

30 Years and Beyond



Looking back at
three decades of CEIBS

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#CEIBS

THE CEIBS LINK

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30 Years and Beyond



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PUBLISHER: CEIBS

PRODUCER: Wang Hong

EDITOR-IN-CHIEF: Nanyin Fay

CONSULTANT: Du Qian

EDITORS: Michael Russam, Darren Yue, Effy He,
Verena Zhang, Esther Tian, Yuting Li,
Yiwan Wang, Cameron Wilson

REVISION: Si Qi (Chinese)

ART EDITORS: Zheng Yasheng

CONTACT US:

WEBSITE: www.ceibs.edu

TEL: +86-21-28905494

China Europe International
Business School

SHANGHAI CAMPUS

699 Hongfeng Road, Pudong

Shanghai 201206, P.R.C.

Tel: +86-21-28905890

BEIJING CAMPUS

Building 20, Zhongguancun Software Park

8 Dongbeiwang West Road, Haidian District

Beijing 100193, China

Tel: +86-10-82966600

SHENZHEN CAMPUS

142 Zimao St., Qianhai Cooperation Zone,

Shenzhen 518066, P. R. C.

Tel: +86-755-36995111

ZURICH CAMPUS

Zurich Institute of Business Education

Hirsackerstrasse 46

P.O. Box, CH-8810

Horgen, Switzerland

Tel: +41 44 728 99 44

ACCRA CAMPUS

5 Monrovia Road

East Legon

Accra, Ghana

Tel: +233 544 315 238



-Online-

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CAMPUSES AROUND THE WORLD

BRIEFING

Presidents' Letter



Dear CEIBS Community,

We hope this letter finds you well.

Over the course of time, we have faced challenges, embraced development, and celebrated moments of beauty. Step by step, the past three decades have seen the remarkable evolution of CEIBS.

2024 has been an exceptional year for us. It has been a time for reflection, as we look back on three decades of hard work and achievement. It has been a year of triumph, with our Global EMBA programme being ranked #1 in the world in the *Financial Times* 2024 EMBA Ranking for the first time. It has been a year of looking to the future, as we navigate an uncertain world and aim to chart a new course through knowledge and insight. And it has been a year of connection, as alumni from across the globe came together to celebrate the 30th anniversary of their cherished alma mater.

Looking back on the past 30 years, it is clear that CEIBS has undergone a transformation. From a single campus in Shanghai to a global business school with five campuses across three continents, we have pioneered a new model for international collaboration in management education. We have bridged the best of Western management theory with cutting-edge Chinese business knowledge. We have moved from relying on visiting professors to building a world-class full-time faculty. From our humble beginnings, we now stand among the top business schools worldwide. CEIBS has carved out a unique path, and today serves as a bridge between China, Europe, and the rest of the world, emerging as a leading light in global management education.

Throughout our history, CEIBS has been at the forefront of innovation, achieving a number of “firsts” for business schools on the Chinese mainland: the first full-time, English-language MBA programme; the first EMBA programme; the first independently organised admissions exams; the first student exchange programmes with overseas business schools; the first use of Harvard Business School case studies; the first corporate-sponsored faculty chairs; and the first school to award its own academic degrees. These milestones have provided a strong foundation for our rapid development, shaped China’s educational reform, and brought fresh perspectives to the evolution of global management education.

Looking back, we realise that the success of CEIBS is the result of the boldness and dedication of dedicated pioneers. It is the fruit of three decades of hard work, shared commitment, and cooperation between institutions in China and Europe.

In the thirty years since CEIBS was founded, the global landscape has changed dramatically, presenting new challenges, expectations, and demands for institutions like ours. The rapid evolution of the global geopolitical environment has reshaped international management education. Meanwhile, we stand on the cusp of a technological revolution, driven by advances in artificial intelligence, which is placing even greater demands on the creation and innovation of management knowledge and the development of new management talent. At the same time, paradigm shifts and innovations in the way management education is delivered have raised expectations for business schools to foster reform, innovative thinking, multiculturalism, and interdisciplinary integration. Concepts like ESG (Environmental, Social, and Governance) and sustainable development have become integral to economic and social progress, and these ideals must now be reflected in the goals of management education.

The demands on business schools have never been greater, and their mission and responsibility have never been more pressing.

As we mark our 30th anniversary and stand at a new starting point, we are confident that CEIBS will continue to lead the way. The world’s increasing interconnection calls for leaders who not only possess a deep understanding of China but also hold a global perspective and a strong commitment to social responsibility. The historical opportunities created by China’s reform and opening-up, coupled with the enormous potential of the Chinese economy, provide CEIBS with a unique advantage. These factors offer fertile ground for further international cooperation and the cultivation of entrepreneurial talent. Our motto, “Conscientiousness, Innovation, and Excellence”, along with our distinctive “Co-Culture,” will continue to provide the spiritual foundation for our ongoing development.

The future does not lie in our past successes alone. Looking ahead, CEIBS will continue to build on its positioning of “China Depth, Global Breadth” while further raising our international profile. We will continue to innovate in our teaching methods, curriculum, and research to stay ahead of emerging trends and best practices. We will strengthen our ties with the business community to support high-quality economic and social development. We will enhance our global influence and reinforce connections between China and the world. And, we remain committed to ESG principles and sustainable development, nurturing a new generation of business leaders with a deep sense of social responsibility.

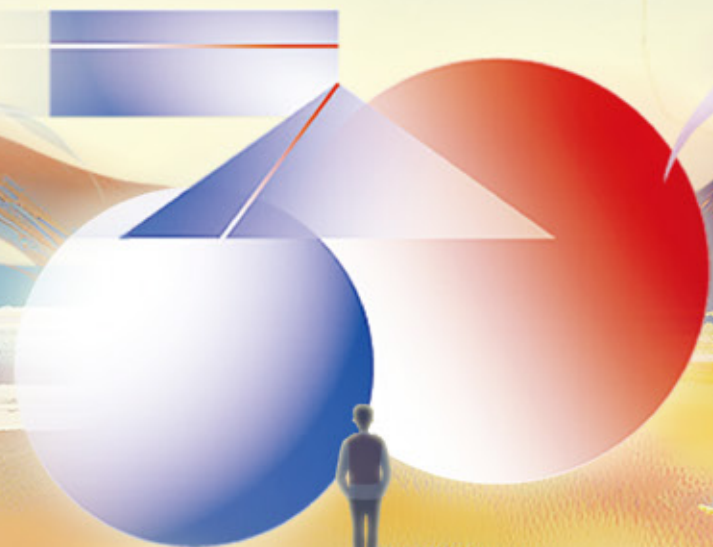
As Stuart Crainer wrote in *The Management Century*, "In management, there are no final answers, only enduring questions." This is equally true for management education. After three decades of overcoming challenges and demonstrating unwavering commitment, our mission is clear, and our path is defined. In a world full of uncertainties, the dedication of the entire CEIBS community remains the source of our confidence and resilience. Looking ahead, CEIBS will continue to contribute to socio-economic development in China and around the world, build platforms for global economic and cultural cooperation, and strive to become “the most respected international business school in the world.”

Wang Hong
CEIBS President

Dominique Turpin
CEIBS President (European)

30 Years and Beyond – CEIBS celebrates its 30th anniversary

30 Years
and Beyond



On November 8, 1994, with dedicated support from the Chinese government and European Union (EU) and driven forward by the Shanghai Municipal Government and the European Commission, CEIBS was established with Shanghai Jiao Tong University and the European Foundation for Management Development (EFMD) serving as its executive partners. Over the past 30 years since, CEIBS has grown in tandem with the Chinese economy and evolved from an introducer and interpreter of Western management theories in China to a creator and disseminator of Chinese management knowledge in the era of globalisation. In doing so, the school has not only established itself as a world-class leading business school that ranks amongst the best in Asia, but also as a vital bridge for facilitating economic and cultural exchange between China, Europe and the world.

Committed to educating responsible leaders versed in “China Depth, Global Breadth” in line with its motto of “Conscientiousness, Innovation and Excellence”, CEIBS has achieved remarkable success in global management education and facilitated China’s integration with the world.

In the face of a complex global landscape, the school has established Eight Strategic Priorities and continues to strive to become the most respected international business school in the world.

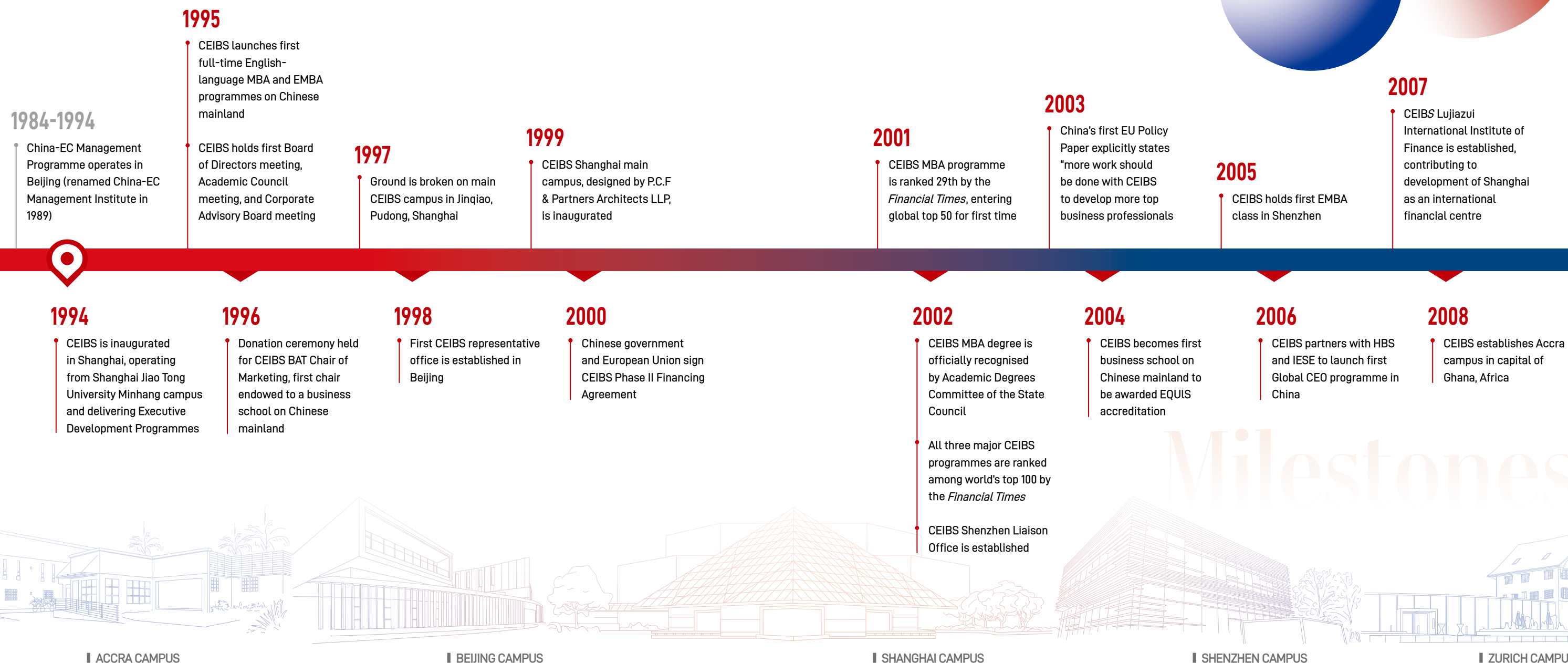
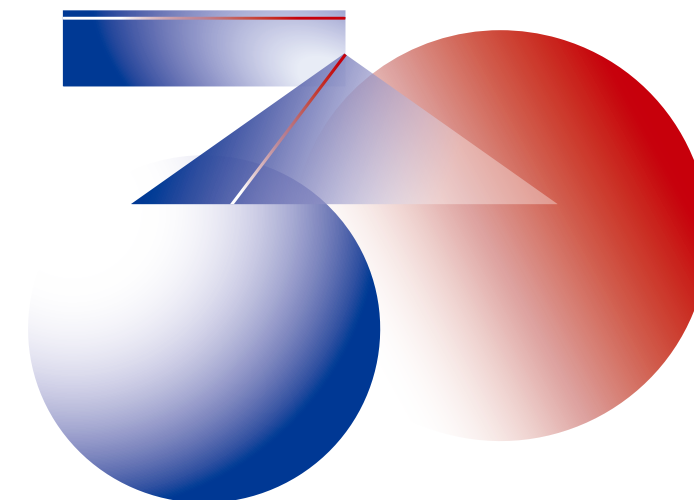
In this special issue of TheLink, we’ll focus on the school’s 30th anniversary, reliving the remarkable story of CEIBS and looking forward to a bright future ahead! ●

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- »» 30 Years and Beyond - CEIBS hosts 30th Anniversary Celebration
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Milestones

Over the past 30 years, CEIBS has made incredible strides and achieved many major milestones. Today, it stands among the world's leading business schools.



Milestones

2009

- CEIBS receives official accreditation from AACSB International
- CEIBS MBA programme is ranked eighth by the *Financial Times*, marking first placement in global top ten

2011

- CEIBS launches Finance MBA programme

2013

- CEIBS undertakes building of Shanghai MBA Case Development and Sharing MBA platform

2015

- CEIBS MBA programme is ranked first in Asia by the *Financial Times*, *Businessweek*, and *Forbes*
- CEIBS establishes campus in Zurich, Switzerland

2017

- First EFMD Business School Impact System (BSIS) evaluation process is completed
- CEIBS Economic Research Institute of Central and Eastern Europe (ERICEE) is set up to support Belt and Road Initiative

2019

- CEIBS MBA programme is ranked in world's top five by the *Financial Times* for first time
- CEIBS reaches strategic partnership with Harvard Case Library

2021

- CEIBS launches DBA programme
- CEIBS Smart Campus Project excels in its inaugural year

2023

- CEIBS hosts pre-International Business Leaders' Advisory Council (IBLAC) dialogue between global CEOs and Chinese entrepreneurs
- CEIBS climbs to second in national ranking of think tanks
- CEIBS releases first Carbon Information Disclosure Report

2010

- CEIBS holds inauguration of Beijing campus

2012

- CEIBS Extension Agreement (2015-2034) is signed
- CEIBS EMBA programme is ranked seventh globally by the *Financial Times*, entering top ten for first time and ranking first among independently run EMBA programmes in Asia Pacific
- CEIBS hosts first Europe Forum

2014

- CEIBS completes Shanghai Campus Expansion Project

2016

- Global Platform of China Cases (www.ChinaCases.Org) English website is unveiled

2018

- CEIBS launches HEMBA programme

2020

- CEIBS Global EMBA programme is ranked second in the world by the *Financial Times* for first time

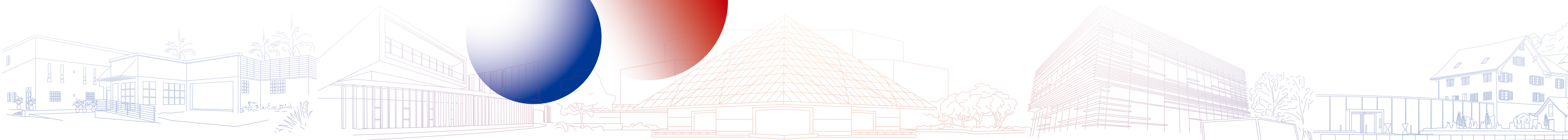
2022

- CEIBS ESG White Paper is released for first time, based on CEBS CSR White Paper published for previous four years

2024

- Record high of 17 CEIBS faculty members named on Elsevier's Highly-cited Chinese researchers list
- CEIBS Global EMBA programme is ranked first in the world by the *Financial Times*

Milestones



ACCRA CAMPUS

BEIJING CAMPUS

SHANGHAI CAMPUS

SHENZHEN CAMPUS

ZURICH CAMPUS

China Europe International Business School (CEIBS) held a grand celebration on November 24, 2024 at its Shanghai campus marking its 30th anniversary, a milestone representing decades of remarkable growth and global impact.

On November 8, 1994, with dedicated support from the Chinese government and European Union (EU) and driven forward by the Shanghai Municipal Government and the European Commission, CEIBS was established with Shanghai Jiao Tong University and the European Foundation for Management Development (EFMD) serving as its executive partners, ushering in a new chapter in Chinese management education. Over the past 30 years since, CEIBS has grown in tandem with the Chinese economy and developed alongside China's integration with the global community. Committed to educating responsible leaders versed in "China Depth, Global Breadth" in line with its motto of "Conscientiousness, Innovation and Excellence", CEIBS has achieved remarkable success in global management education and acted as a vital bridge for facilitating economic and cultural exchange between China and Europe. Now, the school continues to work towards its mission of becoming the most respected international business school in the world.

30 Years and Beyond – CEIBS hosts 30th Anniversary Celebration



The event welcomed numerous prominent figures including Vice Chairwoman of the Standing Committee of the 11th National People's Congress and former Chairperson of the National Women's Federation Chen Zhili; Vice Chairman of the Standing Committee of the 12th National People's Congress and former Chairman of the China Association for Promoting Democracy Yan Junqi; Deputy Secretary of the CPC Shanghai Municipal Committee and Shanghai Mayor Gong Zheng; EU Ambassador to China Jorge Toledo; former Prime Minister of France, CEIBS Chairman and Distinguished Professor Jean-Pierre Raffarin; former Prime Minister of France and CEIBS Distinguished Professor Dominique de Villepin; former Director of the Standing Committee of the Shanghai Municipal People's Congress Yin Yisui; Vice Mayor of Shanghai Xie Dong; former Director-General of the WTO and CEIBS Distinguished Professor Pascal Lamy; former Vice Minister of the Ministry of Foreign Trade and Economic Cooperation and China's Chief WTO Negotiator Long Yongtu; former Vice Mayor of Shanghai and former Vice Chair of the Shanghai CPPCC Xie Lijuan; Official of the Department of International Cooperation and Exchanges of the Ministry of Education Xi Ru; Party Secretary of Shanghai Jiao Tong University Yang Zhenbin; President of Shanghai Jiao Tong University, Academician of the Chinese Academy of Sciences, and CEIBS Chairman Ding Kuiling; President and CEO of the European Foundation for Management Development (EFMD) and CEIBS Vice Chairman Eric Cornuel; former Vice President of the Chinese Academy of Social Sciences and former CEIBS President Liu Ji; former Deputy Director of the Standing Committee of the Shanghai Municipal People's Congress, former Vice Chair of the Shanghai CPPCC, and former CEIBS President Zhu Xiaoming; former Party Secretary of Shanghai Jiao Tong University Wang Zongguang; former Deputy Director of the Education, Science, Culture, and Health Committee of the 12th CPPCC and former Party Secretary of Shanghai Jiao Tong University Ma Dexiu; former President of Shanghai Jiao Tong University Xie Shengwu; former Deputy Director of the Standing Committee of the Shanghai Municipal People's Congress and former Party Secretary of



Gong Zheng

Shanghai Mayor

On behalf of Shanghai Municipal Government, Shanghai Mayor Gong Zheng extended warm congratulations to the CEIBS community and noted that, as a role model of EU-China co-operation, CEIBS has grown into a world-class business school and contributed greatly to Shanghai's international profile. As the city aims to become a modern, globally impactful urban centre, Mayor Gong expressed his hope that CEIBS will continue its development into a top-tier global business school rooted in China. Key priorities, he added, include continuing to grow as a hub for cultivating top entrepreneurs, leading in innovation in global management education, and strengthening international collaboration to attract world-class companies and talent to Shanghai.

"The Shanghai government will continue to support CEIBS' development with enhanced services and an improved environment," Mayor Gong concluded.

Shanghai Jiao Tong University Jiang Sixian; former President of Shanghai Jiao Tong University and Academician of the Chinese Academy of Sciences Zhang Jie; and former President of Shanghai Jiao Tong University and Academician of the Chinese Academy of Engineering Lin Zhongqin.

Also present were former Chairman and President of the International and Commercial Bank of China (ICBC) Jiang Jianqing; Secretary General of the Shanghai Municipal Government Ma Chunlei; Deputy Secretary General of the Shanghai Municipal Government Wang Ping; Deputy Secretary General of the Shanghai Municipal Government and Deputy Secretary of the CPC Pudong New Area Committee Wu Jincheng; French Consul General in Shanghai Joan Valadou; Spanish Consul General in Shanghai Luis Antonio Calvo Castaño; Swedish Consul General in Shanghai Marie-Claire Swärd Capra; and Deputy Consul General of Switzerland in Shanghai Istvan Kocsis. CEIBS leadership, including President Wang Hong and President (European) Dominique Turpin, as well as faculty, staff, and alumni from across three continents, also joined the celebration to mark this significant milestone.

During a warm and insightful speech, EU Ambassador to China Jorge Toledo offered his congratulations to CEIBS, noting that over the past 30 years the school, as a joint venture between China and the EU, has grown from merely a “seed” into a mighty “tree” with over 30,000 alumni worldwide.

“The world is facing great geopolitical challenges and choppy waters; we cannot hide from this,” Mr. Toledo said, referencing the recent US presidential election as a key example. “But this can also be an opportunity for China and the EU to resume normal business and investment relations through more people-to-people changes, and we believe that CEIBS has a big role to play in this regard,” he said, adding that the EU will continue to support CEIBS by providing any resources necessary for its development.



Jorge Toledo

EU Ambassador to China



Ding Kuiling

President of Shanghai Jiao Tong University,
Academician of the Chinese Academy of Sciences,
CEIBS Chairman

In a welcome speech, Professor Ding Kuiling, Academician of the Chinese Academy of Sciences, President of Shanghai Jiao Tong University, and CEIBS Chairman, noted that CEIBS has cultivated a huge number of the international and high-level management talents needed for economic and social development, and built a solid bridge connecting China and the world, thereby setting a unique benchmark in the world of management education.

He went on to offer two suggestions for CEIBS’ future development. First, he called for greater inclusivity and closer ties of friendship, including a firm commitment to international education, enhanced collaboration with top global universities and institutions, and the fostering of a culture of integration. The aim, he said, is to continue establishing the institution as a bridge between China and the world, as an educational destination for talented individuals, as a key part of the global education system, and as an important hub in the global innovation network, thereby laying a foundation for a shared future for humanity. Second, Prof. Ding emphasised the importance of deepening cooperation and achieving meaningful reciprocity. Beyond training top talent, he advocated addressing issues of national, public, and societal importance, stating that CEIBS should actively align with China’s regional and national economic and social development needs, work collaboratively on new theories, methods, and paths to development, and establish a global model for high-quality business education, thereby contributing to the well-being of people in China Europe, and the world.

