



China Europe International Business School

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1st business school in mainland China to offer a full-time, English-taught MBA program, EMBA and Executive Education courses.

1st business school in Asia to have MBA and EMBA both ranked within *Financial Times'* global top 5*.

1st business school in mainland China to receive EQUIS (European) and AACSB (American) accreditation.

* EMBA in 2018, MBA in 2019

Leading Business School in Asia

Established in 1994 as a joint venture between the Chinese government and the European Union, CEIBS has solidified its reputation as the preeminent expert on today's China, within a global context. Through its MBA, Finance MBA, Executive MBA (EMBA), Global EMBA (GEMBA), Hospitality Executive MBA (HEMBA), and Executive Education programs, CEIBS provides unparalleled insight into China business and the innovations that are driving the country's development. CEIBS is committed to educating responsible leaders with a "China Essence and Global Significance" in line with its motto of "Conscientiousness, Innovation and Excellence". Leaders from the Chinese central government and the EU have respectively lauded CEIBS as "a cradle of excellent executives" and "a role model of EU-China cooperation". After 25 years of growth, CEIBS has become a window for the opening up of China's education sector. From "bringing in" to "going out", from knowledge dissemination to knowledge creation, CEIBS has pursued a path of providing both theoretical and practical knowledge and, in so doing, has become a truly international brand with global influence. CEIBS has campuses in Shanghai, Beijing, Shenzhen, Accra in Ghana and Zurich in Switzerland.

1st business school in mainland China to offer a double degree Executive MBA program focused on service excellence.

1st business school in the world with campuses on 3 continents: Asia, Europe and Africa.

1st business school in mainland China to establish an MBA student exchange program with more than 30 top international business schools.

World-Class Faculty

CEIBS has a team of world-class, full-time faculty who not only have experience teaching at some of the best universities around the globe, but also experience as senior consultants for large corporations and governments. CEIBS has established an impressive number of research centers, such as the Lujiazui Institute of International Finance, the Centre for Globalization of Chinese Companies, Centre of Innovations in Supply Chain and Service, and Centre for Wealth Management. These are think tanks that conform to international academic standards and practices, and also have the ability to conduct in-depth research on both the Chinese and global economies. In 2014, with the support of the Shanghai government, CEIBS established a center for China-focused cases. The cases produced are widely used

in domestic teaching through the Global Platform of China Cases and have been adopted by European and American business schools. CEIBS has successfully transitioned from importing western knowledge to creating innovative new approaches to both theoretical and practical business management education. Many internationally renowned media regard CEIBS professors as authoritative voices capable of interpreting Chinese business issues within a global context, and there is increasing global recognition of CEIBS as a source of knowledge.

70+ full-time professors from 15 countries and regions around the world, up to 60% of them are international.

CEIBS' Global Platform of China Cases includes 1,200+ China focused cases that have been widely adopted by business schools at home and abroad.

Pioneered by CEIBS, the Real Situation Learning Method combines case studies with company visits, classroom lectures and corporate strategy.

Almost 20 research centers and think tanks, through which CEIBS contributes Chinese wisdom to the global collection of management knowledge.

No. 1 business school in mainland China for research in academically renowned *FT* 50 publications.

For five consecutive years (2014-2018), most faculty on Elsevier list of world's most cited Chinese researchers in Business, Management & Accounting, making up about one-third of the total number of Chinese scholars.

Strongest & Largest Alumni Network

CEIBS has the largest and most influential alumni network among Chinese business schools. As of December 2018, there are more than 22,000 CEIBS alumni in more than 80 countries and regions around the world, with the majority holding positions such as company President, Chairman, CEO and other top management roles. CEIBS is the first business school in China to actively promote corporate social responsibility. Students are encouraged to advocate higher pursuits, not merely commercial success. Love Alliance, Cedar Project and Pearl Class are among the many innovative social welfare organizations constantly emerging within the alumni community, and active participation in social welfare has become the norm. Today, the concept of entrepreneurship coupled with corporate social responsibility has become a shared goal among CEIBS alumni and their enterprises. CEIBS alumni are not only an important force in promoting the sustainable development of China and the world economy, but also the embodiment of ethical behaviour in the business world and social responsibility in the new era.

- Training provided to 160,000+ corporate executives from a wide range of industries.
- 22,000+ alumni in 80+ countries and regions around the world.
- 9 Central Committee members and alternate members.
- 60+ NPC and CPPCC members.
- 300+ founders or board chairmen of listed companies.
- 7 at the helm of global top 500 companies in 2017.
- 15 CCTV China Economic Person of the Year.



