



CEIBS Global EMBA is #5 in *Financial Times* Ranking ~ Highest-ranked stand-alone programme

CEIBS Global Executive MBA has moved up nine spots to #5 in the *Financial Times*' 2018 ranking of the world's top 100 EMBA programmes. This is the second CEIBS programme the *FT* has ranked within the top 10 this year. The CEIBS MBA was ranked #8 globally and #1 in Asia in January. This makes CEIBS the first ever Asian school to have two programmes ranked within the *FT*'s top 10. In the EMBA ranking released on October 15, the CEIBS Global EMBA is also

the highest-ranked stand-alone programme. All four programmes ranked above it are collaborations between at least two schools whose combined data are factored into the results. As the rankings have shown, the independently offered CEIBS Global EMBA offers an increasingly international and diverse experience in providing a world class education with continued improvements being made in the quality of the school's research.

"These results confirm that

we offer a globally competitive programme," said CEIBS President Li Mingjun in reacting to the news. "We will intensify our efforts to meet the needs of our students, socially responsible business leaders who are shaping the global economy."

The annual *FT* ranking of EMBA programmes is well respected and highly anticipated by business schools around the world as it is seen as a valuable benchmark of their performance. It is compiled every year primarily from surveys of classes that

graduated three years earlier. The #5 spot is a historic high for the CEIBS Global EMBA and highest ever ranking of all the school's programmes. The CEIBS Global EMBA was propelled upwards by improvements in nine of the 16 criteria used in the ranking. These include a better performance in areas which measure the programme's impact on graduates' careers and its overall diversity. CEIBS Global EMBA continues to improve in the percentage of international students and the opportunities to broaden their world view by doing classes in various locations around the world. Core courses offered at the school's campuses in Shanghai, Accra and Zurich are complemented by seven global elective modules delivered in seven countries across five continents. The programme is an integral part of the school's wider globalisation strategy.

"Our Global EMBA being ranked fifth in the world is definitive proof that the programme's unique model works," said CEIBS Vice President and Dean Professor Ding Yuan. "After three years of hard work since our Zurich campus was established in 2015, CEIBS has achieved synergised and stable operations at our five campuses on three continents. In the future, as the school continues to expand to North America and other regions, CEIBS will better meet the needs of business leaders around the world."

CEIBS Associate Dean of Global

EMBA Professor Nikos Tsikriktsis stressed, "The difference between CEIBS Global EMBA and other business schools is that our students are corporate executives selected from different countries in Asia, Europe and Africa and they form a unique class that is *truly global*. They benefit from the expertise of a strong international faculty team, and classes in major global cities that are shaping the future of business." He added, "As the global and Chinese economies continue to develop, the world's business elite face serious challenges. They can only remain competitive if they fully grasp the importance of, and pursue, opportunities for lifelong learning. In response to economic trends and changes in market demand, we have been proactively optimising the CEIBS Global EMBA curriculum. Our team is committed to providing professional, cutting-edge business knowledge – both theoretical and practical. We are constantly making innovations to our teaching methods, and have extended the pursuit of knowledge beyond the traditional classroom to build a platform for continued learning."

In addition to its assessment of graduates' career progress and school diversity, the *FT* also ranks schools based on research/CSR, areas in which CEIBS has performed well. CEIBS has made CSR a focus at the strategic level of the organisation, with classes on ethics included as part of the curriculum. Meanwhile,

there has been a steady increase in the quality and quantity of research produced by the school's faculty who have extensive expertise in five disciplines. Their research has been steadily gaining international recognition over the years, with their papers published in world renowned academic journals. Between 2014 and 2017, CEIBS faculty had 125 articles published in top journals. For the last three years, on a list of scholars compiled by the world-renowned academic publisher Elsevier, CEIBS faculty have accounted for a third of the most cited researchers from Chinese business schools in the fields of Business, Management and Accounting, an indicator of the strength of the school's research capabilities.

"We will continue to strengthen our efforts to engage in rigorous research that has practical implications for the business world and our students," said CEIBS President Li Mingjun. "We fully recognise that academic rigour is an integral part of our efforts to educate the business leaders of tomorrow."