His speech was followed by another welcome address from President of EFMD Global and CEIBS Vice Chairman Eric Cornuel, who asserted that CEIBS is a beacon of global educational excellence because it embodies the incredible potential of international cooperation and intellectual synergy.

“Fast forward 30 years, and CEIBS remains one of the most successful collaborations between China and Europe. The school is a paragon of innovation, leadership, and academic brilliance,” he said, adding that CEIBS’ journey is a testament to the power of reimagining the boundaries of business education and its potential to influence socio-economic growth.

“As an institution born from government-level collaboration between China and Europe, CEIBS exemplifies a commitment to fostering international partnerships and creating a vibrant community of leaders who are ready to tackle global challenges. As we celebrate three decades of excellence at this juncture, we reiterate our dedication to enhancing management education and its role in shaping leaders who can navigate the complexities of a rapidly changing world,” he concluded.



Eric Cornuel

President of EFMD Global
and CEIBS Vice Chairman

Reflecting the remarkable journey that CEIBS has taken over the past three decades, CEIBS President Wang Hong highlighted the school’s achievements in its Eight Strategic Priorities, namely: reinforce CEIBS’ top-tier position; expand CEIBS’ world-class faculty; create signature research areas; diversify CEIBS’ programme portfolio; bridge China and Europe; serve regional development strategies; exemplify CSR education; and empower CEIBS alumni.

Looking ahead, President Wang underscored CEIBS’ commitment to promoting globalisation and facilitating collaboration between China, Europe, and the world, empowering China’s modernisation through its focus on “China Depth, Global Breadth”, and advancing knowledge creation in emerging fields through interdisciplinary research areas and integration. The school will also continue to foster ESG principles to develop socially responsible business leaders and implement its Eight Strategic Priorities to boost its global influence and reputation, she added.



Wang Hong

CEIBS President



Franz Heukamp

Dean of IESE Business School

Representing the global management education community, Dean of IESE Business School Franz Heukamp congratulated CEIBS on its 30th anniversary and pointed out that CEIBS’ unique offering of “China Depth, Global Breadth” has effectively positioned it as a bridge between East and West.

He then highlighted the long-standing partnership between IESE and CEIBS, noting that joint initiatives like executive programmes, the design of the school’s MBA programme design, and international modules have provided students with unique opportunities to immerse themselves in different business environments, further fostering mutual understanding and learning.

“Looking ahead, I see immense potential for further collaboration and growth between CEIBS and IESE. Together, we can continue to innovate in the field of business education, offering programmes that prepare leaders to navigate the complexities of our world. We can build on our shared strengths to create new opportunities for students and executives alike, shaping the future of business education and making a deeper impact on the global business community,” he concluded.

On behalf of CEIBS faculty, Professor of Management, Associate Dean (Europe), and Director of HEMBA and DBA Programmes Katherine Xin emphasised that CEIBS professors are a group who uphold the spirit of “Conscientiousness, Innovation and Excellence”. They are also innovative, she added, continually advancing teaching methods and course content to contribute intellectual wisdom to wider economic development. Prof. Xin also highlighted the fact that CEIBS provides an outstanding platform for professors to fulfil their academic aspirations, achieve their career goals, and create personal value for themselves, enabling them to make greater contributions to economic and social development.



Katherine Xin

CEIBS Professor of Management,
Associate Dean (Europe),
and Director of HEMBA,
DBA Programmes

**Li Wen**

CEIBS alumnus,
CEO of China Universal Asset Management

Next, CEIBS alumnus and CEO of China Universal Asset Management Li Wen reflected on his transformative experience at CEIBS and emphasised that his time at the school had a profound impact on him, broadening his perspective, enhancing his understanding, and strengthening his sense of purpose to make a positive impact on the world.

CEIBS alumni will continue to demonstrate responsibility and unity, supporting their alma mater's mission to become the world's most respected international business school, he concluded.



The launch ceremony of a new building to be constructed on the CEIBS Shanghai campus

These speeches were followed by the launch ceremony of a new building to be constructed on the CEIBS Shanghai campus.

An award ceremony honouring CEIBS outstanding faculty and alumni was also held on the sidelines of the celebration. CEIBS Honorary Professor Wu Jinglian was awarded "CEIBS 30th Anniversary Faculty Grand Medal", while CEIBS Professors Katherine Xin, Xu Dingbo, Xu Bin, Zhu Tian, Bala Ramasamy, Chen Shiming, Wang Gao, Rui Meng, Zhao Xiande, and Hwang Yuh-Chang were each presented with the "CEIBS 30th Anniversary Outstanding Faculty Contribution Award".

A total of 31 CEIBS alumni, namely Cai Mingpo, Cédric Devroye, Chen Long, Chen Nan, Chen Zhihai, Chi Hong, James Deng, Paul Fang, Guo Guangchang, Gong Huimin, Frank Huang, Wong Manli, Li Wen, Liu Jiaping, Liu Jincheng, Richard Liu, Louise Vogler, Evan Lu, Michael Mao, Peter Pan, Pan Gang, Joy Qiao, Stanislaw Zurkiewicz, Sui Guodong, Song Ruilin, Wang Chaojun, Wang Hongjie, Wu Weizhi, Xu Yong'an, Zhang Hong, and Zhang Zhongkai, were named "CEIBS 30th Anniversary Distinguished Alumni".



CEIBS Honorary Professor Wu Jinglian is awarded "CEIBS 30th Anniversary Faculty Grand Medal"



CEIBS Professors are each presented with the "CEIBS 30th Anniversary Outstanding Faculty Contribution Award"

**Dominique Turpin**

CEIBS President
(European)

In his closing remarks, CEIBS President (European) Dominique Turpin emphasised the importance of agility and foresight in preparing the school's participants to lead in an environment characterised by rapid technological advancement, geopolitical tension, economic shifts, and the evolving needs of management education students.

"Internationalisation should remain a key focus as we strive to cultivate responsible leaders who not only understand China's unique business environment but also possess a global perspective and are capable of bridging cultures and markets," he said.

Reiterating CEIBS' key offering of "China Depth, Global Breadth," President Turpin stressed the need for responsible leadership, especially as Environmental, Social, and Governance (ESG) factors become increasingly important to businesses.

As an advocate for a "back to basics" approach in management education, President Turpin called on business schools to strengthen their ties with the business community to ensure practical, relevant education. "A deep connection with businesses is essential. Our incredible alumni network and esteemed faculty exemplify the relationship between academia and industry. By fostering our close ties with the business community, we can ensure that our education remains relevant, practical, and impactful," he said.

**Zhang Weijiong**

CEIBS Vice President
and Co-Dean

**Ma Lei**

CEIBS CPC Secretary

The ceremony was hosted by CEIBS CPC Secretary Ma Lei and CEIBS Vice President and Co-Dean Zhang Weijiong. The event was followed by the "China and the World" Forum and a CEIBS 30th Anniversary Celebration Concert "CMB Night", in partnership with China Merchant's Bank at Shanghai Grand Theatre, along with a variety of other activities to celebrate the 30th anniversary.

Over the past thirty years, CEIBS has grown from an idea, a bold vision of educational collaboration between China and the world, into a beacon of global management education. CEIBS' success has been driven by China's remarkable economic growth and by the mutual integration of China and the global community. As it stands at a new starting point, CEIBS remains committed to upholding its mission with dedication and perseverance and continuing to contribute both to China's reform and opening-up, and to greater cooperation and collaboration between China with the world. 🌐

CEIBS holds “China and the World” Forum to mark 30th anniversary

China's economic rise over the past half-century is the defining global story of our time. From the initiation of reform in 1978 to WTO accession in 2001 and now the success of a new wave of Chinese enterprises competing globally in cutting-edge industries, the country has achieved numerous milestones. We simply cannot talk about the recent history of global development without talking about China; equally, China and its relationship with the world are of the utmost importance as we look toward a shared global future.

CEIBS, founded in 1994 by the Chinese government and the European Union, reflects this essential truth and embodies this spirit of global cooperation. For three decades, CEIBS has promoted cross-border exchange, provided talent and knowledge to Chinese and international enterprises, and nurtured globally minded business leaders. In celebration of the 30th anniversary of its founding, the school on November 9, 2024 held the “China and the World” Forum on its Shanghai campus, inviting distinguished guests from the worlds of academia, business, and politics to examine China's relationship with the world through historical reflections, contemporary analysis, and forward-looking discussions on collaboration in frontier areas such as AI and ESG, aiming to unravel the complexities of global politics and economics and explore new paths for China and Europe amidst increasing uncertainty.



Professor Ding Kuiling, President of Shanghai Jiao Tong University, Academician of the Chinese Academy of Sciences, and CEIBS Chairman delivered an opening address. He began by acknowledging the importance of the forum's theme, “China and the World”, in the context of the unprecedented shifts at play in today's global landscape thanks to great power tensions and disruptive developments in science and technology. The questions of what great challenges face the world, how the global community can overcome these obstacles, and where humanity is ultimately heading are not simply grand narratives, Prof. Ding pointed out, but are vital to the future prosperity of individuals and countries, and cannot be separated from global equality, openness, and cooperation. During a time of great change, Prof. Ding committed CEIBS to continuing to uphold a spirit of openness, inclusiveness and win-win cooperation, and consolidating its international model of teaching and learning. In uniquely challenging times, Prof. Ding added, management education bears an ever-greater responsibility, and as such CEIBS will continue to strengthen cooperation with top universities and institutions in education, scientific research, culture and other fields, actively play the role of a bridge connecting China with the world, and contribute to global management education and economic and social development.

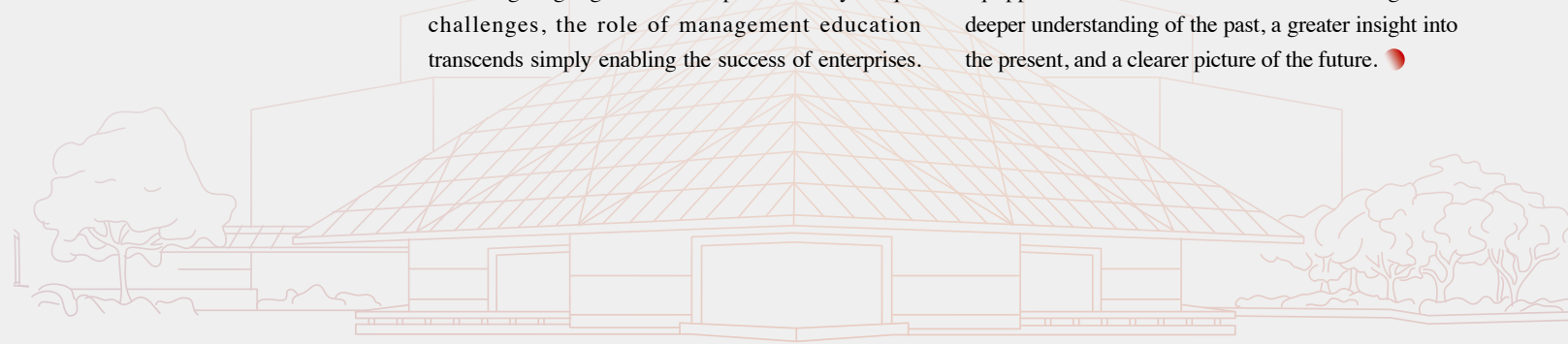
A subsequent address was delivered by Professor Eric Cornuel, President of the European Foundation for Management Development and CEIBS Vice Chairman. Beginning by offering his heartfelt congratulations to the school, Prof. Cornuel noted that in a world that is “as complex as it is interconnected”, and navigating a global landscape marked by unique challenges, the role of management education transcends simply enabling the success of enterprises.

“EFMD has continually championed this holistic view of what business education can and should accomplish, supporting schools worldwide in achieving not just business excellence but socio-economic impact. CEIBS has been at the forefront of this not only in China, but the whole of Asia.”

“CEIBS has been instrumental in cultivating a class of leaders who are both aware and deeply engaged in pressing global developments,” Prof. Cornuel went on. “The shared challenges Europe and China face in today's environment underscore the need for cooperation. Insightful and forward-thinking management education shows us the way, and CEIBS has emerged as a world-leading institution that nurtures this new class of leaders.

EFMD can serve as a robust scaffold for CEIBS, equipping students with the skills needed to thrive in the global market.” In conclusion, Prof. Cornuel congratulated CEIBS on an inspiring and exemplary journey so far, marked by dedication, vision, and a permanent commitment to excellence.

CEIBS President and Professor of Management and Hengdian Group Chair Professor of Management Wang Hong acted as host of the event. In introducing the forum's many distinguished guests, President Wang expressed high hopes for their discussions on the trends driving global political and economic change, the role of China and Europe in a changing global order, and opportunities for international cooperation in cutting-edge fields such as AI and ESG, stating her conviction that each speaker was uniquely equipped to offer the audience a chance to glean a deeper understanding of the past, a greater insight into the present, and a clearer picture of the future. ●



Times of Change: Overcoming Shared Obstacles

Moderated by Jin Qiang, host of China Media Group's Financial Programme Centre, this discussion featured four panellists: former Prime Minister of France and CEIBS Board Member and Distinguished Professor Jean-Pierre Raffarin, former Director-General of the World Trade Organization and CEIBS Distinguished Professor Pascal Lamy, former Chairman of the Industrial and Commercial Bank of China (ICBC) Jiang Jianqing, and CEIBS Professor of Economics, Santander Chair in Economics, and Associate Dean (EMBA) Zhu Tian.



There's a need to develop a 'new multilateralism' to deal with a more turbulent world, including new multilateral organisations and legal frameworks to adapt to a landscape of emerging industries and new geopolitical and economic realities. The EU and China were ideal partners in establishing such updated norms. I think there is one job right now: we have to innovate to save the future. Between Europe and China, we need to put forward common causes such as 'planetisation', meaning protecting the planet, shared leadership, and augmented management, and CEIBS is the school for inventing new leadership and creating new leaders.



Jean-Pierre Raffarin
Former Prime Minister of France and
CEIBS Board Member and Distinguished Professor

I'm not comfortable with the idea of 're-globalisation', because I'm not sure it is a proper concept; it implies we are 'de-globalising'. But if I look at the numbers, world trade is still growing. There has been zero reduction in volumes of world trade; in fact, we trade more and more with each other. What is happening is that globalisation is morphing. It is not the same as the kind we had thirty years ago. At that time, openness was the main doctrine. Today, this openness is mitigated by national security, so we have a globalisation that is a different one, with a different balance between efficiency and security. Although different, however, globalisation continues. I believe that the EU and China must now work together more. CEIBS is a formidable platform to display how better we are when we work together.



Pascal Lamy
Former Director-General of WTO and
CEIBS Distinguished Professor



Jiang Jianqing
Former Chairman of the Industrial and
Commercial Bank of China (ICBC)

In the face of pressure from the United States, cooperation between China and Europe has become even more important. Although there are still some differences between China and Europe, he insisted, they can be gradually resolved through high-level negotiations and consultations. Both sides should cherish the hard-won results of cooperation, while also working together to open broad spaces for future cooperation. Chinese companies should make greater and more effective use of both domestic and foreign markets: domestically, by developing multiple new industries and promoting innovation at all levels of enterprise; internationally, by increasing their efforts to 'go global' and expanding overseas investment.



Zhu Tian
CEIBS Professor of Economics, Santander Chair
in Economics, and Associate Dean (EMBA)

Geopolitics is the primary source of uncertainty, given its highly unpredictable nature at the present time. To help Chinese companies respond to this challenge, three key things are important: first, accelerate technological innovation in high-tech sectors; second, strengthen brand power, taking inspiration from European brands; and third, enhance digital capabilities to continually boost operational efficiency. We must take the path of globalisation, which is the right way for mankind!

Navigating Tomorrow: New Opportunities for Global Cooperation

Following this, CEIBS President (European) and Professor of Marketing Dominique Turpin moderated a panel discussion on the theme “Navigating Tomorrow: New Opportunities for Global Cooperation” featuring four guests: EU Ambassador to China Jorge Toledo, former Mayor of Chongqing and CEIBS alumnus Huang Qifan, former Vice Minister of the Ministry of Foreign Trade and Economic Cooperation and Chief Negotiator for China’s accession to the World Trade Organization Long Yongtu, and CEO of Shanghai Lingang Investment Management Co., Ltd and CEIBS alumna Wu Wei. Together, they delved into an in-depth conversation focusing on the opportunities and challenges facing China and the world’s economic development, how to foster international collaboration in cutting-edge fields such as AI and ESG, and future outlooks and trends shaping the future of global trade and economic relations. The panel was hosted in collaboration with strategic media partners Yicai’s CBN Forum and Guizhou TV’s FORUM.

Former Prime Minister of France and CEIBS Distinguished Professor Dominique de Villepin inaugurated this section of the event with a keynote presentation, offering a thematic exposition on "Possible Paths to Building an Open World Economy".

“The world finds itself at a historical crossroads with an uncertain path forward. Over the past three decades, the ‘successes and excesses’ of globalisation had both lifted hundreds of millions of people around the world out of poverty and established an infrastructure for a global economy, while also stretching supply chains and leading to vast increases in inequality. In charting a course forward, three key obstacles must be tackled: growing anarchy, growing disruptiveness of geopolitical rivalries, and growing privatisation of natural resources. While competition cannot be avoided, there’re three pragmatic goals to overcome these challenges: counterbalancing protectionism, limiting zero sum relations, and fostering win-win situations.”



Dominique de Villepin

Former Prime Minister of France and
CEIBS Distinguished Professor

We describe the relationship between the EU and China as one of partnership; but also one of competition. For us, China is very important; the future is not in China, the present is in China. So, let’s sit down, let’s talk, and let’s avoid a trade war. We need to resume and even increase people-to-people exchange; we need European students to come to China in their thousands or more, and we need Chinese students to keep coming to Europe. CEIBS is the perfect example that we should follow in this regard.



Jorge Toledo

EU Ambassador to China



Huang Qifan

Former Mayor of Chongqing
and CEIBS alumnus



Long Yongtu

Former Vice Minister of the Ministry
of Foreign Trade and Economic
Cooperation and Chief Negotiator for
China's WTO accession



Wu Wei

CEO of Shanghai Lingang Investment
Management Co., Ltd and CEIBS alumna

There’re five key characteristics of China’s ‘dual circulation’ strategy. First, it explicitly promotes both exports and imports; second, it encourages foreign investment within China while supporting Chinese companies in expanding abroad; third, it emphasises simultaneous regional opening-up in the southeast, northwest, and central areas of the country; fourth, it fosters multidirectional and multi-channel openness across a wide range of sectors; and fifth, it prioritises a market-oriented, international, and law-based business environment. Effective international cooperation depends on optimal resource allocation and achieving mutual benefits. European Union countries excel in services, for instance, an area in which China has much room for growth, therefore providing a strong basis for collaboration. The reaching of a China-EU Comprehensive Investment Agreement would serve the common interests of both parties.

The remarkable economic progress China has made since joining the World Trade Organization can be attributed to two main factors: China’s adherence to WTO rules and its commitment to openness. While openness inevitably introduces competition, this is not something to fear, as fair and healthy competition is essential for a thriving market economy. Despite changes in the world, the overarching trend remains toward openness and cooperation, which are necessary for nations to bring benefits to people globally. Therefore, countries should avoid politicising economic and trade matters or injecting ideological beliefs into these areas, as globalisation is an inevitable path forward.

There’re two key trends for China-Europe economic cooperation: the rise of disruptive technologies and significant shifts in human needs. While China possesses scale, products, and technology, Europe, on the other hand, has a robust technology innovation cycle but lacks strength in product cycles, creating valuable opportunities for collaboration in science and technology. Technological innovation can drive and create demand, opening a vast space to address future human needs through technology. With these trends as a backdrop, China can leverage its unique strengths to inject fresh momentum into the global economy. Chinese companies must embrace openness and expand globally. This approach not only helps them adapt to new environments but also provides a means to overcome obstacles.



Frank Bournois

CEIBS Vice President, Dean and Professor of Management and Leadership

Following the conclusion of the second panel discussion, CEIBS Vice President, Dean and Professor of Management and Leadership Frank Bournois delivered heartfelt gratitude remarks in the form of a beautifully crafted poem titled Thirty Verses for Thirty Years of Pride. The poem offered a moving summation of CEIBS' core values and international spirit, as well as the key attributes that make the school utterly unique in the field of global management education. ●

CEIBS 30th Anniversary Celebration Concert “CMB Night”

The forum was followed by a CEIBS 30th Anniversary Celebration Concert “CMB Night”, in partnership with China Merchant's Bank, to celebrate CEIBS' 30th anniversary and continued excellence through exquisite musical performances. ●



CEIBS professors honoured at 30th Anniversary Celebration



“My hope for CEIBS is that it will grow alongside our country and reach even greater achievements. I hope that in its future teaching, CEIBS will achieve even greater success in both the depth of its understanding of China and the breadth of its global perspective.”

Prof. Wu Jinglian is Honorary Professor at CEIBS. He has been a Member of the Academic Council of CEIBS since the school was founded, and a faculty member since 1996. Prof. Wu is also a Senior Research Fellow at the Development Research Centre of the State Council; a professor at the Graduate School of Chinese Academy of Social Sciences and Peking University; Chief Editor of Comparative Studies and Journal of Legal and Economic Studies; and academic committee member of the Chinese Economists 50 Forum.

Professor Wu graduated from Fudan University with a major in Economics in 1954. He has been a visiting fellow or visiting professor at Yale University, Oxford University, Stanford University and MIT. Since 1984, he has served on the State Council as an Executive Director of the Development Research Centre (DRC), and then as a Deputy Director of the Economic System Reform Office. He has previously been a Member of the 8th National Committee of the CPPCC, a Standing Committee Member and Deputy Director in the Economic Commission of the 9th and 10th CPPCC, Deputy Director at Advisory Committee for State Informatization, Deputy Director of the Committee for State Planning, Member of Advisory Committee to the State Council of Medical and

Healthcare System Reform, and Executive Committee Member of the International Economic Association (IEA) from 2003-2008.

Prof. Wu received the Sun Yefang Award in Economics in 1984, 1986, 1988, 1990 and 1992. He was honoured with the International Academy of Management's (IAM) Award of Excellence in 2003 and the China Economics Prize – Outstanding Contribution to China's Economy Award in 2005, and has been awarded the degree of Doctor of Social Sciences honoris causa by The University of Hong Kong and Hong Kong Baptist University. He was Named Honorary President of IEA in 2011. ●



CEIBS 30th Anniversary Outstanding Faculty Contribution Award Recipients



Katherine Xin

Professor of Management, Bayer Chair in Leadership, Associate Dean (Europe), Director of HEMBA and DBA Programmes. Co-Director of CEIBS Research Centre for International Cruise Economy.

