

# CEIBS' Global Reach Expands to Central & Eastern Europe



Reflecting the increasing importance of on-going collaboration between China and the countries of Central and Eastern Europe (CEE), CEIBS has signed agreements with five business schools across the CEE. The projects will be overseen by the newly launched Economic Research Institute of Central and Eastern Europe (ERICEE). An initiative of CEIBS and the Sino-CEE Fund, ERICEE falls under the umbrella of the highly regarded think tank, the CEIBS Lujiazui Institute of International Finance (CLIIF). The ERICEE is in line with national-level initiatives, which saw the creation of the China-Central Eastern Europe fund (run by Sino-CEE Financial Holdings Ltd) in 2016.

The collaboration between CEIBS and the five schools will focus

on research and teaching activities. Under the agreements, CEIBS will collaborate with:

- Corvinus Business School (CBS), Corvinus University of Budapest, in Hungary;
- BMI Baltic Management Institute, in Lithuania;
- Kozminski University, in Poland;
- The Faculty of Economics Ljubljana University (FELU), in Slovenia and
- The Faculty of Business Administration (FBA) at the University of Economics, Prague, in the Czech Republic.

In late January, deans Zoltayne Paprika Zita and Metka Tekavčič, respectively from CBS and FELU, were in Shanghai to sign their agreements and attend a half-day seminar that sought to lay the groundwork for greater understanding. It included a

briefing by CEIBS Adjunct Professor of Economics and Finance and Counsellor to the People's Bank of China Dr Sheng Songcheng, on China's current economic situation and outlook.

CEIBS' collaboration with the five business schools is the first major project overseen by the ERICEE, which aims to leverage CEIBS' expertise and resources on finance, international economy and trade, carry out continuous studies into the economic, political, historical and cultural areas of Central and Eastern Europe, and generate intellectual support and policy suggestions for cooperation and communication between China and the CEE. The ERICEE was launched at the CLIIF on January 23 during a ceremony attended by more than 70 Chinese and international representatives from the political, diplomatic, and academic fields as well as the business sector. Among them were Special Representative for China-CEE Cooperation Affairs of China's Ministry of Foreign Affairs Huo Yuzhen, who is former Chinese Ambassador to Romania and the Czech Republic; Division Director for EU Affairs of China's Ministry of Commerce, Yu Yuantang; and Chairman of CEFC China Energy Company Limited, Chen Qiutu.

# CEIBS MBA #1 in Asia & #11 Globally in *Financial Times* Ranking



**C**EIBS MBA Programme has moved up six places, to #11, in the *Financial Times* 2017 ranking of global business schools, regaining its position as #1 in Asia. The rankings reinforce the CEIBS MBA's strength in career development, value for money and the increasing success of alumni and international faculty. The CEIBS MBA is also ranked #1 in Asia by *Forbes* in its latest ranking.

"CEIBS is a pioneer and leader in Chinese management education. Being #1 in Asia in the *FT*'s 2017 ranking is an indicator of the quality of the school's MBA programme," said CEIBS President Professor Li Mingjun in reacting to the news. "This is a testament to the success of our alumni,

responsible business leaders who are making a difference around the world. It also reflects the significant success of our faculty and their research."

CEIBS Vice President & Dean Professor Ding Yuan noted that 2016 – a year that saw the optimisation of China's structural economy, steady GDP growth of 6.7%, a boom in entrepreneurship and a renewed focus on doing business beyond China's borders – had highlighted the importance of educating business leaders capable of leading globally. "The CEIBS MBA is a great programme, in a great location, for exactly this purpose," he said. "CEIBS has more than 19,000 alumni spread across 80 different countries globally, and the most extensive, elite alumni network in

China. This active and dynamic network enhances the undeniable value of the programme."

According to the *FT*'s analysis, the CEIBS MBA has also moved up:

- 5 positions within the category of aims achieved,
- 4 spots in weighted salary,
- 2 spots in value for money,
- 5 spots in female faculty, and
- 2 spots in international faculty.

The annual *FT* survey of global MBA programmes is one of the longest-running, most rigorous, and best respected rankings in the world. By topping the list of Asian schools, the CEIBS MBA has regained the #1 position it held for 7 years from 2004 to 2009 and again in 2015.

