Shanghai Cooperation Organisation University

Course Overview

Future Builders'Camp: Econ, Finance & Culture Connect

Xi'an Jiaotong University Summer Camp

Host School: School of Economics and Finance

Program

Program Overview

This summer camp is designed for outstanding university students, creating an international platform that integrates academic exchange, technological innovation, cultural immersion, and youth dialogue. Participants will visit high-tech companies, financial institutions, research centers, and innovation hubs to witness how AI is transforming various industries. They will also explore intangible cultural heritage workshops and historical sites, engaging directly with traditional crafts and folk culture to foster mutual understanding and cross-cultural exchange.

Focused on three pillars—economy & trade, technology, and culture—the program features thematic lectures, seminars, and youth roundtables. Student-centered in approach, it emphasizes hands-on participation and practical outcomes, strengthening participants' global communication and collaboration skills.

Upon completion, attendees will receive commemorative certificates and souvenirs, and join a sustained communication network to support their ongoing growth and development.

Program language:English

Target Participants

Undergraduate and graduate students interested in this program.

Course Schedule

Project Duration: July 6–16, 2026

Day 1		**Opening Ceremony & Welcome Session**
Day 2	Morning	**Keynote Speech**: Economic Resilience in the Era of Global Transformation **Tea Break** **Special Presentation**: The Triple Revolution of the Digital Economy: The Future Restructuring of Currency, Data, and Employment
	Afternoon	Student Roundtable Forum Session
Day 3	Morning	**Visit**: Isvision (Hangzhou) Technology Co., Ltd. Xi'an R&D Center
	Afternoon	**Lecture 1**: Tianyuan Luo **From Steam Engines to AI: How Technology Drives Economic Growth—and Reshapes Our Future** Student Roundtable Forum Session
Day 4	Morning	**Visit**: Chang'an Huitong Group Co., Ltd.
	Afternoon	**Lecture 2**: Guiyuan Ma **When Finance Meets AI: A FinTech Journey from Theory to Practice** Student Roundtable Forum Session
Day 5	Morning	**Visit**: Shaanxi Zhongke Innovation Technology Co., Ltd.
	Afternoon	Student Roundtable Forum Session
Day 6	Morning	**Visit & Experience**: Nationally Renowned Intangible Cultural Heritage Project: Huazhou Shadow Puppetry **Practical Workshop**: Explanation and Demonstration of Shadow Puppetry Skills by a Renowned National Intangible Cultural Heritage Inheritor
	Afternoon	Student Roundtable Forum Session
Day 7	Morning	**Visit**: Xianyang Caihong Optoelectronics Technology Co., Ltd. (CHOT) **Practical Workshop**: Engineer Explains the Application of High-Tech on the Production Line
	Afternoon	**Visit**: Huyi District Meibei Lake Scenic Area
Day 8	Morning	**Visit**: Shaanxi Fast Auto Drive Group Co., Ltd.
	Afternoon	**Lecture 3**:Yankun Kang **Flick, Click, and Sick: Mental Health Risks of Short-Video Platforms** Student Roundtable Forum Session
Day 9	Morning	**Visit**: Shaanxi History Museum/Shaanxi Archaeological Museum
	Afternoon	**Lecture 4**:Shaohua Yang **From Traditional to AI-Era Negotiation: The Shift from "Art" to "Science"?** Student Roundtable Forum Session
Day 10	Morning	**Visit**: Lantian Jade Culture Museum and experience local folk customs; explore Wangshun Mountain area filming location of the movie "Black Myth: Wukong" **Practical Workshop**: Explanation and Demonstration of Jade Carving Techniques and Culture by a Master Artisan, with Student Participation
	Afternoon	Prizes & Souvenirs Collection
Day 11		**Check-out & Departure**

Main Faculty Introduction

Jun Wen, Young Yangtze River Scholar (Ministry of Education), Chief Expert of Major NSSFC Projects and Shaanxi Provincial Innovation Team, is Professor & Doctoral Supervisor, and Vice Dean of the School of Economics and Finance, Xi'an Jiaotong University. His research covers corporate governance, industrial organization and innovation economics.

He has published over 200 papers in core domestic and international journals, including Economic Research Journal, China Economic Quarterly, China Industrial Economics, Research Policy, Technovation, Journal of Financial Stability and European Journal of Finance. He was ranked among the World's Top 2% Scientists in Economics (2024–2025 consecutively), and honored as Elsevier Most Cited Chinese Researcher and CNKI Top 1% Most Cited Scholar.