Joined CEIBS in January 2001

“ CEIBS's vision is to 'become the most respected international business school,' and we are on this path. I hope that in the coming decades, CEIBS will achieve even greater success, writing its own remarkable story and becoming the most respected international business school in the world as soon as it can. ”



Xu Dingbo

Professor of Accounting, Essilor Chair in Accounting, and Associate Dean of CEIBS Beijing Campus.

Joined CEIBS in January 2004

“ The past 21 years of growing together with CEIBS have been the most fulfilling and happiest time of my life. I wish CEIBS an even brighter future ahead! ”



Xu Bin

Professor of Economics and Finance and Wu Jinglian Chair Professor in Economics.

Joined CEIBS in September 2004

“ Among all business schools, I believe that CEIBS professors are the most skilled educators and also the most dedicated researchers. Thirty years is still young for a school, so CEIBS now is like a mature young adult. I wish CEIBS even greater success in the next 30 years, growing better and better. ”



I hope that the CEIBS community can come together with a shared purpose, continuing to deepen reform and openness and advancing towards more international development. Happy 30th anniversary to my beloved CEIBS - may it continue to forge ahead in its prime years. ”

Zhu Tian

Professor of Economics, Santander Chair in Economics, Associate Dean and Director of EMBA Programme.

Joined CEIBS in September 2005



Bala Ramasamy

Professor of Economics, Associate Dean and Director of Global EMBA Programme.

Joined CEIBS in January 2006



I think it is time now for CEIBS to write its future, because we are not followers anymore: we are at the frontier. We have to step beyond and ask ourselves: what is the impact that CEIBS is going to make on the world? ”



Chen Shimin

Professor of Accounting, Zhu Xiaoming Chair Professor in Accounting and Associate Dean (Case Centre).

Joined CEIBS in August 2008



When I joined CEIBS in 2008, the school already enjoyed a strong reputation in the global business school community. Thirty years represents an even greater milestone, and I am delighted to have been part of its journey in recent years. I take this opportunity to extend my heartfelt wishes to CEIBS and look forward to its even greater success in the years to come. ”



Wang Gao

Professor of Marketing, Baosteel Chair in Marketing, Associate Dean and Director of Executive Education Programme.

Joined CEIBS in January 2009

“Thirty marks the prime of life - full of energy, experience, and capability. As CEIBS celebrates its 30th anniversary, it stands at the height of its youth and vigour. Happy 30th anniversary to CEIBS! May it continue to grow stronger, excel further, and expand its influence, nurturing outstanding talents and leaders for China and the world.”



Rui Meng

Professor of Finance and Accounting, Parkland Chair in Finance, Director of CEIBS Centre for Wealth Management and Co-Director of CEIBS Centre for Family Heritage.

Joined CEIBS in January 2012

“In China, turning 30 is often seen as reaching a stage of stability and strength. Over the past 30 years, CEIBS has flourished by riding the momentum of China's reform and opening-up. As we look to the next 30 years, I hope that CEIBS can continue to forge ahead with renewed strength, reaching even greater heights of success!”

“This year marks our 30th anniversary, and I hope that in the next 30 years, we will achieve even more than we have so far. To reach this goal, CEIBS must first build an even stronger faculty team. Second, we should fully leverage our alumni network to support Chinese professors in conducting impactful, practice-oriented research. I hope that everyone at CEIBS can unite to create even greater achievements in the decades to come.”

Zhao Xiande

JD.COM Chair Professor of Operations and Supply Chain Management, Associate Dean (Shenzhen Campus), Director of CEIBS Institute of Supply Chain Innovations and Director of CEIBS-ZKH Centre for Innovation in Supply Chains and Services.

Joined CEIBS in January 2013



“I sincerely wish CEIBS all the best. I hope it can continue the dedication of the past 30 years - recruiting the best students and faculty, and advancing business education in China to become a genuine think tank for the country.”



Hwang Yuh-Chang

Honorary Professor in Accounting, CaixaBank Chair in Accounting, and Academic Director of DBA Programme at CEIBS.

Joined CEIBS in April 2013

CEIBS honours Distinguished Alumni on 30th anniversary

Over the past 30 years, CEIBS has cultivated over 30,000 graduates versed in “China Depth, Global Breadth.” These alumni, spread across 91 countries and regions across the world, have made significant achievements in their fields, championing business innovation, social responsibility, and economic progress while giving back to the school and society.

To celebrate its 30th anniversary, CEIBS has honoured 31 distinguished alumni in recognition of excellence in their career, contributions to the school, and commitment to social impact. This recognition highlights their role in shaping modern business and supporting CEIBS’ mission. Looking ahead, the school hopes to continue collaborating with these outstanding individuals to achieve new milestones. 🌸





- CEIBS honours Distinguished Alumni on 30th Anniversary -

Cai Mingpo

EMBA 2004
Founder & President, Cathay Capital

Chen Zhihai

EMBA 1998
Chairman, Shanghai Municipal
Investment-Chengding Funds

Guo Guangchang

CEO 2006
Chairman, Fosun International

Li Wen

EMBA 2010
CEO, China Universal Asset
Management Co., Ltd

Cédric Devroye

Global EMBA 2015
Senior VP, United Trademarks Group
Ltd.

Chi Hong

EMBA 1997
Party Secretary&Chairman, Yangtze
River Delta Investment (Shanghai)
Co., LTD

Gong Huimin

AMP 9
Chairman, Shanghai Caijin Haichuang
Biomedicine Co., Ltd.

Liu Jiaping

EMBA 2001
President of the 9th Council, Shanghai
Enterprise Confederation

Chen Long

AMP 2 / LCP 2011 / EMBA 2020
Chairman & CEO,
ZKH Group Ltd

James Deng

EMBA 1996
Senior Vice President&General
Manager of Greater China, BD Medical
Device Company

Frank Huang

MBA 2003 / SHS 2016
Managing Partner, Share Capital

Liu Jincheng

EMBA 2010
Chairman, EVE Energy Co., Ltd

Chen Nan

EMBA 2005 / FOP 2018
Chairman, Sanquan Foods Co., Ltd

Paul Fang

CEO 2011
Chairman & CEO, Midea Group

Wong Manli

CEO 2009
Chairman and President of the Board of
Directors, Man Wah Holdings Limited

Richard Liu

MBA 1998
Founding Partner, 5Y Capital



- CEIBS honours Distinguished Alumni on 30th Anniversary -

Louise Vogler

Global EMBA 2010
Managing Director and Head of Client
Coverage Centre of Excellence,
Standard Chartered Bank

Pan Gang

EMBA 2002 / CEO 2006
Chairman & President, Yili Group

Song Ruillin

EMBA 2002
Executive President, China Pharmaceutical
Innovation and Research Development
Association (PhIRDA)

Xu Yong'an

EMBA 2003
Hengdian Group Holding Co., Ltd

Evan Lu

FMBA 2012
General Manager, Shanghai Loyalfortune
Investment Consulting Co.,Ltd.

Joy Qiao

EMBA 2006
Chairwomen, Wellington College
International Shanghai

Wang Chaojun

EMBA 2017
Chairman, Gotofreight Ltd.

Zhang Hong

EMBA 2001
Board Director, China Poly Group
Corporation

Michael Mao

MBA 1997
Funding Partner, Yunqi Partners

Stanislaw Zurkiewicz

Global EMBA 2009
Chairman of the Management Board &
CEO, DEKRA

Wang Hongjie

EMBA 2006 / HEMBA 2018
H&C Property Management

Zhang Zhongkai

EMBA 2015
President, Harbin Dongsheng Metal
Technology Group

Peter Pan

CEO 2009
Chairman, Chervon Holdings Ltd.

Sui Guodong

EMBA 2016 / DBA 2021
Chairman &CEO, Beijing Zhidemai
Technology Co Ltd

Wu Weizhi

EMBA 2003
Chairman & Chief Investment Officer,
Rabbit Fund



A media briefing celebrating the 30th anniversary of CEIBS was held on October 29, 2024 on the CEIBS Shanghai campus, with nearly 50 leading media outlets from China and around the world in attendance, including *Poets & Quants*, *Reuters*, *Les Echos*, *Handelsblatt*, *South China Morning Post*, *Shanghai Daily*, *China Daily*, *Xinhua News Agency*, *People's Daily*, *Economic Observer*, and more.

This event marked not just a moment to reflect on CEIBS' past successes but also a chance to lay out an inspiring vision for its next chapter, as the school continues to set the bar for global management education that bridges China and the world.

CEIBS hosts 30th Anniversary Media Briefing



CEIBS Vice President and Co-Dean Zhang Weijiong

In his opening remarks, CEIBS Vice President and Co-Dean Zhang Weijiong extended a warm welcome and heartfelt thanks to distinguished guests and media. Prof. Zhang further recognised the media's essential role in shaping CEIBS' brand and reputation, adding that CEIBS has established extensive relationships with over 300 major media outlets in China and abroad, which have helped share CEIBS' voice across more than 80 countries and regions. Moving forward, he asserted that CEIBS will deepen its work with the media as it strives to create an even brighter future.

CEIBS President Wang Hong

CEIBS President Wang Hong then delivered a keynote speech offering a reflection on and comprehensive summary of CEIBS' extraordinary 30-year journey. She stressed that, faced with transformative changes, CEIBS will focus on five priorities to thrive in today's dynamic world. First, the school will embrace a global perspective by fostering collaboration between China, Europe, and the world; Second, it will support China's modernisation with its unique positioning of "China Depth, Global Breadth"; Third, it will advance ESG principles to nurture more socially responsible business leaders; Fourth, it will enhance the integration of academic disciplines with industry, innovation, and talent networks to build a forward-looking business education model; Fifth, it will advance CEIBS' Eight Strategic Priorities to enhance its reputation and global influence.

CEIBS President (European) Dominique Turpin

In a keynote speech entitled The Future of Global Management Education, CEIBS President (European) Dominique Turpin then took an in-depth look at the current challenges and potential opportunities facing business schools, shedding light on how they can stay ahead of the curve in a rapidly changing business world. He noted that CEIBS, as a collaborative venture between China and Europe, has thrived for 30 years; far exceeding the typical lifespan of international joint ventures. This lasting success, he said, can be attributed to three key factors: the shared goals between the school's Chinese and European partners, effective and timely communication with a pragmatic approach, and the school's unique positioning of "China Depth, Global Breadth."

CEIBS Think Tank Book Series Launch

The keynote speeches were followed by the launch of CEIBS Think Tank Book Series, including the CEIBS Cutting-Edge Perspectives Series, the CEIBS Case Centre Book Series, and the CEIBS Lujiazui Think Tank Book Series.



CEIBS Professor of Management and Michelin Chair Professor in Leadership and Human Resources Management Jean Lee

As Editor of the CEIBS Cutting-Edge Perspectives Series, CEIBS Professor of Management Jean Lee introduced the book series, which comprises nine volumes consisting of over one million words and spans a broad range of topics including marketing management, service management, ESG (environment, social, and governance), human resources, leadership, and finance. "Cutting-edge, transformative, and entrepreneurial spirit are the three defining features of the collection."

CEIBS Professor of Accounting and Associate Dean (Case Centre) Chen Shimin

This was followed by an in-depth analysis of the CEIBS Case Centre Book Series by Editor and CEIBS Professor of Accounting Chen Shimin, who reflected on the growth of the CEIBS Case Centre since its founding in 2001. He noted that case-based teaching is inherently aligned with CEIBS' mission to "educate responsible leaders versed in 'China Depth, Global Breadth'". Over the past 20 years, the CEIBS Case Centre has developed over 1,500 case studies that reflect China's unique business environment, highlighting real-world business practices and capturing the essence of China's corporate culture, he added, and through partnerships with five of the world's leading case repositories - including Harvard Business Publishing, Ivey Publishing, and the Case Centre - teaching cases developed by CEIBS researchers have served over 700,000 people in 1,100 schools and institutions across more than 80 countries and regions nationwide.

CEIBS Professor of Finance and Accounting and Executive Deputy Director of CEIBS Lujiazui International Institute of Finance Zhao Xinge

Next, CEIBS Professor of Finance and Accounting and Editor of the CEIBS Lujiazui Think Tank Book Series Zhao Xinge elaborated on the development of the CEIBS Lujiazui Institute of International Finance (CLIIF). The recently released book series, comprising five volumes, spans key areas of financial research, including financial openness, innovation, risk regulation, regional economic development, asset management, sustainable finance, and high-quality development of capital markets. As a collective innovation based on the institute's knowledge and ongoing research efforts, it is also a tribute to CEIBS' 30 years of excellence in education and to the transformative effects of Shanghai's emergence as an international financial centre.

Launch of the CEIBS History Book “China Europe International Business School 1994–2024”

The event also featured the launch of a new CEIBS history book, entitled China Europe International Business School 1994–2024. Based on previous 15th and 20th-anniversary editions, the book is now being published in English for the first time, featuring 454 unique photographs that capture precious historical moments in the CEIBS story.



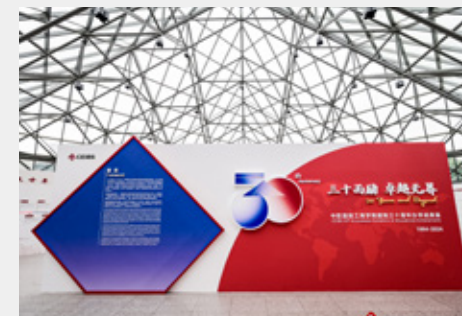
Media Q&A

This was followed by an interactive Q&A session during which President Wang Hong, President (European) Dominique Turpin, Vice President and Co-dean Zhang Weijiong, and CPC Secretary Ma Lei took questions from various media outlets on topics including educational innovation, talent development, and international collaboration.



Journalists visit CEIBS 30th Anniversary Exhibition

In addition, an exhibition entitled CEIBS’ 30th Anniversary Exhibition of Educational Achievements was officially unveiled during the event. Featuring a rich variety of displays, including illustrated panels, valuable historical documents and artifacts, videos, and interactive installations, the exhibition offers visitors a comprehensive experience of CEIBS’ remarkable 30-year journey and its many achievements along the way.

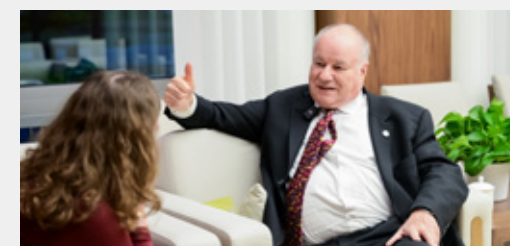


Professor of Economics, Santander Chair in Economics, and Associate Dean Zhu Tian delivers a Media Salon

On the sidelines of the event, CEIBS Professor of Economics, Santander Chair in Economics and Associate Dean (EMBA) Zhu Tian hosted a Media Salon with selected international journalists representing leading media outlets from multiple countries and regions, including France, Germany, the US, and Hong Kong, on the topic of China’s Economic Outlook. The salon offered a glimpse of the quality of the school’s distinguished international faculty team and provided valuable insights on the current macroeconomics trends shaping China’s economic landscape.



Media interviews with CEIBS President Wang Hong and President (European) Dominique Turpin



After the press conference, Presidents Wang Hong and Dominique Turpin sat down for in-depth interviews with a number of media outlets to discuss CEIBS’ future development.

CEIBS 30th anniversary in the media

Early 50 leading domestic and international media outlets were invited to participate in the series of events held to mark CEIBS' 30th anniversary this year. Together, they explored the school's 30-year journey of growth and documented an incredible story of openness and collaboration.

Major international media including *Bloomberg*, *Reuters*, *Handelsblatt*, *South China Morning Post* and *Poets & Quants* attended anniversary-related events, while 45 Chinese media, including *CCTV*, *People's Daily*, *Xinhua News Agency*, *Guangming Daily*, *Economic Daily*, *People.cn*, *Xinhua Finance*, *China News Service*, *China Daily*, *Global People*, *Dragon TV*, and more covered the anniversary celebrations through diverse reporting formats. The "China and the World" Forum, in partnership with CCTV's DIALOGUE, Yicai's CBNforum, and Guizhou TV's FORUM, were broadcast across multiple platforms. To date, over 1,180 pieces of coverage have been generated across various online networks, globally amplifying the news of CEIBS' story and achievements.



- Features -

01

Jiefang Daily

打造全球最受尊敬的国际商学院

——中欧国际工商学院喜迎建院三十周年

12 专题



30年来，中欧培养出了3万多名毕业生，在商界和学术界中，中欧建院30周年之际，许多全球...

打造全球最受尊敬的国际商学院

——中欧国际工商学院喜迎建院三十周年

与时俱进 巨变之下的锐意进取

1994年党的十四届三中全会，拉开了中国改革开放的序幕。在这一系列重大决策指引下，中国经济社会发生了翻天覆地的变化。在这一系列重大决策指引下，中国经济社会发生了翻天覆地的变化。在这一系列重大决策指引下，中国经济社会发生了翻天覆地的变化。



1994年11月8日，中欧国际工商学院奠基典礼。

成为世界管理教育的重要力量，留下了一批宝贵的财富。在这一系列重大决策指引下，中国经济社会发生了翻天覆地的变化。在这一系列重大决策指引下，中国经济社会发生了翻天覆地的变化。在这一系列重大决策指引下，中国经济社会发生了翻天覆地的变化。

蓬勃发展 国际化基因与“中国式”创新

随着中国改革开放的深入，中欧国际工商学院作为首批引进的外资商学院，肩负着探索中国特色的管理教育模式的重任。在这一系列重大决策指引下，中国经济社会发生了翻天覆地的变化。在这一系列重大决策指引下，中国经济社会发生了翻天覆地的变化。在这一系列重大决策指引下，中国经济社会发生了翻天覆地的变化。

随着中国改革开放的深入，中欧国际工商学院作为首批引进的外资商学院，肩负着探索中国特色的管理教育模式的重任。在这一系列重大决策指引下，中国经济社会发生了翻天覆地的变化。在这一系列重大决策指引下，中国经济社会发生了翻天覆地的变化。在这一系列重大决策指引下，中国经济社会发生了翻天覆地的变化。

搭建桥梁 让中国与世界融合对话

作为连接中国与世界的桥梁，中欧国际工商学院始终致力于推动中外文化交流与合作。在这一系列重大决策指引下，中国经济社会发生了翻天覆地的变化。在这一系列重大决策指引下，中国经济社会发生了翻天覆地的变化。在这一系列重大决策指引下，中国经济社会发生了翻天覆地的变化。

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面向未来 主动求变，砥砺前行


中国上海校园内的现代化教学楼，设施先进，环境优雅。

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- Features -

02

Wenhui Daily

打响全球管理教育的“中国品牌”

——中欧国际工商学院喜迎建院30周年

4 |

专版

www.ehu.cn
2024年11月6日 星期三 文匯報

中欧国际工商学院喜迎建院30周年—— 打响全球管理教育的“中国品牌”

历史的册页里，闪烁着精神之光，记录着奋斗与艰辛，书写着光荣与梦想。

穿越中国波澜壮阔的改革开放史，在中国管理教育的发展进程中，历史总会铭记这样一个重要时刻：在1994年11月8日这天，由中国政府和欧盟联合创办的中欧国际工商学院在上海正式成立。

中欧国际工商学院（CEIBS）的成立，是中国改革开放的缩影，也是中国融入世界经济体系的标志。

随着改革开放大幕拉开，市场经济大潮涌动，无数企业开始崭露头角，开始走向世界。然而，当时中国的管理教育水平，远远无法满足企业发展的需要。现代管理教育人才紧缺，中欧国际工商学院的成立，填补了这一空白。

建院三十年来，中欧国际工商学院始终秉承“立足中国，面向全球”的宗旨，为中国企业培养了一大批具有国际视野的管理人才。学院不仅是中国管理教育的领军者，也是全球管理教育的重要力量。

开创先河 探索独特成长道路

万事起头难，千头万绪起头难。中欧国际工商学院的成立，是一个不同寻常的开端。在计划经济向市场经济转型的关键时期，学院以计划经济思维创办，探索出了一条独特的成长道路。

学院从成立之初，就面临着巨大的挑战。如何在计划经济的框架下，引入市场经济的管理理念？如何在资源匮乏的情况下，打造出一流的管理教育？学院通过不断探索，最终找到了适合自己的道路。

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苦练内功 “三大法宝”支撑“中国品牌” 全球广度

教学理念、教师队伍、从一个个中企合作企业的诞生开始，中欧国际工商学院在管理教育领域不断探索，形成了自己独特的教学理念。

学院始终坚持“以人为本”的教学理念，注重培养学生的实践能力和创新精神。通过引入国际先进的教学方法和案例，学院为学生提供了高质量的教育体验。

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03

TV Broadcasts

CCTV Finance
DIALOGUE



04

TV Broadcasts

Yicai CBNforum
Guizhou TV FORUM



05

TV Coverage

Dragon TV



06

TV Coverage

Shanghai Media Group



07

TV Coverage

Yicai



08

TV Coverage

Shanghai Education Television Station



09

TV Coverage

Oriental Financial Channel



10

International Media Coverage

Bloomberg



11

International Media Coverage

South China Morning Post

Latest China Economy HK Asia Business Tech Lifestyle People & Culture World Opinion

China-EU relations China / Diplomacy

EU still has key role as US-China bridge a challenge either on tech'

Latest EU tariffs on Chinese EVs aim to give Europe 'time to adjust' to Ch European academic tells the Post

Reading Time: 3 minutes



Just hours after Turpin's interview with the Post, the EU imposed a new array of tariffs on Chinese-made electric vehicles (EVs).



Dominique Turpin says many European firms "have underestimated the capacity of the Chinese to innovate". Photo: CEIBS

12

International Media Coverage

China Daily



14

In-depth Coverage

China Economic Weekly





In-depth Coverage
The Economic Observer

对话中欧国际工商学院院长汪泓:商学院的商业挑战

【上海 11月15日电】中欧国际工商学院（CEIBS）建校三十周年纪念大会日前在上海隆重举行。在庆祝这一重要时刻之际，本报专访了CEIBS院长汪泓，就当前商学院面临的商业挑战、人才培养、国际化发展等话题进行了深入交流。

汪泓表示，CEIBS作为一所国际化的商学院，始终坚持以“商业挑战”为核心，致力于培养具有全球视野和领导力的商业精英。她指出，在当前的经济环境下，商学院面临着诸多挑战，包括数字化转型、可持续发展、以及如何在激烈的竞争中保持领先地位等。

汪泓强调，CEIBS将一如既往地秉承“商业挑战”的精神，不断探索和创新，为中国的商业发展做出更大的贡献。她认为，商学院不仅是传授知识的场所，更是培养学生领导力、团队合作精神和全球视野的重要平台。

在谈到人才培养时，汪泓表示，CEIBS注重学生的综合素质培养，不仅关注学术成绩，更注重学生的实践能力、创新精神和全球视野。她认为，未来的商业领袖需要具备跨文化沟通能力、团队合作精神和解决问题的能力。

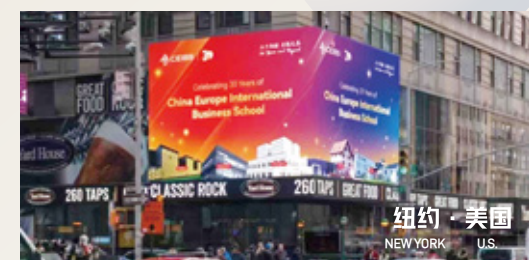
汪泓还提到，CEIBS在国际化发展方面取得了显著成就，吸引了来自世界各地的优秀学生和教师。她认为，国际化是商学院发展的必经之路，也是提升办学水平的重要途径。



CEIBS 30th anniversary brand communication

01

CEIBS Hosts Global Lighting Ceremony to Celebrate 30th Anniversary



纽约·美国
NEW YORK U.S.

