

# Alumni News

## CEIBS Alumni Recognised as Model Innovators and Entrepreneurs during 40th Anniversary of Shenzhen Special Economic Zone

The 40th Anniversary of the Shenzhen Special Economic Zone was marked in 2020. In recognition of the contributions made by model figures who took the lead in innovation and exploration, the Shenzhen Government recognised 40 individuals as Model Innovators and Entrepreneurs and Advanced Model Figures. Three CEIBS alumni were among those who received the honour. They are:

- Chen Zhilie (CEIBS EMBA 2004), Chairman of EVOC HI-TECH
- Gao Yunfeng (CEIBS CEO 2010), Chairman of Han's Laser Technology
- Zhao Huizhou (CEIBS EMBA 2009), Founder and Chief Designer of Eachway Fashion

CEIBS President Wang Hong extended congratulations to the alumni on behalf of CEIBS faculty and students.

“It is not only good news for our alumni, but also for CEIBS,” President Wang said. “As excellent representatives of CEIBS, these three alumni fully embody the school’s motto of ‘Conscientiousness, Innovation and Excellence.’ They



▲ Left to right: Chen Zhilie, Gao Yunfeng and Zhao Huizhou

have demonstrated courage in pioneering and endeavouring, expertise in their respective areas, the ability to overcome technical difficulties, innovation in business models, leadership in developing their industries and have made outstanding contributions to technology and cultural innovation. They are outstanding representatives of the Shenzhen Special Economic Zone and are role models and the pride of the whole CEIBS community.”

CEIBS has been in South China for over 18 years. It has more than 3,000 alumni from the area and over 1,800 alumni in Shenzhen, more than 100 of whom are leaders of listed companies.

## CEIBS Alumni Receive 2020 National Awards for Poverty Alleviation

Last year marked a critical milestone for poverty alleviation in China and the completion of the country’s 13th Five-year Plan. In recognition of those who have played a significant role in poverty alleviation efforts, the State Council issued a new Decision on Commending 2020 National Poverty Alleviation Efforts. Two CEIBS alumni, Lou Jing (CEIB EMBA 2005) and Yao Xiaoqing (CEO Leadership Programme 2013), were amongst those who received 2020 National Awards for Poverty Alleviation.

China’s National Awards for Poverty Alleviation include the Endeavour Award, Contribution Award, Devotion Award, Innovation Award and Organising and Inno-



▲ Left to right: Lou Jing and Yao Xiaoqing

vation Award. The awards recognise excellent social organisations, private enterprises and individual citizens in poverty alleviation. Both alumni have been actively involved in poverty alleviation efforts.

For more than 25 years, CEIBS has been dedicated to cultivating leaders who value to social responsibility. The Global

Platform of China Cases established and operated by CEIBS now includes more than 70 CSR cases. For the past three years, the school has released the *CEIBS Corporate Social Responsibility White Paper*, analysing and exploring corporate social responsibility (CSR) and the sustainable development of enterprises and calling on the CEIBS community to pay more attention to and be involved in CSR activities.

## CEIBS Wins Xuanzang Road Business School Gobi Desert Challenge



The 15th Xuanzang Road Business School Gobi Desert Challenge was held in Gansu and Xinjiang in early October. More than 3,500 participants from 66 teams and 45 schools joined in the competition. The CEIBS EMBA A Team won the overall championship, making CEIBS the first school to win the championship five times. The CEIBS MBA A and CEIBS Veteran A teams also won in their respective categories. CEIBS teams were also recognised with a number of additional awards, including Best Spirit Award, Best Organisation Award, the 15th Gobi Desert Challenge Goodwill Ambassador Special Award, the 15th Gobi Challenge Goodwill Practice Award, the Shackleton Award and Best Organising Committee Award.

CEIBS President Wang Hong extended warm congratulations to the CEIBS teams, saying, “We are glad to hear this exciting news during the National Day and Mid-Autumn holidays. Three championships are not an easy achievement. This is a reward for the persistence, enterprise and endeavour of each team. We appreciate our alumni’s careful organisation and preparation. Following CEIBS’ motto of ‘Conscientiousness,

Innovation and Excellence,’ the teams came together and worked hard to finally take the crown. This kind of spirit is priceless and it provides power for CEIBS community members to strive forward.”

CEIBS Professor Accounting Xu Dingbo has led past CEIBS teams in the Gobi Desert Challenge four times and took pride in the school’s triumph.

