

# CEIBS Shenzhen Campus Milestones: A 20-Year Journey



## Foreword

Just as our students have opted for CEIBS for its commitment to conscientiousness, we have expanded into the city of Shenzhen for its dedication to innovation. On July 18, 2002, CEIBS set up a liaison office in Shenzhen, with the aim of tapping into the management education market in

South China. In spite of office relocations and personnel changes over the course of the past 20 years, we remain devoted to forging close ties with our alumni and customers in South China and to serving the regional economy. Inspired by CEIBS' motto of "Conscientiousness, Innovation and

Excellence," the following chronicle of events is in honor of our alumni, colleagues and friends who have significantly contributed to development of the Shenzhen Campus over the past two decades. Let us stay true to our original aspiration and move forward together in pursuit of excellence!

2012

The Innovation China Summit 2012 was held at the Grand Hyatt Shenzhen. Then-CEIBS President (European) and Chengwei Ventures Chair Professor of Entrepreneurship Pedro Nueno, then-CEIBS President and Professor of Management Zhu Xiaoming, and then-CEIBS Baosteel Chair Professor of Economics Wu Jinglian, attended the forum and delivered speeches.

A folk concert in celebration of the 10th anniversary of CEIBS Shenzhen Campus was also held.

2014

The official CEIBS South China WeChat account was launched to provide first-hand information to our alumni, students and customers in South China.

An award for the “Best Referrers of CEIBS South China” was created in honor of alumni and students who actively referred EMBA applicants to CEIBS Shenzhen Campus.

2015

2015 marked the 10th anniversary of the EMBA Shenzhen class. As of 2015, we had enrolled more than 1,000 students in 17 classes.

The first edition of the “Light of Professionals” Learning Alliance was held at Rongchao Business Center to provide CEIBS South China alumni with continuous learning.

2016

The 10th CEIBS South China Annual Gathering was held at the InterContinental Shenzhen.

The CEIBS Management Forum and the first Global Supply Chain Summit took place in Shenzhen.

2017

The relocation of the CEIBS Shenzhen Teaching Center to Wutong Island marked the official founding of CEIBS Shenzhen Campus. We also hosted the first CEIBS Shenzhen Annual Forum.

The first CEIBS Advanced Management Programme (AMP) Shenzhen class was launched.

An award for the “Best CEIBS Shenzhen EMBA Class” was created and an appreciation course was offered to the winning class.

The number of CEIBS alumni in South China topped 3,000.

2018

We opened the first CEIBS Shenzhen EMBA Boot Camp.

We opened the first COP Class (Capital Operations for Business Growth: A CEO Perspective) initiated and co-developed by the Shenzhen Campus.

2019

In celebration of the 25th anniversary of CEIBS, Shenzhen Campus kicked off a wide range of activities, including a talk show and a concert.

2019 marked the 5th anniversary of the “CEIBS South China Best Referrers” campaign. As of 2019, the number of referrers had topped 400. 2019 also marked the 3rd anniversary of the “Best CEIBS Shenzhen EMBA Class” award.

For the first time, CEIBS Shenzhen Campus incorporated the Real Situation Learning Method™ (RSLM) in South China – a combination of classroom teaching with company visits where students could engage directly with industry experts.

2020

In response to the COVID-19 pandemic, CEIBS Shenzhen Campus rolled out a range of online events to provide a learning platform for tens of thousands of entrepreneurs and senior executives in South China.

2020 marked the 15th anniversary of the CEIBS EMBA Shenzhen class. As of 2020, we had enrolled more than 1,500 students in 27 classes.

To facilitate digital transformation, the Executive Education (EE) Department launched a programme about Corporate Digital Transformation.

Shenzhen Campus also delivered an array of courses on humanities and the history of human civilization to alumni.

We officially launched the CEIBS South China WeChat Channel.

2021

The first CEIBS EMBA salon on industry discussion was hosted at the Shenzhen Campus.

The “Light of Professionals” was upgraded to “company visit + industry salon.”

The CEIBS Zhuhai-Zhongshan-Jiangmen Alumni Chapter was renamed the CEIBS Zhuhai-Macao Alumni Chapter, while the CEIBS Hong Kong-Macao Alumni Chapter was renamed the CEIBS Hong Kong Alumni Chapter.

2022

As of spring 2022, CEIBS Shenzhen Campus had welcomed 30 EMBA classes.

2022 marked the 5th anniversary of the CEIBS General Manager Programme (AMP) Shenzhen class. So far, more than 300 students have been enrolled.

2022 also marked the 20th anniversary of the CEIBS Shenzhen campus.

