



ADVANCED MANAGEMENT PROGRAMME (AMP) FOR TECHNICAL PROFESSIONALS

FROM TECHNICAL AUTHORITY TO BUSINESS LEADERSHIP

Accra Campus



Beijing Campus



Shanghai Campus

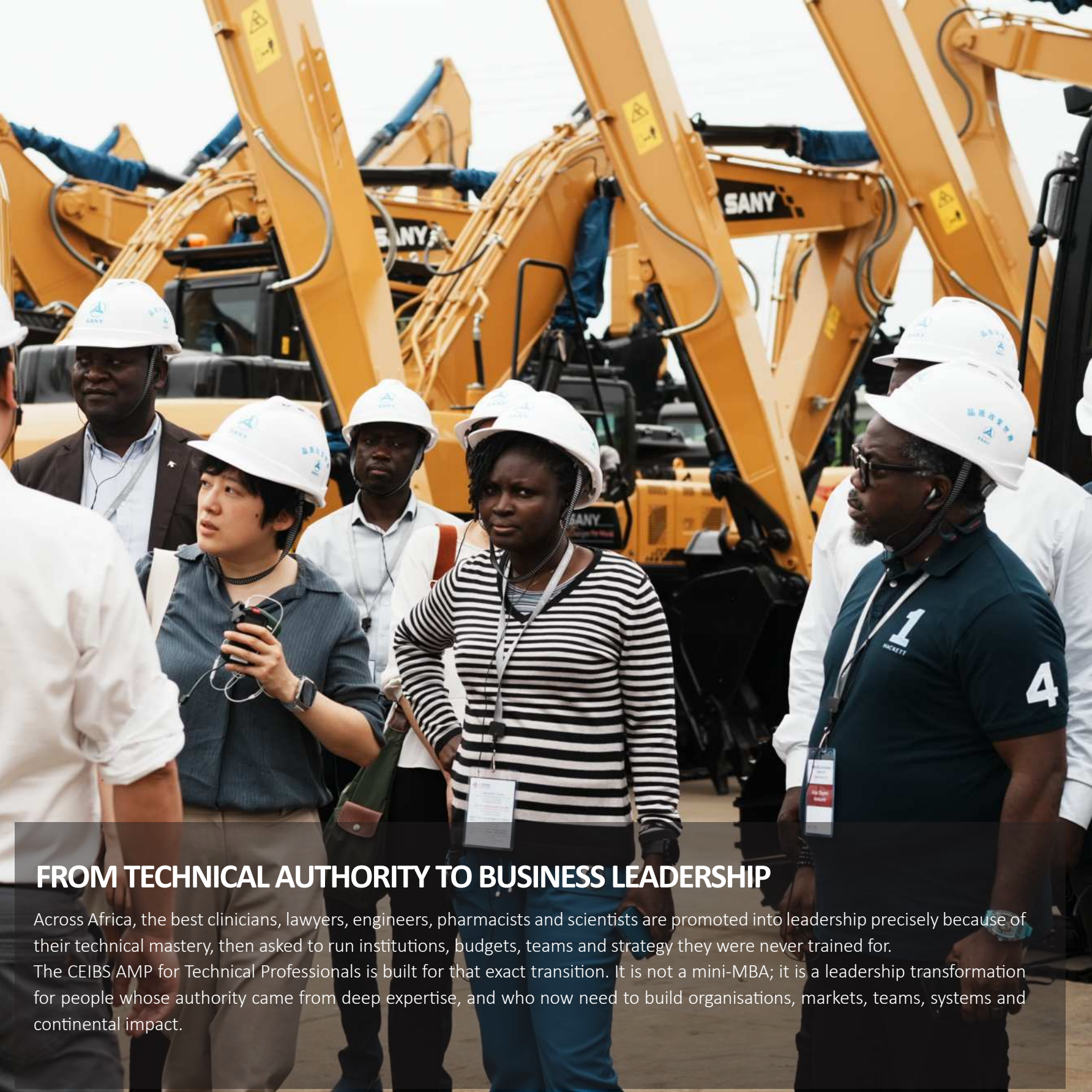


Zurich Campus



Shenzhen Campus





FROM TECHNICAL AUTHORITY TO BUSINESS LEADERSHIP

Across Africa, the best clinicians, lawyers, engineers, pharmacists and scientists are promoted into leadership precisely because of their technical mastery, then asked to run institutions, budgets, teams and strategy they were never trained for. The CEIBS AMP for Technical Professionals is built for that exact transition. It is not a mini-MBA; it is a leadership transformation for people whose authority came from deep expertise, and who now need to build organisations, markets, teams, systems and continental impact.