News about the ranking came days after the Global EMBA Class of 2016 graduated at a ceremony in Dubai, the first time ever students had their graduation ceremony in the UAE. This was yet another indicator of CEIBS Global EMBA's reputation as a truly global programme, and CEIBS as an international business school with its roots in China.

CEIBS Says Thank You to Pedro Nueno, Welcomes Dipak Jain



In a bittersweet journey down memory lane, courtesy of photos that had the entire auditorium's attention, Professor Pedro Nueno began a new chapter as Honorary President (European) of CEIBS on September 11. And after his look back at the birth and growth of the 24-year-old school that has accomplished so much in such a short time, his successor CEIBS President (European) Dipak Jain laid out his vision for the journey ahead. The historic moment was shared, via video conference, by faculty and staff across all five CEIBS campuses.

The ceremony, chaired by CEIBS Vice President & Dean Professor Ding Yuan, was also an opportunity for the school's leadership, both the European and Chinese sides, to lead the rest of the CEIBS family in saying thank you to Prof. Nueno and welcome his successor, Prof. Jain.

Speakers included Eric Cornuel, Director General & CEO of EFMD – the European half of the joint venture that established CEIBS on November 8, 1994 – who spoke of Prof Nueno's long and impressive track record in modern management education in China. He also had

warm words of welcome for incoming President (European) Jain, drawing a parallel between his experience across many continents and CEIBS' global footprint.

In his address, CEIBS President Professor Li Mingjun spoke of Prof Nueno's more than 30-year choice (dating back to CEMI) to be a member of the CEIBS community. "The school is like his baby; he fed it, supported it, facilitated its growth and nurtured its achievements. He has always been a determined advocate, an active fundraiser, and a passionate ambassador of the school,"

said President Li as members of the audience nodded in agreement. “His love for China, contribution to Shanghai and dedication to CEIBS have been well perceived and recognised.” He then turned to the task of welcoming Prof Jain, mentioning his penchant for giving warm hugs to all he greets, as well as his impressive academic pedigree: a globally recognised marketing and innovation expert, an insightful opinion leader with experience as Dean of Kellogg and INSEAD.

“We have an excellent team,” Prof Nueno said of the new core structure that includes Presidents Li and Jain along with Vice Presidents Ding Yuan and Zhang Weijiong. “Let’s look forward with ambition, be creative, and accomplish a lot. I will continue to support CEIBS but I think it’s

the right moment to make way for somebody better than me.”

In his remarks, Prof Jain laid out a clear roadmap of the current environment in business management education and his vision of how he will be part of the team that shapes CEIBS’ vision over the next 25 years. His focus, he explained, would be on CEIBS’ internationalisation within the context of its competitive advantage of providing an understanding of and entry into the Chinese market. He also thanked the rest of the school’s leadership for their confidence in his ability to contribute to its future growth. “Thank you all for this opportunity, and for including me as part of the family. I will do my best on every dimension. Let’s stay united and take CEIBS to greater heights,” he said.

The day ended with a cocktail party where members of staff and the faculty competed for the opportunity to take photos with Prof Nueno after personal stories of how he had touched their lives. It was also an opportunity for even more accolades from the school leadership, with a moving speech by Honorary President Liu Ji. President Li presented Prof Nueno – on behalf of all CEIBS staff – with a ruyi (a homophone in Chinese that means “as you wish”) symbolising the hope that all his wishes become reality in the future.

Humble as always, Prof Nueno reminded those present that though the evening’s celebration was for him, all that had been accomplished so far was not just through his individual efforts, but the result of teamwork.



Wu Jinglian Appointed as CEIBS Honorary Professor



Renowned economist Professor Wu Jinglian, who has been a leading member of the school's faculty for decades, has been appointed Honorary Professor at CEIBS. He was conferred with the honour at his home, on the eve of the Mid-Autumn Festival, during a visit by CEIBS Vice President and Dean Professor Ding Yuan, along with Beijing Office Deputy Chief Representative and Campus Operations Director Xiao Bin. For many years, Prof Wu served as Baosteel Chair Professor of Economics at CEIBS.

