Pakistan, Thailand, Indonesia, Russia, and Colombia visited the Sichuan Silk Museum and Chengdu Jinmen. Through the format of "historical exploration + intangible cultural heritage (ICH) experience," they immersed themselves in the long-standing Chinese silk civilization and the historical heritage of Chengdu as a cultural city.

At the Sichuan Silk Museum, docents provided accessible explanations about sericulture, ancient silk



elegant traditional weaving techniques, and ingenious silk-fan making. Through hands-on practice and interactive exchanges, the students not only recognized the cultural connotations and technical essence embedded in each procedure but also tangibly felt the unique charm of China's outstanding traditional culture and the profound spirit of craftsmanship.

This "Experience China" cultural exchange activity is an important practice in building the "Study at SWUFE" brand. Using silk as a medium, the event bridged civilizations for mutual learning, providing international youth with a vivid window to touch the fabric of Chinese culture. In the future, the university will continue to carry out the "Experience China" series, building platforms for cultural exchange between China and other countries for international students in China. It will create more high-quality boutique programs, contributing SWUFE's strength to cultivating high-caliber global talents who understand China and are friendly toward it.

reeling, and weaving processes. They detailed Chengdu's significant historical role as the starting point of the "Southern Silk Road." Through systematic learning, the students gained deeper understanding of the traditional wisdom behind each process and Chengdu's critical function in ancient China's foreign trade and cultural exchange.

During the activity, under the careful guidance of experienced ICH inheritors, the students personally participated in and experienced multiple traditional crafts. These included the exquisite Shu brocade embroidery,

学院教师荣获2025年四川省国际中文教师教学技能大赛一、二等奖 CIE Faculty Win First and Second Prizes in 2025 Sichuan International Chinese Language Teaching Skills Competition

6月20日 June 20



6月20日，由四川省教育厅主办的“2025年四川省国际中文教师教学技能大赛”决赛在四川师范大学顺利落下帷幕。经过激烈角逐，国际教育学院谢娟老师和胡倩琳老师分别荣获大赛一、二等奖。

本届大赛以“创新中文教学，弘扬巴蜀文化”为主题，吸引全省100余名教师参与。决赛采用“现场说课+评委问答”的综合评审模式，重点考察教师教学创新能力和文化传播素养。两位参赛教师结合学科特色，创新教学设计，将巴蜀文化元素巧妙融入课堂教学，充分展现了新时代国际中文教师扎实的教学功底和独特的创新思维，体现了学校在国际中文教育领域“科技赋能、文化铸魂”的鲜明特色。此次获奖是学校持续推进国际中文教育教学改革的成果体现。学校将以此为契机，以赛促教、以赛促学，进一步深化“科技+中文+文化”的教学创新模式，不断提升国际中文教育质量，为传播中华文化、讲好中国故事培养更多优秀国际人才。

On June 20, the finals of the "2025 Sichuan International Chinese Language Teaching Skills Competition," hosted by the Sichuan Provincial Department of Education, concluded successfully at Sichuan Normal University. After intense competition, Xie Juan and Professor Hu Qianlin from the College of International Education (CIE) won the first prize and second prize, respectively.

This year's competition, themed "Innovating Chinese Language Teaching, Promoting Sichuan-Chongqing

Culture," attracted over 100 teachers from across the province. The finals adopted a comprehensive evaluation model of "on-site teaching presentation + judge Q&A," emphasizing instructors' teaching innovation capabilities and cultural communication proficiency. Leveraging their disciplinary strengths, the two award-winning teachers designed innovative lesson plans that skillfully integrated Sichuan-Chongqing cultural elements into classroom instructions. They fully demonstrated the solid teaching expertise and unique innovative thinking of contemporary international Chinese language educators, embodying the university's distinctive approach of "empowering education through technology and enriching it with culture" in the field of international Chinese language education.