A photograph of the China Europe International Business School (CEIBS) building in Shanghai. The building is a modern, multi-story structure with a prominent white facade and two tall, rectangular towers. The Chinese name '中欧国际工商学院' is inscribed on the building's facade. The sky is bright blue with scattered white clouds. In the foreground, there is a green lawn and some red flowers.

中欧国际工商学院

CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

ABOUT CEIBS

China Europe International Business School (CEIBS) is a leading international business school in China. Established in Shanghai in 1994 as a not-for-profit joint venture under an agreement between the Chinese Government and the European Union, CEIBS has played a significant role in nurturing leaders who have contributed to China's economic transformation. The school is recognized for world-class teaching and research, and for offering a unique "China depth" that supports practical learning on strategy, innovation, and growth in dynamic markets.

The CEIBS Africa initiative was launched in 2009 with a mission to prepare highly competent, innovation-oriented managers and executives capable of leading and growing organisations in an increasingly dynamic African economic environment. Through executive education and leadership development, CEIBS Africa supports institutions and entrepreneurs who are shaping Africa's next phase of growth-anchored in strong governance, capable leadership, and scalable operating models.

A man with glasses and a white polo shirt with 'AMP' on it is speaking into a microphone. He is sitting at a table with other people in the background. The background is slightly blurred, showing a conference room setting with a whiteboard and other attendees.

WHO SHOULD ATTEND

Senior technical professionals in institutions such as:

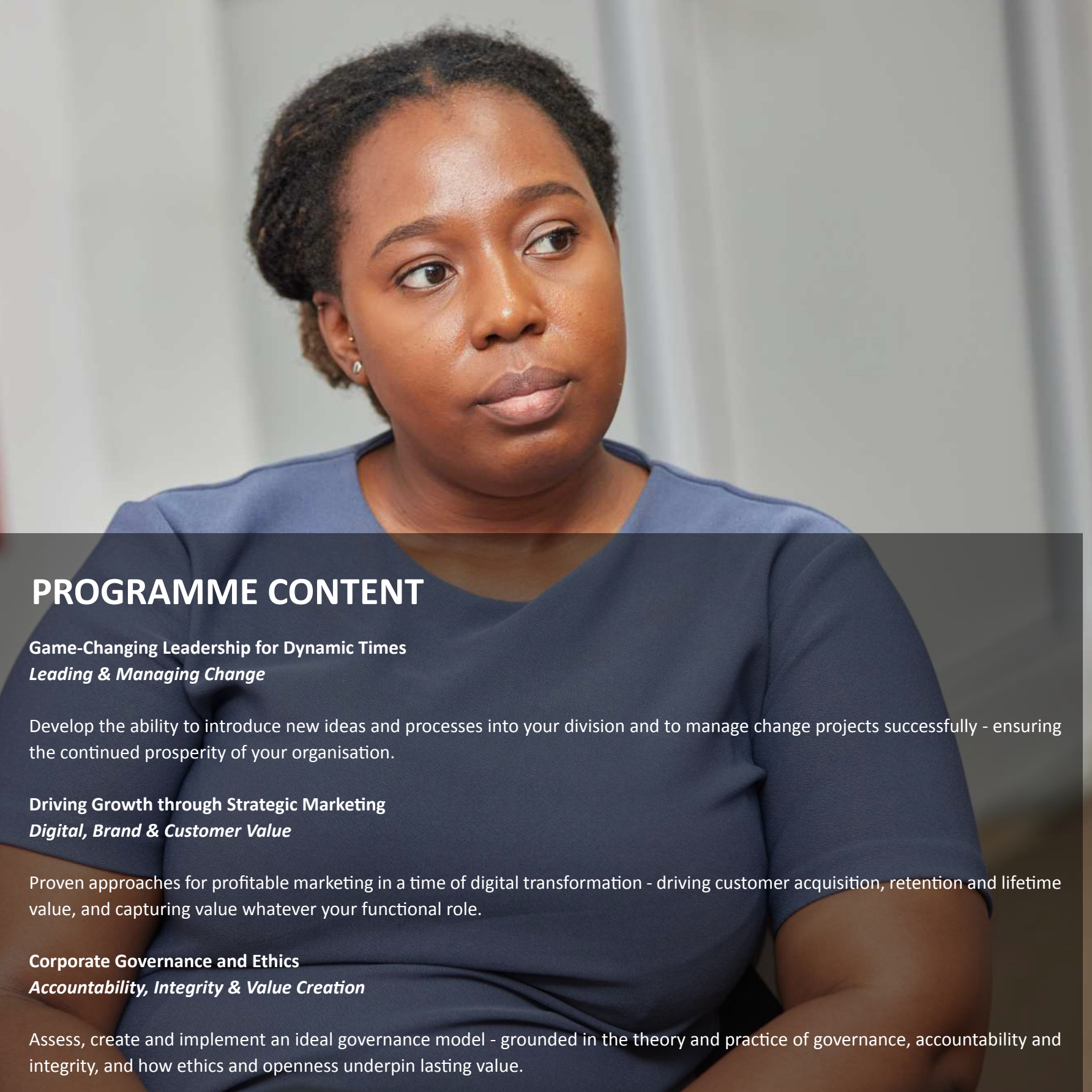
- Healthcare, medical directors - doctors, public health and NHIA executives
- Lawyers & legal counsel- managing partners, in-house counsel, AfCFTA trade advisors
- Pharmacists & life sciences - pharmacy chain owners, regulatory and manufacturing leads
- Engineers & infrastructure - principal engineers, project directors in energy, ICT and construction
- Agribusiness & agronomists - agro-processing executives, commercial farm and value-chain leaders
- Scientists, architects, surveyors, technology and data professionals building regulated businesses



