

# CEIBS Around the World

Highlights from our 5 locations



## *CEIBS Launches Case Master Development Camp*

In an effort to raise the quantity and quality of China-focused case studies and elevate the level of business education in China through use of the Case Method, the CEIBS Case Center has created the CEIBS Case Master Development Camp together with ChinaCases.org

and the Shanghai MBA Case Development and Sharing Platform. Formerly known as the Case Method Workshop, the Camp gives participants a first-hand experience of the case teaching and case learning process and a deeper understanding of the case

teaching method through step-by-step analyses of case studies with CEIBS faculty. Two Camps were held in November and December 2016 at the Shanghai Campus, the first conducted in English and the second in Chinese, for faculty at business schools in China and abroad.



## Beijing Campus Celebrates CEIBS 22nd Anniversary

Expert lectures on economic management, natural science and liberal arts, respectively by Former ICBC Chairman Mr Jiang Jianqing; Peking University Lifetime Chair Professor

Mr Rao Yi who is also Director of the Department of Science; and Publisher & Chief Editor of *Duku* magazine Mr Zhang Lixian were among the highlights of the Beijing Campus celebration to

mark CEIBS' 22nd anniversary held on November 26. CEIBS Associate Dean, Management Committee member and Essilor Chair in Accounting Prof Xu Dingbo attended.



## Prof Gong Yan Keynotes Guangzhou Management Forum

The lean start-up philosophy was the focus of a keynote lecture titled “Value Revolution: Reconstructing the

Business Model” given by Professor of Management Practice Gong Yan at the Management Forum held in

Guangzhou on December 8. Around 400 CEIBS alumni and local entrepreneurs attended.



## Zurich Campus Hosts Swiss-Chinese Chamber's Advisory Board Meeting

CEIBS Vice President and Dean Professor Ding Yuan gave the keynote address at the Advisory Board Meeting of the Swiss-Chinese Chamber of Commerce (SCCC) which was held on January 25 at the school's Zurich Campus. Discussions at the meeting provided invaluable insights from Chinese President Xi Jinping's state visit to Switzerland and the recently concluded World Economic Forum in Davos.

CEIBS has been deepening its ties with and within the Swiss business community since the October 2015

acquisition of the Lorange Institute of Business, Zurich, which has now been fully integrated into CEIBS' wider operations under the name Zurich Institute of Business Education (ZIBE). Dean Ding is a member of the advisory board of the SCCC, whose ranks include representatives from all the major business organisations in Switzerland. ZIBE CEO Philipp Boksberger is a member of the SCCC's management board.

CEIBS' deepening relationships in Switzerland reflect the increasingly strong Sino-Swiss ties seen at the

national level. For example, last April CEIBS' Shanghai Campus was the final stop for Swiss President Johann N Schneider-Ammann on his three-day official state visit to China. He gave a keynote speech at the CEIBS-hosted Sino-Swiss Innovation Forum that was followed by a networking session for business executives from both countries. President Xi Jinping's first overseas trip for 2017 was to Switzerland, a move widely interpreted as an indicator of the importance the Chinese government places on its relationship with Switzerland.

## 102 New Graduates from Accra Campus

The 7th graduation ceremony for CEIBS Accra Campus was held January 21, 2017, adding 102 new graduates to the school's 19,000+ alumni network that stretches across more than 80 countries around the world. The group included nationals from Nigeria, Lebanon, China, Germany, Ivory Coast, Cameroon, Benin, Sudan, Burundi and Ghana. The ceremony, which took place at the Ghana College of Physicians and Surgeons in

Accra, was a proud moment for the professionals and business executives graduating: 44 from the Executive Master of Business Administration (EMBA) and 58 from the Women in Entrepreneurship and Leadership for Africa (WELA) Programme.

CEIBS Vice President and Dean Professor Ding Yuan attended the ceremony, along with the Chinese Ambassador to Ghana, H.E Sun

Baohong; EU Ambassador to Ghana, H.E William Hanna; Sudanese Ambassador to Ghana, H.E Babikir Elsidding Elamin; and Executive Director for CEIBS Africa, Professor Mathew Tsamenyi. The guest speaker was Mr Claude Grunitzky, Founder and Editor-in-Chief of the lifestyle publication TRACE, an international fashion and music title, and Co-founder of the TRACE TV network.