Tian Ming (EMBA 2005)
Chairman of Landsea Group



Xu Heyi (EMBA 1996)
Chairman of BAIC Group



Li Dongsheng (CEO 2003)
Chairman & CEO, TCL Group



Yu Xubo (EMBA 2002)
President of COFCO



Educating Business Leaders of Today, and For the Future

MBA

The full-time, English-language taught CEIBS MBA program is ideal for students, at the early stage of their careers, who need a clear roadmap on how to excel as responsible business leaders in today's global business environment. It provides a broader view of the world with an integrated curriculum that delivers fundamental business and China knowledge; critical managerial skills in communication, leadership, problem solving and decision making; as well as team-based strategic consulting experience. To ensure that our graduates can fully leverage the transformations taking place in the business world, the CEIBS MBA pays special attention to the digital business revolution and there is strong career development support. There is a one-year option available in addition to the standard 18-month program.



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800+: job postings available

90%+: number of graduates that receive job offers within 3 months

90%+: salary increase for graduates

40+: number of top b-schools around the world where we do student exchange

**Data may fluctuate but these numbers represent the typical overall long-term performance*

FMBA

Tailor-made for mid-level managers of financial institutions or related industries, CEIBS Finance MBA provides future leaders with both financial expertise and management philosophy. With a focus on interaction and interplay between finance and management, the FMBA aims to help students develop systematic thinking in both fields. The program provides a steady stream of talent for the financial industry.



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2-year part-time Chinese language course

Offered from CEIBS Shanghai Campus with overseas modules to global financial centers


Students average **10** years of work experience, **5** at managerial level

500+ financial professionals educated in the first **8** years

EMBA

The Executive MBA provides an exhilarating mental workout, a journey of self-discovery and well-rounded development, for entrepreneurs and senior executives who want to achieve even more. The roster of CEIBS EMBA alumni is heavy with names of China's leading titans of the business world. Students are required to have at least an undergraduate degree along with 10 years of work experience, including 7 at the managerial level. The program is offered at our campuses in Shanghai, Beijing & Shenzhen. The 24-month part-time program holds classes 4 days each month. Courses are conducted in Mandarin, or English with interpretation.



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1st EMBA program offered in mainland China

12,000+ EMBA graduates, **300+** listed company founders/board directors

Comprehensive curriculum, **50+** electives and 10+ overseas modules

GEMBA

The part-time Global Executive MBA, taught in English, has core courses at CEIBS flagship campus in Shanghai and electives in 8 countries across 5 continents. Students are a diverse mixture of high-achieving executives with 15 years of work experience, on average. There is a strong leadership focus, with a dedicated week-long leadership module. Ranked 5th globally by *Financial Times*, the 20-month program is offered in a flexible format, allowing students to either attend classes 4 days each month, or 8 days every two months.



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40%+ of students are international from 20 countries/regions

Asia's leading stand-alone Executive MBA program

5th worldwide ranking by *Financial Times* in 2018

Largest English-language Executive MBA program in Greater China

HEMBA

EMBA in hospitality (HEMBA), first of its kind in China, is for talented senior professionals with an interest in service excellence. Jointly offered by Ecole hôtelière de Lausanne (EHL) and CEIBS, the 18-month degree program is taught in Mandarin or English with simultaneous translation, combining general business education and service management. Graduates receive degrees from both CEIBS and EHL and become members of both schools' influential alumni networks.



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hemba@ceibs.edu

1st Hospitality EMBA program in China

1st joint EMBA offered by CEIBS and EHL



Executive Education

CEIBS Executive Education provides business leaders with rigorous training in business management, sharing with them the most cutting edge management knowledge, helping them upgrade their skills and transform their way of thinking, all while facilitating the long-term development of their enterprises. Our competitiveness is rooted in our team's keen insights into a wide range of industries, deep understanding of our customers' needs, and strict control over program quality. Organizations may opt for tailor made Company Specific Programs (CSP) or enroll individual employees or groups in our open enrolment programs (OEP). As a leading executive education provider, CEIBS regularly updates and launches new programs in order to meet changing market demands and to provide managers with the most advanced international management knowledge.



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160,000+ executives from **3,000+** companies trained since 1994

Programs offered in almost **14** countries outside China

170+ faculty members from around the world design and deliver programs



Important Bridge between China and Europe

The fruit of successful cooperation between China and Europe, CEIBS is striving to build a world-class, respected business school while also executing its unique historical role as a platform to further enhance China-EU communication and cooperation at the political, economic and cultural levels. In October 2003 when China unveiled its first EU Policy Paper, a line in the report was a clear signal that the Chinese government has high expectations of CEIBS. It said: "More work should be done with CEIBS to develop more top business professionals." As an important think tank and platform, CEIBS is becoming a driving force for the further development of China-EU relations, enhancing mutual trust and cooperation between both sides.



