



New MBA International Student Internships

As Chinese enterprises accelerate their investments abroad, they have a fast-growing need for talents with a global perspective, local market knowledge and an understanding of the Chinese business culture. As part of its efforts to help Chinese enterprises meet this demand, the CEIBS Career Development Centre (CDC) has launched the CEIBS MBA International Students Summer Internship Project. Initiated by CEIBS Vice President and Dean Ding Yuan, the project was announced at the Globalisation of Chinese Companies Workshop held December 20 on the Shanghai Campus. Nearly 100 top executives from several dozen companies attended, including Tencent, Fosun, Biostime, SAIC, Jinsheng Group, Macalline, Chervon, and DDI. The event also included a donation ceremony to accept investments from WPG Holdings to the research fund for the CEIBS Centre for Globalisation of Chinese Companies.

CEIBS Cooperates with Lingang Group on Innovation & Entrepreneurship

CEIBS President Professor Li Mingjun and Shanghai Lingang Economic Development (Group) President Yuan Guohua spoke at a December 17 signing ceremony that marked a strategic agreement between the two parties in the areas of innovation and entrepreneurship. The agreement was signed by CEIBS Vice President and Co-Dean Professor Zhang Weijiong and Shanghai Lingang Economic Development (Group) Vice President Weng Kaining. CEIBS Chinese President Li Mingjun also attended while CEIBS Assistant President Dr Snow Zhou hosted the ceremony.

Going Global

"Globalisation of Chinese Companies: Opportunities and Challenges" was the topic of a speech given by CEIBS Vice President & Dean, and Cathay Capital Chair in Accounting Professor Ding Yuan at CEIBS New Year's Forum held December 5 at the National Theatre in Beijing.



Fostering China-Europe Ties

CEIBS' David Gosset, Founder of the Euro-China Forum, was received by Italy's President Sergio Mattarella on December 14 for a discussion on the role of Italy and Europe in China's "One Belt, One Road" development initiative. The following day Gosset was in Paris, where he participated in a dialogue on China with French Foreign Minister Laurent Fabius at the French Ministry of Foreign Affairs. During their meeting, Fabius presented Gosset with the small green gavel he used to mark the close of the historic 2015 Paris Climate Conference at which 195 nations reached a landmark accord that will commit nearly every country to reducing greenhouse gas emissions in an effort to slow the effects of climate change.

14th China Innovation Forum

The challenges of pursuing innovation in the rapidly changing Chinese market is the focus of a research project by CEIBS Associate Professor of Strategy Peter Moran and Michele Simoni, Associate Professor of Marketing & Innovation at Parthenope University of Naples in Italy. It is titled "Market Shaping Design Innovation (MSDI)". They presented the results of Phase I of their research study at the 14th CEIBS China Innovation Forum on January 12 in Shanghai.

Forum speakers included Shanghai-based executives from companies that participated in the study: GE Healthcare, Philips, Merck, Evonik, Faurecia, Reckitt Benckiser, BGI, Xiaomi, Alibaba, Huawei, Cloud Charity, Onion Math, and Mi Charity.

Internet Entrepreneurship

The 11th HGI FINAVES China Fund CEIBS Alumni Entrepreneurship Forum was held at CEIBS' Shanghai Campus on December 5. Moderated by Assistant Professor of

Entrepreneurship Gong Yan, the Forum explored entrepreneurship in the Internet sector. Speakers included Chairman of Huizhi Network Technology Lu Ruize (EMBA 2002), founder and CEO of Lohas+ Tao Huigang (EMBA 2010), and founder and CEO of Hope Noah Health Management (Beijing) Wang Gang (EMBA 2014). Vice Chief Secretary of CEIBS Alumni Entrepreneurship Association and Chairman of TimerChina Xu Jinquan (EMBA 1999) hosted while Director of CEIBS Alumni Relations Wang Qingjiang gave the welcome speech.



Global Economic Trends Ahead

Editorial Director of the Economist Intelligence Unit (EIU) Robert Ward shared his outlook on the global economic trends we can expect to see in 2016 during a lecture at the Shanghai Campus December 10. He said that while the US economy is recovering, the strength of its growth is uneven; China will maintain a decent growth rate but risks of hard-landing still exist; the Eurozone is undergoing a tortured recovery; and Japan's economy will remain fragile over the long-term, due to its demographic challenges.

