

CEIBS Alumni Representative Conference marks council reshuffle



The reshuffle of the 5th Council of the CEIBS Alumni Association (CAA) was announced during the annual alumni meeting in Beijing in April.

Li Wen (EMBA 2010), Executive Vice President of the 4th Council, was elected President for the new term.

Addressing the event, CEIBS President Wang Hong spoke highly of the impressive achievements of the 4th Council in areas such as alumni services, organisational development, and promoting social responsibilities, adding that she hopes the CAA can forge closer ties with CEIBS while providing quality alumni services.

CEIBS President (European) Dominique Turpin also gave a speech in which he noted that the school's alumni are one of the key pillars and ambassadors of CEIBS, and that their success today is the foundation of CEIBS' success tomorrow.

He said he hopes that the alumni will continue to apply what they have learned at CEIBS to their busi-

nesses and make an even greater contribution to the Chinese and global economies.

Out-going CAA President Zhao Lijun then provided an update on the work done by the 4th Council over the past three years. He also put forward expectations and suggestions for the next council.

The new Council of CAA is made up of 79 alumni representatives from a range of programmes, regions and industries around the world.



Annual alumni conference zeros in on ESG



CEIBS and the CEIBS Alumni Association (CAA) hosted the fifth CEIBS ESG Forum and Alumni Corporate Social Responsibility Annual Conference in Beijing in April.

Addressing the event, CEIBS President Wang Hong noted that with the transformation of China's economic growth model and the country's 'dual carbon' strategy, sustainability is no longer a mere concept, but a global consensus that needs to be implemented.

"As an international business school committed to nurturing leaders versed in 'China Depth, Global Breadth', CEIBS is a champion of social responsibility and ESG practices through its teaching, case development, academic research, and school operations," she said.

CEIBS President (European) Dominique Turpin also gave a keynote speech in which he said that CEIBS is not only tasked with promoting research in ESG, but also with



CEIBS President Wang Hong



CEIBS President (European) Dominique Turpin



CEIBS Professor of Finance and Accounting Oliver Rui



CEIBS Professor of Marketing and ESG Research Area Director Wang Yajin

spreading the concept of sustainability to our students and alumni, and inviting more entrepreneurs to share their best practices.

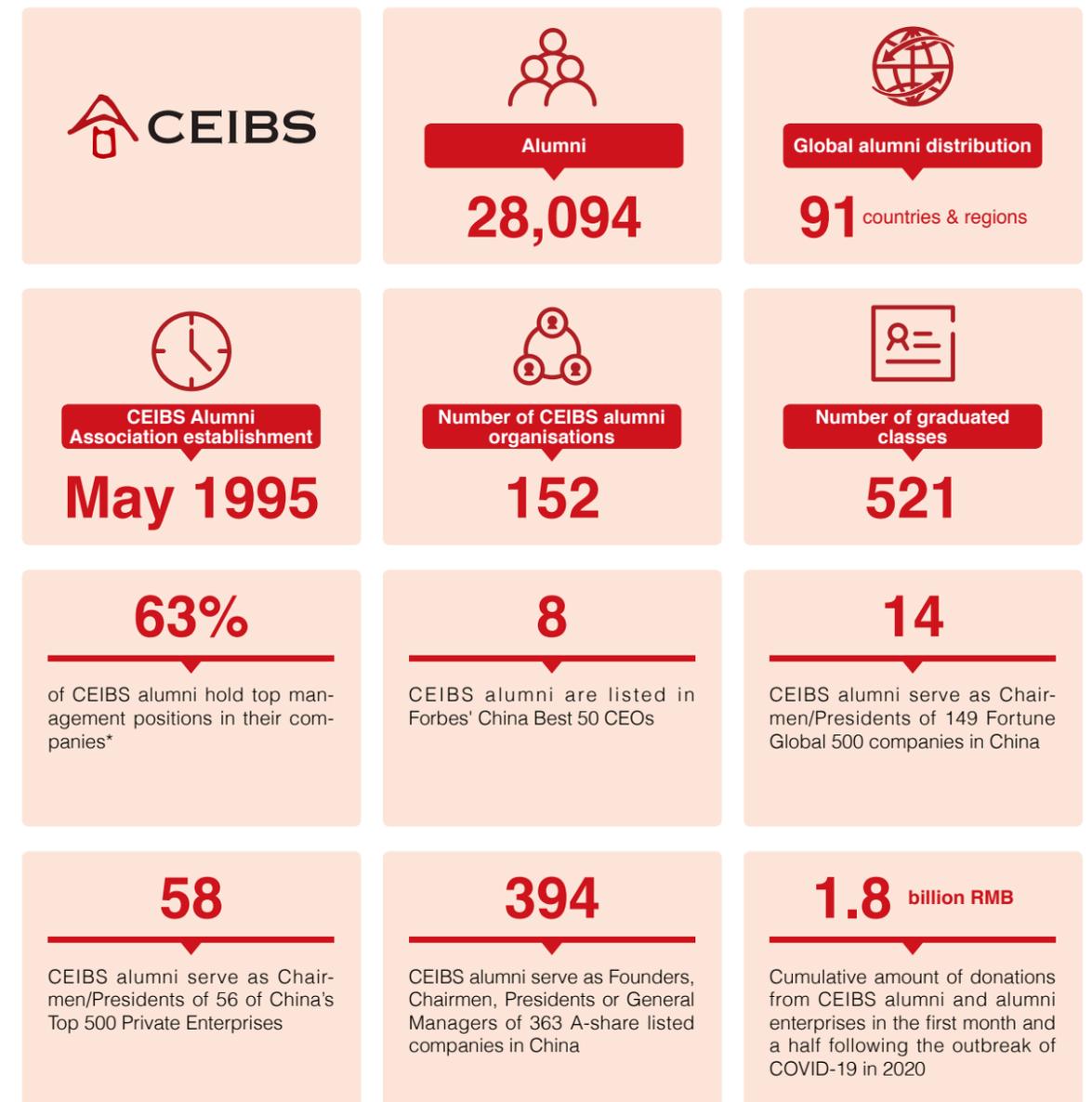
“One of the challenges that we’re facing now is that we’re still too slow in making progress on ESG,” he said, adding that business schools should work together with entrepreneurs to facilitate transformation in ESG.

