

Shenzhen forum explores innovation and talent development in Greater Bay Area

The CEIBS Innovation Forum 2022 series kicked off in Shenzhen in November with a focus on economic and talent development in Guangdong-Hong Kong-Macao Greater Bay Area.

In her opening speech, CEIBS President Wang Hong noted that the economic dynamism and enthusiasm of entrepreneurs in South China is what lured the school to set up a liaison office in Shenzhen 20 years ago. Since then, CEIBS Shenzhen has grown from a small regional office into an influential organisation for educational management in South China, all thanks to the dedication and support of the school's staff and alumni in the region.

"CEIBS recently signed a strategic cooperation agreement with Qianhai administration to provide talent and professional training, as well as entrepreneurship platforms for young people from Hong Kong and Macao," Prof. Wang added.

Prof. Wang's message was echoed by Shenzhen Qianhai representative Liang Ke, who underlined the importance of CEIBS' talent and intellectual support in driving the development of the region's modern service industry.

"We hope to work with CEIBS in investment, talent introduction, international exchange, as well as education and training in the future," she explained.

Also speaking at the event, CEIBS

Professor of Operations and Supply Chain Management and Associate Dean (Shenzhen Campus) Zhao Xiande stated that the academic advantages of CEIBS and business resources of Qianhai can go hand in hand to fuel enterprise innovation and contribute to the development of the Greater Bay Area.

CEIBS Adjunct Professor of Economics and Finance Sheng Songcheng and Professor of Management Katherine



Xin then introduced the overall trend of China's economy, and the country's service sector, respectively.

Data from the National Bureau of Statistics shows that, in 2018, China's service sector accounted for 52.2% of its GDP, making it the main driver of economic growth in China. That said, there is still much room for improvement, as the number is negligible compared with the world's top 15 economies, Prof. Xin pointed out.

The event also featured a round table discussion where participants shared views on talent development strategies in a globally competitive landscape. Prof. Xin concluded that, to retain talent, companies should first and foremost cultivate an inclusive and respectful culture for talent to grow. Moreover, they also need to help build platforms for talent to fulfill their dreams.

The forum was organised by CEIBS and co-organised by the Private Bank-

ing Centre of ICBC Shenzhen Branch, Shanghai Chamber of Commerce in Shenzhen and the Association of Chartered Certified Accountants (ACCA).

Launched in 2015, the CEIBS Innovation Forum series is aimed at disseminating the latest in management expertise, contributing to China's regional economic development, and empowering the school's alumni in upholding social responsibility.