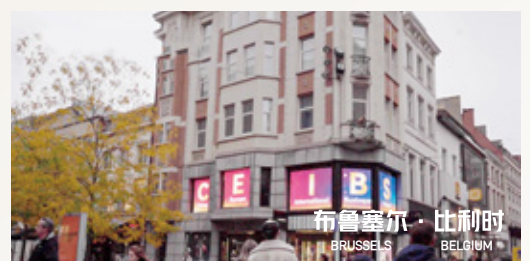


伦敦·英国
LONDON U.K.



新加坡
SINGAPORE

In celebration of CEIBS' 30th anniversary, we hosted a spectacular Global Lighting ceremony, showcasing CEIBS in iconic cities across the world including London, New York, Brussels, Singapore, Hong Kong, Beijing, Shanghai, Shenzhen, Suzhou, Guangzhou, Chengdu, Chongqing, Xi'an, and Huzhou. A powerful tribute to three decades of excellence and global impact, local CEIBS alumni also gathered at these vibrant displays to express their heartfelt wishes for their alma mater's 30th birthday.



布鲁塞尔·比利时
BRUSSELS BELGIUM



成都·中国
CHENGDU CHINA



北京·中国
BEIJING CHINA



上海·中国
SHANGHAI CHINA



湖州·中国
HUZHOU CHINA



香港·中国
HONGKONG CHINA



重庆·中国
CHONGQING CHINA



广州·中国
GUANGZHOU CHINA



深圳·中国
SHENZHEN CHINA

02

CEIBS Launches
Online Mini-
Programme to
Unite Alumni
Worldwide

Over the past three decades, CEIBS has cultivated a global network of outstanding alumni across 91 countries and regions around the world. During our 30th anniversary celebrations, the school launched a dedicated digital WeChat mini-programme to invite members of the CEIBS community around the globe to join the CEIBS 30th Anniversary Global Light Ceremony and turn our love for our school into a light shining across the world, while extending our best wishes and congratulations to CEIBS.

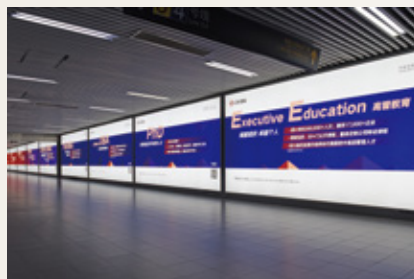
Within two weeks of its launch, 1.03 million participants from 189 countries across all seven continents engaged with the campaign. This unique initiative not only celebrated CEIBS' inspiring 30-year journey but also looked ahead to a bright future filled with possibilities for the entire CEIBS community.



03

Metro
Advertising

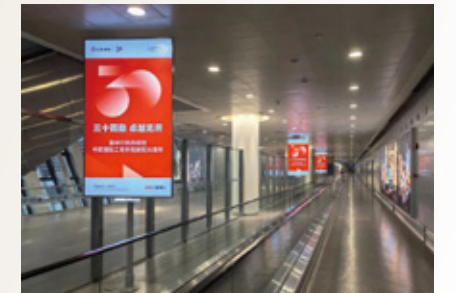
From October 30 to December 12, CEIBS ran 30th anniversary advertisements across six major metro hubs in Shanghai: Shanghai Railway Station, Shanghai South Station, Longyang Road Station, Guilin Road Station, and Zhongshan Park Station. The campaign reached an estimated 34 million commuters.



04

Airport
Advertising

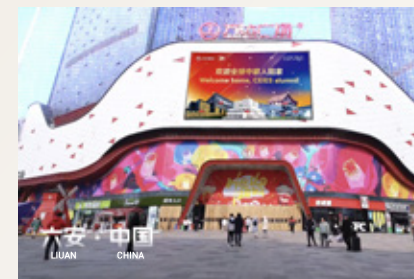
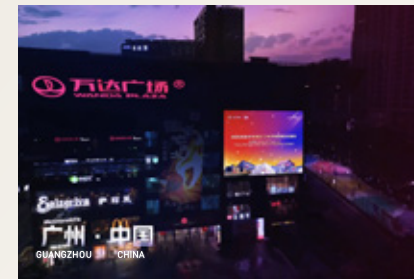
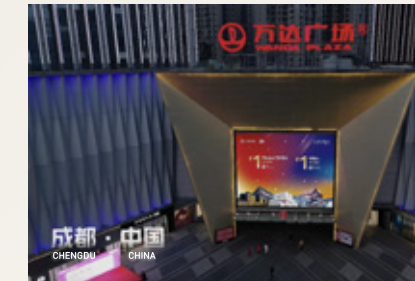
Between mid-November and November 30, 101 CEIBS anniversary-themed billboards were prominently displayed at Shanghai Pudong International Airport and Shanghai Hongqiao International Airport, with an estimated reach of over 1 million travelers.



05

Wanda Plaza
Advertising

Throughout November, CEIBS anniversary celebration advertisements lit up LED screens at more than 100 Wanda Plaza shopping malls in over 80 cities across China, reaching an audience of over 35 million people.





CEIBS ranks #1 worldwide in FT's EMBA Ranking for the first time

The CEIBS Global EMBA (GEMBA) programme has been named #1 in the world in the *Financial Times* 2024 EMBA Ranking, marking its first ever appearance at the top of the authoritative list. Announced in the same year that CEIBS celebrates the 30th anniversary of its founding, this remarkable achievement marks CEIBS as the first business school



on the Chinese mainland to reach the top spot in the FT's international rankings. It also caps off years of sustained progress. Prior to this year, the CEIBS GEMBA programme spent four consecutive years at #2; before that, it had spent two consecutive years in the top five. This consistent performance and steady improvement highlight not only the exceptional quality of the programme, but also its unwavering commitment to excellence.

This accomplishment comes despite a difficult period for global management education. The GEMBA programme places an international experience and a global mindset at its core, characteristics that were severely hampered during recent years of restricted international travel. Our climb to the top of international rankings despite these challenges highlights the fundamental strengths of the school's faculty, curricula, and alumni.



Wang Hong
CEIBS President

In the latest *Financial Times* global ranking, the CEIBS Global EMBA programme has claimed the top spot! This unprecedented achievement is a significant milestone for CEIBS, serving as a grand gift for the school's 30th anniversary and a rich source of encouragement to continue building its legacy and striving forward, embodying its motto of "Conscientiousness, Innovation, and Excellence." CEIBS remains focused on nurturing talent to drive economic development, bravely pioneering innovation in Chinese management education, and bridging China and the world. As such, the CEIBS Global EMBA programme has developed numerous global business leaders who possess deep understanding of the Chinese market along with international vision and cross-cultural management skills, who continue to make significant contributions to economic and cultural exchange between China and the world.

As CEIBS celebrates our 30th anniversary, this accolade serves as a call to move forward and a rallying cry for the pursuit of excellence. CEIBS will take this as a new starting point and, guided by our Eight Strategic Priorities, we will continue to develop business leaders versed in "China Depth, Global Breadth" while striving to build CEIBS into the most respected international business school in the world."

This outstanding achievement reflects our success in building an exceptional global network of business leaders and in providing a unique transformative international experience. To have ascended to the top of the world's most respected list of EMBA programmes demonstrates that we are a truly international institution that excels in our mission of delivering of "China Depth, Global Breadth". Above all, the fact that the programme's stellar performance in this year's ranking is driven to such a high extent by the positive experiences and enhanced career development of our alumni around the world attests to the success of our very distinctive international model."



Dominique Turpin
CEIBS President
(European)

I am immensely proud of the achievements of our Global EMBA programme. This recognition shows that both international and Chinese employers see the GEMBA programme as a unique opportunity for leadership development. Earning such respect from businesses worldwide allows us to better support them by producing well-rounded business leaders with a global mindset. These leaders can bridge cultures, encourage exchange, and drive business development and innovation in China and around the world."



Frank Bournois
CEIBS Vice President
and Dean



After years of continuous effort and dedication, our GEMBA programme has now reached the top of global rankings, which would not have been possible without the support of an international and influential faculty. CEIBS professors are rooted in China while maintaining a global perspective, making them authoritative interpreters of Chinese business issues within a global context. They integrate cutting-edge global management concepts with Chinese management practices, providing strong support for the continued success and growth of CEIBS alumni and their companies both in China and worldwide. They also play a central role in enhancing the school's brand reputation and global reach."

The GEMBA alumni community exemplifies CEIBS' mission to bridge China with the world, nurturing a robust network of over 2,300 esteemed leaders and entrepreneurs within CEIBS' wider extensive alumni network of over 30,000 members. Equipped with "China Depth, Global Breadth," these alumni represent nearly 50 countries and regions, driving global economic and commercial exchange and enhancing CEIBS' international footprint. Supported by numerous vibrant student clubs, including the new Going-Global Club aimed at constructing a platform to assist CEIBS students and alumni in globalizing their businesses, the GEMBA alumni network offers more than just short-term educational benefits. It provides a comprehensive platform for lifelong learning. Collectively, these alumni contribute to a vibrant GEMBA community that nurtures tight bonds across industries and cultures.



Bala Ramasamy

CEIBS Associate Dean & Director of GEMBA Programme



As a top-ranked Executive MBA programme, CEIBS GEMBA is deeply committed to cultivating a lifelong learning platform that supports our alumni at every stage of their careers. We are proud to witness within this dynamic community the growth of many of our alumni into multinational CEOs and entrepreneurs striving to expand their global business reach. This year's focus on alumni networks in the rankings reflects the strength of our borderless community - a global network united by shared growth, connection, and purpose. We are grateful for the ongoing contributions of our alumni, whose dedication and support help us sustain a truly unique, enduring platform for learning and leadership. We know we can improve in this regard, and we will, because we are who we are thanks to our alumni."

This year's exceptional performance is notably driven by improvement and continued high performance in metrics related to the quality of GEMBA students and the career progress offered to them by the programme. CEIBS' ranking in Work Experience Rank climbed six places from #15 to #9, entering the top ten and affirming the high caliber of our participants; in Aims Achieved, the school climbed nine places from #13 to #4, shooting from the top 20 into the top five and affirming the quality of the experience and teaching that the GEMBA programme provides. CEIBS also remained stable at #2 in the world for Salary Today and climbed two places from #9 to #7 in terms of Salary Increase, reflecting the continuation of strong long-term performance in terms of delivering for our participants.

This year's exceptional performance is notably driven by improvement and continued high performance in metrics related to the quality of GEMBA students and the career progress offered to them by the programme. Beyond our exceptional faculty and alumni, this ranking also reflects the fundamentally international and forward-thinking character of our institution. Once again, CEIBS



Zhang Weijiong

CEIBS Vice President and Co-Dean



has held the #1 position worldwide in terms of both International Board and Women on Board, highlighting the school's commitment to internationalisation and diversity.

After a difficult period for business schools around the world, the CEIBS Global EMBA's newly cemented position at the top of international rankings places it in good stead to continue excelling into the future. The programme can once again offer 20 current global module destinations to participants and act as a vital bridge between China and the world, enhancing mutual understanding between business cultures. It is also perfectly placed to offer solutions to the key challenges and trends of today. As many more Chinese companies "go global" and venture into the global

market, the CEIBS Global EMBA is positioned to provide international skills and a global mindset. Equally, as multinationals face new challenges in leveraging the Chinese market, CEIBS' peerless China expertise provides the on-the-ground knowledge that they need to succeed.

The fact that the CEIBS Global EMBA programme is now ranked #1 in the world represents the culmination of years of dedication, excellence, and accomplishment; that it comes in the year of our 30th anniversary makes this achievement all the more momentous. As we look to the future, we are confident that CEIBS' alumni, faculty and staff will continue to drive the development of the business world and achieve even greater success. 🍎



CEIBS Europe Forum makes stops in Brussels and Paris



Paris:

Successful Sino-French cooperation must be based on innovation and mutual trust

Co-hosted by CEIBS and the Paris Ile de France Chamber of Commerce and Industry, the CEIBS 10th European Forum 2024 Paris was held on June 3, 2024, to explore the theme of “Innovation & Mutual Success: The Future of China-France Relations”.

In a video message, CEIBS President Wang Hong noted that over the past 60 years, Sino-French relations have experienced great development, and that together the two countries have undertaken a remarkable journey. “Looking ahead, I believe that China and France can look for new opportunities in key areas with complementary advantages, such as green energy, science and technology innovation, and

advanced manufacturing.”

Mrs. Soumia Malinbaum, President of the Paris Chamber of Commerce and Industry and Vice President of the Paris Region Chamber of Commerce and Industry noted that recent meetings between French President Emmanuel Macron and Chinese President Xi Jinping had revitalised bilateral relations. She described how the Chinese market has changed in recent years, with Chinese companies increasingly seeking opportunity overseas, and how France’s favourable entrepreneurial ecosystem and market environment make it an ideal destination for many such Chinese enterprises.



Mr. Chen Dong, Minister at the Chinese Embassy in France, pointed out that over the past 30 years, the complementary and mutually beneficial essence of China-EU economic and trade co-operation has not changed. “Therefore, we should continue to uphold the original intention and spirit of CEIBS, innovate together, achieve win-win results, and jointly create a new economic future for China, France, and Europe,” Mr. Chen continued.

Dominique de Villepin, former Prime Minister of France and CEIBS Distinguished Professor, emphasised that China and Europe, as indispensable players on the world stage, should work together to address global challenges, promote multilateralism and technological innovation, and boost the recovery and sustainable development of the global economy. “This new multipolar world should aim for an international order that meets the interests of all parties in a balanced way, which is the expectation of Europe, the expectation of China, and the common expectation of the whole world,” he concluded.

Closing the forum, CEIBS President (European) Dominique Turpin asserted that CEIBS is committed to building a platform for economic, trade, and cultural exchange between China and the world, and will continue to act as a bridge between China and Europe so as to create a better global future.





Brussels:

Cultivating responsible China-EU business leaders essential to tackling global challenges

Organised by CEIBS together with the EU-China Business Association and China Chamber of Commerce to the EU, the CEIBS 10th European Forum 2024 Brussels, held on October 22, 2024, brought together decision-makers, entrepreneurs, and experts from China and the EU to explore the theme of “*Transformative Leadership for Challenging Times: Cultivating China-EU Business Leaders*”.

In her welcome address, Executive Director of the EU-China Business Association Gwenn Sonck emphasised the need for transformative leadership, including adaptability and visionary thinking, in

facing today’s fast-changing market, asserting that, “European and Chinese CEOs must understand each other’s business environments, and we encourage business leaders to meet in person and engage in open, direct dialogue. Such exchanges will help bridge cultural gaps and pave the way for sustainable partnerships.”

Minister of the Mission of the People’s Republic of China to the EU Zhu Jing noted that “how the world will look in the future depends on the choices made by China and the EU,” adding that amid a complex international landscape, China and the EU, two ma-

jor forces driving multipolarity, play a key role in facilitating global peace and stability for common development.

Former Vice President of the European Parliament Dita Charanzová emphasised the importance of communication and collective leadership, stating that the crucial element for the success of future leaders will be the ability to adapt to challenges and fast-moving developments and communicate their vision in a way that people can understand and follow.

“In the face of multiple challenges in today’s world,

a potential leader might be able to network, to talk their way into a position; however, it takes a team to actually lead well,” she said, highlighting the importance of effective communication and collaboration in leadership.

Former Director General of the WTO and CEIBS Distinguished Professor Pascal Lamy emphasised the importance of the trade and investment relationship between the EU and China, highlighting that both economies require open trade to sustain growth. “China and the EU share a fundamental similarity: we need open trade [...]. Both the EU and China are facing shrinking demography and slower growth potential. Thus, we increasingly need open trade to access dynamic markets and grow our economies,” he said.

In closing, CEIBS President (European) Dominique Turpin summarised the key learnings of the event with the acronym “CARE”; C for choice, commonalities, cross-communication, and courage; A for adaptability and agility, R for mutual responsibility and respect; and E for education and the engagement of different generations. ●



The 9th CEIBS Innovation Forum Series makes stops in eight cities

In 2024, the 9th CEIBS Innovation Forum Series was held across eight cities: Beijing (in English), Guangzhou, Luoyang, Hong Kong (in English), Hangzhou, Shijiazhuang, Qingdao, and Changsha, celebrating the 30th anniversary of CEIBS and aiming to foster new engines of economic growth in China.

01 Beijing:

Highlighting Potential Opportunities for Economic Growth in China

Despite multiple headwinds, China's economy can still achieve moderate growth and offer opportunity for enterprises given that it focuses on pragmatic policymaking, emerging technologies, and structural reforms, according to the views shared at the CEIBS Innovation Forum Beijing in March.

The international forum, hosted by CEIBS with support from the European Union Chamber of Commerce in China, the China-Britain Business Council, and Caixin Insight, aimed to provide a balanced and pragmatic look at the country's economic outlook for enterprises and investors uncertain about its prospects in the wake of the annual Two Sessions meetings, at which the government set a growth target of around 5%.

In a keynote speech entitled "Future Perspectives

of China's Economy", CEIBS Professor of Economics and Finance and Wu Jinglian Chair in Economics Xu Bin asserted, "It's clear that, currently, the Chinese economy is in a slump, and facing mounting difficulties both domestically and internationally. However, the country still has a good chance of climbing out of this slump and continuing on a moderate to high growth path." Listing the fundamental strengths of China's economy, Prof. Xu noted efficiency derived from a highly competitive culture, entrepreneurship, and pragmatism.



Beijing



Guangzhou

The event also featured a panel discussion hosted by Professor Bala Ramasamy on topics such as near-term opportunities and challenges for the Chinese economy, geopolitical effects on the business landscape in China, and more.

02 Guangzhou:

Reshaping the Industrial Chain and Fostering New Productive Forces through Innovation

On April 10, the 9th CEIBS Innovation Forum in Guangzhou drew over 300 CEIBS alumni and local business leaders to explore how China, against the backdrop of global industrial chain restructuring, can seize the historical opportunities brought by a new wave of technological revolution and industrial transformation to foster drivers of growth through technological innovation.

In a keynote speech entitled "Opportunities and

Challenges for the Greater Bay Area Amid Global Industrial Chain Restructuring", Vice Chairman of the China Chief Economist Forum Qu Hongbin noted that deglobalisation and shifts in China-US relations will shape the future global geopolitical landscape and potentially generate significant volatility in global markets and industrial chains. He also identified several emerging features of China's economy: namely that the golden era of real estate has come to an end, and that the fervor for infrastructure projects such as railways, highways, and airports is cooling.

CEIBS Professor of Economics Albert Hu then shared insights on "China's Technological Innovation Amid Geopolitical Rivalries." He began by explaining why US sanctions against China will have a profound impact, and then analysed the sources of the US's strong technological capabilities, which he said derives from exceptional entrepreneurs and an entrepreneurial ecosystem, a robust scientific foundation, public sector support, and the country's ability to attract global talent.

Following this, six CEIBS alumni engaged in a panel discussion on the topic of "Driving New Productive Forces Through Innovation."



Luoyang



Luoyang:

How Can Smart Manufacturing Reach its Potential?

The Luoyang session of the 9th CEIBS Innovation Forum was held on April 11. Focusing on the theme “Leading with Smart Manufacturing, Empowering Transformation”, the forum, co-hosted by Luoyang Municipal Government and CEIBS, explored how intelligent manufacturing can facilitate industrial transformation and discussed new pathways to high-quality economic development with local business leaders in an effort to help drive regional growth.

Over 400 participants from CEIBS and local government along with representatives of the business and academic communities attended the event.

CEIBS Professor of Economics and Decision Sciences and EVE Energy Chair in Economics and Decision Sciences Fang Yue delivered a keynote speech titled “Smart manufacturing and transformation in the digital age.” During a roundtable session, CEIBS Associate Professor of Operations Management Liang Chao was joined by representatives from the business community to share insights on topics such as technological innovation in manufacturing, service-



Hong Kong

oriented transformation in the manufacturing sector, digital upgrades for SMEs, and policymaking for intelligent manufacturing.



Hong Kong:

ESG and Economic Integration Vital for GBA Development

In May, the CEIBS Innovation Forum 2024 took place in Hong Kong on the theme “Can ESG Flourish in China’s Greater Bay Area?”. Organised by CEIBS in collaboration with the Hong Kong Chinese Enterprises Association, Asia Society Hong Kong Center, and Caixin Insight, the event attracted more than 240 attendees, including government officials, experts, scholars, and entrepreneurs, distinguished speakers from various fields to discuss topics such as macroeconomic trends in the Greater Bay Area, the future potential of ESG investment, ESG value creation, and more.

CEIBS Vice President, Dean, and Chief Impact Officer Professor Frank Bournois acted as host. President of Asia Society Hong Kong Center S. Alice Mong, Caixin Media President Zhang Lihui, and Permanent Secretary for Financial Services and the

Treasury (Financial Services) for the Hong Kong Special Administrative Region Government Salina Yan all addressed the forum.

In his keynote speech entitled “The Economic Integration and Development of the Greater Bay Area in a Changing Environment”, CEIBS Professor of Accounting and Essilor Chair in Accounting Xu Dingbo examined the integration of the GBA economies, and called for a close eye on transaction costs, openness of the economy, the global movement of talent, rule of law, and free flow of information.

This was followed by a second keynote speech by CEIBS Assistant Professor of Finance Shan Hongyu, entitled “130 Years of Corporate Social Responsibility: What Have We Learned from the Great Minds?”. He outlined how, using AI, researchers have been able to track mentions of ESG-related topics over time, revealing that they have been seen as important for at least 130 years and going on to provide insight into the evolving nature of discussions regarding ESG.

