

# CEIBS 2023 Innovation Forum Series makes stops in Fuzhou, Jinan and Foshan



## Digital intelligence in the spotlight at Fuzhou forum

The first stop of the CEIBS 2023 Innovation Forum series kicked off in Fuzhou in Fujian province in March. Focusing on the theme of how organisations can develop in the digital age, the event was attended by nearly 400 representatives from CEIBS and local government along with the business and academic communities.

Addressing the event, Fujian government official Kang Tao stressed that the province is at the forefront of digital transformation, and hopes to strengthen cooperation with CEIBS to promote digital intelligence in more emerging industries.

CEIBS President Wang Hong then delivered a welcome speech, in which she applauded Fujian's endeavour in developing the digital economy and spirit of innovation and entrepreneurship.

"CEIBS develops in tandem with the Chinese economy, and we hope to integrate the wisdom of CEIBS faculty with the practises of enterprises to fuel the development of the Chinese digital economy," President Wang said. She also noted that the forum is designed to empower business managers and facilitate local talent development through a collaboration between government, industry, academia and research communities.

CEIBS Associate Professor of Strategy Chen Weiru also gave a keynote speech on the industrial internet. He pointed out that companies can visualise, quantify and optimise their operations through digital tools, which in turn enables the management of the entire chain.

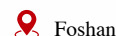
The Fujian Chapter of the CEIBS Alumni Association was established during the event.



Fuzhou



Jinan



Foshan



## Jinan forum offers businesses a map for navigating the digital economy

The CEIBS 2023 Innovation Forum series made a stop in Jinan in Shandong province in May to explore the underlying logic of the digital economy and business competitions in the new era. Over 300 CEIBS alumni and business representatives attended the event.

Addressing the forum, CEIBS President Wang Hong noted that the school has included digital age management as one of its four signature interdisciplinary research areas, and is committed to disseminating knowledge and facilitating business' digital transformation and innovative development through academic research, case studies, lectures and forums.

Also speaking during the event, CEIBS Professor of Economics and Decision Sciences Fang Yue pointed out that digital transformation is not simply a technological change, but an upgrade of the enterprise value chain through digital technology application and organisational culture change, ultimately creating value for customers and society.

The event also featured a roundtable discussion where representatives from the business community shared insights about the digital practices of their respective companies, data asset governance and OpenAI.



## Foshan forum taps into Chinese branding strategy in the digital age

The CEIBS 2023 Innovation Forum series stopped in Foshan in Guangdong province in May to tap into the Chinese branding strategy in the digital age. Over 200 participants attended the forum.

During the event, CEIBS President Wang Hong pointed out that brands are an important symbol of high-quality development.

"Amidst CEIBS' efforts to serve regional development strategies and empower its alumni, we will strive to empower business managers in Foshan and the Greater Bay Area, promote regional talent training, and contribute to local economic development through management education, various forums, and quality alumni services," President Wang said.

During a keynote speech, CEIBS Professor of Marketing Wang Yajin noted that though many Chinese

companies boast strong manufacturing and R&D capabilities, they still require brand building, maintenance, and communication.

Therefore, the key to transforming Chinese products into Chinese brands with international competitiveness is to build "strong brands," she said.

The forum also featured a roundtable discussion, moderated by Prof. Wang, on the long-term perspective of brands and digitalization.

Launched in 2015, the CEIBS Innovation Forum series is aimed at disseminating the school's management knowledge and making intellectual contributions to social and economic development. This year's series features eight stops, including Beijing, Hong Kong, Urumqi, Chongqing, and Nanjing.