China-Hungary Development Opportunities

Hungary was the first EU member country to sign the "Belt and Road" Development MOU with China, so it was fitting that "New Opportunities from the Belt and Road" was the focus of the 2016 China-Hungary Financial Forum held at CEIBS Lujiazui Institute of Finance (CLIF) on January 15 in Shanghai. The forum was co-hosted by the Hungarian Central Bank and CLIF with support from the Bank of China's Shanghai Branch. Hungarian Central Bank President György Matolcsy gave the keynote speech. Other speakers included CLIF Co-President Cao Yuanzheng, Board Member and General Manager of the Silk Road Fund Luo Yang and Vice Director of the International Department of Bank of China's Shanghai Feng Runxiang. Hungarian Consul General in Shanghai Levente Horvath hosted.

Sharing the Art of Case Teaching

Using cases that they co-authored, CEIBS Professors shared their insights on case teaching with more than 60 faculty members from universities belonging to the Shanghai MBA Case Development and Sharing Platform and other Chinese business schools during a two-day workshop. Focused on case teaching,

the event wrapped up on December 3. It was held at the Shanghai Campus. This is the seventh workshop organised by the CEIBS Case Center. Professor of Marketing Wang Gao, Professor of Management Liang Neng, and Assistant Professor of Entrepreneurship Gong Yan shared their respective experiences in case teaching strategy during the workshop.



MBA eLab IDEA Challenge

Fourteen ideas for entrepreneurial ventures have secured a spot in the CEIBS MBA eLab IDEA Challenge Programme. The ventures – 13 from current MBA students and one from a Global EMBA participant – represent the newest generation of CEIBS innovators and cover a variety of sectors and business models. All will benefit from a new investment initiative led by two CEIBS alumni: Zero2IPO Partner, Sanluwu Group CEO and 365 Crowd Innovation Town Founder Wang Zhonghui (EMBA 2012) and Maiteng Crowd Innovation Founding Partner Yu Jianghong (EMBA 2012) whose ChairMan Fund will provide support to the CEIBS MBA eLab. A signing ceremony for the Fund was held November 30 at the MBA eLab headquarters on the Shanghai Campus, along with the launch of the CEIBS MBA eLab IDEA Challenge.

The IDEA Challenge ventures have been categorised into four batches: Idea, Design, Evaluation and Acceleration, which represent the four phases of entrepreneurship. Participants will complete three instructional modules: Innovation Strategy, Entrepreneurship Practices and Venture Capital Connection.

The eLab will introduce an Entrepreneurship Mentorship Board of 20-25 CEIBS alumni who will be available to coach the fledgling entrepreneurs through the various modules of the eLab IDEA Challenge. Launched in April 2015, the CEIBS MBA eLab is an incubator for entrepreneurial projects and effectively connects budding student entrepreneurs with resourceful CEIBS alumni to help take student start-ups to market.

Global Perspective on Entrepreneurship

CEIBS MBAs got a first-hand look at the spirit of entrepreneurship in both the US and China during Career Treks and Study Tours in December. MBA 2017 students participated in treks to California's Silicon Valley and Beijing's Zhongguancun District that were organised by the MBA Career Development Centre. Participants visited a diverse group of start-up companies and financial institutions, met with leading entrepreneurs and also had the opportunity to network with CEIBS alumni. Another group of CEIBS MBAs travelled to Virginia for a five-day overseas elective course titled "Ecosystem and Networked Entrepreneurship in the US". Hosted by the University of Virginia Darden School of Business, the course included company visits, innovation simulations, and case studies.



CEIBS Africa Hosts First HR Forum

Visiting Professor Pikay Richardson offered advice for HR Managers and Directors on how to make their departments more relevant during the first CEIBS Africa HR Forum held in Accra on November 13. The event attracted HR practitioners from more than 25 organisations in Ghana, including Shell/Vivo Energy, McDan Shipping, the Internal Audit Agency of Ghana, Databank, and Dangote Cement Ghana.



CEIBS and CIMA to Cooperate

CEIBS signed an agreement with the Royal Institute of Chartered Management Accountants (CIMA) on January 9 which will help CIMA and the CEIBS FMBA Programme promote the training and development of middle and senior managers and professionals with a global perspective in the field of China financial and management accounting. Immediately following the ceremony the two parties co-hosted a seminar titled "The CFO's DNA". Speakers included Senior Vice President and CFO of Golden Jaguar Dining Zhang Bang, Cropland Consulting Partner Cui Haodan, and Financial President and CEO of Genius AFC Li Xia (CFO 2005).