WHY TECHNICAL LEADERS. WHY NOW.

Africa is home to some of the world's fastest-growing economies, and its business landscape is changing rapidly. As AfCFTA opens trade beyond national borders, the institutions driving this growth - hospitals, firms, agribusinesses, energy and technology ventures, are increasingly led by their most capable technical experts.

Yet the binding constraint is rarely technical skill. It is the strategic, financial and managerial capability to lead institutions and scale them across markets, while keeping an eye on the pulse of global business through the lens of the world's fastest-growing economy - China. This programme builds exactly that, in exactly the professionals Africa is counting on.



PROGRAMME CONTENT

Game-Changing Leadership for Dynamic Times *Leading & Managing Change*

Develop the ability to introduce new ideas and processes into your division and to manage change projects successfully - ensuring the continued prosperity of your organisation.

Driving Growth through Strategic Marketing *Digital, Brand & Customer Value*

Proven approaches for profitable marketing in a time of digital transformation - driving customer acquisition, retention and lifetime value, and capturing value whatever your functional role.

Corporate Governance and Ethics *Accountability, Integrity & Value Creation*

Assess, create and implement an ideal governance model - grounded in the theory and practice of governance, accountability and integrity, and how ethics and openness underpin lasting value.



PROGRAMME CONTENT

Financial Strategy and Value Creation

Finance, Cost Management & Planning

Speak the language of finance: analyse performance, design cost-management systems and run robust planning and control, so finance supports the operational and strategic decisions that drive growth.

Disruption, Strategy & Organisational Agility

Competitive Strategy & Execution

Identify the drivers of superior performance using proven tools for industry and competitive analysis - and develop innovative strategies within the value chain and across markets.

AI, Data and Digital Transformation

Applied AI, Data Governance & Digital Models

Understand AI and data as a leader, not a coder - practical use cases, data governance, cyber risk and responsible, Africa- centred adoption that reshapes how organisations create and capture value.

The AfCFTA Scale Opportunities

Cross-Border Growth & Value Chains

Design cross-border growth, regional value chains and service-export models to scale across African markets as AfCFTA opens trade beyond national borders.

Executive Leadership Coaching

One-on-One Development

One-on-one engagement sessions focused on honing each participant's leadership skills within the corporate space, with a 360° leadership assessment.

