

# China Universal, Future Holdings, & Heart Touch Invest in CEIBS

July 10 was an especially memorable day with three CEIBS alumni companies investing in their alma mater. EMBA 2010 alumnus Li Wen, as the representative from China Universal Asset Management, invested RMB600,000 to support this year's alumni reunions. EMBA 2009 alumnus Lv Xiaoping, on behalf of Jiangsu Future Land Development Holdings, invested RMB700,000 for the staging of this year's Alumni New Year Concert. And Founder of Heart Touch Media, MBA 2012 alumnus Wang Xusong, donated data terminals valued at RMB150,000. CEIBS Vice President and Co-Dean Prof Zhang Weijiong, Director of CEIBS Alumni Relations Office Wang Qingjiang, and EMBA Deputy Director

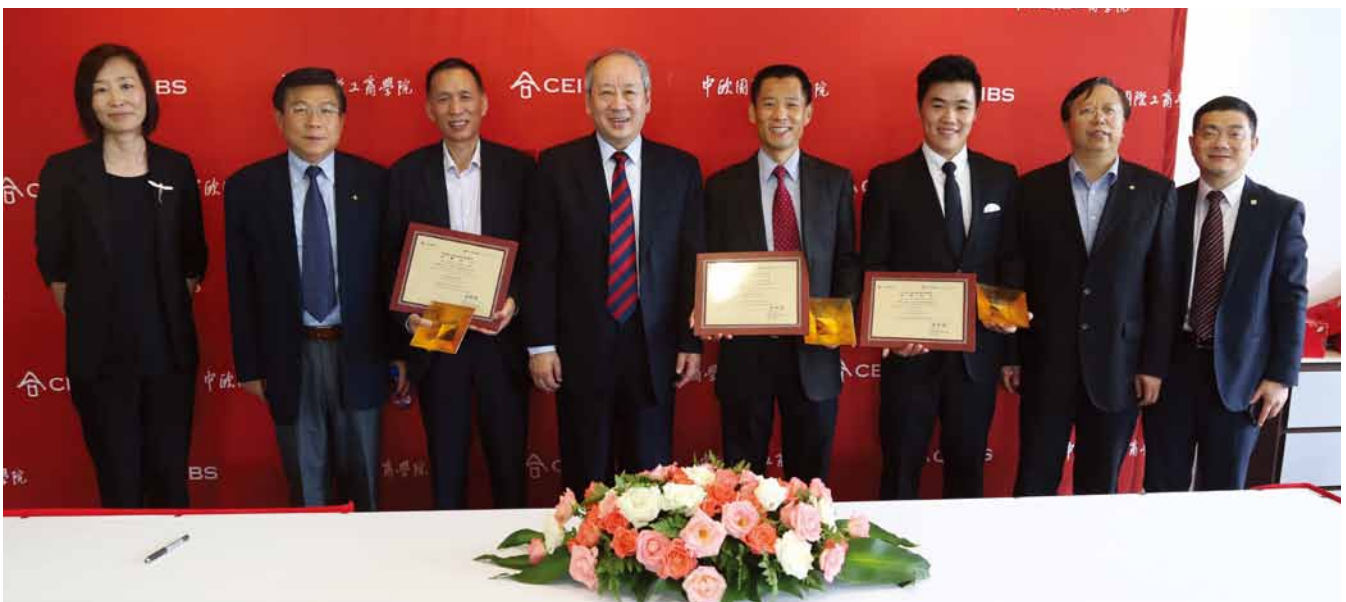
Weldon Lai joined the investors for the donation ceremony.

Wang Qingjiang, who introduced the three alumni investors to the audience, extended his sincere gratitude to them for their generous investment in their alma mater. Prof Zhang, speaking on behalf of the school leadership, lauded China Universal and Future Holdings for their excellent achievements in business, and thanked them for their love for the school and continuous investments. He also spoke highly of Wang Xusong, a young man (less than 30) who chose to give back to his alma mater only three years after the launch of his company.

During the ceremony, Li Wen and Lv Xiaoping explained that gratitude was

part of their corporate cultures. They had already benefitted a lot from studying at CEIBS, they said, and giving back to the school would further enhance their brands' social impact so their investment was a win-win situation for both sides. As for Wang Xusong, he explained that his entrepreneurship journey began when he was still at CEIBS benefitting from excellent teachers and good friends; so his first thought right after achieving success was to give back to his alma mater.

Along with the investors, Deputy Director of CEIBS Alumni Relations Office Tanya Fu and Assistant Secretary General of CEIBS Education Foundation David Lee respectively co-signed the investment agreements on behalf of the school.



# 参与捐赠 让爱流动

## Make your gift to CEIBS!

中欧的愿景是成为全球最受尊敬的商学院。要实现这一辉煌梦想，必须要有稳定而充裕的资金支持。为此，除学费以外，学院还必须广开社会办学之源，努力筹措基金，用以吸引优秀师资、支持科研投入、提供更多的学生奖学金。全方位保障学院的持续发展。

校友是母校利益最直接的相关者，也是母校最信赖的支持者。我们号召广大校友积极参与支持学院的发展，踊跃为母校捐款。

2015年度捐赠者可获取精美纪念品：棒球帽及中欧水晶胸针（捐赠额500元以上）

CEIBS' vision is to become the world's most respected business school, and a steady stream of adequate funds is a prerequisite for fulfilling this dream. Additional funds, other than tuition fees, need to be raised through diverse channels to attract excellent faculty, increase research expenditure and provide more scholarships for students so as to ensure the school's sustained development.

Our alumni are our most interconnected stakeholders, the most trusted champions of their alma mater. We look forward to your gifts to your alma mater to ensure its sustained development. Your giving, in any form, big or small, will be highly appreciated.

A sporty CEIBS cap and an elegant custom-made crystal pin will be presented to those who make gifts valued at over RMB 500.



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