



From left: CEIBS MBA team members Jonathan Chew, Peiwen Wu, David Gan, Ruyang Li and Yiting Liu.

Shanghai Campus: Social Responsibility in Day-to-day Operations

In early 2018, while a number of social responsibility-related academic activities were being held at the CEIBS Shanghai campus, the school's MBA team placed second in the 7th annual Impact Investing Competition. The team's success – and interest in the competition topic – was timely. Impact investing, a mix of investment and philanthropy that creates social benefits and financial returns, is flourishing in China. The MBA team's second-place win is a clear signal that CEIBS students are becoming a new force for taking corporate social responsibility (CSR) from the realm of the theoretical into real life.

Impact Investing Competition

The CEIBS MBA team won second place in the 7th annual Impact Investing Competition held at IESE Business School in Barcelona, Spain, on February 24. The six finalist teams came from CEIBS, IESE Business School, Cambridge Judge Business School, Oxford's Saïd Business School (the winner), Cranfield University and HEC Paris. CEIBS' cross-cultural team, comprised of five students from the US, China, Canada and Australia, showed excellent teamwork during the competition.

Food Security Focus

On March 11, the CEIBS MBA CSR Club organised the 2018 Food Security

Forum where the focus was on the current state of China's food security. The event invited discussion from food manufacturers and retailers up and down the supply chain, consultants and IT service providers. Among guest speakers were Jeroen de Groot, Managing Director of Metro Jinjiang Cash & Carry, and Tony Zhang (EMBA 2005), Founder of Tony's Farm. In her concluding remarks, CEIBS Professor of Marketing Lydia Price encouraged students to continue a commitment to CSR in their future endeavours and to work towards solving food insecurity through technology and management innovation.

Green Finance

Dr Ma Jun, Chairman of the Green Finance Committee of the China

Society for Finance and Banking, who is also Director of the Centre for Finance and Development at Tsinghua National Institute of Financial Research and former Chief Economist at the Research Bureau of the People's Bank of China (PBoC), was invited to speak about the history, development and future outlook for green finance on January 9 at the 101st CEIBS Lujiazui Financiers' Salon. There were welcome speeches by Dr Sheng Songcheng, Counsellor to the PBoC and Executive Deputy Director of the CEIBS Lujiazui Institute of International Finance, and Luo Qi, Director and Deputy Party Secretary of China Financial Information Centre. The event attracted more than 200 guests from the worlds of finance, business and academia.

