

# SHANGHAI – YOUR GATEWAY FOR A CAREER LEAP

## CEIBS INDIAN ALUMNI TELL WHY YOU SHOULD LOOK EAST



Hemanth Kumar Venugopal is a co-founder of Wishary, a digital media and e-commerce business. After graduating from CEIBS, Hemanth partnered with some CEIBS classmates to launch the company's innovative online shopping platform in India, China, and Korea. Before beginning his MBA studies Hemanth worked as a software developer and project manager for a logistics company. His experience at CEIBS inspired him to make the transition to entrepreneur in Asia's fast-moving and lucrative digital market.

**Q: What do China and Shanghai mean to you?**

A: China is a land of immense growth and opportunities, and Shanghai is a city that meets the aspirations of its people. To me, this nation represents proof of what can be achieved through hard work and will power.

From the outside, China seems like a mystical and intriguing place - from the inside it was an extraordinarily inspiring and interesting place to live.

During the MBA programme I made many new friends from China and different parts of the world. I learned how to effectively work with them under pressure and in the face of serious challenges. This experience transformed me into a professional who now has more understanding of and sensitivity to cultural differences - a vital skill for making our start-up work.

**Q: What impact has CEIBS had in helping you advance your career?**

A: The biggest gift that CEIBS gave me was the confidence to face almost any issue head-on in order to try and find the optimal solution in the face of adversity. The CEIBS MBA Programme exposed me to a wide range of industries and functions, and valuable knowledge for today's dynamic and rapidly changing business environment. During the programme I had the pleasure of meeting four of my fellow business partners; three are Korean and one is Chinese. Together we decided to enter uncharted waters and realize our dream to launch an Asia-based online business. We are working endless hours across time zones to build our vision. So far, so good!

**Q: What are your fondest memories from your time at CEIBS?**

A: I have to say that competing in the INNOVATEChina Global Business Case Competition was one of the highlights. Our team worked for 54 hours straight to prepare our proposal. It was a thrilling (and exhausting) experience. The Shanghai Night party on the Huangpu River was another unforgettable experience. Korea Night and Diwali were great opportunities to see the hidden talents of some of my gifted classmates. Overall, living on campus and sharing different experiences with my friends and classmates is what made my time at CEIBS so special.

**Q: Why should someone from India consider an MBA in Shanghai vs. one in Europe or the U.S.?**

Externally, India and China might seem to have a lot of differences in culture, economy, and their respective political systems. But I found that when you look closely, you can identify many synergies and common values between the two countries. The ability to rise above the differences and to use the synergies to create value is the key to becoming a good leader and creating a sound career path. This century is clearly going to be driven by the Asian economies, and I think there is no better place for an Indian to learn about business in Asia than to come to Shanghai and CEIBS.

Along with their China Depth, the courses at CEIBS provide a global perspective. I learned as much about the rest of the world and other emerging economies as I did as about China. This is different than what is offered at many US or Europe-centric schools that often focus on developed markets.

**Hemanth**  
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