

CEIBS Highlights from Our Five Campuses Around the World

- SHANGHAI CAMPUS
- BEIJING CAMPUS
- SHENZHEN CAMPUS
- ZURICH CAMPUS
- ACCRA CAMPUS

CEIBS 26th Anniversary Celebration Launched as Anytime Café Opens at CEIBS Beijing Campus

Following a year of preparations, the Anytime Café opened in November on CEIBS Beijing Campus. The opening also marked the official launch of the CEIBS 26th Anniversary Celebration. About 60 CEIBS alumni and guests attended the Opening Ceremony and music salon. Speakers included CEIBS Beijing Campus Director of Operations Xiao Bin, Professor of Marketing Wang Gao, Initiator of the Harmony Space Café at Beijing's 798 Art Zone Li Dandan (CEIBS EMBA 2003), Chen Yinghai (CEIBS EMBA 1999 alum who invested RMB 3 million in renovating the Anytime Café) and Anytime Café General Designer and Founder of One Seven Design Studio Dai Guojun.



CEIBS Alumni Humanities Programme Debuts on Shenzhen Campus

The CEIBS Alumni Humanities Programme delivered its inaugural class at the Century-Sail Auditorium at CEIBS Shenzhen Campus in October. The class attracted CEIBS alumni from four different programmes and a dozen cohorts, who together formed the newly-named Shenzhen Humanities Class One. Preparations for the programme can be dated back to the end of 2019. Vice Representative of the Shenzhen Campus Mr. Kong Biao was appointed the Programme Director and participated in the programme design. With a focus on the history of human civilisation, the programme consists of four modules spanning eight days. It features a group of star teachers led by Prof. Yan Haiying from the History Department at Peking University. The programme further introduces a comprehensive knowledge framework in looking back on significant time periods in the history of human civilisation.



Alumni Reunion Held on Shanghai Campus

More than 300 alumni reunited on CEIBS Shanghai Campus in November for the 2020 CEIBS Alumni Reunion. CEIBS President Wang Hong delivered the opening remarks. A number of faculty and guests also presented their cutting-edge insights, the school's recent developments. The speakers included Senior Journalist Professor Wang Hui, CEIBS Associate Professor of Strategy Chen Weiru, CEIBS Assistant President Yvonne Li, CEIBS Vice President and Co-Dean Zhang Weijiong and Shanghai Literature Magazine Executive Editor and Mao Dun Literature Prize Winner Jin Yucheng.

President Wang and CEIBS President Emeritus Li Mingjun also conferred honorary titles of CEIBS Outstanding Partner and CEIBS Warm-hearted Partner on 16 groups of alumni, classes and organisations, extending their sincere thanks on behalf of the school.

Innovative Response to Pandemic Sees Zurich Campus Host MBAs for First Time

For the first time in the school's 26 year history, new CEIBS MBA students enrolled at CEIBS' European campus in Switzerland. Under a 'twin city' format, both the Shanghai and Zurich sections kicked off their studies simultaneously on October 12, 2020. CEIBS Vice President and Dean Yuan Ding confirmed that the twin city model would see around one quarter of the MBA Class of 2022 cohort based at the school's Zurich campus, with the remainder enrolling at the main campus in Shanghai as usual.

"We firmly believe that in-person classroom discussions with diverse peers and world-class faculty represent one of the true cornerstones of a leading MBA experience. It's our students' enthusiasm for this that has inspired us to develop the twin city model," Prof. Ding said.

"With many peer schools pushing back start dates or moving programmes online in the face of COVID-19, we are proud to take this innovative path."



CEIBS Dean Makes Official Visit to Chinese Embassy in the Ivory Coast

In early 2020, CEIBS Vice President and Dean Yuan Ding paid a visit to Mr. Wan Li, Ambassador of the People's Republic of China to the Ivory Coast, at the Chinese Embassy in Abidjan.

Prof. Ding, who was also in Abidjan to speak at a CEIBS alumni event, took the opportunity to formally introduce the school and its operations in Africa, and to brief the ambassador on the school's efforts to assist in the country's development. He further sought the support of Mr. Wan in reaching out to Chinese enterprises in Ivory Coast to participate in activities initiated by CEIBS in the country.

Other members of the CEIBS delegation were CEIBS Africa Executive Director Mathew Tsamenyi and CEIBS Alumni, Corporate Relations and Marketing Manager Samuel Ocloo-Dzaba.