He has led 1 major NSSFC project, 1 key project under China's 14th Five-Year S&T Plan, 2 general NSFC projects and over 30 other research programs. He is frequently invited to deliver keynote speeches or serve as conference co-chair at international events hosted by prestigious universities and institutions in the US, Japan, Portugal, Croatia, Pakistan and Vietnam.

He serves as Associate Editor of SSCI journals Economics Modelling & Innovation and Green Development, Vice President & Secretary-General of APAEA, and holds posts including Standing Director of the Chinese Association of Industrial Economics & Chinese Quantitative Economics Association, Director of the US Chapter of China Overseas-Educated Scholars Association, Director of Shaanxi Economic Development Strategy Research Association, and Member of Shaanxi Provincial Decision-Making Advisory Committee.

Tianyuan Luo is a Research Fellow and PhD Supervisor at the School of Economics and Finance, Xi'an Jiaotong University. His research focuses on agricultural economics and development economics. He has published more than 20 papers in leading and authoritative international journals, including Economica, the American Journal of Agricultural Economics, and the European Review of Agricultural Economics. He has led, participated in, and completed a number of national and provincial/ministerial-level research projects, including a General Program of the National Social Science Fund of China. Multiple research findings have been adopted and endorsed by provincial/ministerial-level and higher authorities. He has received numerous honors, including the First Prize of the Humanities and Social Sciences Award for Universities in Shaanxi Province, the Third Prize of the 16th Outstanding Achievement Awards in Philosophy and Social Sciences of Shaanxi Province, and the Grand Prize of the Graduate Teaching Achievement Award of Xi'an Jiaotong University.

Yankun Kang is an Associate Professor at the School of Economics and Finance, Xi'an Jiaotong University. He has served as the Principal Investigator of several national-level research grants, including the National Natural Science Foundation of China (Youth Project), the China Postdoctoral Science Foundation (General Program), and the China Postdoctoral Science Foundation (Special Program). He has published over 20 papers in leading Chinese and international journals, including Economic Research Journal (Jingji Yanjiu), Management World (Guanli Shijie), China Economic Quarterly, The Journal of World Economy, Journal of Urban Economics, Journal of International Money and Finance, and Research Policy. He has received numerous academic awards, including the Outstanding Research Achievement Award from the Ministry of Commerce of China, the Outstanding Doctoral Dissertation Award of Beijing, the Tan Chongtai Development Economics Award, and the China Economic Quarterly Best Paper Award.

Main Faculty Introduction

Guiyuan Ma is an Associate Professor, Doctoral Supervisor, and Deputy Director in the Department of Financial Technology at the School of Economics and Finance, Xi'an Jiaotong University(XJTU), China. Prior to joining XJTU, he worked as a postdoctoral research fellow in the Department of Statistics, the Chinese University of Hong Kong from 2019 to 2020, Australia from 2018 to 2019. His current research primarily focuses on mathematical finance and financial engineering. He has published 18 academic papers in international journals such as European Journal of Operational Research, Automatica, and Finance & Stochastics. He is the principal investigator of a Young Scientists Fund project supported by the National Natural Science Foundation of China.mic Quarterly Best Paper Award.

Shaohua Yang is an Associate Professor (since 2011) and Doctoral Supervisor, as well as Deputy Director of the Teaching Supervision Center at the School of Economics and Finance, Xi'an Jiaotong University. Sponsored by the China Scholarship Council, she conducted visiting research at Florida State University from 2006 to 2007 and at Texas State University from 2014 to 2018 respectively. She has presided over one NSSFC project and served as the principal investigator for multiple NSFC and provincial-level social science research programs, with over 20 academic papers published in SCI, SSCI and CSSCI-indexed journals. She was interviewed by CGTN during the 2023 China-Central Asia Summit, and has delivered lectures for the Belt and Road Entrepreneur Training Program, along with themed training courses on business negotiation, business English and organizational culture for government departments and large state-owned enterprises.

Enterprises

Isvision (Hangzhou) Technology Co., Ltd. Xi'an R&D Center

Eviso (Hangzhou) Technology Co., Ltd. is a “hidden champion” in China's machine vision sector for automotive manufacturing, a National-Level Key “Little Giant” enterprise, and an “industrial eye.” Its products are mass-deployed in mainstream automakers like BYD, NIO, and FAW-Volkswagen, and exported to international factories.