"CEIBS is a success story in EU-China cooperation that deserves to be celebrated."

~ Pascal Lamy
former WTO Director-General,
CEIBS Distinguished Professor



"CEIBS is a calling card for Shanghai."

~ Han Zheng
Member of the Standing Committee, Political Bureau, CPC Central Committee
Vice Premier of the State Council (China)



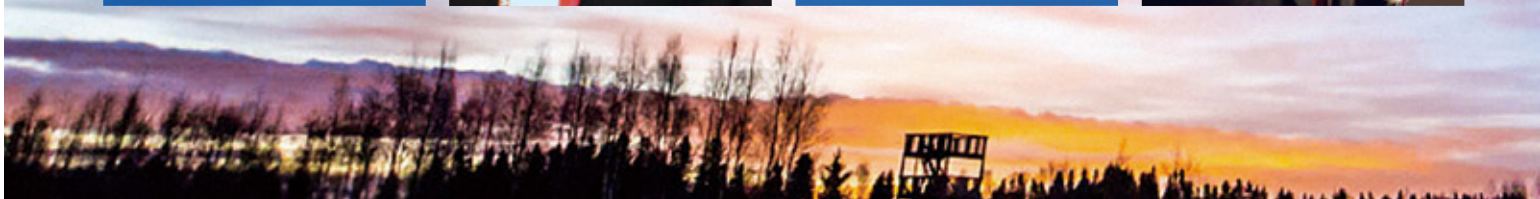
"CEIBS' success will forever remain as a landmark of the friendship between China and the EU."

~ Madame Yan Junqi
Vice Chairperson, 12th NPC Standing Committee and CEIBS Board Member



"I am confident that CEIBS will lead the way in providing the knowledge and business management skills needed by individuals from both China and Europe who will navigate the challenges ahead and make the best of all possible opportunities."

~ Romano Prodi
former Prime Minister of Italy, former President of the European Commission and CEIBS Board Member



- Within 25 years, CEIBS has gradually developed into a high-end platform for visits between Chinese and international political leaders.

- The leaders of both China's central and Shanghai-level government have provided tremendous support, in various forms, to CEIBS' development and growth.

- EU leaders, including then European Council President Herman Van Rompuy and then European Commission President José Manuel Barroso have visited CEIBS over the years.

- Former Italian Prime Minister Romano Prodi and former French Prime Minister Jean-Pierre Raffarin have been invited to serve as European Board Members of CEIBS.

- Former French Prime Ministers Jean-Pierre Raffarin and Dominique de Villepin have both been invited to serve as Distinguished Professors at CEIBS, along with former European Commissioner for Trade & WTO Director-General Pascal Lamy.

- CEIBS promotes further exchanges and cooperation between Chinese and European entrepreneurs and business communities by hosting the "China Europe Forum" series in major European countries each year.

- In 2015, CEIBS set up a campus in Zurich to further promote communication between Chinese and European companies.

- In 2017, CEIBS worked together with the SINO-CEE Fund to build ERICEE into a think-tank to facilitate and boost bilateral economic and trade cooperation.



"We look forward to continued collaboration with CEIBS as the EU-China relationship strengthens and grows."

~ His Excellency Hans-Dietmar Schweisgut
former Ambassador of the European Union to China



"Since 1994, CEIBS has been striving to gather excellent people showing interest in Europe and China. I do believe the school will be the voice of this long and fruitful friendship between both sides."

~ Dominique de Villepin
former Prime Minister of France, Distinguished Professor & Chairman of the International Advisory Board at CEIBS

"CEIBS will continue to provide constant intellectual support to enhance mutual trust and cooperation between China & the EU."

~ Li Mingjun
CEIBS President



"CEIBS is a truly global platform for business education and knowledge sharing. The school's efforts at promoting a global vision are widely known, and respected."

~ Jean-Pierre Raffarin
former Prime Minister of France, CEIBS Board Member, Charles de Gaulle Chair in Global Leadership and Distinguished Professor at CEIBS



Global Footprint

From its campuses in Shanghai, Beijing, Shenzhen, Accra in Ghana and Zurich in Switzerland, as well as modules in major cities across the globe, CEIBS is an international business school, a bridge between China and the rest of the world, between East and West. Contact us at our campuses below:

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WeChat



International Social Media