

A Look Back at CEIBS Zurich Campus 2018

By Lukas Tonetto

We take a look back at the high-quality programmes, numerous events and the people who made 2018 an eventful year with memorable milestones for CEIBS Zurich Campus.

In May, we began working with the

globally recognized Ecole Hôtelière de Lausanne (EHL) and launched the **Hospitality Executive MBA** (HEMBA) with 51 students. Tailor made for Chinese senior managers in charge of service excellence, the HEMBA brings together the best expertise from the worlds of hospitality and management.



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In addition, two new programmes premiered in autumn.

The **Advanced Management Programme (AMP)** brought together 22 executives with interest in or relevance to China who want to combine theory-based insights with their own hands-on management experience. Instructed by selected CEIBS faculty, participants gained a concise overview of the business challenges in modern corporate governance and the global role of the Chinese economy while also exploring topics such as intercultural organisational development.

And, for the first time, we organised a company specific programme (CSP) for a Chinese company —

the **H+H Group** — at CEIBS Zurich Campus. A premium nutrition and wellness company, the group is comprised of four international brands and integrating them brings both opportunities and challenges. The tailor-made CSP leveraged the unique capabilities that CEIBS can bring to global companies that have a strong presence in China, and Chinese companies that go global.

During the year the CEIBS Zurich team also organised and hosted a total of nine **Excellence Exchange Programmes (EEP)**. These are for Chinese executives and are aimed at linking East and West in teaching, research, and business practice. With our EEPs we strive to establish mutually beneficial partnerships between CEIBS

and European companies, generate unique insights across industries, and engage in constructive and open dialogue among senior executives from Europe and China.

The **Zurich leg of the CEIBS Europe Forum** was another highlight of the year. In mid-October about 200 players from the Chinese and Swiss healthcare industries gathered at Credit Suisse's Forum St. Peter venue in downtown Zurich. The event explored the broad theme of “Smart Healthcare: Reshaping the Healthcare Industry in China and Switzerland”. The discussion focused on how to leverage smart healthcare technology and how the two sides can work together in the field. The event was part of the wider CEIBS Insights series.