“CEIBS alumni won the competition thanks to their unwavering dedication to the spirit of the Gobi Desert Challenge,” he said. “It is a triumph of our alumni’s adherence to their values and practicing the school’s motto of ‘Conscientiousness, Innovation and Excellence.’ I take pride in our students and alumni and I am proud of being a veteran of the Gobi Desert Challenge.”

After winning four consecutive times in the fourth to seventh Gobi challenges, CEIBS teams missed the title for eight years, but never gave up. Now, they have finally realised their long-cherished dream and have once again achieved glory.

CEIBS’ strength transcends success. Following 15 months of preparation, the CEIBS team’s championship speaks to the strong vitality of the school’s spirit. The CEIBS team also took on social responsibility and raised donations in support of the Mogao Caves Preservation Project during charity activities initiated by the CEIBS Alumni Gobi Association, Beijing Geyou Foundation and Department for Cultural Promotion at Dunhuang Academy.

# Alumni Association

## CEIBS Alumni Representatives Meet in Shanghai

### Members of the Fourth Council of the CEIBS Alumni Association

**President:** Zhao Lijun

**Vice President:** Zhang Hong, Chi Hong, Xiong Fan, Xie Ming, Zhang Feng, Xia Guoxin

**Secretary General:** Chen Zhihai

**Joint Secretary General:** Tanya Fu

**Executive member of the council:** Du Haibo, Feng Hongjian, Jiao Sheng, Li Wen, Pan Longquan, Qian Xiaohua, Yang Songrong, Wei Feiyan, Xing Bo, Hellen Xu, Yao Weiguo, Zhou Haibin, Michelle Zhu, Zou Zhiwen

### Committee Duties of the Fourth Council of the CEIBS Alumni Association

#### Organization Development Committee

Director: Xie Ming

Co-directors: Wu Zhuping, Liu Min

#### Business Platform Committee

Director: Zhang Feng

Co-directors: Lin Daxu, Qu Xiangjun

#### Social Responsibility Committee

Director: Jiao Sheng

Co-directors: Li Wen, Qian Xiaohua

#### Alumni Service Committee

Director: Yao Weiguo

Co-directors: Zou Zhiwen, Deng Sanhong

The Alumni Representatives Conference of the CEIBS Alumni Association 2020 and the Fourth Conference of the General Election of the Council were held on July 25, 2020. School leaders and about 200 domestic and overseas alumni representatives joined the meeting both online and in person. CEIBS community members reunited to discuss alumni-related work, strengthening ties and to explore future development.

President of the Third CEIBS Alumni Association Council Tian Ming delivered the work report, summarising and looking back on the past three years of the Association's work. The Third Council is dedicated to "Serving alumni, giving back to CEIBS and contributing to society," developing the organisational structure of the Third Alumni Association, and opening a new chapter for CEIBS alumni work. During the conference, awards were also presented to alumni enterprises, individuals, organisations, classes and anti-pandemic work teams for their excellence in fighting COVID-19.

The conference used an online and offline secret voting method and elected members of the Fourth Supervisory Board and Council. Yvonne Li, Tang Qiqing and Huang Fanzhi were elected as Supervisors and Yvonne Li will act as Chairwoman of the Supervisory Board. At total of 77 alumni, including Zhao Lijun, were elected members of the Fourth Council. Zhao Lijun will serve as President of the Council, while Zhang Hong, Chi Hong, Xiong Fan, Xie Ming, Zhang Feng and Xia Guoxin were elected as Vice Presidents. Chen Zhihai was elected as Secretary General of the Council and Tanya Fu as the Joint Secretary General.



## CEIBS Alumni Association Council Meets in Suzhou



▲ The CEIBS Alumni Association awarded CEIBS President Wang the title of Honorary President and CEIBS President Emeritus Li the title of President Emeritus. President Zhao Lijun and Honorary President of the CEIBS Alumni Association Tian Ming presented certificates and flower to the recipients.

The Fourth-Quarter Meeting 2020 of the Fourth Council of CEIBS Alumni Association was held at Suzhou Qingshan Hotel on October 23-24. CEIBS President Wang Hong, CEIBS President Emeritus Li Mingjun, CEIBS Assistant President Hobbs Liu, CEIBS Assistant President and Director of Dean's Office Yvonne Li, President of the CEIBS Alumni Association Zhao Lijun and Honorary President of the CEIBS Alumni Association Tian Ming, together with about 80 CEIBS alumni, including Council members, Supervisory Board members and Vice Secretary Generals, attended the conference. The conference is important for the development of the Association's alumni work over the coming three years.