These achievements reflect the university's continuous progress in advancing the reform of international Chinese language education. Seizing this opportunity, SWUFE will further deepen the "Technology + Chinese + Culture" teaching innovation model through promoting teaching through competition and advancing learning through competition. This initiative aims to consistently enhance the quality of international Chinese language education and cultivate more outstanding global talents to disseminate Chinese culture and tell China's stories well.

2022级国际商学院硕士毕业生AYOUB FELKAIR AYOUB FELKAIR- Master Graduate from School of International Business, Class of 2022



First contact with China

My name's AYOUB FELKAIR, and I am from Algeria, I grew up in Blida province, which is ten thousand kilometers away from China.

It all started twelve years ago when I made some very friendly Chinese friends. This friendship got me interested in China and Chinese culture. After some years, I decided to visit China and learn more about it. This was a dream that came true.

In 2017, I decided to dive into an unknown world. China is famous for its five-thousand-year-old culture, the Silk Road, and International Trade. My first



journey was to Nanjing city, Jiangsu province.

My first academic journey in China began in Nanjing where I studied for five years majoring in international economics and trade, the first months were difficult as I experienced a cultural shock, however learning the Chinese language and culture was essential to get over this difficulty.

My first contact with Southwestern University of Finance and Economics

I had a good impression of SWUFE on the first phone call with this top university domestically as well as internationally, they were very professional and friendly in dealing with my application, I was offered One Belt One Road scholarship that made the dream of my academic journey in SWUFE come true.

The first contact with the Capital of the Giant Panda

On July 7th my adventure started in Chengdu the capital of Sichuan province which is home to the giant panda. Every Chinese city or province has its vibe and beauty, and so does Chengdu city. Once I landed in Chengdu, I felt the special vibe and positivity of Chengdu, we can say it is love from the first sight.

My academic journey in SWUFE

The Southwestern University of Finance and Economics offers many high-quality programs, but my major is International Business. The program was well-designed to give students a complete understanding of global markets and enter cross-border commerce. This

program included some courses like microeconomics, international business, business negotiation, intercultural business communication, Multinational Corporate Finance and Governance, and more. Chinese language and culture courses were included in this program as well. I gained a lot of knowledge that I am practicing in my current job. The professors were very professional and patient. Analyzing and discussing case studies brought me a sense of entrepreneurship, and thanks to the research methods in international business courses and the help and guidance of my supervisor Mr. Deng Xing Hua, I could write a good dissertation and was able to graduate on time. I am grateful to SWUFE for offering me this life-changing opportunity.

Life in Sichuan as a student

As an international student in Chengdu, I had to balance between studying and exploring the beauty of this land, my travel plans were very tight; however, I managed to visit some beautiful places like Qing Cheng Mountain, Aba Zhou, and some tourist attractions in Chengdu of course without forgetting the Panda Base.

Sichuanese cuisine or 川菜 is one of the most famous cuisines in China, there is a Chinese saying 入乡随俗, in Sichuan I had to adapt to eating spicy food because most Sichuanese dishes are spicy. there was a night street food market right across from SWUFE which was buzzing with people and a variety of dishes, one of my favorite dishes in Chengdu is rabbit hotpot.

SWUFE organized many fun and cultural activities; we enjoyed making 汤圆 and dumplings.

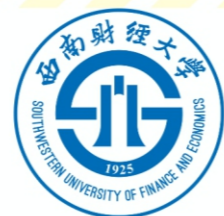
It is said that if you come to Chengdu you don't want to leave, I had unforgettable memories there, I got a degree from a top university, I met nice people, enjoyed Sichuanese cuisine, I saw snow mountains, vast forests and nature bustling with life. I will visit again!

Current life

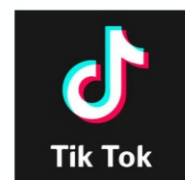
Currently working in a tech company in international sales and marketing in Shenzhen city, Guangdong province. I'm also preparing to take HSK5 exam in the coming year as I believe that Chinese language is very important for future development.



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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!

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