CEIBS Professor of Finance and Accounting Oliver Rui then elaborated on the differences between CSR and ESG. He stressed that the former is driven by corporate managers’ independent decisions, while the latter has gained

wide attention from investors, and serves as a bridge between investors and companies.

The forum also saw the release of the 2023 ESG White Paper by CEIBS Professor of Marketing and ESG Research Area Director Wang Yajin. With a focus on ESG and sustainable consumption, the report brings together cutting-edge thinking and the research findings of CEIBS faculty on international trends, practices in China, the practices of alumni companies, CEIBS professors’ ESG academic research, and research regarding A-share listed companies’ ESG reports.

CEIBS Alumni in Numbers



Data as of April 2023

*Note: Top management positions include: Directors, Founders, Presidents, General Managers, and other company helmsmen as well as senior corporate executives

Reuniting and creating new memories



The inaugural CEIBS Africa Alumni Reunion in Kigali, Rwanda, brought together alumni from Nigeria, Ghana, francophone Africa, and around the globe. Attendees traveled from as far as Singapore and China, including representatives of the CEIBS Alumni International Chapter (CAIC). Distinguished School leaders joined from Ghana and Switzerland. The event was held in April.

On the Opening Day, over 70 alumni gathered for CEIBS President (European) Dominique Turpin's welcome address. CEIBS Africa Executive Director Mathew Tsamenyi emphasised that such reunions offer a vital platform to remain connected with the alma mater.

Rwanda was an inspirational backdrop for the event. Boasting Africa's second-fastest-growing economy, Rwanda has the highest percentage of women in Parliament globally and a rising number of female leaders in key sectors.

Day 1 featured insightful sessions by local busi-

ness experts and CEIBS faculty members. Topics included Africa's imperative to foster brands, explored by Professor Turpin, and CEIBS Switzerland CEO Robert Straw's look at strategies for building resilience.

On Day 2, the group visited the Kigali Genocide Memorial, a solemn reminder of the consequences of inhumanity and brutality. On behalf of the group, Professors Turpin and Tsamenyi paid tribute to the victims.

The reunion also featured a city tour, company visits, and an expedition to Akagera National Park to witness Africa's iconic "Big Five" wildlife.

A theme throughout was the Kinyarwanda word "Ubumuntu," which means humanity, generosity, and kindness.

By the end of the three-day programme, CEIBS alumni had learned much from one another and discovered, through everyone's differences, the many things they have in common.