The event also marked the first time CEIBS President Wang Hong attended the Council Meeting of the CEIBS Alumni Association. In her speech, she noted that, "CEIBS Alumni can be found in all walks of life. They make up a community of entrepreneurship and embody CEIBS' characteristics of cohesion, leadership and wisdom. Moving ahead, CEIBS will adhere to

the spirit of *Hé* (合) culture and seek the common success of both alumni and the school." President Wang further encouraged alumni to think big and aim high in both life and career through continued learning.

In his speech, CEIBS Alumni Association President Zhao Lijun extended a heartfelt thanks to President Wang, President Emeritus Li and Honorary President Tian Ming on behalf of the Fourth Council. He then shared the development plan for the Alumni Association. In particular, he said, the Fourth Council will strengthen its functions of service and empowerment, co-operate to improve the work of the four special committees and move forward five key tasks.

The CEIBS Alumni Association also awarded President Wang the title of Honorary President and President Emeritus Li the title of President Emeritus. President Zhao Lijun then presented certificates and flowers to the recipients.

With the three-year plan and development directions in hand, the Alumni Association will continue to adhere to both its purpose of "Serving Alumni, giving back to CEIBS and contributing to society" and the school's motto of 'Conscientiousness, Innovation, Excellence,' follow the school's guidance and improve communication with alumni organisations to scale new heights in carrying out its work.



## 2020 CEIBS Alumni Roundtable Held



In November, on the occasion of the 26th anniversary of the school's establishment, the 2020 CEIBS Alumni Roundtable was held at CEIBS Shanghai Campus. The school's management team, faculty representatives and over 20 alumni gathered at the roundtable, recalling memories at CEIBS and sharing ideas about the value and mission of business schools during changing times. The event was moderated by CEIBS Associate Dean and Professor of Economics Zhu Tian.

In her speech, CEIBS President Wang Hong welcomed the alumni home on behalf of CEIBS students, faculty and staff. She also gave an introduction to the school's achievements over the past few years, as well as school's future development and plans.

"CEIBS cannot grow without its alumni's support," President Wang said. "And, I hope all our alumni can establish themselves in their respective areas, share China's stories and contribute wisdom and strength to the school in regards to talent cultivation, think tank development, the improvement of cultural and economic exchange between China and Europe, and the acceleration of China's national and regional economic and social development."

During the first panel discussion, moderated by CEIBS Associate Dean and Professor of Management Katherine Xin, China Universal Asset Management President Li Wen (EMBA2010), Allergan Aesthetics Vice President White Wang (EMBA2012) and China National Arts & Crafts Vice President Zhang Hong (EMBA2001) engaged in an in-depth discussion around the topic of how the integration of industry, education and research can accelerates knowledge innovation.

Under the moderation of CEIBS Associate Dean and Professor of Marketing Wang Gao, Mantou Business School Founder Wang Xin (EMBA2010), DTise Co-Founder and COO Tang Hairong (GEMBA2011) and Nroad Net President Han Jun (EMBA2005) discussed the topic of "Business Schools' Digital Transformation and Life Learning Platform Construction."

CEIBS Vice President and Co-Dean Zhang Weijiong then moderated the third panel discussion. Four entrepreneurs from the Yangtze Delta area, Yangtze River Delta Investment President Chi Hong (EMBA1997), Anhui Culture Investment Operation Company President Cao Jie (EMBA2007), Landsea Group President Tian Ming (EMBA2005) and Zhejiang Sanhua Intelligent Controls President Zhang Yabo (EMBA2003), discussed the topic of "How CEIBS can Better Serve the Yangtze Delta's High-quality Integrative Development as a Think Tank."

During the event, President Wang awarded Prof. Hwang Yuh-Chang the title of Honorary Professor of Accounting in recognition of his outstanding contributions to academic research and teaching. CEIBS President (European) Dipak Jain then delivered a closing speech. In his speech, he said he believes that under the steadfast leadership of the school's management and with the efforts of faculty, staff, students and alumni, CEIBS will continue to scale new heights to create more value and achieve bigger development goals.



▲ Prof. Hwang Yuh-Chang was awarded the title of Honorary Professor of Accounting (from left to right): Secretary of CPC Committee Ma Lei, CEIBS President Wang Hong, Prof. Hwang Yuh-Chang and CEIBS Vice President and Co-Dean Zhang Weijiong