



Dedication to entrepreneurship for 20 years

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CEIBS Shenzhen started in 2002 in the city's Futian District, where we set up a small liaison office. Twenty years on, our new campus, covering over 3,000 square meters on Wutong Island in Bao'an District, is home to nearly 60 staff members, and has taken root in one of China's major centres of

innovation and entrepreneurship.

I first lived and worked in Shenzhen in 1993 and 1994, during which time I developed a deep affection for the city. Later, in 1997, I joined CEIBS as a class coordinator for the EMBA programme. In 1999, I was reassigned to the Executive Education (EE) programme, where

I was responsible for selling courses to private startups and foreign companies in Guangdong. In 2000, when the EE programme looked to expand domestically, school leadership proposed to set up a liaison office in Shenzhen. Two years later, this proposal became a reality when then-CEIBS Vice Presidents Zhang Guohua and Alfredo Pastor inaugurated our new facilities.

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In the early years of CEIBS Shenzhen, we had only two employees. Brian Kong took charge of visiting clients, picking up faculty and delivering course materials, while Lin Ni was responsible for telemarketing and customer service and served as office administrator. In order to expand our client base, we opened short training courses about Human Resources Management and Finance for Non-Financial Managers.

By the end of 2004, we also began to prepare for the first EMBA Shenzhen Class. However, due to our limited facilities, the first EMBA Shenzhen Classes

were delivered at the Novotel Bauhinia Hotel.

In 2009, we relocated to the Rongchao Business Centre. With an area of 1,800 square meters, the new location allowed us to integrate both office and teaching functions. At the same time, we expanded to offer two EMBA Shenzhen Classes per year.

In celebration of CEIBS Shenzhen's 10th anniversary in 2012, the school hosted a series of activities, including a concert and annual gathering. Our Shenzhen team also grew even bigger, and many of them are still with us today. By the end of 2017, we moved to a new



Our alumni are the most important part of our community. It is their constant support in referring applicants, providing case studies for faculty research, and making donations that has propelled the development of Shenzhen Campus during the past two decades.



Then CEIBS Vice Presidents Zhang Guohua (left) and Alfredo Pastor (right) pose at the launching ceremony of Shenzhen Liaison Office in 2002

