



## Record Overseas Attendance for Alumni Association Meeting

The CEIBS 2016 Annual Alumni Association Meeting saw record attendance from overseas graduates with representatives from a dozen chapters outside China including Ghana, Nigeria, Singapore, Philippines, Korea, US, and Canada joining China-based alumni for a two-day meeting on April 1 and 2. The meeting coincided with the CEIBS Innovation Forum which was held in Wuhan on April 1 and featured keynote speeches from CEIBS Associate Dean (Executive Education Programme) and Professor of Marketing Wang Gao as well as Wanxin Media Chairman Cao Jie (President of CEIBS Alumni Association Anhui Chapter).

In his welcome address to the 190

alumni chapter representatives, CEIBS President Prof Li Mingjun reviewed the school's many achievements over the past year and emphasised the importance of alumni engagement in every step forward in CEIBS' development. "We are building CEIBS into a four-pronged platform: one on which teaching and research help each other to grow; one on which we explore our own path of internationalisation; one of entrepreneurship and innovation, and one where our school and our alumni form win-win partnerships," he said. President Li also thanked the CEIBS Alumni Chapter Hubei for their efforts in organising the meeting.

In offering his thoughts on the school's alumni-related activities, Dr

Snow Zhou, Secretary-General of the CEIBS Alumni Work Group, noted that the Alumni Relations Office serves as a bridge linking alumni and their alma mater. Its mission is to establish a long-term win-win relationship between the two; proactively providing lifelong support to alumni for their career progress, as well as the school's development. Therefore, the focus of the school's alumni work should be on building a community that shares this goal. The school is now considering establishing an Alumni Consulting Committee to provide support to CEIBS from an alumni perspective. Committee members would be drawn from various industries and regions to ensure diversity.