This speech preceded the launch of the CEIBS 2024 ESG White Paper, the seventh annual such paper released by CEIBS ESG Research Area. The topic of ESG was then further explored in a panel discussion, where panellists shared the ESG practices of their respective companies and discussed how to create ESG value in the face of challenges such as climate



Hangzhou

change, social inequality, and disruptive technologies in the unique environment of the GBA.

In closing, Founder and Chairman of Micro Connect Group and former Chief Executive of Hong Kong Exchanges and Clearing Limited (HKEX) Charles Li gave a talk on “Implementing Social Responsibility Financing to Support the Prosperity of the Greater Bay Area Investment Ecosystem”.



Hangzhou:

Navigating Global Turmoil to Embark on a New Journey of Global Expansion

The 9th CEIBS Innovation Forum made a stop in Hangzhou in June under the theme “Navigating Global Turmoil to Embark on a New Journey of Global Expansion.” Over 500 attendees from CEIBS, local government, business and academic communities attended the event.

In her opening remarks, CEIBS President Wang Hong highlighted the role of Zhejiang alumni in driving the province’s economic development through innovation and breakthroughs. She reaffirmed CEIBS’ commitment to supporting high-

quality development in Hangzhou and the Yangtze River Delta.

In his keynote speech titled “How Can China’s Economy Break Through?”, CEIBS Professor of Economics and Santander Chair in Economics Zhu Tian argued that China’s current economic downturn is not inevitable and can be reversed through market-oriented reforms and macroeconomic easing. He explored the factors behind China’s 40 years of rapid growth, identifying investment, education, and technological progress as the true “three engines” of economic development.

CEIBS Professor of Marketing and Baosteel Chair in Marketing Wang Gao then delivered a keynote speech on “The Path to Globalisation for Chinese Enterprises,” exploring the underlying logic behind business globalisation and the evolution of Chinese corporate global expansion. He pointed out that we cannot narrowly interpret Chinese corporate globalisation as merely “going abroad.”

The forum also featured a roundtable discussion moderated by Prof. Wang on “How Companies Can Overcome Challenges in Globalisation”, featuring a group business leaders representing diverse industries.



Shijiazhuang

06 Shijiazhuang:

Regional Development and Corporate Strategy in the Context of Chinese Modernisation

On June 28, the 9th CEIBS Innovation Forum was held in Shijiazhuang under the theme “Regional Economic Development and Corporate Strategy in the Context of Chinese Modernisation”, bringing together CEIBS professors and business leaders to explore how to leverage local resource advantages to generate corporate growth strategies amid the Chinese modernisation drive.

In his opening remarks, CEIBS Vice President and Co-Dean Zhang Weijong noted the great achievements Hebei has made over the decade since the Beijing-Tianjin-Hebei integrated development plan was declared a national strategy. He vowed that CEIBS will remain committed to supporting Hebei’s needs by assisting local enterprises in innovation and transformation to drive its high-quality development.

Qu Bin, First-Level Inspector of the Hebei Federation of Industry and Commerce, highlighted in his opening speech the significant improvements in Hebei’s business environment, asserting that it has made Hebei one of the five provinces with to have achieved the most impressive progress in recent years. He also emphasised enhanced cooperation between the federation and its counterparts in Beijing and Tianjin to empower the development of companies.

CEIBS Professor of Economics and Finance and Wu Jinglian Chair in Economics Xu Bin delivered a keynote speech on “What is Chinese Modernisation?” Prof. Xu explained that Chinese modernisation aims to achieve higher efficiency than capitalist systems while ensuring social equity. Common prosperity, he noted, is a defining feature of Chinese modernisation.

During the roundtable session, Prof. Xu was joined by four other local business leaders to discuss strategies for companies to navigate complex economic conditions and establish global footprints.

07 Qingdao:

How Businesses Can Grow in Today's New Era

On September 12, the 9th CEIBS Innovation Forum landed in Qingdao to discuss the theme “Regaining Growth in a New Era”, bringing together CEIBS professors and entrepreneurs to shed light on how businesses can generate new growth drivers in the new era.

In her opening remarks, CEIBS President Wang Hong noted that Qingdao plays a critical role in China’s “dual opening-up” strategy connecting China’s inland and coastal areas and domestic and international economies. She pointed out that the port city has been assigned national tasks in the innovation and reform of manufacturing and

supply chains, which present abundant strategic opportunities for local businesses. She also asserted that CEIBS will actively align with Qingdao’s development needs to help local companies achieve innovative transformation, and high-quality, sustainable, and global development.

Cui Zuo, Vice Chairman of the Qingdao Municipal Political Consultative Conference and Chairman of the Qingdao Federation of Industry and Commerce, welcomed CEIBS to engage in the city’s development and work together to promote the high-quality development of Qingdao’s private economy.

In a keynote speech titled “The Momentum of the Times and Thinking for Tomorrow”, CEIBS Professor of Entrepreneurial Management Practice Gong Yan highlighted a major shift in the transition to “globalisation 2.0”. He also shared a logical framework: first came “global arbitrage,” where development moves towards regions with low raw material and labour costs and talent concentration; followed by “globalisation + localisation”; and finally, “global integration,” wherein products and brands achieve global coverage.

Li Huagang, Senior VP of Haier Group, Chairman and CEO of Haier Smart Home and CEIBS EMBA 2010SH6 alumnus, also delivered a keynote



Qingdao



Changsha

speech on “Business Transformation and Value Creation in the Digital Age,” sharing Haier Smart Home’s experiences in global branding and digital transformation.

The event concluded with an engaging roundtable discussion moderated by Executive President of the CEIBS Qingdao Alumni Chapter and President of Scitae Business School Fan Dapeng (CEIBS EMBA 2008BJ3), joined by Prof. Gong as well as three other local CEIBS alumni entrepreneurs.



Changsha:

AI Empowerment Accelerates New Productive Forces

In September, the 9th CEIBS Innovation Forum was held in Changsha under the theme “AI Empowerment Accelerates New Productive Forces”, gathering CEIBS professors and local entrepreneurs to explore how to leverage AI to foster development.

Hobbs Liu, CEIBS Assistant President and Shenzhen Campus Chief Representative, noted in his opening remarks that the core of new productive forces lies in technological innovation, with industrial innovation

serving as its driving force and the modern industry system being its key conduit. He reiterated CEIBS’ commitment to leveraging global leading business management programmes, differentiated forums and events and an extensive alumni network to support Hunan enterprises in their innovation and transformation so as to drive their high-quality, sustainable global development.

In his keynote speech entitled “AI Empowerment for High-Quality Development”, CEIBS Professor of Economics and Decision Sciences and EVE Energy Chair in Economics and Decision Sciences Fang Yue outlined three key pathways for achieving high-quality development: being a company in tune the times, being innovation-driven, and maintaining an entrepreneurial spirit.

The event concluded with a roundtable discussion moderated by Prof. Fang and three other expert business leaders and CEIBS alumni on topics such as fostering new productive forces, global expansion and globalisation. 🌐

About CEIBS Innovation Forum

The CEIBS Innovation Forum series was launched in 2015 and is committed to promoting the integration of knowledge and practice, while serving the transformation and development of business in China. The series provides insights into current business and economic trends with a focus on topics relevant to urban and regional development. To date, over 50 events have been held in 30 cities around China, where more than 300 speakers have contributed their views.

Meet our new faculty

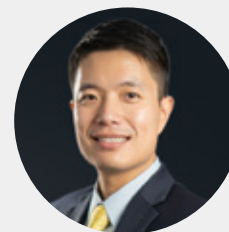
In 2024, we welcomed a number of exceptional new professors to the CEIBS family. Read on to learn more about the newest members of our faculty team!



Dr. Li Qiang

Associate Professor of Strategy, CEIBS

Dr. Li Qiang joined CEIBS as Associate Professor of Strategy in February 2024. Before joining CEIBS, he held a tenured position as an Associate Professor at Peking University’s HSBC Business School. Dr. Li’s research primarily focuses on strategic decision-making, corporate governance, innovation, and entrepreneurship.



Dr. Yinliang (Ricky) Tan

Professor of Decision Sciences and Management Information Systems, CEIBS

Dr. Yinliang (Ricky) Tan joined CEIBS as a Full Professor of Decision Sciences and Management Information Systems in May 2024. Prior to joining CEIBS, he was a tenured faculty of Decision and Information Sciences at the C.T. Bauer College of Business, University of Houston (on leave 24-25). His research primarily focuses on artificial intelligence and the digital economy.



Dr. Mai Ke

Associate Professor of Organisational Behaviour, CEIBS

Dr. Mai Ke joined CEIBS as Associate Professor of Organisational Behaviour in July 2024. Prior to joining CEIBS, he served as an Assistant Professor of Management at the Graduate School of Business at Sungkyunkwan University (SKKU) in Seoul and later the Business School at the National University of Singapore (NUS). Dr. Mai’s research primarily focuses on norm deviation behaviours in the workplace.

Faculty appointments

Several of our professors have been assigned to important new positions this year! Read on to find out more about CEIBS faculty appointments in 2024.



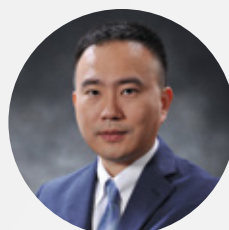
Prof. Chen Shimin appointed Associate Dean (Case Centre)

Professor of Accounting Chen Shimin was appointed Associate Dean (Case Centre) at CEIBS in January 2024.



Prof. Wang Taiyuan appointed Deputy Director of DBA Programme

Professor of Entrepreneurship Wang Taiyuan was appointed Deputy Director of DBA Programme in January 2024.



Prof. Zhang Yu appointed Department Chair of Strategy and Entrepreneurship

Professor of Strategy Zhang Yu was appointed Department Chair of Strategy and Entrepreneurship in March 2024.



Prof. Huang Sheng appointed Head of CEIBS Research Centre for Corporate and Capital Markets

Professor of Finance Huang Sheng was appointed Head of CEIBS Research Centre for Corporate and Capital Markets in April 2024. The centre combines research, teaching, and practice to explore the functioning and development of corporate and capital markets in both depth and breadth, aiming to be at the forefront of knowledge creation and dissemination in the field and to provide the latest insights and strategic recommendations to capital market stakeholders.

Prof. Wang Hong and Prof. Katherine Xin

appointed Heads of CEIBS Research Centre for International Cruise Economy



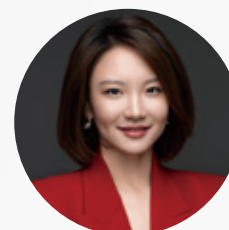
CEIBS President Wang Hong and Professor of Organisational Behaviour Katherine Xin were appointed Heads of CEIBS Research Centre for International Cruise Economy in April 2024. The centre's mission is to conduct research, develop policy recommendations, and provide social services focused on the international cruise industry, with the goal of becoming a preeminent think-tank for China's thriving cruise sector.



Prof. Fang Yue

appointed Director of the CEIBS Research Centre for AI and Management Innovation and EVE Energy Chair Professor

Professor of Economics and Decision Sciences Fang Yue was appointed Director of the CEIBS Research Centre for AI and Management Innovation in April 2024, and EVE Energy Chair Professor in September 2024. Aligned with national AI development strategies and focusing on AI impact on business management and industrial development, the CEIBS Research Centre for AI and Management Innovation aims to build an AI industry-academia-research platform featuring business school characteristics as well as a top-level think-tank on AI and management innovation by integrating internal and external resources from academia, government and alumni enterprises.



Prof. Wang Yajin

appointed Associate Dean (Research)

Professor of Marketing Wang Yajin was appointed Associate Dean (Research) in July 2024.



Prof. Zhang Lingling

appointed Associate Dean and Director of MBA Programme

Associate Professor of Marketing Zhang Lingling was appointed Associate Dean and Director of MBA Programme in October 2024.

More faculty promoted to new positions in 2024

Prof. Changhyun Kim, **Prof. Lingling Zhang** and **Prof. Michelle Xue Zheng** were all promoted to Associate Professor in July 2024.

Faculty honours and awards

CEIBS professors have given us much to celebrate in 2024. Here is a look at some of the well-deserved honours and awards that they have received this year.

01

CEIBS VP and Dean Frank Bournois named AIB's International Educator of the Year



Frank Bournois, CEIBS Vice President and Dean, was awarded International Educator of the Year 2024 by the Academy of International Business (AIB), a leading global organisation of international business scholars and professionals, at the academy's annual international conference in Seoul in July. The award is conferred annually to recognise leaders in business education who have developed exceptional international business programmes, recruited and supported international business faculty, and provided students with real-world connections through courses, internships, and international experience.

02

Professor Chen Shimin wins Outstanding Contribution to the Case Method Award at The Case Centre Awards and Competitions 2024



In February, CEIBS Professor of Accounting, Associate Dean and Director of the CEIBS Case Centre Chen Shimin won the Outstanding Contribution to the Case Method Award. Prof. Chen is an award-winning case author and a seasoned teacher with over 30 years of experience in delivering degree and executive education programmes at universities in China, Hong Kong SAR, and America. He is also dedicated to advancing the use of China-focused cases at CEIBS and in business schools across China and the world.

04

CEIBS studies win top prizes in global case writing contest



In April, several CEIBS faculty members won top prizes in the 2023 Global Contest for the Best China-focused Cases. The winning cases cover a range of topics spanning diversity and inclusion, supply chain risk management, branding and market competition, digital innovation, sustainability, disruptive business models, strategic repositioning, and cultural adaptation, offering insights into strategy, innovation, and management within China's dynamic business environment.

05

CEIBS Lecturer Nana Gyamfi wins WAIB Emerging Scholar Award



In July, CEIBS Lecturer of Management Nana Yaa A. Gyamfi was awarded the WAIB (Women in the Academy of International Business) Emerging Scholar at the annual AIB (Academy of International Business) Conference in Seoul. The award is given each year to female AIB junior scholars for recognition of their high-quality research in international business.

03

Record high of 17 CEIBS faculty members named on Elsevier's Highly-Cited Chinese Researchers list



A historic high of 17 CEIBS faculty made the 2023 list of Highly-Cited Chinese Researchers released by world-leading academic publisher Elsevier in late March. Amongst those listed, 15 CEIBS faculty have been named for their contributions in the category of Business Management, one more than last year, with the remaining two named in the Applied Economics category.

06

CEIBS faculty claim academic paper prizes



In September, two CEIBS coauthoring teams were named First Prize winners of the 2024 Business Case Teaching Competition - the Expanded 6th Shanghai MBA Case Teaching Competition. These were Prof. Jean Lee for the course "Coaching Leadership", with the case "Bosch China: Building a Coaching Culture" (Case authors: Prof. Jean Lee and Zhao Liman) and Prof. Wang Taiyuan for the course "Technology Driven and Value Creation", with the case "Thoughtworks: Talent Dilemmas in Agile Innovation" (Case authors: Prof. Wang Taiyuan, Prof. Lin Yanan and Prof. Zhao Liman).

07

CEIBS faculty honoured for service excellence, research, and teaching achievements

In August, CEIBS announced the following awards for faculty members: the 2024 CEIBS Power of One Service Excellence Award for Faculty Members, awarded to Prof. Jiahua Che, Prof. Viktor Fedaseyeu, and Prof. Sheng Huang; the 2024 Research Excellence Award, awarded to Prof. Xilin Li, Prof. Chao Liang, and Prof. Sebastian Schuh; and the 2024 CEIBS Teaching Excellence Award, awarded to Prof. Hyun Young Park, Prof. Meng Rui, Prof. An-Chih Andrew Wang, and Prof. Howei Wu.

In November, CEIBS Honorary Professor Wu Jinglian was awarded the CEIBS 30th Anniversary Faculty Grand Medal, while another ten CEIBS Professors were each presented with the CEIBS 30th Anniversary Outstanding Faculty Contribution Award: Katherine Xin, Xu Dingbo, Xu Bin, Zhu Tian, Bala Ramasamy, Chen Shiming, Wang Gao, Rui Meng, Zhao Xiande, and Hwang Yuh-Chang.

08

Eight CEIBS faculty named in World's Top 2% Scientists list 2024

In November, eight CEIBS professors - Zhao Xiande, Shameen Prashantham, Jiing-Lih (Larry) Farh, Frank Yu, Zhao Hao, Tae Yeol Kim, Ho Kwong Kwan and Katherine Xin - have been included in the 2024 World's Top 2% Scientists list, demonstrating the research strength and academic influence of CEIBS in global management education. Compiled by Stanford University and Elsevier, the list is based on data from Scopus to identify global scientific leaders across 22 fields and 174 subfields. It draws from six key metrics, including total number of citations, h-index and Hm-index to reflect the research output and academic impact of global scientists.



CEIBS faculty in the media

From macroeconomy and the geopolitical landscape, to ESG and other business issues of the day, CEIBS faculty regularly offered their thoughts to media during the first half of 2023. Read on for some of the key insights shared during the past six months.

January 18

» CEIBS Professor of Economics Zhu Tian | *Reuters*

"We're in a recession," Zhu said. "If you talk to 10 people, seven will say we've had a bad year."



February 12

» CEIBS MBA student Leo Lu | *Financial Times*

"Mistakes mean improvement: the fastest way to learn is to make a lot of mistakes and reflect on what actions have triggered the result."

FINANCIAL TIMES

March 10

» CEIBS Professor of Economics Bala Ramasamy | *CNN*

"If this decoupling is carried out by Trump 2.0 in a very forceful way, the impact on China is going to be very severe. But whether this will happen is unclear, nobody can say what Trump will do, and this is the problem."



April 4

» CEIBS Professor of Economics Zhu Tian | *South China Morning Post*

"Like it or not, banks and other institutions ... should expect top-down directives and overhauls."



June 2

» CEIBS Associate Professor of Strategy and Entrepreneurship Majid Ghorbani | *The Straits Times*

"So, we need a bigger mass of people being concerned about the environment, and taking action to protect it. Hopefully, being eco-friendly then becomes the norm."

THE STRAITS TIMES

November 29

» CEIBS Professor of Economics Bala Ramasamy | *La Stampa*

"The question is: if the United States does not buy from China, who does it buy from? Finding substitutes will not be easy."

LA STAMPA

Interview with CEIBS Alumni International Chapter President and Secretary-General

As CEIBS prepares to celebrate its 30th anniversary, the CEIBS Alumni International Chapter (CAIC) is also marking a significant milestone; with its long-serving leadership stepping down, it is now time for the CAIC's Core Council to hand over the baton to a new generation of CEIBS alumni. To mark the occasion, we had the pleasure of speaking with the two remarkable alums that make up the CAIC's current leadership. Cedric Devroye, from the GEMBA 2015 programme, has led the Chapter's Council for nearly ten years: he has served as its President for two councils and as part of the founding team that established the vibrant CAIC community. Joining him is Tina Walendy, from the Africa EMBA 2015 programme, who has served as the Chapter's Secretary-General for two consecutive terms, from 2018 to 2021, and again from 2021 to 2024. Their leadership has been instrumental in shaping and strengthening the Chapter and its community. Ahead of their stepping down in November 2024, we joined them in looking back on a decade of success, and forward toward the future of our international community.



The CAIC President and Secretary-General receive the "Outstanding Alumni Chapter" Award by the CAA on behalf of the Council.

Q: Cedric, you have been leading the Council for nearly 10 years. Do you feel ready to step down?

Cedric, CAIC President: Oh, that's a great question! It's been the most remarkable adventure. I have loved every moment of it - I lost count of the hours, to be honest. I have developed a strong attachment to the role, but I firmly believe in the importance of bringing in fresh blood and new ideas to keep our community dynamic. So yes, after nearly a decade, I'm ready to pass the torch, though I'll certainly miss the excitement of the journey.

Q: And Tina, you have dedicated six years as Secretary-General. How do you feel about stepping down?

Tina, CAIC Secretary-General: Very good and optimistic. Both because it's time for new leaders, and because we have spent several months making sure the best fit successors are in place to take this Chapter into its second decade.

Q: As you both prepare to step down from your roles as President and Secretary-General of the CAIC, can you reflect on the main accomplishments of your two and three successful terms, spanning six and nine years in total?

President: Over the past nine years, we've focused on building a strong, connected community of English-speaking alumni worldwide. One of our main accomplishments has been the establishment of a



The CAIC President and Secretary-General welcome CEIBS President (European) Dominique Turpin on behalf of alumni in 2022.

solid international network (six WeChat groups with more than 2,500 CEIBS alumni), which has allowed us to foster a sense of belonging among our members, regardless of their geographic location.

We encourage the development of regional overseas alumni chapters because a stronger regional presence translates to a stronger international community. As an international business school, we must work diligently to build and enhance our community outside of China too and increase our visibility globally.

Secretary General: Another significant achievement has been our efforts in promoting diversity, equity and inclusion within our community. As much as we honour the C and the E of our school's acronym, the Chapter's focus is the central I of CEIBS. Alumni from Accra or Lagos should feel just as connected to our school as those in Milan, Shenzhen or Seoul. We've worked hard to ensure that all alumni, irrespective of their background or gender, feel welcomed and valued. This has been particularly important in respecting the school's values and supporting its goal of internationalisation.

President: In terms of supporting the school's internationalisation efforts, we greatly admire the dedication and hard work invested in organising Alumni Reunions, in Asia and more recently also in Europe since 2018 and in Africa since 2023. These events play a crucial role in strengthening our global network, fostering connections among alumni from diverse regions.



CAIC's Second Core Council in 2021.
From left: Vice President Urvash Singh (MBA 2012), Secretary General Tina Walendy (AFEMBA 2015), President Cedric Devroye (GEMBA 2015) and Vice President Huiling Ding (GEMBA 2013)

Q: Impressive! Could you share some challenges you faced during your tenure?

President: Ensuring that our initiatives are inclusive and respectful of geopolitical sensitivities requires constant effort and adaptability. Increasing tensions and differing political climates across various regions sometimes touch the very fabric of our community, giving us even more reason to maintain a unified community and to have a strong International Chapter.

Secretary-General: Yes, we have made a conscious effort to be culturally sensitive and inclusive in all our communications and events. This meant understanding the unique challenges and perspectives of our members from different regions and addressing them thoughtfully. We also encouraged open dialogue and feedback to continuously improve our approach.

President: Ensuring that our Chapter remains relevant, even without a clear geographical base, is essential. The CAIC has always been a strong advocate for the alumni community. For example, we've championed the development of a better alumni app and pushed for more equal representation at School events. However, while times have changed, the need for our English-speaking community to speak with one voice through the CAIC remains as crucial as ever. The challenge is to maintain unity that is essential if we are to effectively challenge the status quo. Without it, our voice is diminished, leaving us with an uncertain impact. We cannot afford to be complacent. We must continually strive for improvement—not out of negativity or a desire to criticise,

but from a deep sense of pride and love for our School.

