



## All for our Alumni!

The CEIBS Alumni Association and related alumni organisations held almost 700 activities that attracted a total audience of 40,000 during 2014, according to the Director of the Alumni Affairs Office Wang Qingjiang. He shared the figures during the association's two-day annual gathering in Chongqing on March 28 & 29.

Among the association's other accomplishments for 2014: council elections were held for two Alumni Association branches, three industrial chapters and more than 10 other alumni organisations. The association also upgraded the iAlumni information platform in order to support other departments in promoting alumni donations and sponsorships, and it improved its maintenance of the alumni database.

During the series of March meetings, representatives of the MBA, FMBA, EMBA and Executive Education Programmes also shared updates on their latest initiatives. Dr Raymond Xu gave an update on the CEIBS Case Research Centre and Sandra Liu gave an update on alumni donations to the CEIBS Education Foundation. CEIBS Assistant President Dr Snow Zhou gave a presentation on the importance of developing the CEIBS brand.

The meeting also included a visit to Zhubajie Network Technology in Chongqing on March 29. Its founder Zhu Yueming addressed the more than 100 CEIBS alumni who participated and shared his 8-year journey in founding the company.

Others who participated in the annual meeting included Zhongtian Chair in Management Professor Zhu Xiaoming, who is currently the Alumni Association President, CEIBS Vice President and Co-Dean Professor Zhang Weijiong, and Beijing Office Operations Director Catherine Hsiao.

