

Highlights from Our Five Campuses Around the World

- SHANGHAI CAMPUS
- BEIJING CAMPUS
- SHENZHEN CAMPUS
- ZURICH CAMPUS
- ACCRA CAMPUS

CEIBS hosts first media briefing day at Shanghai Campus

In March, CEIBS hosted the first media briefing day at the school's Shanghai campus. The briefing was an opportunity for the school leadership to share details about the CEIBS Strategic Development Plan (2021-2025) with journalists from over 30 leading media organisations. During the event, CEIBS President Wang Hong, President (European) Dipak Jain, Vice President and Dean Ding Yuan, and Vice President and Co-Dean Zhang Weijiong held an in-depth discussion about the plan with journalists from People's Daily, Xinhua News Agency, CMG, China Daily, Jiefang Daily, Caixin Global and more. The event was moderated by CEIBS Assistant President Yvonne Li.



Academics and business experts address inaugural CEIBS Insights Beijing Forum



In July, CEIBS hosted the first ever CEIBS Insights Beijing Forum on the theme of the *Global Business Environment amidst Tremendous Change*. Former WTO Deputy Director-General and Former Chinese Vice Minister of Commerce Yi Xiaozhun and Former Prime Minister of France and CEIBS Distinguished Professor Dominique De Villepin delivered keynote speeches at the event. During the event, academics and business experts participated in three panel discussions about global governance and the optimisation of the business environment, as well as the challenges and opportunities faced by Chinese and foreign companies against the backdrop of China's dual circulation policy.



CEIBS CSR Summit held in Shenzhen

The third CEIBS CSR Summit on the theme of *New Era, New Responsibility* was held in Shenzhen in April. The event was hosted by the CEIBS Alumni Association and was organised by the CEIBS Shenzhen Alumni Chapter together with the CEIBS Guangzhou Alumni Chapter. More than 200 CEIBS alumni, special guests and entrepreneurs gathered for the event to discuss corporate social responsibility (CSR) practices in China's new era. CEIBS Professors He Jinyu and Lydia Price were also on hand for the release of the 2021 CEIBS Corporate Social Responsibility White Paper. In addition, the event featured a special ceremony to recognise alumni who have engaged in socially responsible activities. The CEIBS CSR Summit is designed to inspire the school's alumni to contribute to the public good and actively practice CSR, as well as to improve CSR research at CEIBS.

CEIBS Zurich Campus explores opportunities for Sino-Swiss investment

In July, CEIBS Zurich Campus and CEIBS Alumni Switzerland Association co-organised an exclusive panel discussion on the theme of *Opportunities and Trends for Sino-Swiss Investment*. During the event – the first to be hosted at CEIBS Zurich Campus since the beginning of the COVID-19 pandemic – local business leaders spoke about the need for greater understanding and the ability to make quick decisions in order to achieve successful Sino-Swiss business dealings. The event was also an opportunity for CEIBS alumni, advisory board members and valued partners to enjoy face-to-face networking after many months of virtual activity.



CEIBS Africa hosts webinar on AfCFTA and the road to liberalising intra-Africa trade



In June, CEIBS Africa and the Global EMBA programme hosted an exclusive webinar for students and alumni on the topic of intra-Africa trade featuring AfCFTA Policy Network Executive Director Louis Yaw Afful. The African Continental Free Trade Area (AfCFTA) is an intra-African trading agreement aimed at liberalising the continent's trading market and simplifying trade both within Africa and beyond. Despite being founded in 2018, trading under its rules only started at the beginning of 2021. Once fully established, the free trade area will encompass an integrated market of about 1.2 billion people, with an estimated revenue of more than \$4 trillion USD. The webinar was moderated by CEIBS Africa Executive Director Mathew Tsamenyi and

is part of an initiative to provide an online platform for executives from all industries and sectors to come together and discuss the most pressing issues and opportunities related to intra-African trade, as well as Africa's growing confidence as a global exporter.