Q: Despite these challenges, it's clear you've achieved a lot. How did you manage to build such a strong sense of belonging within the English-speaking community worldwide?

Secretary-General: We placed strong emphasis on communication. Regular newsletters, updates, and active WeChat groups helped us stay connected with our members. We highlighted alumni achievements and shared success stories, fostering a sense of pride and belonging within our community. We've always tried to be mindful of the different regions and programmes our alumni come from, recognising that each has its own specificities. MBA graduates, for instance, have different expectations than their GEMBA counterparts.

President: That is very true. And keeping that perspective in mind with every decision we made was crucial to our success in appealing to all programmes. Tina and I come from different programmes, and it was vital to always consider things from the other programmes' perspectives as well.

We have always focused on creating opportunities for alumni to connect on both professional and personal levels. The events we organised, both virtual and in-person, were crucial in building a tight-knit community.



Tina and Cedric on the CEIBS Zurich campus for the CEIBS Alumni Reunion in Europe in 2022



Cedric and Tina shared CAIC updates with alumni in Singapore at the CEIBS Asia Alumni Reunion in 2019

Also, I find that enthusiasm is contagious. By fostering a positive and energetic environment, we inspire members to actively participate and contribute, further strengthening the sense of community. Understanding the unique challenges faced by our members and offering support and empathy are vital. For instance, the cohorts that studied and graduated during the COVID years have a unique appreciation and experience, leading to different ways of engaging with their alumni community.

Q: What would be your message to our international alumni?

Secretary-General: First, we need to clarify that CAIC is not the "Foreign Passport" chapter. When we use the term "International" in our communication, including in our Chapter's name, we refer to all alumni who have contributed to our global community, which by definition includes alumni from China. Building these bridges takes a lot of effort, but it's worth it!

President: Absolutely, going beyond walls and building bridges is integral to who we are. The distinguishing feature of our chapter is its English-speaking nature, which sets us apart from the majority of Chinese-speaking chapters and clubs. Nationality plays no role at all; what matters is that we speak English. This unique aspect has been central to our efforts in fostering a sense of belonging.

To come back to your question... We have a marvelous community, and alumni need to cultivate a greater sense of responsibility and take ownership

of their involvement. Don't wait for everything to be handed to you on a silver platter.

Q: What message would you like to convey to the school?

President: I think this is an easy one, and we both agree. It's important to be less apprehensive about the current environment. Embrace the challenges and dare to take bold steps forward. Progress often comes from stepping out of our comfort zones. This is what we are taught at school, and it's a useful reminder for everyone.

Secretary-General: We collaborate closely with the school to align our initiatives with its values and mission. This partnership ensures that we are not only promoting our goal of fostering a global, inclusive community. I sincerely hope that we have been able to convey the Chapter's commitment to CEIBS' broader objectives. When at times we challenge the status quo, it's always with the school's best, international interest in mind. The CAIC continues to deserve special attention from the school.



Serving in the Core Council of the CAIC is a prolonged training in intercultural relations and communications."

Q: Throughout your tenure, you've interacted with many alumni and participated in numerous events. Could you share some of the most remarkable experiences that have left a lasting impression on you, and explain what made them particularly memorable?

President: Working with my fellow Council members has been the most fun aspect of this journey. It's truly all about the people and the relationships we've built. Additionally, my interactions with the Chapter's Honorary Presidents, Prof. David Gosset, Prof. Dipak Jain, and Prof. Dominique Turpin, have been incredibly inspiring. I would be remiss not to mention the invaluable support we've received from Dean Ding Yuan and Dean Frank Bournois.

Secretary-General: Serving in the Core Council of the CAIC is a prolonged training in intercultural relations and communications. Adding to the fact that your fellow Council members are literally from all over the world, is that we all volunteer our time and resources to the community. The commitment, the discipline and the positive spirit I have experienced from fellow Council members has been very rewarding and inspiring.



Members of the CAIC's Third Council together with CEIBS President (European) Dominique Turpin and CEIBS Vice-President and Dean Frank Bournois in 2023.



Tina and Cedric at the CEIBS Alumni Reunion in Europe in London, 2023

By extension this applies to our close collaboration with fellow alumni who run the other Chapters and Clubs under the Shanghai Alumni Association, to which we as the CAIC belong (they will know us as 国际分会). There is mutual recognition and respect for the effort we all put into keeping alumni connect-ed and engaged after graduating. There are many op-portunities for us to work across Chapters to continue to honour the school’s promise of providing China Depth, Global Breadth.

Q: As you prepare to step down, what legacy do you hope to leave behind for the next council?

President: I hope to leave behind a legacy of unity and resilience. We’ve built a strong foundation, and I believe the next Council can continue to build on this, further strengthening our global community and navi-gating any future challenges with confidence.

Secretary General: I hope that the path towards inclusivity and engagement has only just begun, there’s so much work to be done! Our efforts to create a welcoming and supportive environment for all alumni have set a precedent, and I believe the next Council will continue to prioritise these values, ensuring that the CAIC remain a vibrant and inclusive community. ●

Cedric and Tina thank their fellow CAIC Core Council Members for their significant commitment and contribution over the years:

CAIC Core Council Members

Huiling Ding (GEMBA 2013)
CAIC Vice President Second & Third Councils

Urvash Singh (MBA 2012)
CAIC Vice President Second & Third Councils

Laetitia Domange (GEMBA 2019)
CAIC Vice President Third Council

Laure-Cecile Lafond-Fenonjoie (GEMBA 2020)
CAIC Vice President Third Council

Yvonne Tang (GEMBA 2015)
CAIC Vice President Third Council

Coco Jiang (FMBA 2014)
CAIC Vice President Second Council

Jun Lee (GEMBA 2013)
CAIC Founding Member & Advisory Board Member

Alanna Shi (MBA 2008)
CAIC Founding Member & Advisory Board Member

Michele Comacchio (GEMBA 2012)
CAIC Founding Member & Advisory Board Member

Margaret Kan (MBA 2008)
CAIC Founding Member

Vijay Kumar Nadipineni (MBA 2014)
CAIC Founding Member

Building Bridges Beyond Borders: Interview with CEIBS GEMBA alumna Louise Vogler

"The confidence I gained from completing the programme was invaluable. It gave me an immense boost of courage to lead from the front, embrace new challenges, and persevere through adversity."

In the world of global finance, few careers exemplify the intersection of cultural immersion, leadership, and innovation as profoundly as that of Louise Vogler, a 2010 alumna of the CEIBS Global EMBA programme. Having worked for over 25 years at Standard Chartered Bank and with professional experience spanning four continents, Louise’s journey is a testament to the power of continuous learning, adaptability, and a passion for bridging global perspectives.



Louise Vogler
Managing Director, Head of Coverage
Operations Center of Excellence,
Standard Chartered Bank
CEIBS Global EMBA 2010

A Passion for Banking, and for China
Louise’s path to banking began during university, where her studies in Chinese language, history, culture, economics, and international business laid the foundation for a unique career. “I loved being an Account Manager and Credit Analyst - it was such a privilege to visit our clients, understand their business, analyse their financials and most importantly find the right product and solutions to their banking needs,” she says.

Her passion for banking merged seamlessly with her love for China. A Canadian native, Louise first landed in China in 1990 under an exchange programme to East China Normal University in Shanghai, which profoundly shaped her life. “That year changed everything,” she recalls. “I fell further in love with the Chinese language and culture and made friends from all over the world, including my future husband.”

Determined to return to China, Louise joined the Canadian Consulate in Guangzhou as a trade officer upon graduation in 1995. “At the end of my exchange programme, I promised myself: ‘One day, you will come back to live and work in this amazing country’. And sure enough, I made my dream a reality four years later when I arrived in Guangzhou with the Canadian Consulate,” she says.

Lousie’s real passion, however, still lay in financial analysis and banking. After completing a work placement experience in the Taipei Branch of a leading Canadian Bank prior to her graduation, she already knew that her role at the Consulate would be a transitional one.

In 1999, she joined Standard Chartered Bank (SCB) in Shanghai as a Senior Credit Analyst. Since then, her roles at the leading international organisation have spanned Asia, Africa, the Middle East, and now Europe, overseeing a global team of credit risk management operations professionals of the Client Coverage Centre of Excellence in SCB headquarter London.

Joining the CEIBS Global EMBA Programme

During the early to mid-2000s, Louise experienced significant career growth and development at SCB. With China's entry into the WTO, the economy was booming, and the banking sector - particularly for foreign banks - was undergoing rapid expansion. However, by 2009, feeling that her growth had reached a plateau, she decided to pursue an EMBA programme to take her career to the next level.

"I looked around at EMBA programmes in the Greater China region, and the one that really stood out was CEIBS' Global EMBA. I could remain in Shanghai and avail myself of a world-class, rigorous EMBA education," she says.

Convinced that studying at CEIBS would be the transformative opportunity of a lifetime, Louise found her experience at the school to be even beyond expectations.

"The confidence I gained from completing the programme was invaluable. It gave me an immense boost of courage to lead from the front, embrace new challenges, and persevere through adversity. These insights have helped me tremendously as I've moved roles and geographies and into more senior roles over the years," she says, adding that CEIBS' expansive global alumni network also serves as an excellent source for networking and making new contacts when moving to new regions.

A Global Leadership Perspective

Louise's career has taken her across continents, including Asia, Africa, and most recently, Europe with a role in London. Each move required adaptability and an openness to new cultures. She credits her



global success to her curiosity and efforts to immerse herself in local languages, literature, and history, which have helped her connect deeply with different communities and lead effectively.

"To thrive in a global community, you need to be flexible, open-minded, tolerant, patient and curious," she advises. Learning local languages also helps. "All of these traits are crucial for understanding the markets you're working in and building bridges with the people around you."

Reflections on CEIBS' 30th Anniversary

Named as a Distinguished Alumni of CEIBS' 30th Anniversary, Louise Vogler's story is a shining example of how business education and global experiences can transform not only a career, but also the ability to influence industries and communities worldwide.

As CEIBS celebrates its 30th anniversary, Louise takes pride in being part of a community that empowers leaders to bridge cultural and business differences. "In an ever-changing world, CEIBS plays a critical role in creating a cross-cultural community of like-minded business professionals, academics, and government leaders who embrace mutual challenges for a better global business world of tomorrow."

Looking ahead, Louise remains committed to CEIBS' mission. "It is my sincere hope that CEIBS will continue to act as a crucial bridge between East and West, a bridge between China and the rest of the world, and that CEIBS will continue to reflect its most important strength: 'China Depth, Global Breadth'."

"

To thrive in a global community, you need to be flexible, open-minded, tolerant, patient and curious."

Thirty and Thriving: Bridging cultures, driving global successs

Archie Preston's journey began with an unexpected but impactful decision. In high school, he serendipitously received a book on modern Chinese history as a prize in a contest, which sparked his interest in China.

As CEIBS celebrates its thirtieth anniversary, we reflect on the journeys of our esteemed alumni who exemplify the school's mission to bridge China and Europe through business education. One such alumnus is Archie Preston, whose career in China cross-border investment and strategy showcases the value of cross-cultural communication and global business acumen cultivated at CEIBS.

A Foundation in Chinese Studies

Archie Preston's journey began with an unexpected but impactful decision. In high school, he serendipitously received a book on modern Chinese



Archie Preston

International Strategy and Investment Director at Yuwell Global

CEIBS MBA Class of 2023 Alumni

history as a prize in a contest, which sparked his interest in China. This interest led him to major in Chinese studies at Cambridge, where he spent his third year at Peking University, immersing himself in the language and culture of China. "It was not particularly well thought through," Archie recalls, "but it ended up shaping my entire career path."

Venturing into Finance

After graduating, Archie moved to Hong Kong. There, he began his career in equity capital markets within investment banking, advising mainland Chinese companies on Hong Kong Stock Exchange IPOs. This role provided Archie with invaluable experience in understanding business models and financials, honing his skills in due diligence and analysis.

Reflecting on his transition from humanities to finance, Archie notes, "The UK's flexible education system allowed me to adapt quickly to the financial sector. It was a steep learning curve, but it equipped me with the ability to navigate complex projects effectively."

Embracing M&A and Strategic Partnerships

After four years in equity capital markets, Archie sought a more dynamic and creative role, leading him to join DealGlobe, an investment banking firm specialising in M&A. Here, he learned the intricacies of deal-making, from networking to understanding

the diverse interests of stakeholders. “The founder was a master networker,” Archie says, “and he taught me the importance of building relationships and understanding each party’s objectives.”

One of Archie’s proudest achievements at DealGlobe was leading the sale of several hospitals in the Greater Bay Area to a major US private equity fund, a sizeable deal. He also navigated the firm through challenging times, maintaining a strong and motivated team during the COVID-19 pandemic. “We got some good deals done in difficult conditions, and I was proud to see our junior team stay motivated and committed,” he reflects.

Transitioning to Corporate Strategy

Archie’s career took a significant turn when he joined Yuwell Global as the International Strategy and Investment Director. In this role, he leverages his investment banking background to identify potential investments and M&A opportunities while also building strategic partnerships with international players. Archie’s responsibilities also include setting up international operations, a challenging task that requires navigating cultural differences and ensuring effective communication



The skills and knowledge we acquire here are perfectly aligned with the needs of Chinese companies going international. It's an exciting time for CEIBS and its alumni."

between teams in China and overseas.

“Yuwell Global’s ambition to expand internationally aligns well with my expertise,” Archie explains. “I have worked to enable Yuwell to establish a presence in the US and Europe, hiring teams and setting up operations from scratch. This role has pushed me to deepen my understanding of the medical device industry, from product specifications to supply chain logistics.”

As Archie continues to drive Yuwell Global’s international expansion, he remains passionate about the potential of Chinese companies on the global stage. He sees a growing recognition of Chinese brands’ quality and innovation, particularly in the medical device industry.

“CEIBS has a crucial role to play in this trend,” Archie notes. “The skills and knowledge we acquire here are perfectly aligned with the needs of Chinese companies going international. It’s an exciting time for CEIBS and its alumni.”

The Impact of the CEIBS MBA

Archie credits his CEIBS MBA for significantly enhancing his career. “The CEIBS MBA gave me the time and space to explore different career paths,” he reflects. “It wasn’t just about learning; it was about engaging with a community of like-minded individuals and thinking deeply about my future.”

He highlights the importance of integrity and interpersonal relationships in strategic partnerships and investments. “So much of this work comes down to people,” he emphasises. “Building trust and maintaining transparency are crucial. Your reputation is your most valuable asset.”

The MBA programme provided Archie with a comprehensive understanding of strategic analysis, industry opportunities, and effective management practices. Group-based projects and networking opportunities were particularly beneficial, allowing Archie to develop practical skills and build a robust professional network. “Working with different types of people on group projects taught me a lot about collaboration and leadership,” he adds. 🍷

My CEIBS Story: CEIBS Shanghai campus and me

"I had the privilege of being deeply involved in the construction project of the first phase of the CEIBS Shanghai campus, witnessing firsthand the entire process, perhaps no one knows more about the details of the project than I do."

The masterful design of Pei Cobb Freed & Partners (PCF) has imbued the buildings of the CEIBS Shanghai campus with a subtle elegance, skilfully blending classical charm with a modern style. As I stroll through it, I am captivated by the spatial layout that artfully blends movement and stillness. Each step feels like a journey through time and space, allowing me to experience the rich humanistic charm of ancient eras while inhaling the spirit of openness and inclusivity that resonates from around the world.



Wu Hanning

Chairwoman of Shanghai Jiangshan Real Estate Company

CEIBS EMBA 1999

By fortunate coincidence, I had the privilege of being deeply involved in the construction project of the first phase of the CEIBS Shanghai campus, witnessing firsthand the entire process, from the successful bidding to the construction carried out by the China Construction Second Engineering Bureau LTD (hereafter referred to as the Bureau). Perhaps no one knows more about the details of the project than I do.

01. In 1997, upon learning that CEIBS was set to build a new campus in Jinqiao with the overall design executed by the architecture firm Pei Cobb Freed & Partners (PCF), I was instantly intrigued by the project. Unlike the skyscrapers previously constructed by the Bureau, the campus style represented a fusion of Eastern and Western influences, characterised by a sense of classical elegance.

I was in the preliminary discussions with CEIBS together with Mr. Chai, the Director General and Chief Engineer of the Bureau. Without an appointment, Director Chai and I headed directly to the CEIBS Minhang Campus to visit the then President, Li Jiahao.

After a brief exchange of pleasantries, President Li shared a poetic sentiment that has remained etched in my memory: “We are navigating through the fog,

“As I stroll through it, I am captivated by the spatial layout that artfully blends movement and stillness. Each step feels like a journey through time and space, allowing me to experience the rich humanistic charm of ancient eras while inhaling the spirit of openness and inclusivity that resonates from around the world.

and your presence is like sunlight breaking through the clouds.” His scholarly elegance and warm words exuded an inspirational power, akin to a gentle spring breeze.

During the conversation, President Li conveyed a strong commitment to collaboration. He expressed sincerely, “The construction project of the CEIBS campus holds immense significance. We must entrust it to a reliable enterprise. However, we are currently facing financial constraints. If you are willing to take on this project, you would need to

make an upfront investment of \$40 million.” Upon hearing this, Director Chai and I exchanged glances, both surprised and concerned. How could such a high-profile project with international implications be hindered by a lack of funding? The dilemma of whether to accept the project weighed heavily on our minds. Noticing our hesitation, President Li continued with a resolute tone, “While we do require an advance, please rest assured that we will never forget your support and contributions to CEIBS. Once we secure the necessary funds, you will be the first to receive repayment.” After a moment of contemplation, Director Chai nodded in agreement.



CEIBS then President Zhang Guohua (right) and Professor Wu Jinglian at the construction site.

02. Collaborating with Pei Cobb Freed & Partners (PCF) proved to be a challenging endeavour. On December 28, 1997, the first phase of the CEIBS Shanghai campus construction project officially commenced. While the Bureau had anticipated the difficulties and complexities inherent in this project, I was still profoundly struck during the actual progress. Successfully completing this project, which held the hopes and aspirations of numerous members of the CEIBS community, was by no means easy.

The design by Pei Cobb Freed & Partners (PCF) was nothing short of exquisite. To authentically capture



Wu Hanning poses a group photo with her classmates

“Beyond the aesthetic beauty that a completed building offers, the true essence of architecture lies in the craftsmanship involved in the myriad processes that bring it to life.”

the essence of the Suzhou gardens that served as their inspiration, the Bureau took the initiative to open a kiln in Suzhou, dedicated to the custom production of bricks, meticulously fired one by one by skilled brick-burners who adhered to traditional methods.

Some people compare architecture to music frozen in time. In my opinion, beyond the aesthetic beauty that a completed building offers, the true essence of architecture lies in the craftsmanship involved in the myriad processes that bring it to life. The more

adept the artisan, the greater their commitment to excellence throughout these intricate processes. This pursuit mirrors that of an exceptional composer, who tirelessly refines and perfects their musical compositions to achieve harmony and precision in their work.

The story of the CEIBS construction project extends far beyond its architectural achievements. As we approached the end of the first phase, President Li Jiahao was sadly hospitalised due to illness. On behalf of the Bureau, I visited him, and despite his condition, he expressed his concerns with a look of deep regret. “Hanning,” he said, “the construction of the CEIBS campus cannot be halted. I know we still face a funding shortfall, and I’m working on solutions, so you all must hold on.” I reassured him, promising that even if the Bureau encountered financial losses, we would dedicate ourselves fully to ensuring the successful completion of the campus project. Shortly after our conversation, President Li passed away. This remarkable man, who had devoted his life to hard work and service, remained preoccupied with the funding for the CEIBS campus

Reflecting on the CEIBS campus construction project, I see it not only as a remarkable achievement in my architectural and engineering career but also as a pivotal turning point that holds immense significance for my professional journey."

construction project until the very end. At last, the first phase of the CEIBS Campus was successfully completed. It now stands majestically in Jinqiao, welcoming students and guests from around the globe with its distinctive character and charm/ My involvement in the construction of the CEIBS campus remains a source of immense pride in my architectural career.



Wu Hanning with CEIBS Professor Juan Fernandez, with whom she has so far shared over 20 wonderful years

03. Moreover, I attribute a significant portion of my career's flourishing to the thoughtful guidance and support I received from CEIBS.

After completing the CEIBS campus project, I transitioned from the Bureau to pursue my entrepreneurial journey in the CEIBS EMBA programme. Once I began attending classes, I quickly recognised the distinctiveness of this institution. The course content was both innovative and original, and many concepts that had previously puzzled me were suddenly illuminated through the professors' insightful guidance.

Since then, I return to the classroom at CEIBS every few years, seeking a renewal and elevation of my knowledge and thoughts.

Reflecting on the CEIBS campus construction project, I see it not only as a remarkable achievement in my architectural and engineering career but also as a pivotal turning point that holds immense significance for my professional journey.

Looking back, I feel an even stronger resolve: running a business is akin to navigating life itself. While not every endeavour may yield immediate rewards, I believe that genuine effort and integrity will ultimately be recognized and rewarded in one way or another. 🍷

My CEIBS Story: Seeing beyond, through the window of CEIBS

"My greatest takeaway from CEIBS is the multitude of windows and perspectives it has opened for me, transforming me from a mere educated labour contractor into a well-rounded contributor to society. "

For every CEIBS alumni, the school remains an indelible chapter in their lives. During our time at CEIBS, we experienced laughter and tears, sweetness and bitterness. As CEIBS celebrates its 30th anniversary, it embodies these profound sentiments and generous aspirations.

01. My journey with CEIBS began unexpectedly in 2005. My golf buddies were suddenly unavailable; many of my peers were pursuing EMBA programmes at institutions like

Peking University, Tsinghua, CKGSB, and CEIBS. Wanting to stay relevant, I was persuaded by Mr. Ma Yusheng to join CEIBS after a brief comparison of programmes.

The diversity among my EMBA classmates was remarkable. We represented various sectors, including foreign enterprises, state-owned enterprises, private companies, and government roles. Our industries spanned software, manufacturing, medicine, broadcasting and many, many more. There were executives from foreign companies and listed companies, chairpersons of private companies, bank

Zhou Qing

Beijing Class 3 Vice President,
Landsea Group Chairman,
Landsea Homestay

CEIBS EMBA 2003





Students take classes at Raycom Infotech Park in Zhongguancun, Beijing before the building of the CEIBS Beijing campus

governors, school principals and government leaders. The variety in our backgrounds led to diverse thoughts, behaviours, conversations, and even outfits, both in and outside the classroom.

