

Bayer Back on Board



Bayer has indicated its commitment to continue its long-standing cooperation with CEIBS by renewing its sponsorship of the CEIBS Chair in Leadership, under the directorship of Professor Katherine Xin. A signing ceremony was held March 26 at the CEIBS Shanghai Campus to mark the occasion.

“I believe that investing in leadership development is a crucial step towards sustainability and growth. We also hope to gain access to the great talent at CEIBS as this will help Bayer achieve further success in China,” said Ms Celina Chew, President of Bayer Greater China Group, in expressing her delight at the

continued collaboration between the two organisations. “In addition, it is also Bayer’s privilege to contribute to the overall development of talent in China and to provide opportunities for local talent to develop.”

CEIBS President Professor Pedro Nuño, who initiated the relationship with Bayer back in 1996, sent a congratulatory message to both Bayer and CEIBS’ management. “Their openness and support to the world of education, in our case business education, is a characteristic of Bayer around the world and a clear demonstration of the high level of Corporate Social Responsibility that Bayer has practiced during its long history,” he said.