Dancing with Gorillas

Associate Professor of International Business and Strategy Shameen Prashantham suggests that China's many technology start-up companies should consider partnering with larger multinationals from a developed market to advance their development. This concept, known as 'Dancing with Gorillas', was the focus of a lecture he gave at the Zhongguancun Software Park head office in Beijing on November 26. Zhongguancun

is considered China's Silicon Valley and attendees included many executives from local start-up companies.

Strategic Innovation

The increasing importance of conducting strategic or business model innovation was highlighted by CEIBS Associate Professor of Strategy Peter Moran in an address he gave at the Regional Innovation Conference organised by Evonik Industries in Shanghai on December 3.



Record Turnout for MBA Recruitment Fair

Established, long-term partners and innovative, young, fast-growing enterprises were among the 84 multinational and local companies who sent recruiters to the CEIBS 10th MBA Recruitment Fair, held January 14 at the school's Conference Center. It was the highest turnout yet for this annual event, which is organised by the CEIBS MBA Career Development Centre (CDC).

CEIBS-Chrysler Dialogue with Entrepreneurs

"Innovation of Internet Finance Products in the Big Data Era" was the focus of the CEIBS-Chrysler Dialogue with Entrepreneurs held January 9 on the Shanghai Campus. Hosted by the CEIBS Centre for Entrepreneurship and Investment (CCEI), speakers included 36kr.com Founder Liu Chengcheng, BTCC Founder Li Qiyuan, Quchaogu Founder Huang Hao, JD.com Consumer Finance Group General Manager Xu Ling, JOY Capital Partner Li Xiao,

LightSpeed (China) Partner Han Yan, Noah Yijie CEO Huang Junpeng and Assistant Professor of Entrepreneurship Gong Yan.

Exploring Entrepreneurship

The CEIBS MBA Career Development Centre and CEIBS China Entrepreneurial Leadership Camp has, for the first time ever, co-organised a Career Exploration Day for MBA students. The November 21 event on the Shanghai Campus featured TED Talk-like presentations from the founders and top management of 10 start-up companies from

various industries, including finance, biotech, education, logistics, media and real estate. The executives introduced their companies and business models, shared industry trends and business challenges, and offered advice for aspiring entrepreneurs. Participants then had the chance to talk one-on-one to company executives to get a better understanding of the business and potential career opportunities. MBA students from Jiaotong University and Fudan University were also invited to join the event.



New Specialty Courses for Alumni

CEIBS has created a new kind of lifelong learning platform for alumni which began on January 9. In his address at the Welcome Ceremony for the 2016 Specialty Courses for Alumni, CEIBS President Li Mingjun explained that the curriculum is structured to meet alumni's growing need to learn new things. He also noted that this is a way for the school to thank and give back to alumni who have contributed to the development of CEIBS.

Jointly organised by the Alumni Relations Office and Senior Training Manager Department, there were more than 300 applicants for the 80 available openings in the first offering, which focused on investment management in the context of the economy's "new normal" and featured a lecture by Santander Chair in Economics and Finance at CEIBS Professor Xu Xiaonian on China's successes and challenges. More courses will be offered regularly throughout the year through this new programme.

EMBA Programme Now Accepting WeChat Payment

EMBA students can now choose between WeChat payment or chinapnr online banking when paying their CEIBS fees. Once the payment system is operating smoothly for the EMBA Programme, the school hopes to be able to roll out both WeChat payment and Alipay to more programme departments, to make it more convenient for students and alumni to make various payments to the school.



Global Network in Shanghai

The first gathering of the CEIBS Alumni International Chapter (CAIC) proved popular, with more than 100 people turning out for an event at the Naked Hub in downtown Shanghai on January 15. Alumni from the MBA, GEMBA and EMBA programmes, along with current students who came directly after class, enjoyed the chance to make new connections and catch up with old friends.

The CAIC aims to strengthen the “Global Breadth” among CEIBS’ English-speaking alumni through networking events, academic sessions and social activities, while also promoting shared interests and experiences of its members. Council members include Alanna Shi, Mike Comacchio, Jun Lee, Cedric Devroye, Tara Kwon, Vijay Nadipineni and Margaret Kan. They are spearheading plans for more chapter events which will include professor lectures, company visits and networking opportunities with local Chinese alumni chapters.

For more information on the CAIC or suggestions for future event ideas, contact Verena Kohleick in CEIBS Alumni Relations Office at kverena@ceibs.edu. There is also a CAIC LinkedIn Group and a WeChat group.

Reunited

The MBA Class of 2004 held their 10th reunion at the Shanghai Campus on the weekend of November 13.