Back then, our classes were held at the Raycom Infotech Park in Zhongguancun, Beijing, a makeshift venue without a proper campus to even take a class group photo. We envied our fellow alumni in Shanghai, who enjoyed a beautiful campus on Hongfeng Road. Since the establishment of the Beijing campus at Shangdi, I frequently return for events, not just for the activities themselves, but to reconnect with the campus and relive the memories of our past.

02.

In those early days, our focus was truly on learning, and that remains true today. I remember feeling overwhelmed by the preparatory materials, struggling, as someone

educated in a planned economy, to grasp the concepts of a market economy. The professors - Prof. Wu Jinglian, Prof. Jiang Ping, Prof. Xu Xiaonian, Prof. Xu Dingbo, and various foreign faculty - were serious yet inspiring. Their classes reshaped our understanding of reform and principles of the legal system. Each week felt like a mental overhaul, challenging everything I thought I knew. The most



Zhou Qing poses for a group photo with his classmates during his time at CEIBS

impressive courses were taught by Prof. Wu Jinglian and Prof. Jiang Ping, who imparted knowledge and practice in a patient and unhurried way.

When we enrolled, our average age was 38.5, with the youngest born in 1975 and the oldest in 1956. Today, some classmates have retired, and most of my fellow students will soon retire in a couple of years. However, a few of us remain active, fulfilling their duty to their businesses and employees. Sadly, we've also lost a few classmates along the way, including our beloved secretary, who passed away due to illness before we could say goodbye. We remember him fondly and wish him peace in the afterlife.

03.

The pandemic changed a lot, and as a result our class has not gathered in five years. Perhaps we'll wait until we're all retired to hold reunions.

As part of my work, I've developed boutique B&Bs in Mentougou, Beijing, and at the foot of the Daqing Mountain in Hohhot, Inner Mongolia. One of my dreams is to create a tranquil space for my classmates to gather. As we age, the bustling city becomes less appealing, and the quiet of the countryside offers a chance to reflect and perhaps reconnect with the wisdom of ancient sages.

I fondly recall our previous biannual reunions, which were the highlight of my whole year. Nowadays, the most frequent messages in our class group chat are our class monitor's daily weather updates. He serves on the standing committee of a province, making him perhaps the world's most prominent weather forecaster. Thanks to his accurate forecasts, our class is always aware of the changing seasons.

We must not use retirement as an excuse to become complacent. Having taken good care of our families, we should continue to shine during our second wind. This is a time to cultivate cultural knowledge, share our rich experiences, and explore the essence of a fulfilling life.

04.

My greatest takeaway from CEIBS is the multitude of windows and perspectives it has opened for me, transforming me from a mere educated labour contractor into a well-rounded contributor to society. The insights and support I received from CEIBS have instilled in me the confidence to pursue various endeavours.

Another significant benefit has been the connections I've forged with classmates. At the age of 50, I found myself re-employed in a company run by a fellow alumnus. Ten years later, I remain engaged in meaningful work.

One of my proudest achievements at CEIBS was founding the CEIBS Golf Team in 2006, which has now thrived for 18 years. Meeting weekly, it stands as one of the longest-running alumni organisations at CEIBS, showcasing the vitality and energy of the community.

As we reach this age, we must remember that the journey of life is endless, and our experiences at CEIBS are just a beginning. The rest relies on our individual efforts.

I extend my heartfelt gratitude to CEIBS for

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I extend my heartfelt gratitude to CEIBS for nurturing students who embody virtue, love for others, and the pursuit of excellence.”

nurturing students who embody virtue, love for others, and the pursuit of excellence.

Best wishes for my beloved alma mater CEIBS! Today, more than ever, China needs your dedication and persistence.

I wish all CEIBS alumni both material and spiritual abundance. May you all enjoy peace and good health; I look forward to welcoming you to my village for some sunshine and good conversation.



Zhou Qing's class attends a reunion after graduation

CEIBS hosts 2024 Alumni Association Congress in Shanghai

CEIBS | 中欧校友总会

中欧校友总会2024年校友代表大会 CEIBS ALUMNI ASSOCIATION CONGRESS 2024

In celebration of CEIBS 30th anniversary, CEIBS alumni from across the world gathered at the school's Shanghai campus for the CEIBS Alumni Association (CAA) Congress 2024 on April 20.

In a welcoming speech, CEIBS CPC Secretary Ma Lei shared recent developments at the school and recognised the work done by the CAA. He noted that the school and the association complement each other, with alumni organisations serving as an extension of the school's functions. "Looking ahead, CEIBS, the CAA and other alumni organisations will continue to work and grow together! Despite the challenges we face, the school has steadfastly implemented its five-year strategic development plan and Eight Strategic Priorities, making great achievements in China and beyond in 2024," Secretary Ma said. "This year has been a unique one. In celebrating our 30th anniversary, I hope that the CEIBS community will continue to uphold the

school's motto of 'Conscientiousness, Innovation and Excellence', and develop with the school!"

CAA President Li Wen then delivered a presentation on the work of alumni over the past year in six areas: optimising organisational structures, enhancing social responsibilities, refining alumni services, boosting school synergy, lifting brand value, and continuously strengthening self-development. He also reported on the revenue and expenditure of the CAA in 2023 and the annual budget. Expressing heartfelt gratitude to CEIBS leadership, alumni, and alumni organisations, he pointed out that the reason that the CAA has been able to become such an excellent organisation, which continues to grow and evolve, is that it has remained committed to its traditions and innovative endeavours, thereby reinforcing its own development. President Li said the future efforts of the association must be based on accommodating the need to serve CEIBS alumni, the school and social development, with a sense of responsibility and selfless dedication.



CEIBS CPC Secretary Ma Lei



CAA President Li Wen



Only in this way can it build a spiritual home for the whole CEIBS community.

2024 marked the second year of the fifth CAA Council, making it a critical year for fostering the prosperity of the alumni network. President Li asserted that, guided by the school and supported by the alumni community and their efforts, the fifth Council would fulfil its responsibilities, strengthen its self-development, and elevate alumni endeavours to a higher level with a focus on important work and the school's 30th anniversary. Finally, he called upon all alumni and alumni organisations to give back to their alma mater on its 30th anniversary.

Following the nomination of the CAA President and review by the association of its organisational structure, the fifth CAA council added nine members and four executive members to enhance the team of the Council and to pool more wisdom and energy in advancing the alumni network.

A sharing session featuring three outstanding elite alumni organisations, namely the CEIBS Alumni Henan Chapter, CEIBS Alumni Finance and Investment Association and CEIBS Alumni New Energy Association, was also held on the sidelines of the event.

Following this, CEIBS Deputy Director of the Alumni Relations & Development Office Helena Ren shared the recent developments of the school with alumni representatives. Director of the Alumni Relations & Development Office Tanya Fu awarded the alumni organisations that contributed to the school's 30th anniversary celebration and were recognised as "Stars of the Monthly Giving Scheme". Secretary Ma Lei and Assistant President and Director of the Dean's Office Helen Xu presented them with donation certificates and exclusive certificates of appreciation respectively. With the guidance and support of CEIBS President Wang Hong, the school leadership, faculty, as well as the joint efforts of the Board of Directors and all alumni, the CAA will stay true to its mission and work passionately for the prosperity of the alumni network, building the association into a spiritual home of all CEIBS alumni. In the year of the school's 30th anniversary, the association actively collaborated with alumni organisations to host various activities, contributing to a spectacular anniversary celebration and forging a brighter future together.

The conference was hosted by CAA Secretary-General Qin Yi. 🍷

CEIBS hosts annual ESG forum to drive new development

CEIBS hosted its 6th ESG Summit on April 20 at our Shanghai campus. Under the theme “Deepening ESG Practices, Empowering the Development of New Productive Forces,” the summit brought together over 200 distinguished experts, scholars, and business leaders to share valuable insights on corporate social responsibility (CSR) and ESG practices in today’s unique business context. The event also marked the release of *CEIBS 2024 ESG White Paper*.

In her welcome address, CEIBS President and the Hengdian Group Chair in Management Wang Hong emphasised that CEIBS has long been committed to advocating for and promoting ESG education and practices. She recalled that in 2011, the concept of responsible leadership was embedded in CEIBS’ mission statement, and in 2020, Exemplifying CSR Education has been incorporated into the school’s Five-Year Strategic Development Plan (2021-2025) as one of its Eight Strategic Priorities. Over the years, the school has made significant strides in

ESG-related curriculum development, case studies, and academic research. Last year, CEIBS formally integrated sustainability and green low-carbon concepts into the fabric of our operations, launching a strategic carbon neutrality initiative and publishing our first Carbon Disclosure Report. President Wang asserted that CEIBS will strive to become a pioneer in ESG education, research, and practices, and looked forward to over 30,000 CEIBS alumni actively embracing ESG principles and taking on greater social responsibility through various initiatives.

During his own address, CEIBS Vice President, Dean, Chief Impact Officer, and Professor of General Management and Leadership Frank Bournois highlighted that CEIBS was the first business school in mainland China to advocate for corporate social responsibility. As this year marks the 20th anniversary of the emergence of ESG concept, he called on CEIBS to reflect on how to advance its ESG initiatives while celebrating its significant achievements in the field. He also underscored that



CEIBS President Wang Hong



CEIBS Vice President, Dean, and Professor of General Management and Leadership Frank Bournois

attracting top talent requires a compelling value proposition, which means not only encouraging professors to pursue ESG-focused research but also ensuring that the school itself exemplifies the ESG philosophy. CEIBS, he noted, remains dedicated to integrating ESG into its teaching, research, and talent development while continuing to invest in long-term, future-oriented research.



Li Wen, CEIBS EMBA 2010 alumnus and CEO of China Universal Asset Management, highlighted that sustainable development has become a global trend, with ESG emerging as a key driver of improved corporate quality, high-quality economic growth, and the evolution of new productive forces. He noted that CEIBS alumni, in collaboration with the school, have actively influenced their companies to embrace, promote, and advance ESG principles, playing a pivotal role in shaping the business community and driving social progress. Looking ahead, he said that CEIBS alumni remain committed to fulfilling their responsibilities, strengthening collaborations, and creating shared value, with an aim to contribute CEIBS’ wisdom and strength to advancing new productive forces and supporting China’s modernisation.





CEIBS EMBA 2010 alumnus and CEO of China Universal Asset Management Li Wen



CEIBS Professor of Marketing and ESG Research Area Director Wang Yajin



Former President of Xiamen National Accounting Institute Huang Shizhong



Chief Sustainability Officer of Envision Group Sun Jie



CEIBS Professor Emeritus Lydia Jean Price

On behalf of CEIBS faculty, Professor of Marketing and ESG Research Area Director Wang Yajin formally released the *2024 CEIBS ESG White Paper* and shared the school's latest research findings on ESG. With a focus on *ESG and Value Creation*, the paper provides a comprehensive analysis of ESG's value creation in both global trends as well as China's ESG practices, highlighting exemplary corporate case studies, student projects, faculty research outcomes, and the study *Research on ESG Reports of A-Share Listed Companies*. Combining knowledge, academic rigor, and practical guidance, it showcases CEIBS' relentless exploration and commitment to social

responsibility as a think tank, research institution, and educational institution.

Prof. Wang stated that ESG drives corporate sustainability and value creation through its impact on strategy, operations, and internal management. The value created includes new business opportunities, reduced operating costs, policy support, the ability to attract and retain top talent, enhanced risk prevention capabilities, and an optimised asset structure. She said that ESG value creation depends on several factors, particularly the integration of ESG into corporate strategy and operations. She also shared practical pathways for incorporating ESG into corporate strategy, and highlighted that China has clear national requirements for ESG information disclosure by listed companies, with the three major stock exchanges issuing guidelines for sustainability reporting in April 2024. She encouraged CEIBS alumni enterprises to place greater focus on ESG-related value creation, remain committed to doing the right things despite challenging circumstances, and lead their companies toward sustainable growth.

In a keynote speech entitled *A Look at Performance from an ESG Perspective: From Value Creation to Shared Value Creation*, Former President of Xiamen National Accounting Institute Huang Shizhong noted that corporate value creation is shifting from a shareholder-focused approach to one that is more stakeholder-oriented, with shared value creation – which is more inclusive in nature - replacing exclusive value creation over time. He explained that traditional financial management typically centers on economic value, or “explicit value,” but focusing solely on the bottom line is not conducive to long-term corporate sustainability. From an ESG perspective, the scope of value expands to include “hidden values,” such as social and environmental value, with sustainability – which takes into account economic, social, and environmental impacts – gaining traction. He also pointed out that the primary objectives of ESG are to promote a green, low-carbon transition and advance social fairness and justice.

In an online video message, CEIBS Professor Emeritus Lydia Jean Price shared her insights on the



topic “*Working Together to Create ESG Values*”. She explored how to seize new opportunities and create value in the context of evolving economic conditions and the trends of carbon neutrality, inclusion, and equality. She suggested reflecting on how to refine past approaches and leverage resources within the value chain to inspire others to improve and collaboratively build an ecosystem that benefits all involved. Prof. Price emphasised the importance of setting goals and tracking progress, as well as the need to establish standards, develop capabilities, and experiment with better business practice. Such improvements, though initially seeming to focus on individual efforts, can lead to broader optimisation of the entire ecosystem.

Sun Jie, Chief Sustainability Officer of Envision Group, then delivered a keynote speech titled “*Green Low-carbon Development: Enabling Both Corporate Sustainability and Value Creation*”. He observed that an increasing number of businesses are setting carbon neutrality targets and pursuing green transitions to achieve sustainability. The driving factors behind this shift include both domestic and international government initiatives, capital markets, customers, and supply chains, for example, the carbon challenges companies have encountered in their global expansion

and the higher standards they have set for themselves for the sake of sustainability. “Thanks to our efforts and strong performance in sustainability, Envision Group has earned a Gold rating from EcoVadis, a globally recognised CSR rating agency, as well as an A- rating from CDP, a prestigious international organization for carbon disclosure,” Mr. Sun said.

He also shared several cases in which Envision Group has helped enterprises implement low-carbon practices, including the first zero-carbon factory in the Asia-Pacific region, built by Saint-Gobain, assisting five major international healthcare companies in going green, collaborating with Nike to create China's first wind/PV smart hybrid zero-carbon logistics park, constructing a zero-carbon port in Singapore, and partnering with consumer brands like POP MART, Genki Forest, and Organic and Beyond to develop carbon-neutral products. These case studies inspire other businesses to consider how they can work with partners to drive both sustainability and value creation, and to become more socially responsible companies.

The event also featured a roundtable discussion where panelists shared views on *Value Co-creation in Corporate ESG Practices*. ●



CEIBS alumni in numbers and alumni impact



Alumni
32,000+



Alumni distribution
91 countries & regions



Number of graduated classes
610+

66.3%

of CEIBS alumni hold top
management positions in
their companies*

8

CEIBS alumni are listed in
Forbes' China Best 50 CEOs

15

CEIBS alumni serve as
Chairperson, Vice Chairperson,
or President of a *Fortune*
Global 500 company

71

CEIBS alumni serve as
Chairpersons or Presidents
of 66 of China's Top 500
Private Enterprises

447

CEIBS alumni serve as
Chairpersons, Presidents,
CEOs, or General Managers of
411 listed companies

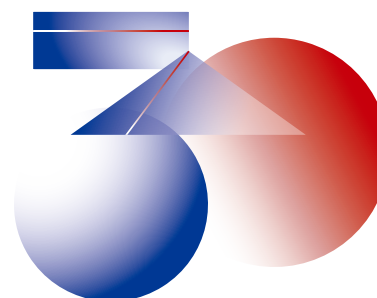
8.36 days per year

Cumulative amount of time
CEIBS alumni spend on
charitable activities each
year**

Data as of November 2024

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

** Source: CEIBS Alumni Impact Survey 2021



Over 1,000 alumni reunite at Shanghai campus to celebrate CEIBS' 30th anniversary

In celebration of CEIBS' 30th anniversary, more than 1,000 alumni and their families reunited at our Shanghai campus for a grand homecoming celebration on November 16.

The celebration began with nine alumni representatives from various cohorts across CEIBS history sharing their cherished memories. In simple yet sincere words, they recounted their personal experiences and the growth of their alma mater over the past three decades, expressing gratitude and well wishes for its future.

Addressing the event, CEIBS President Wang Hong reflected on the recently held 30th Anniversary Celebration, describing CEIBS as a symbol of China's reform and opening-up and a result of close collaboration between China and the European Union. She emphasised that CEIBS takes immense pride in its alumni and looks forward to continuing its work with them to advance global economic and cultural cooperation and foster a shared future for humanity.

CEIBS Vice President and Co-Dean Zhang Weijiong expressed deep appreciation for the alumni's heartfelt testimonials. As a participant in and witness to the founding and growth of CEIBS, he shared in their joy and pride, noting that CEIBS' achievements have been built on the dedication and contributions of its alumni and every graduating class.



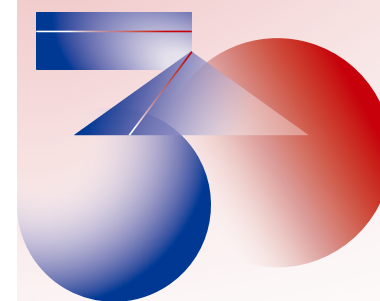


The event also featured a special parent-child session, in which three outstanding second-generation CEIBS alumni joined their parents for speeches and a roundtable discussion on evolving second-generation education paradigms.

To complement the day's festivities, CEIBS, in collaboration with the CEIBS Shanghai Alumni Association's Family Club, hosted a vibrant family fun fair. The fair featured exciting sports activities, engaging scientific experiences, and a delightful campus photo collection, creating unforgettable moments of joy and laughter for CEIBS families. The day culminated in the Global Faculty and Student Gala celebrating CEIBS' 30th anniversary at the CEIBS Conference Centre. Together, all expressed their blessings and aspirations for CEIBS, honoring the school's remarkable achievements over the past three decades while looking ahead to a future of continued progress. ●

Next, CEIBS Professor Emeritus Su Xijia took the stage and delivered a speech titled "The Mission of Entrepreneurs." Exploring perspectives such as values, ethics, and legal frameworks, he shared profound insights on entrepreneurship and the qualities that define exceptional enterprises.

As part of the Open Day, Professor of the Academy of Arts & Design of Tsinghua University Bai Ming —presented an enriching session on "The Beauty of China."



CEIBS hosts 30th Anniversary Celebration and Alumni Reunion in Singapore

CEIBS held its annual Singapore alumni reunion from August 23 to 25 to celebrate our 30th anniversary. Co-organised by the CEIBS Alumni Relations and Education Development Office and CEIBS Alumni Singapore Chapter, the three-day event brought together more than 300 participants to learn, laugh and connect.



01



The day started with a unique Welcome Party on Sentosa Beach on the evening of August 23, with alumni from around the world gathering to reminisce and reconnect in the gentle sea breeze.



02

The next day featured with a series of forums organised by the CEIBS Alumni Singapore Chapter and CEIBS Research Centre for AI and Management Innovation. A lineup of distinguished speakers from business and academia gathered to explore topics such as AI, China's role in the world, and women's leadership.

Addressing the morning session, CEIBS President (European) Dominique Turpin welcomed the alumni who had traveled from afar from seven countries and regions across Asia. Reflecting on the founding mission of CEIBS, Prof. Turpin described the 30th anniversary as a new starting point, marking the beginning of a collective journey for both alumni and the school toward an even brighter future.



The morning session, themed "AI: Innovating the Future," featured four speakers sharing insights into the latest developments, trends, challenges, and applications of AI, aiming to help alumni entrepreneurs navigate global market trends and enhance global operations.

The panel discussion, moderated by Professor Ricky Tan, featured three speakers engaging in in-depth discussions about the security of large language models, the future of AI investment, and AI and Web 3.0.



03

In his closing remarks, CEIBS Professor of Economics, Associate Dean and Director of GEMBA Programme Bala Ramasamy noted, "Learning is the eternal theme of alumni reunions. It is the purpose of learning that brings alumni together, and the reunion, in turn, helps the alumni community grow." He also expressed his appreciation for the Alumni Singapore Chapter, acknowledging its role in connecting resources and serving alumni across Asia, particularly in China. Prof. Ramasamy encouraged everyone to take full advantage of Singapore's unique position and leverage the opportunities presented by global integration.

The afternoon was dedicated to two parallel sessions focusing on the development of China and its role in the world and female leadership.



04

As the day drew to a close, participants were presented with a traditional Chinese scroll depicting the milestones reached by CEIBS over the past three decades. Each scroll was stamped with the anniversary seal by CEIBS President (European) Dominique Turpin and Professors Bala Ramasamy and Rui Meng. It is hoped that this thoughtful gift will serve as a cherished memento for all participants.



05

That evening, the Singapore Chapter hosted a grand anniversary gala themed around “Unity, Heritage, Integration, and Excellence.” Alumni from regional chapters in China, Singapore, Malaysia, India, and other parts of Asia showcased their talents, blending global cultures through 14 captivating performances, including traditional dances, choir pieces, and martial arts. The gala dinner culminated in a powerful chorus performance and heartfelt blessings from the Singapore Chapter to CEIBS for its 30th anniversary.



06

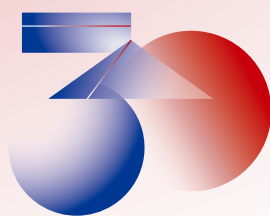


The reunion continued on August 25 with a variety of activities, including lectures on finance, golf, and philanthropy for the next generation.

07

The three-day celebration brought together over 300 alumni from around the world to experience intensive learning and strengthen meaningful connections. The event also showcased the CEIBS community’s cohesion, with the Singapore Chapter providing exceptional hospitality. Looking ahead, we hope that CEIBS and its alumni around the world will continue their journey of collaboration and excellence.





CEIBS alumni reunite in Mauritius to celebrate 30 years of excellence

Two days after the beautiful island nation of Mauritius celebrated the 56th anniversary of its independence, CEIBS alumni from 12 countries and four continents gathered in the country for the school's annual Alumni Reunion in Africa.

Participants flew in from Ghana, Nigeria, the US, Switzerland, the UK, Singapore and China to reconnect with old and new friends during a rich three-day programme organised by the CEIBS Africa team.

School leadership showed strong support for the initiative. CEIBS President Wang Hong sent a special video message to highlight the strategic significance of the school's Accra campus and the importance of its influential alumni on the continent.

CEIBS President (European) Dominique Turpin, meanwhile, honoured alumni with his on-the-ground presence to share updates about CEIBS in the important year of the school's 30th anniversary. Executive Director of CEIBS Africa Mathew Tsamenyi hosted the much-anticipated event, and CEIBS then Associate Dean and MBA Director Shameen Prashantham delighted his former students with a special lecture.

