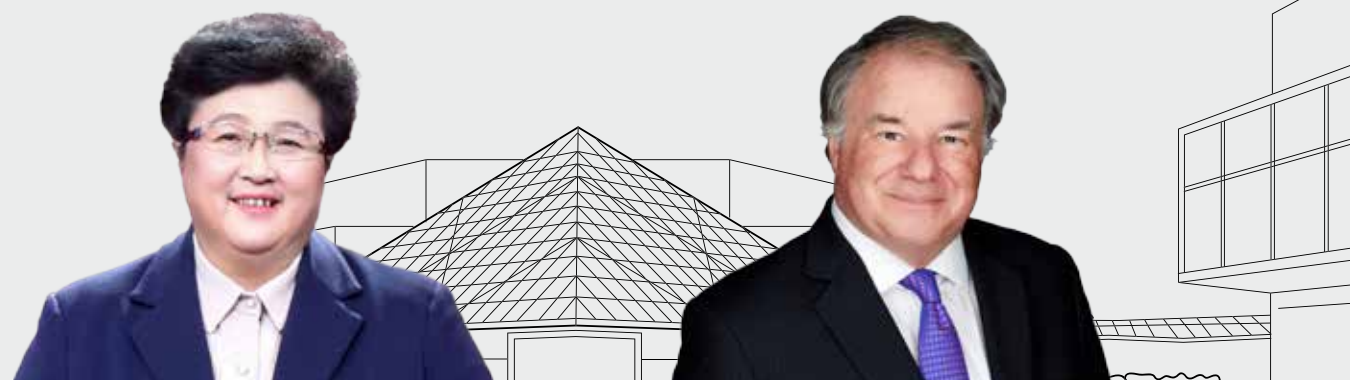


# Winds of change bring hope for a brighter future

From the Presidents



Dear CEIBS community and friends,

With the changing of the seasons, our Shanghai campus has once again transformed into a picturesque scene of beauty. At the same time, as the pandemic fades away, optimism for China and the world's economic recovery has returned, pointing to a promising year ahead.

China has re-opened its doors to the world. Heads of state from Spain, Malaysia, Singapore, France, Brazil, the European Union (EU) and more have paid visits to China recently, signalling a desire to re-establish and stabilize relations. China and Europe have resumed exchange across a range of areas and signed a number of new and significant agreements, including a \$17 billion (USD) procurement deal signed between China Aviation Supplies (CAS) and Airbus and a \$3 billion (USD) contract between China State Shipbuilding Corporation (CSSC) and French shipping group CMA CGM Group. With relaxed travel restrictions, people-to-people exchange is also gathering speed, aiding the development of China-Europe economic cooperation. In the coming period, we hope to see more multinational companies seek opportunities in China and more Chinese enterprises grow their operations overseas.

This year marks the twentieth anniversary of the China-EU comprehensive strategic partnership, and recent visits to China by European leaders represent a new phase in diplomacy. Despite the ups and downs of China-EU relations, a common interest in maintaining world peace and stability, fostering global prosperity and sustainable development, and advancing human civilization has never faltered. Bilateral cooperation has expanded in areas such as carbon neutrality, global environmental governance, energy transformation, green technology innovation as well as R&D and green finance. The Paris Agreement, which represents the collaborative green efforts of the EU, China and other partners, serves as an example of cooperation for the international community in combating climate change.

China-EU economic ties and trade have also remained robust, with China's share of EU foreign trade rising from 4.4% to 16.2% over the past decade. In turn, the EU has become the number one destination for Chinese investment in developed countries. Despite the pandemic, bilateral trade has continued to grow, with EU investment in China continuing to increase and the number of China-Europe freight trains reaching a new high. These examples demonstrate the resilience of China-EU relations and the shared desire to overcome obstacles, engage in face-to-face dialogue, and work towards a brighter future together.

For nearly three decades, CEIBS has set its sights on being amongst the top business schools in Asia and the world, while serving as a platform for international economic and cultural exchange. As part of the school's current five-year strategic development plan, CEIBS will continue to reinforce its role as a bridge between China, Europe and the world.

This year, CEIBS Zurich Campus will once again welcome students from our MBA, EMBA, Global EMBA, Hospitality EMBA and Executive Education programmes for overseas modules. Our facilities in Switzerland offer a cutting-edge learning base for studying European business, and an essential platform for bilateral exchange between Chinese and European enterprises.

CEIBS Accra Campus will also host Global EMBA and EMBA students from Shanghai this August, along with graduate students from our Africa-based AMP, ODP and WELA programmes later this year.

CEIBS boasts a world-class faculty team, with over 120 faculty members from more than 10 countries and regions, including international dignitaries such as former Prime Ministers of France Jean-Pierre Raffarin and Dominique de Villepin, and former Director-General of the World Trade Organization (WTO) Pascal Lamy.

Since 2012, the CEIBS Insights Europe Forum series has held 24 events in Paris, London, Brussels, Munich and other cities. With a focus on trending topics and the shared interests of the Sino-European business communities, the series has featured many top academics, business leaders and government officials as speakers. It has also helped forge strategic partnerships with chambers of commerce, business associations and think tanks and promote cooperation between the Chinese and European business communities.

As always, CEIBS remains dedicated to nurturing business talent. To date, the school has nearly 1,000 European alumni who have contributed their knowledge and expertise to talks and other events facilitating exchange and

cooperation between China and Europe and to promoting local and regional socio-economic development.

In addition, two new European members have joined the school's leadership team: CEIBS President (European) Dominique Turpin and Vice President and Dean Frank Bournois. Their appointments will further bolster CEIBS' international profile, play an important role in enhancing the school's influence and reputation in Europe and around the world while facilitating its partnerships with other global business schools, and help attract more top talents to Shanghai.

We have many reasons to be confident in CEIBS' outlook: In 2023, we ranked #1 in Asia in the *Financial Times*' ranking of MBA programmes for the seventh consecutive year; a record high 16 CEIBS professors were included on Elsevier's most recent Highly Cited China Scholars list; two CEIBS cases topped their respective categories in the EFMD Case Writing Competition; and 13 CEIBS alumni were named as part of Forbes China's 2023 China's Outstanding Business Women 100. We also successfully hosted many recent events in and around China, including the *CEIBS Outlook series* and CEIBS Innovation Forum in Fuzhou, Beijing, Jinan, Foshan, and Hong Kong, as well as the CEIBS Alumni Social Responsibility Conference and ESG Forum.

The past may set the stage, but it is the present that determines the true unfolding of events. Amidst a changing and uncertain global landscape, CEIBS stands poised to bear more responsibility and play a greater role. Looking ahead, we stand together with all our alumni and friends to promote greater communication and exchange between China, Europe and the world. We believe that we can rise above any obstacle so long as we uphold the spirit of cooperation and that the future holds boundless opportunities so long as we maintain an unwavering innovative spirit.

Though distance separates us, we will continue to pursue a common vision. May we continue to work together to sow the seeds of a new revival and usher CEIBS towards a brighter future.

CEIBS President  
Prof. Wang Hong

CEIBS President (European)  
Prof. Dominique Turpin