13 CEIBS alumnae listed on Forbes China 100 Top Businesswomen rankings for 2023

CEIBS Alumnae on Forbes China 100 Top Businesswomen List 2023

Rank	Name (Cohort), Position and Company
2	Dong Mingzhu (CEO 2006) Chairwoman/President, Gree Electric Appliances
22	Wang Ye (EMBA 2012) Founder/Executive Director/COO, Genscript Biotech
23	Luo Yi (FMBA 2016) Vice Chairwoman, Hoshine
30	Qian Jinghong (AMP 2008) Co-founder/Vice Chairwoman of the Board/CEO, Yadea Group
36	Li Hanqiong (EMBA 2008/CELC 2016) Vice President, Youngor Group
37	Zhou Xiaoping (EMBA 2004/CEO 2014/LCP 2012) Chairwoman/GM, Xingyu Automotive Lighting
43	Liang Qin (AMP 2011) President, Yangjie Electronic Technology
75	Lu Yiwen (EMBA 2016) President, DR Corp
77	Zhang Ning (CEO 2010) President, Red Avenue New Material
87	Jennie Li (EMBA 2002) Vice President/ China GM, Emerson
89	Zhou Xiaolan (EMBA 2009) Global Executive Vice President, Bayer Pharmaceuticals President, Bayer Pharmaceuticals China
94	Qiao Jian (EMBA 2004) Senior Vice President/Chief Marketing&Strategy Officer, Lenovo Group
100	Qi Xin (MBA 1995) Vice President/ China GM, GlaxoSmithKline

Thirteen CEIBS alumnae have been listed on the 2023 Forbes China 100 Top Businesswomen List. They are from industries such as electrical manufacturing, healthcare, biopharmaceuticals, retail, new energy, and high-tech.

Dong Mingzhu, chairwoman of China's largest air conditioner maker Gree Electric Appliances was ranked second - up 10 places from last year.

Forbes China's ranking takes into account business performance, market capitalization, market size, industry influence and innovation of the companies.

The 100 female executives on the list have an average age of 51, with some 35 being new entries including four CEIBS alumnae making their debut. Over 60% have a Master's degree or above (including MBA and EMBA), and 25% overseas study experience. The total market value of the 100 companies managed by the women is over 5.5 trillion RMB this year, exceeding the total GDP of Sweden and Argentina. Geographically, Shanghai, Beijing, and Hangzhou have the most names on the list.

On behalf of the school's faculty, alumni, stu-



dents and staff, CEIBS President Wang Hong expressed her congratulations to those on the list.

“Resilience, empathy and a work ethic are qualities found in great abundance among female leaders, and these characteristics are vital in helping firms deal with the turbulence of the global economy in recent years,” President Wang said.

She noted that the CEIBS listees had faced tough challenges to forge ahead, to create an extraordinary impact on their industries and contribute to economic and social development. Such resilience and freedom can inspire more women to be courageous and ambitious, she added.

Female executives of multinational companies also figured prominently on this year’s list. Thanks to the huge potential of the Chinese market, more and more female executives of Chinese ethnicity are occupying senior management

roles. Of the 24 female multinational executives on this year’s list, five are on their companies’ global executive boards.

It is also noteworthy that among the women on the list, 15 are second-generation entrepreneurs taking the helm of their family businesses. With an average age of 43, half were born in the 1980s, indicating that women are playing an increasingly important role in family businesses on par with their male counterparts in the Asian business community.

Despite the gloomy global economy of the past three years, the Forbes list indicates that there are many outstanding businesswomen leading their companies through adversity with resilience and charisma. CEIBS will continue to provide cutting-edge management education for women and empower them to improve their leadership skills to drive economic and social progress and development.



CEIBS President Wang Hong (left) and CEIBS President (European) Dominique Turpin (right) presented donation certificates to students and alumni representatives

A ceremony to honour alumni donors was held during the school’s Annual Alumni Meeting in Beijing this April. The event was attended by CEIBS leadership and over 400 alumni representatives from across China.

During the event, Shenzhen China-Europe Rabbit Fund Management donated 5 million RMB to name a lecture theatre at the school’s Shenzhen campus, while Beijing Zhi-Tech Group donated 3 million RMB to support dining hall renovations at the Beijing campus. EMBA 2012 Shenzhen Class 2, EMBA 2020 Shenzhen Class 1 and 2 also made donations to support school facilities.

Addressing the ceremony, Alumni Relations and Development Office Director Hobbs Liu expressed sincere gratitude to the alumni donors and highlighted that a strong donation fund helps CEIBS enhance its resilience to risks.

Another donation ceremony to support the R&D of the CEIBS Wealth Management Research Centre was also held in April. CEIBS FOP Club donated 1 million RMB while the Xuanwu Family Office donated 300,000 RMB.



CEIBS Professor of Finance and Accounting Oliver Rui (middle) receives donations from CEIBS FOP Club on behalf of CEIBS