

# CEIBS around the world

Highlights from our 5 locations

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

## Beijing Campus: Lecture on Great Power Diplomacy

Mr. Sha Zukang, former Under-Secretary-General of the United Nations and a member of the Foreign Policy Advisory Committee of the Ministry of Foreign Affairs, gave a lecture entitled “Great Power Diplomacy – China-US, China-Russia and China-Europe” at the CEIBS Beijing campus on January 11.

Based on his 45-year diplomatic career, Sha analysed the history and status quo of China-US, China-Russia and China-Europe relations. In his speech, he said that China’s ties with the US are the most important of the country’s great power relations, while China-Russia relations, being mature and solid, will play a key role in maintaining regional and global peace. He indicated that great power relations have entered a new period of adjustment, during which countries will experience splitting and re-alignment across different areas.



## Shenzhen Campus: Former WTO Director General Pascal Lamy Attends Forum

The third annual CEIBS Shenzhen Campus Forum was held at Raffles Shenzhen on December 10, 2019. On the theme of “The Road for Chinese Companies under the New Global Trade Landscape”, the forum was attended by more than 500 CEIBS alumni as well as businesspeople in Shenzhen.

Amongst the guest speakers at the forum were Pascal Lamy, former Director General of the WTO; Geneviève Pons, Director General of Europe Jacques Delors and Honorary Director of the European Commission; Xia Guoxin (EMBA 2005), Chairman of Shenzhen Ellassay Fashion; and Huang Yun (MBA 1999), Associate CEO of SF Group.

CEIBS Vice President and Dean Ding Yuan gave a welcome speech and chaired a roundtable at the forum. At the forum, Prof. Lamy and Ms. Pons gave keynote speeches entitled “The Prospects of Globalisation” and “Globalisation and the Environment: Europe’s Response to the ‘Green New Deal’”, respectively, offering their takes on the pulse of global trade and the environment.





### Shanghai Campus: CEIBS Hosts the Second Batch of the 2019 Case Master Development Camp

Around 128 faculty participants from 86 schools and universities in Greater China visited CEIBS' Shanghai campus on December 2-3 for the second batch of the 2019 Case Master Development camp.

In his welcome speech, CEIBS Case Centre Director and Accounting Professor Chen Shimin introduced the major functions of his department. CEIBS faculty members, including Gong Yan, Professor of Entrepreneurial Management Practice; Lin Chen, Assistant Professor of Marketing; Liang Neng, Professor Emeritus; and Prof. Chen Shimin, elaborated on how to teach and develop cases. In addition, two CEIBS case writers shared their wealth of experience about case development.

The CEIBS Case Master Development Camp is held twice a year. The next batch of the camp will be held in July 2020.

### Accra Campus: MBA Students Learn Doing Business in Africa

In December, 37 CEIBS MBA students wrapped up their Africa Module on “Doing Business in Africa”, during which they were able to see first-hand both opportunities and growth in Western Africa. The five-day adventure included lectures by CEIBS Ghana professors, a roundtable with local entrepreneurs, guest lecturers, and visits to local companies and cultural heritage sites.

The module was for many of the students their first trip to Africa and many went with very little knowledge of the business workings of the region. During their stay, however, students were able to gain deep knowledge of the vibrant and dynamic economies in Africa as well as both the opportunities and challenges facing the African nations.



### Zurich Campus: Opening of Major Expansion Doubles Campus Size

CEIBS doubled the size of its campus in Switzerland, solidifying its status as a unique centre of east-west business learning in Europe.

At an inauguration ceremony on October 7, 2019, attended by CEIBS leaders, and Swiss officials, a brand new building was opened at our European campus situated on the picturesque shores of Lake Zurich. CEIBS' new state-of-the-art Man Wah building was predominantly built by local vendors, in line with sustainability guidelines. It features a photovoltaic system which powers the building using solar energy, an environmentally friendly mineral facade insulation as well as a cooling system that uses water from Lake Zurich. In addition, the campus will be a plastic bottle-free zone. The establishment of the Zurich campus and its expansion were made possible due to generous support from CEIBS alumni.