Key Takeaways

- Gain insights into state-of-the-art machine vision technologies and their applications in intelligent automotive manufacturing.
- Learn about the growth and innovation model of a national-level “Little Giant” high-tech enterprise.
- Communicate with industry executives and technical experts to grasp frontline industrial practices and future trends.

Chang'an Huitong Group Co., Ltd.

As a provincial state-owned capital operation company, it serves as the “capital operator,” specializing in revitalizing state-owned assets, facilitating restructuring and listings, and incubating hard-tech enterprises. It functions as the “central hub” and “toolkit” for the reform of Shaanxi's state-owned assets.

Key Takeaways

- Understand the practical operation models of state-owned capital.
- Learn how SOE reform promotes industrial upgrading.
- Gain a hands-on perspective on asset restructuring and hard tech incubation.

Shaanxi Zhongke Innovation Technology Co., Ltd

It’ s a leading high-tech company in Xi'an, specializing in advanced nondestructive testing (NDT) equipment. It is recognized as a national-level “Little Giant” enterprise for its core technology in phased array ultrasonic testing. The company provides critical quality control solutions for global industries such as oil & gas, new energy, and aerospace manufacturing.

Key Takeaways

- Witness how cutting-edge research and development supports advanced manufacturing.
- Experience the practice of high-quality industrial development and intelligent manufacturing.

Enterprises

Nationally Renowned Intangible Cultural Heritage Project: Huazhou Shadow Puppetry

Huazhou Shadow Puppetry, recognized as a National Intangible Cultural Heritage, is hailed as the "ancestor of global shadow play." It employs top-grade cowhide, meticulously hand-carved through 24 steps, creating simple yet expressive figures. As China's oldest form of "light and shadow art," it serves as a living fossil of folk opera and a vital window into ancient customs and visual culture.

Key Takeaways

- Experience the unique art of shadow puppetry, a precious part of China' s intangible cultural heritage.
- Appreciate the delicate craftsmanship and profound cultural stories behind this traditional folk art.
- Deepen cross-cultural understanding through engaging with classical Chinese visual and performing art.

Xianyang Caihong Optoelectronics Technology Co., Ltd. (CHOT)

It' s a key player in China's display industry. It operates a major G8.6 LCD panel production line, crucial for large-screen TVs. As a core enterprise under China Electronics Corporation, it is a vital manufacturing hub in Northwest China.

Key Takeaways

- Observe the fully automated production process of advanced display panels.
- Gain a direct understanding of intelligent manufacturing and industrial upgrading.
- Explore connections between advanced manufacturing, materials science and engineering applications.

Shaanxi Fast Auto Drive Group Co., Ltd.

Xi'an Fast Gear Group is the world's largest commercial vehicle transmission manufacturer, having led global heavy-duty transmission production and sales for 19 consecutive years. As China's gear industry leader, it serves as a pivotal "chain master" in Shaanxi's high-end manufacturing. The company is driving the global shift toward automation and new energy in commercial vehicles with its "lights-out factory" and AMT intelligent transmission technologies.

Key Takeaways

- Witness the advanced operation of an intelligent "lights-out factory" in heavy-duty manufacturing.
- Understand how cutting-edge technologies drive global leadership in commercial vehicle transmission systems.
- Gain inspiration for engineering fields such as mechanical design and intelligent manufacturing.

Fees & Contact

Program Fee: 1,500 RMB

Notes:

1. A meal card with a reasonable pre-loaded amount will be provided for on-campus dining. Participants are responsible for any additional expenses exceeding the pre-loaded amount. Group meals during off-campus visits will be covered by the organizer, except for personal food and beverages.
2. On-campus accommodation with free campus Wi-Fi is provided and covered by the organizer.
3. All expenses mentioned in the summer camp program will be covered by the organizer.

Participants shall bear their own round-trip international travel, visa, insurance, and personal expenses.

Insurance Requirement

All participants must obtain valid international travel medical insurance **before registration**. Insurance may be purchased from any qualified insurance company worldwide; purchasing insurance from a Chinese provider is not mandatory.

The insurance policy must cover the **entire duration of the summer camp, including arrival and departure dates**, and must include the following coverage in mainland China:

- Medical treatment and hospitalization
- Personal accident
- Emergency medical evacuation and repatriation

A digital copy of the valid insurance certificate must be uploaded during the registration process.

Registration will not be confirmed until all required documents, including Application Form ,valid insurance, have been reviewed and approved.

Insurance expenses are not included in the program fee and shall be solely borne by participants.

Contact Information

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