



Impressive Turnout

Attracted by the opportunity to recruit CEIBS MBA students, 80 local and multinational companies turned out for CEIBS 9th MBA Recruitment Fair organised by the CEIBS MBA Career Development Centre (CDC) on January 21.

Global EMBA 2013 Graduates!

Inspiring speeches from the European Union Ambassador to China and General Manager of PepsiCo China were among the highlights of the graduation ceremony for the Global EMBA (GEMBA) class of 2013 on January 17. The ceremony at the CEIBS Shanghai Campus marked the final chapter in the 20-month study journey for this diverse group of students from 11 different countries who are now members of the school's 14,000+ alumni network. CEIBS Executive President Professor Zhu Xiaoming, President Pedro Nueno, and Professor of Marketing Chiang Jeongwen also shared words of wisdom with the class.

What's the Next Big Thing in Research?

A select group of faculty from Asia, Europe and North America gathered at CEIBS Shanghai Campus on January 12 to present their latest research and brainstorm to generate ideas for upcoming projects. They were attending the CEIBS Mini-Conference, a forum for faculty in Chinese Management and Strategy who are on the cutting-edge of research in their field and whose work represents creative and high-quality scholarship.

Art Meets Finance

On January 20, experts from the art and finance industry joined CEIBS faculty for a lively discussion about ways in which financial institutions can help further the development of China's art market. The First CEIBS-GUOSEN Art Finance Forum, held at the CEIBS Shanghai Campus, was organised by the CEIBS-Guosen Centre for Art Finance and jointly hosted by CEIBS, Guosen Securities and the Gaea Centre for Contemporary Art.



World Bank Expert Looks at Local Government Debt

“Decentralisation and Local Government Debt” was the weighty topic explored by Senior Director of the World Bank Group’s Global Practice for Macroeconomics and Fiscal Management Marcelo Giugale at the CEIBS Lujiazui Finance Salon on January 12. The event was jointly organised by the CEIBS Lujiazui Institute of International Finance (CLIF) and the CEIBS-World Bank China Centre for Inclusive Finance. CLIF Executive Deputy Director Dr Gary Liu moderated.

Training Faculty for the Future

CEIBS’ expertise in the case teaching method was on display on December 20 with Professor of Marketing Wang Gao and Director of CEIBS Case Centre Professor Liang Neng leading teaching and discussion sessions during a Case Teaching Workshop for young faculty from business schools across Shanghai. Held at CEIBS Shanghai Campus and organised by Shanghai MBA Education Supervisory Committee, the training programme drew more than 90 young lecturers from 13 MBA business schools in the city as well as participants from China Executive Leadership Academy Pudong (CELAP) and CEIBS Case Centre.

Inspiring Innovation & Creativity in Education

Business and Management faculty from institutions around the world gathered at CEIBS Shanghai Campus in mid-January to attend the prestigious International Teachers Programme (ITP). The event was organised by the International Schools of Business Management (ISBM), a group of 13 leading business schools located in Asia, Europe and North America. This faculty development programme aims to help educators develop their own unique teaching methods and style by cultivating their passion for education and making it as creative as possible.

CEIBS Alum Wins Talent Management Award

Chairman of Sinopec Shanghai Branch Wang Zhiqing (EMBA 2011) received the *CBN* Annual Talent Management Award 2014 during the 10th China Business Leaders Awards Ceremony held in Shanghai on December 16. CEIBS is a consulting partner for the awards, which are organised by *CBN*.



Music in the Air

A rousing performance by the Shanghai Philharmonic Orchestra was the highlight of CEIBS Alumni New Year's Concert 2015 held at the Shanghai Oriental Arts Centre on December 5, 2014. More than 1,500 alumni, faculty and staff enjoyed the performance which was made possible by China Universal Asset Management.

Meanwhile, world famous conductor Christoph Eschenbach skilfully led the orchestra in providing an auditory feast to the more than 1,800 attendees who turned out for the 2015 CEIBS•BBAC New Year's Concert on December 20, 2014. The 13th staging of the annual cultural event was held at the National Grand Theatre in Beijing.

And, not to be outdone, entrancing performances by Voice of CEIBS winner Zhang Xiyin and others, including Chen Chan, Zhang Xin and Zhang Peng were among the highlights of the CEIBS South China Annual Gathering 2015 held at the Nanshan Culture Sports Centre in Shenzhen on January 10, 2015.

Celebrating Healthcare Innovation

Innovations in medical devices, data collection and healthcare management were among the winners of the inaugural China Healthcare Innovation Platform (CHIP) Awards initiated by the CEIBS Centre for Healthcare Management and Policy and its Director Professor John Cai.

The event was held at the Beijing Campus on December 20.

CEO Summit 2014

Cross-straits finance, investment, innovation, entrepreneurship, history and culture were the focus of discussions during two days at the CEIBS CEO Summit 2014 and Education

Foundation Annual Banquet which were held in Taipei on December 11-12. Attendees included alumni, entrepreneurs and renowned scholars. Among the highlights of the CEIBS Education Foundation's Annual Banquet was a ceremony to acknowledge the RMB 1 million investment in CEIBS made by the Chair of the Ten-Chen Medical Group Zhang Yumei.



Sports Roundup

- CEIBS Badminton Association got a 5-4 win over Seychelles National Youth Team during a February game on the island.
- In January, CEIBS Tennis Association (Beijing) took part in a friendly match between state organisations and EMBA programmes at Beijing Olympic Tennis Court. Throughout the day, 12 teams from top business schools around the country faced opponents from state organisations. CEIBS' Team One took first place while CEIBS Team Two was third.
- Races, talent shows and a party were among the highlights of CEIBS Alumni Sports Day 2014 which brought 70 alumni and their families to the school's Shanghai Campus on December 14. Nie Zhangyan (EMBA 2003) and Sun Yanjun (EMBA 2012) won the pairs race that kicked off the day. EMBA 2014 Class 5 was victorious in its relay race against EMBA 2014 Class 1. Throughout the day members of the CEIBS Gobi Association volunteered as timers and guides for the various competitions. The Gobi Association initiated the Alumni Sports Day event, and co-organises it along with the CEIBS alumni Football, Badminton and Sailing Clubs.

David Gosset's a French Knight!

As 2014 drew to a close, Senior Research Associate and Deputy Director for European Relations at CEIBS David Gosset became Knight of the Legion of Honour (Chevalier de la Légion d'Honneur). President of the French Republic François Hollande signed the decree on December 31, 2014. The National Order of the Legion of Honour, established by Napoléon Bonaparte in 1802, is France's highest honour.

A Thousand Words... or Less

1. Philanthropist Li Wen (EMBA 2010) travels by 'grabbing hooks', just like the River Children he helps educate. Story on page 10
2. Hiking with Johannes Muffler (MBA 2008), CEO of moyoya, a travel agency that offers Chinese tourists in Europe an unforgettable experience. Story on page 20
3. Wang Xun (EMBA 2007), CEO of Qingcheng, is hoping to capitalise on a specific niche in the smartphone market. Story on page 32
4. Qingcheng's new VOGA V1. Story on page 34
5. Results of our smartphone poll. Story on page 38
6. 1988: The founders of CEMI Dr Max Boisot, Dr Chen Derong and Mr Jan Borgonjon at the CEMI teaching facility. Story on page 64



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