

Alumni from Five Leading Business Schools Gather Together to Share Experience on Entrepreneurship

by Audrey Wu



Alumni from five leading business schools — CEIBS, Harvard, Wharton, Oxford and Cambridge — gathered together on the afternoon of April 23 to share their experiences and views on entrepreneurship.

Organized by the CEIBS Entrepreneur Club, the event attracted a large audience including reporters from a few media.

Despite low success rates, entrepreneurship is gaining increasing popularity in the country and many individuals begin to start their own businesses. The adventures and challenges of entrepreneurship were the main topics of discussion at the event.

Presided by Mr. Hong Jun, Director of CEIBS Alumni Entrepreneur Club and GM of LeadInFo Consultants, two successful entrepreneurs, Mr. Wen Wu, a graduate from CEIBS EMBA programme

and GM of Shanghai Gaowoo Nonferrous Metals Development Co. Ltd, and Ms. Jean Lin-Baden, a graduate from Wharton and principal partner of Audacee Digital Inc., were invited as special guests to share with the participants their valuable experiences and insightful views.

CEIBS Entrepreneur Club:

The CEIBS Entrepreneur Club provides a platform between the on-campus students and alumni to share business ideas and start-up experiences. Currently, the club has meetings in Shanghai and Beijing.

Tax Planning-The Third Channel for Businesses to Increase Revenues

As an alumni activity of CEIBS Entrepreneur Club, a lecture on “Tax Planning for Medium- and Small-sized Enterprises” was held in CEIBS Beijing office on April 25. Mr. Li Jiyou, a renowned expert on tax planning and its practices, was invited to share his knowledge and experiences with CEIBS alumni as the keynote speaker.

With 16 years research and consulting experience in tax planning, Li used the real-life cases to illustrate how tax planning can benefit an enterprise and introduced some of the techniques involved. He argued that tax planning

has nothing to do with tax fraud; rather it protects enterprises’ interests by avoiding unnecessary taxes in a legal way. Thus, tax planning is supported and protected by the government.

In Western countries, tax planning is a widely known concept and has been an integral part of tax theories and practices. In the United States, it is a common practice in large companies to base their management on a meticulous tax plan, which involves a detailed analysis to cut down taxes to the lowest level. Likewise, tax planning is gaining increasing popularity in Chinese



enterprises.

The lecture was followed by an interesting Q&A. Li’s humor and expertise won him long applause.