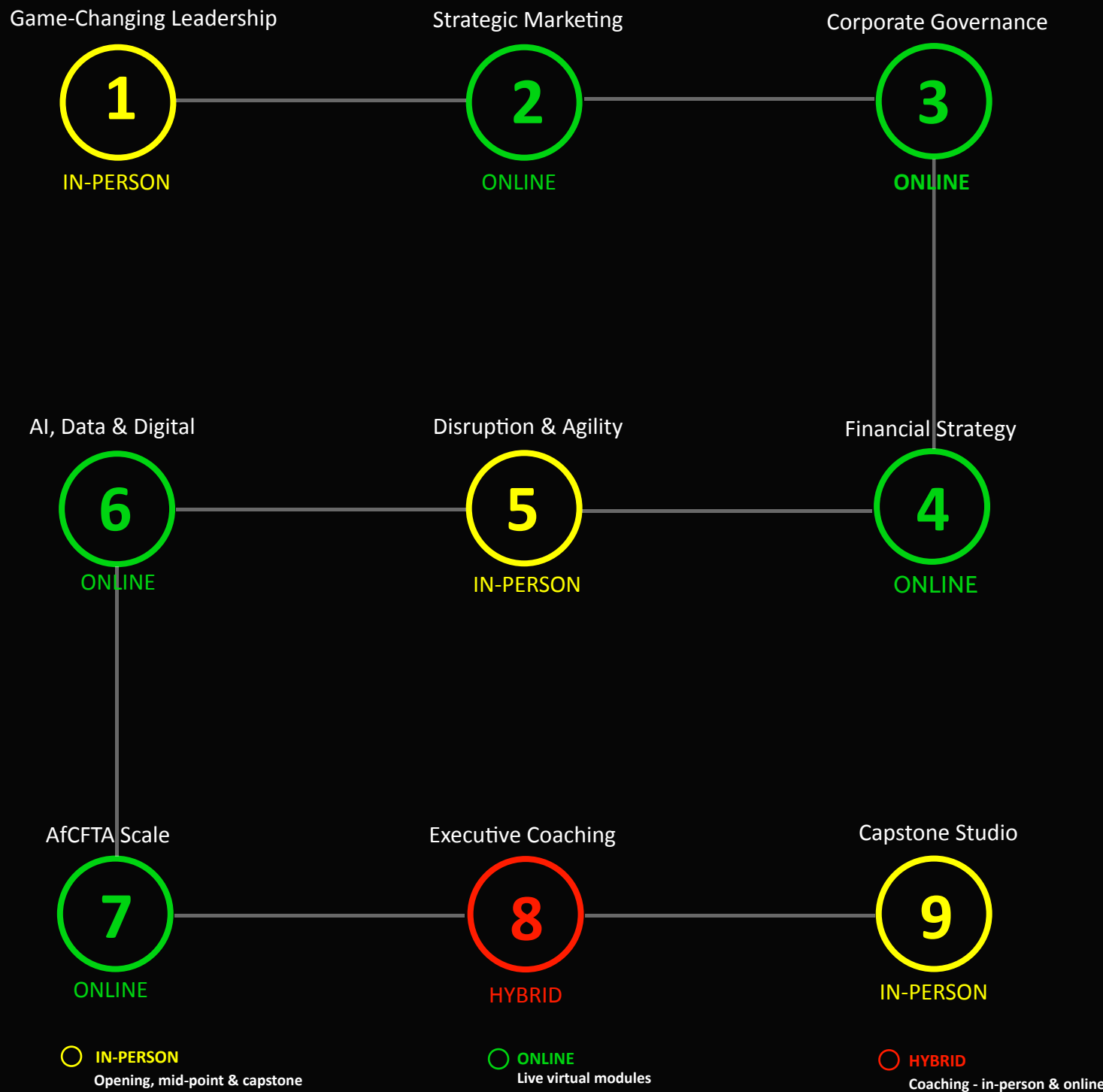
The Technical Business Capstone Studio

Applied Transformation in Your Sector

Apply the programme to a real challenge from your own organisation, and leave with a board-ready strategy you can implement immediately.

HOW THE PROGRAMME IS DELIVERED

The learning journey opens and closes in person, with online modules in between, and coaching running throughout.





PROGRAMME BENEFITS

By the end of the programme you will have:

- The strategic, financial and regulatory capability to lead any technical institution
- A board-ready capstone strategy you can implement immediately
- A cross-sector peer network spanning medicine, law, engineering and agribusiness
- One-on-one executive coaching and a 360° leadership assessment
- Membership of the CEIBS Africa alumni and 32,000+ CEIBS Global Alumni Network
- A first-hand China immersion most African executives never access



ADMISSION PROCEDURE

Complete the online Application Form -

- Submit your CV, professional qualifications and a passport photo to africaprogramme@ceibs.edu
- Attend an interview after your application is received
- Receive a Letter of Acceptance and Payment Notice on success
- Enrolment is confirmed after payment

Cancellation: Full refund 15+ days before start; 20% fee within 15 days; no refund after the programme begins.

Postponement: CEIBS Africa reserves the right to postpone the start date of the program if recruitment does not meet a minimum number

"The African technical professional will become a manager. Will he or she be ready to lead others? Leadership is not a choice, its a responsibility and we are excited to walk alongside the African manager"

Prof. Gordon Adomdza
Associate Professor of Management Practice,
and Director CEIBS Africa



Africa's institutions are powered by technical professionals. Give them the capability to lead - to scale organisations, navigate regulation and compete across global markets - and they will build the continent we need. That is exactly what this programme is designed to do.

Theodore Albright Esq.
Founder, The Family Office Africa
Adjunct Faculty, CEIBS Africa







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