## Win-win for China & India

**H**ow China and India, the two largest economies in Asia which encompass about a third of the world's population, can forge a mutually beneficial partnership by "Leveraging Complementarities", was the focus of discussions at the 5th China-India Cooperation Forum held on October 26, 2016 at the Shanghai Campus.

The Forum was sponsored by Tata Group. Participants heard from

Consul General of India in Shanghai HE Prakash Gupta, as well as both Indian and Chinese entrepreneurs, including start-up mentor and private capitalist Mr Sanjay Anandaram; Managing Director of the renowned branding agency DY Works, Ms Alpana Parida; Chairman of Shanghai Highly Group, Dr Shen Jianfang; Chairman of Shanghai Desano Group, Dr Li Jinliang and President of Tata Consultancy Services China, Mr Sujit Chatterjee.



## CEIBS Dean Ding Yuan Attends World Economic Forum

**C**EIBS Vice President and Dean Professor Ding Yuan was among the 3,000 leaders from government, business, and civil society attending the World Economic Forum's 47th Annual Meeting which was held in Davos, Switzerland from January 17 to 20. Chinese President Xi Jinping opened the meeting with a keynote speech, and led the largest-ever delegation of Chinese officials there since China began participating in the Forum in 1979.

Discussions at the Forum were focused on the theme "Responsive and Responsible Leadership". The sessions were organised around four critical leadership challenges for 2017 – re-shaping global cooperation, revitalising growth, reforming market capitalism and preparing for the Fourth

Industrial Revolution. Dean Ding, together with former Deputy Managing Director of the International Monetary Fund Mr Zhu Min and Chairman of China's State-owned Assets Supervision and Administration Commission Mr Xiao Yaqing were among the panellists during a discussion titled "China and the World". Dean Ding also joined President of China UnionPay Mr Shi Wenchao in a session titled "China Growth".

Many international and Chinese media asked Dean Ding to weigh in on some of the economic and business issues being discussed, including *Thomson Reuters*, *Forbes*, *Time*,



*Bloomberg*, *Swiss TV*, *The Economist Radio*, *Financial Times*, *Xinhua News Agency*, *CGTN* - the former *CCTV International*, *Phoenix TV*, *Yicai Global TV*, *Sina.com*, *Caixin*, and *Tencent*. His engagement in this prestigious global platform demonstrates CEIBS' role as a bridge that links China and the rest of the world, and the school's position as an important source of knowledge in the context of globalisation.

## Romano Prodi Gives Keynote



**F**ormer President of the European Commission Romano Prodi spoke at an intimate gathering of CEIBS international students and alumni that was held November 18, 2016 ahead of an invitation-only dinner at the school's Shanghai Campus. Prodi is also the former Prime Minister of Italy and a Member of the CEIBS Board, and as CEIBS President Li Mingjun noted, his insights are invaluable for members of the CEIBS community who are doing, or plan to do, business at the global level. In a wide-ranging speech Prodi explored the reasons behind Brexit and drew parallels between the shift in sentiments in Europe and the results

of the US election.

“There is a general change,” he said. “Europe has a new political shape. [Meanwhile] in the US, an individual has taken power of a party and changed it completely.”

The Brexit vote, which will see the UK leave the European Union, has raised questions about the future of London as an international financial hub. Pre-Brexit London had made strategic moves to deepen financial ties with China, embracing trading in the RMB and defying the US by signing onto the Asian Infrastructure Investment Bank (AIIB). Prodi believes there will be tough negotiations ahead as the City of London tries to hold onto its

skilled employees and its position in the global world of finance. “It will not be a peaceful negotiation, and one of the weapons will be to protect the City with low taxation,” he said. “They will try the same [pre-Brexit] strategy now, but harder, because China will be more prudent. There will be a lot of storms in the world’s financial markets.”

He ended his speech by stressing that despite all the current challenges he is not pessimistic. However he stressed the need for the emergence of a statesman who “understands this historical challenge” and for the politicians in office to have discussions with the “anti-system” factions in order to avoid mistakes of the past.