

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.

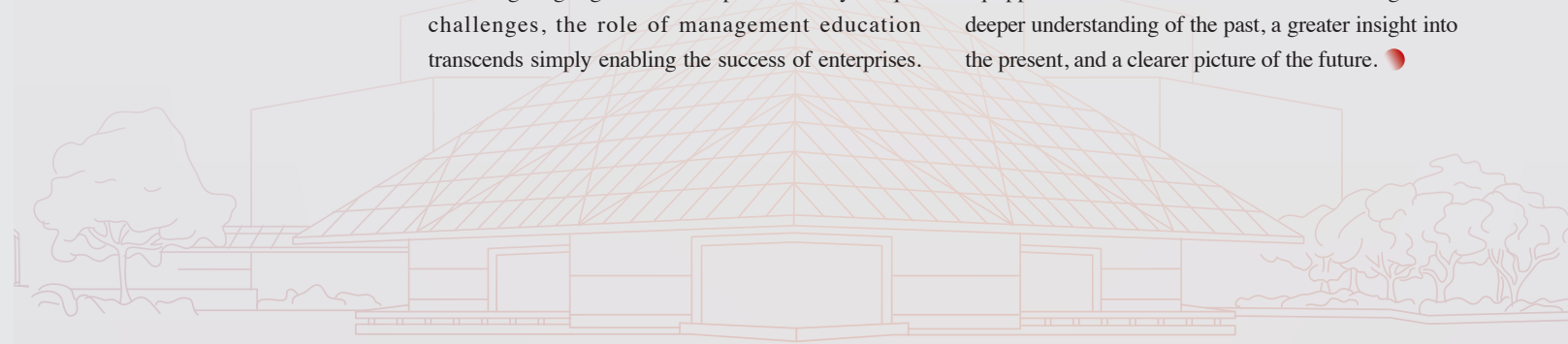
A subsequent address was delivered by Professor Eric Cornuel, President of the European Foundation for Management Development and CEIBS Vice Chairman. Beginning by offering his heartfelt congratulations to the school, Prof. Cornuel noted that in a world that is “as complex as it is interconnected”, and 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. ●

