

Highlights from Our Five Campuses Around the World

- Shanghai Campus
- Beijing Campus
- Shenzhen Campus
- Zurich Campus
- Accra Campus



01

Shanghai Campus

Shanghai campus hosts 6th CEIBS OUTLOOK Series event

On November 16, the 6th session of the CEIBS OUTLOOK Series was held on the CEIBS Shanghai campus as part of the school's 30th anniversary celebrations. The event featured Bai Ming, a renowned contemporary Chinese ceramic artist, Professor at the Academy of Arts & Design at Tsinghua University, and Chair of the Ceramic Art Committee of the China Artists Association. During the event, Mr. Bai shared his insights on the theme of *"The Beauty of China"*. Drawing on his longstanding focus on the relationship between traditional and contemporary Chinese ceramic art, he emphasised understanding of the oriental spirit of Chinese ceramics through the integration of Western innovations with traditional Chinese lifestyles, philosophies, and aesthetics. Over 200 representatives from CEIBS and the wider business community attended the event.



02

Beijing Campus

CEIBS Beijing celebrates 30th anniversary with *"Echoes of Time"* event series

As part of its 30th Anniversary celebrations, the CEIBS Beijing campus hosted a series of events themed on *"Echoes of Time"* from November 2 to 7. The series featured six chapters: Honouring the Past, Intellectual Legacy, Revisiting the CEIBS Classroom, Insights into the Future, Everyday Wonders, and Voices that Touch

the Heart. Highlights included a CEMI alumni reunion, a gathering of distinguished guests, lectures, an AI-themed dialogue, an art exhibition, a choir performance, and a staff concert.

As the predecessor of CEIBS, the China Europe Management Institute (CEMI), founded in 1984, marked the beginning of MBA education in China. Between 1984 and 1994, CEMI graduated 247 students from six classes, representing half of the first generation of MBA graduates on the Chinese mainland, while also providing short-term training for over 540 business executives. To honour this legacy, the CEIBS Beijing campus held the CEMI 40th Anniversary Alumni Reunion on November 2 to mark the opening of the *"Echoes of Time"* series. The event brought together former CEMI staff and over 50 alumni to reminisce about their experiences, celebrate the origins of CEIBS, and discuss the 40-year development and innovation of MBA education in China.



03

Shenzhen Campus

CEIBS Shenzhen kicks off 80th AMP Class

On November 20, the 80th CEIBS Advanced Management Programme (AMP) class opened on the CEIBS Shenzhen campus. For the first time, the campus expanded the programme to two classes per year, reflecting the resilience and pursuit of excellence of entrepreneurs amid today's complex and challenging market environment. The AMP 80 cohort comprises general managers and business leaders from 16 industries and eight provinces across China, who come together to embark on an enriching journey of knowledge and leadership development.

04

Zurich Campus

CEIBS Zurich Campus hosts Partner Appreciation Dinner Reception

On September 9, 2024, the CEIBS Zurich Campus was thrilled to host its 30th Anniversary & Partner Appreciation Dinner. This special event brought together more than 45 key partners from various industries and academic fields, all gathered in the scenic campus of CEIBS Zurich, Switzerland.

The evening was not just a celebration but also a profound exchange of insights that resonated with our partners' academic and business interests. CEIBS President (European) Dominique Turpin led the conversation, captivating attendees with his presentation on *"China's New Economy and The Necessity of Leading & Managing with A Global Mindset."* His talk highlighted the importance of cultivating a global perspective in today's VUCA (Volatility, Uncertainty, Complexity, Ambiguity) world. Through engaging stories and examples, including the contrasting approaches of Japanese and Swiss businesses, Prof.



Turpin illustrated how a global mindset can lead to success and resilience. The successful event left our partners energised and more connected, ready to face the challenges of the future with a renewed global perspective.

05

Accra Campus

CEIBS Accra Campus hosts Female Leadership Forum to mark school's 30th anniversary

As part of CEIBS' 30th anniversary celebrations, our Accra campus hosted the African Women Leadership Forum in July. Themed *"Empowering African Women to Lead"*, the forum brought together some of the continent's foremost female leaders in industry and business to discuss leadership, changing the narrative, and how to ensure that more women have a seat at the table when it comes to making key decisions. The forum attracted 150 attendees from countries including Ghana, Nigeria, Ivory Coast and Liberia, with 3,300 online livestreaming views.