After a warm welcome at the beautiful Ocean's Creek venue, the reunion kicked off with an agenda packed with engaging content and ideas. While we won't deny that meeting in Mauritius - with its tropical climate, beautiful nature and fascinating history - was a special treat, the country also represents a strategic choice for those doing business in and with Africa.



As mentioned during the event by Mr. Sachim Mohabeer of the Economic Development Board of Mauritius, doing business in and from the country as a hub for Africa and the world is facilitated by remarkable infrastructure and ongoing development. Tourism is only one of many key industries in the nation, where foreign investors can find one of Africa's most transparent and business-friendly environments.

A highlight of the first day was Professor Shameen Prashantham's lecture on "Corporate Entrepreneurship & Innovation". The audience took away an overview of the challenges and strategies for successful "intrapreneurship", the notion of start-up like innovation within large organisations, illustrated with insights from Prof. Prashantham's research and published work, as well as numerous cases. During the sharing, alumni got an exclusive preview of a conversation with Xia (Susan) Li, Founder and CEO of Shenzhen Power Solution, who introduced her company's "Candles Killer", an affordable and effective green energy solution for regions in Africa and beyond without stable access to electricity.

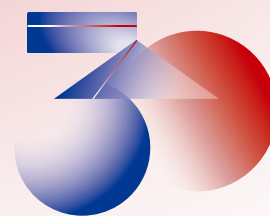
The academic foundations laid by this discussion of intrapreneurship made for a

natural transition to the next highlight of the first day: a panel discussion with four senior alumni moderated by the Professor. Ngozi Aghomi (Guinness Ghana), Ukandu Eme Ukandu (First Bank Nigeria), Dedo Kofi (Niche Expressions Ghana) and Sanjay Verma (Japan Motors Trading Company Ghana), who each shared and discussed their own experiences on the topic.

Throughout the three-day programme, attendees had the special opportunity to learn about and see in person several local business realities ranging from smart city development to agriculture, all of which also helped to convey an overview of Mauritius's unique history and status as a multi-cultural hub.

The annual gathering was concluded with a gala dinner for all participants and local guests. Professor Mathew Tsamenyi thanked the special guests and all CEIBS alumni in attendance, inviting each one of us to keep developing the CEIBS community and its impact, in all African countries as well as across continents.

CEIBS alumni reunions in Africa offer an annual opportunity for CEIBS alumni around the world to strengthen the "Global Breadth" of the school's network. 🍷



Reflecting on an incredible milestone: CEIBS 30th Anniversary Celebration and Alumni Reunion in Zurich

On September 7, 2024, the CEIBS Zurich Campus was abuzz with excitement and anticipation as alumni, faculty, and esteemed guests gathered to celebrate CEIBS' 30th Anniversary Celebration and Alumni Reunion. This landmark event commemorated three decades of educational excellence and leadership, showcasing CEIBS' unwavering commitment to innovation and global impact.

The day commenced with heartfelt opening remarks from CEIBS President (European) Dominique Turpin, who graciously hosted the event. His leadership and dedication set a warm, welcoming tone, paving the way for a series of insightful sessions. This was followed by honorary remarks from Charge D'Affaires ad interim Mr. Mao Jun from the Chinese Embassy in Switzerland, and

graceful remarks by CEIBS President Wang Hong, each of whom added a distinguished presence and shared valuable perspectives that underscored the event's global relevance and the deep connections between CEIBS and the international business community.

01 Morning Sessions: A Journey Through Global Business Evolution

The event featured a lineup of distinguished speakers, all top leaders in their respective fields, who addressed key global business trends and the evolving role of China in the international market. Dominic Schnider, Managing Director of the UBS Chief Investment Office, discussed the dynamics of global economic shifts. Susanne Conrad, Director of Strategy, Sustainability

and Business Transformation at PwC, illuminated sustainable business practices and ESG considerations. Meanwhile, Ralf Buechsenschuss, Analytics, Intelligence & AI Transformation Lead at Microsoft, delved into AI and the future of work. Each speaker brought unique insights, provoking deep thought and lively discussion among attendees.

02 Afternoon Workshops: Innovating for the Future

The afternoon was dedicated to innovative workshops facilitated by experts Andri Hinnen and Yves Enre from Zense, Markus Iofcea from Future Archaeologist, and Ruggiero Dargenio from PremAI. These sessions were crafted to inspire attendees to envision future challenges and opportunities, focusing on developing the





strategic foresight and leadership skills necessary for navigating the complex global business landscape. Workshops encouraged active participation, allowing alumni to engage directly with cutting-edge concepts and tools.

As the day programme drew to a close, President Turpin and CEIBS Zurich Campus CEO Robert Straw led a profound reflection session. They guided attendees through the key inspirations and learnings of the day, emphasising crucial takeaways to carry forward. Highlighting the attributes of Humility, Adaptability, Vision, and Engagement -H.A.V.E. -they underscored essential leadership qualities to cultivate in today's ever-changing and challenging times.

Lastly, Prof. Eric Cornuel, President of EFMD Global and Vice Chairman of CEIBS, provided closing remarks that encapsulated the day's insights and his vision for the future of management education, reflecting on the morning's deep dive into significant business topics and the innovative afternoon workshops. These sessions, both in content and format, were

designed to equip our audience - future leaders of the business world - to "imagine the future together" and "build the skills and competencies necessary to lead with confidence." Prof. Cornuel emphasised the importance of continuous learning and the role of CEIBS in shaping future educational paradigms.

03 Gala Dinner: An Elegant Night of Celebration

As the sun set, the festivities transitioned to the prestigious Dolder Grand for a gala dinner themed around 'White Summer.' The evening was made possible by the generous sponsorship of Banque Internationale à Luxembourg Suisse, whose support significantly enhanced the ambiance and incredible success of the night. The event celebrated the collective achievements of CEIBS alumni and reaffirmed the network's role in driving forward global business innovation and leadership.

The dinner also provided an opportunity for alumni to reconnect, share experiences,

and celebrate the vibrant CEIBS spirit. Each of the seven CEIBS Alumni Chapter heads shared updates and future visions, fostering a sense of community and ongoing engagement.

04 Lasting Impressions and Future Aspirations

The CEIBS 30th Anniversary Celebration and Alumni Reunion in Zurich was not just a reflection on past achievements but also a forward-looking endeavour that set the stage for the next 30 years. The event highlighted the critical role of ongoing learning, innovation, and community engagement in driving the future of global business education.

As we continue to navigate the challenges and opportunities of the future, CEIBS remains committed to fostering a global community of leaders equipped to enact positive change. We look forward to many more years of excellence and impact, and we can't wait to see what the next decade brings for CEIBS and its remarkable alumni network. ●

15 companies led by CEIBS alumni make the 2024 Fortune Global 500 List



Fifteen companies led by CEIBS alumni featured in the recently released 2024 *Fortune* Global 500 list, an increase of one from last year, with ten of these companies seeing a rise in their ranking. This remarkable performance, achieved amidst a complex geopolitical and economic environment, demonstrates the excellence and widespread influence of the CEIBS alumni community, and the resilience and competitiveness of the companies that they lead.

Both Chinese and multinational companies currently face obstacles such as slowing global economic growth, geopolitical upheaval, and the increasingly complex interplay between national competition and cooperation, as well as the restructuring of global supply chains.

This year, 133 companies from China, including Taiwan, made the list, a decrease of nine from last year. In contrast, 139 US companies were listed, an increase of three from the previous year, making the US the country with the most ranked companies. This marks the first time since 2018 that the US, and not China, has come out on top.

The minimum sales revenue threshold for inclusion on the 2024 *Fortune* Global 500 rose from \$30.9 billion last year to \$32.1 billion this year. The combined revenue of all companies on the list amounted to

approximately \$41 trillion, equivalent to one-third of global GDP, representing a small increase of about 0.1% from last year.

These 133 Chinese companies generated a total revenue of around \$11 trillion in 2023, a decrease of roughly 6% compared to the \$11.7 trillion generated by 142 ranked companies last year. The average operating profit for listed companies from mainland China (including Hong Kong) was only \$3.9 billion, well below the \$5.9 billion average for all 500 companies on the list.

At the top of the list, Walmart remains the world's largest company for the eleventh

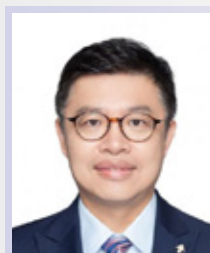
consecutive year, Amazon has regained second place, and China's State Grid Corporation remains in third. The fourth and fifth positions are held by Saudi Aramco and China Petrochemical Corporation (Sinopec), respectively.

Among the 15 companies on the list led by CEIBS alumni, 10 companies saw a significant rise in their rankings, including Shenghong Holding Group (up 51 places), CATL (up 42 places), and Zhejiang Geely Holding Group (up 40 places). A total of 15 CEIBS alumni hold positions as chairpersons, vice-chairpersons, presidents, general managers, or founders in these listed companies.

CEIBS is committed to cultivating responsible leaders with "China Depth, Global Breadth" that possess both a deep understanding of China and a global perspective, as well as a commitment to social responsibility. This unique approach empowers our alumni to excel and develop into senior management talent in a complex and competitive international business environment. To date, CEIBS has produced over 30,000 alumni spread across 91 countries and regions who, driven by the common values of "conscientiousness, innovation, and excellence," make significant contributions to the global economy and international economic development. ●



Global Economic Restructuring and the Pressures of Internal Transformation



Rui Meng

CEIBS Professor of Finance and Accounting

In the context of global economic fluctuations and an intensified competitive landscape, the overall number of Chinese companies on the 2024 *Fortune* Global 500 list is 133, down nine from last year. This is the first time since 2018 that the number of Chinese companies is fewer than the number of American companies. This should not, however, be interpreted as a sign of a decline in the competitiveness of Chinese companies, but rather as a reflection of global economic changes and internal transformation pressures.

Overall, Chinese companies continue to hold a strong position in the Global 500. The State Grid Corporation of China and Sinopec remain among the top companies on the list, highlighting China's significant influence in the global energy and infrastructure sectors. Additionally, several companies have seen a marked rise in their rankings, especially in e-commerce: JD.com ranked 47th, up five places from last year, entering the top 50 for the first time. Through technological innovation and refined operations, they have improved efficiency and competitiveness, further consolidating their market position. Furthermore, Pinduoduo made the list for the first time following significant growth in both revenue and net profit, benefiting from strong market expansion.

The 15 CEIBS alumni-led companies listed this year span multiple sectors including energy, telecommunications, technology, manufacturing, and finance. Chinese

companies in general have achieved breakthrough innovations in many areas through continuous investment in R&D. Huawei, for example, which rose from 111th to 103rd place this year, has made significant investment in scientific research, critical technology advancements, and future technology planning, reflecting the simultaneous growth of Chinese companies' technological capabilities and power, and highlighting the critical role of technological innovation in maintaining long-term corporate competitiveness.

In the new energy vehicle sector, the strong performance of Geely and CATL is reflective of the continued global advancement of the new energy vehicle industry, and China's position at the heart of it. As global demand for sustainable energy and clean transportation solutions grows, Geely and CATL have responded to increasing demand for environmental protection and intelligent driving through technological innovation, not only driving the advancement of China's automotive industry but also contributing the country's innovations and solutions to the global market.

More traditional industrial enterprises have also successfully achieved industrial upgrades and improved their position in the global value chain by optimizing production efficiency and resource allocation through digital transformation and intelligent upgrades. In the home appliance sector, the significant growth of Midea's B2B business

and Haier Smart Home's expansion in high-end brands have demonstrated the intelligent and brand-oriented upgrading of China's traditional manufacturing industry through diversified strategies.

Ultimately, there remains a profitability gap between Chinese and American companies. The average profit of American companies is \$8.8 billion, while the average profit for companies from mainland China (including Hong Kong) is \$3.9 billion: less than half. Chinese companies still have room to improve in operational efficiency and return on assets, both of which remain key challenges in their development.

While state-owned enterprises have advantages in scale and resources, they still face transformation pressures and must enhance efficiency and strengthen their market-oriented operations, particularly in the energy and manufacturing sectors. Private enterprises, on the other hand, have demonstrated more potential for innovation, market responsiveness, and profitability in the global market.

To achieve higher-quality development in the future, Chinese companies must continue to strengthen drivers such as innovation, industrial upgrading, digital transformation, internationalization strategy, institutional innovation, and policy support, while also enhancing their corporate governance, brand building, and sustainable development capabilities. ●

Continuous Innovation is the Only Way Forward for the Development of Chinese Enterprises



Albert Hu

CEIBS Professor of Economics

This year, 139 US companies made it to the *Fortune* Global 500 list, compared to 133 Chinese companies. The US has increased its total number of ranked companies by three since last year, while China's total has declined by nine. This marks the first time since 2018 that the US has claimed the top spot on the list, after being overtaken by China in 2019. The shifting positions of the US and China on the list reflect the macroeconomic differences between the two countries.

The US economy achieved a solid growth rate of 2.5% in 2023, with inflation significantly slowing as a result of the Federal Reserve's high-interest-rate policy. US companies have subsequently leveraged their pricing power, achieving substantial growth

in revenue and profits in this favorable macroeconomic environment. US financial institutions, including banks, have also benefited significantly, with the top ten US banks on the list achieving revenue growth of nearly 30% or more. An investment boom centered on artificial intelligence has driven the development of the US high-tech industry, with NVIDIA achieving a revenue growth of 126% and making its debut on the *Fortune* Global 500 list.

Although Chinese economic growth has stabilized since the pandemic, it still faces challenges such as insufficient effective demand, the slow recovery of consumer confidence, and low investor confidence, leading to significant growth pressures for Chinese companies. Of the nine Chinese banks that made this year's list, only four

achieved revenue growth, with the highest growth rate among them being less than 10%.

Despite this challenging macroeconomic environment, many Chinese companies have still delivered impressive performances: nearly 50 Chinese companies saw their rankings rise this year, and five Chinese companies made the list for the first time. The ranking of BYD, a key representative of the new energy vehicle industry, rose by 69 places. Pinduoduo, driven by an innovative business model, achieved 80% revenue growth last year, leading to its debut on the 2024 list. In the face of complex economic and geopolitical environments, continuous innovation like that demonstrated by these companies, is the only path forward for the effective development of Chinese enterprises. ●



CEIBS honours alumni companies and classes for generous donations



CEIBS alumnus donates to establish endowed professorship



In celebration of CEIBS' 30th anniversary, Liu Jincheng (CEIBS EMBA2010), Chairman of EVE Energy Co., Ltd., donated RMB 15 million to establish the EVE Energy Chair Professorship, supporting education and research at his alma mater.

As a dedicated supporter of higher education, Mr. Liu's generous donation underscores his enduring bond with CEIBS and his recognition of the vital role that talent development plays in shaping the future.

Endowed professorships represent a significant investment in institutions of higher education, serving as both a prestigious honour and a testament to the academic achievements and teaching abilities of faculty members. These professorships better enable CEIBS to attract and retain top-tier scholars, bolstering impactful teaching and research and thereby advancing the school's development. As decided by the CEIBS Management Committee, Prof. Fang Yue has been appointed EVE Energy Chair in Economics and Decision Sciences.

This donation will drive innovation and academic advancement at CEIBS, solidifying the foundation for the institution's long-term growth. The school looks forward to receiving continued support from alumni and the wider CEIBS community in advancing the cause of education.

Duan Yongping donates shares worth RMB 100 million to CEIBS



On the occasion of CEIBS' 30th anniversary, the school received a precious birthday gift from its distinguished partner Mr. Duan Yongping, who donated securities worth RMB 100 million to the CEIBS Education Development Foundation, making the first time the foundation has received listed securities as a donation and setting a record for the largest single donation in the Foundation's history. The entire donation will be used to support the long-term sustainable development of CEIBS.

Mr. Duan's connection with CEIBS dates back to 2000; ever since then, he has consistently supported the school's development. This donation not only reaffirms his deep affection for CEIBS but also significantly contributes to the school's ability to mitigate unforeseen risks and ensure long-term and stable growth. In recognition of his support, CEIBS has decided to rename the AC4 building on our Shanghai campus the "Duan Yongping Teaching Center."

We are certain that Mr. Duan's support for the school and his dedication to the cause of education will inspire the broader CEIBS community to continue their unwavering commitment to public welfare.



信息中心
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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.

CEIBS Briefing

2024

2024.2.12

» CEIBS MBA ranked #1 in Asia for eight consecutive years

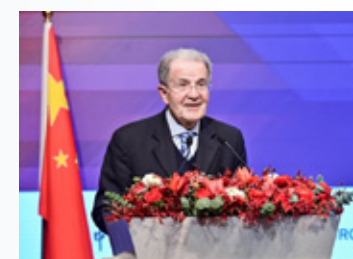
CEIBS has once again been named #1 in Asia (and #21 in the world) in the *Financial Times*' global ranking of MBA programmes, marking the eighth consecutive year that it has come out on top in the region. This achievement demonstrates not only CEIBS' sustained excellence and commitment to offering a world-class MBA programme, but also a resilience in the face of significant headwinds, offering us a chance to celebrate important improvements while reflecting on what we need to do better to meet the demands of modern business education.



2024.2.28

» Former Prime Minister of Italy and Former President of the European Commission Romano Prodi delves into geopolitics and multipolar diplomacy at CEIBS forum

The EU-China Comprehensive Agreement on Investment is conducive to bolstering global trade, Former Prime Minister of Italy and Former President of the European Commission Romano Prodi said during a talk on "Geopolitics and Multipolar Diplomacy: A European Perspective" at the CEIBS Shanghai campus in January. The event, part of the CEIBS Outlook Series, highlighted the challenges and opportunities shaping today's global landscape, and the role diplomacy plays in navigating this complex terrain.



2024.2.28

» CEIBS welcomes Former Prime Minister of France Jean-Pierre Raffarin to celebrate 60th anniversary of China-France diplomatic ties

A dinner reception in celebration of the 60th anniversary of China-France diplomatic relations and the 30th anniversary of the establishment of CEIBS was held at the CEIBS Shanghai campus in February, featuring a keynote speech from CEIBS Distinguished Professor and Former Prime Minister of France Jean-Pierre Raffarin.



2024.3.27

» Company, government collaboration required to prepare for workforce transition in the age of AI

Companies and governments should work together to prepare the workforce for the transitions driven by artificial intelligence and advanced technologies, renowned Nobel laureate in Economics Christopher Pissarides said during a talk at the CEIBS Shanghai campus in March. During the event, he walked the packed audience through an overall roadmap of “Automation Technologies and Future of Work” by examining how they are transforming labour markets, the challenges ahead, and essential skills for the future.



2024.5.10

» CEIBS President (European) Dominique Turpin speaks at 10th China Brand Economy Forum

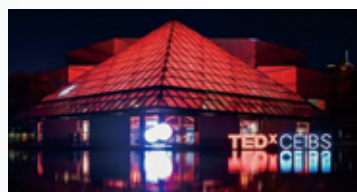
Chinese companies are well on their way to transitioning from competing internationally on price to competing on superior technology and quality, but must still build powerful brands if they hope to make an impact on the global stage, CEIBS President (European) Dominique Turpin said at the 10th China Brand Economy Forum in Shanghai in May. In a speech entitled “Why does China need to develop and nurture global brands? And how to do it?”, Professor Turpin outlined how and why Chinese enterprises going abroad should strive to build internationally competitive brands.



2024.5.18

» TEDxCEIBS 2024 Annual Event offers feast of ideas around the theme of “Light”

TEDxCEIBS 2024 Annual Event was held at CEIBS Shanghai Campus in May. Under the theme of “Light”, the intellectually stimulating forum brought together a lineup of seasoned speakers from various industries to share cutting-edge insights and inspiring ideas. More than 800 people attended the event and 1.1 million joined the livestream online.



2024.5.31

» First CEIBS AI Forum taps into the future of the business world

The inaugural CEIBS AI Forum was held on the CEIBS Shanghai campus in late May, welcoming over 700 top scholars, industry leaders, and policy makers to discuss the power of AI to reshape the business world and future trends, under the theme of “AI as a New Engine for the Business World”. Attendees at the event also witnessed the launch ceremony of the CEIBS AI and Management Innovation Research Centre, which aims to build an industry-university-research platform featuring business school characteristics.



2024.6.25-27

» CEIBS President (European) Dominique Turpin attends Summer Davos in Dalian

The 15th Annual Meeting of the New Champions, also known as Summer Davos, was held in Dalian from June 25 to 27, marking the event’s first return to the coastal Chinese city in five years. CEIBS President (European) Dominique Turpin attended the forum and spoke to several major media outlets.



» CEIBS re-accreditation by AACSB demonstrates commitment to high standards and responsible leadership

In July, CEIBS received official re-accreditation from the Association to Advance Collegiate Schools of Business (AACSB). This accomplishment highlights CEIBS’ ongoing commitment to maintaining the highest standards of excellence in management education and reaffirms its status as one of the world’s leading business schools.



» CEIBS releases MBA Employment Report 2024

Supported by the CEIBS MBA programme and the school’s strong alumni network, CEIBS ensure that our MBA graduates actively explore diverse career paths and demonstrate both flexibility and resilience. Our Class of 2024 graduates have achieved remarkable employment outcomes despite difficult circumstances, making strides in varied industries and global regions. Within three months of graduation, 93.2% of CEIBS 2024 MBA graduates successfully secured at least one job offer; 90.4% of graduates accepted job offers; and 83.1% of graduates successfully made career transitions.



» CEIBS announces millions in MBA scholarships for future business leaders

As part of its commitment to supporting high-potential students who demonstrate both academic excellence and leadership qualities, the CEIBS MBA programme is offering up to RMB 12 million in scholarships for the 2024-2025 admissions cycle. These scholarships will be awarded to 50% of incoming students, covering between 20% and 70% of tuition fees.



2024.11.7

» CEIBS rises to 21st in The Case Centre Impact Index 2024

On November 7, 2024, The Case Centre released its 2024 Impact Index, ranking the top 50 institutions worldwide based on the reach and influence of their case writing. Notably, CEIBS rose five places from the previous year, claiming the 21st spot and upholding its position as the only business school on the Chinese mainland to be featured in the ranking.



2024.12.1

» CEIBS hosts Women's Leadership Forum 2024

CEIBS hosted the Women's Leadership Forum 2024 on our Shanghai campus on Dec 1, bringing together an extraordinary assembly of global female leaders across industries and disciplines. Under the theme “*Her Power in the Age of AI*”, the forum explored the unique roles women play in driving technological innovation. Through inspiring keynote speeches and panel discussions, we delved into the challenges and opportunities women face in this transformative era.



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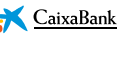
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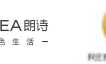
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