During the visit, Prof Ding presented Prof Wu with exquisite "Tu'er Ye" figurines, works of art recognised as part of China's intangible cultural

heritage, while wishing him a happy Mid-Autumn Festival and a pleasant, healthy life ahead. That will still involve a role at CEIBS. According to Prof Ding, the school will continue to fully support Prof Wu's academic work and welcome him back to campus for lectures and talks with students and alumni.

Looking in good health, the 88-year-old Prof Wu graciously accepted the appointment, which is effective September 2018. The rest of the visit was spent engaged in a friendly exchange with Prof Ding during which he spoke of his high expectations for the future development of CEIBS.

Prof Wu's ties to CEIBS have been long and strong. After an academic

visit to Yale University in 1984, he became a professor with the China-EC Management Institute (CEMI), CEIBS' predecessor. He was more than 60 years old when CEMI relocated to Shanghai and CEIBS was established in 1994. For more than 20 years he commuted tirelessly between Beijing and Shanghai for lectures with CEIBS MBA and EMBA students. It was not until last year that he stopped doing so. His lectures have always been well received and very popular.

Former French PM Dominique de Villepin Headlines CEIBS CMO Summit



CEIBS welcomed more than 300 senior marketing executives to the Shanghai Campus on September 9 for the 2nd CEIBS CMO Summit, with former French Prime Minister Dominique de Villepin as keynote speaker. Held at the CEIBS Conference Centre, the one-day event provided a platform for those in the field of marketing to share ideas about the latest innovations and strategies.

Prof de Villepin's speech was part of his 5-day visit to the Shanghai Campus to meet with CEIBS faculty and students and engage in high-level discussions on a variety of

topics. A highly-regarded statesman, he joined CEIBS earlier this year as a Distinguished Professor to lecture on diplomacy, soft power, and global economic competition and was recently inaugurated as the Chairman of the International Advisory Board at CEIBS.

During his 40-minute speech, Prof de Villepin shared with the packed auditorium his insights on the global emerging economic outlook. He noted that China's growing interest in the world economy comes at a time when emerging markets are faced with an increasingly complex environment full of contradictions. He also suggested ways in which China is advocating for

stronger international ties through its involvement in associations such as BRICS, touched on the global significance of the China-led Belt and Road Initiative and noted the shift to a greater focus on new and emerging economies which, he said, warrants some reconsideration of who gets invited to the discussion table. "Today, diversity has become the key principle of the world. It means diversity of origins that must be better represented in global institutions. The time has come to reinvent international cooperation through new principles of fairness, diversity, and balance," said de Villepin.

CEIBS Board Member Presented with Prestigious Magnolia Award



CEIBS Board of Directors Member Professor Eric Cornuel was among a group of 50 recipients honoured with the 2018 Magnolia Award on September 12. First presented by the Shanghai Municipal People’s Government in 1989, the prestigious award is given annually to foreigners in recognition of their extraordinary contribution to the social, economic, and cultural development of Shanghai.

During the awards ceremony, Prof Cornuel had the honour of representing all recipients in addressing the many government officials, business leaders, and other distinguished guests in attendance. As

well as thanking the award committee, he also used the opportunity to reaffirm his belief in the Shanghai Master Plan (2017-2035) announced earlier this year.

In addition to his role as a member of the CEIBS Board of Directors, Prof Cornuel also serves as the CEO & Director General of the EFMD. The organisation’s mission is to act as a catalyst to promote and enhance excellence in management development globally.

Prof Cornuel’s work with both CEIBS and the EFMD has placed him in a unique position from which to both drive and assess the impact CEIBS has had on Shanghai. Speaking prior to the award ceremony during a stop at the CEIBS Shanghai Campus, he took some time to reflect on the origins of the school and the wider role it has played in pioneering management education in China.

“When we started in 1994, there was almost no management education in China. We have been a catalyst with CEIBS for the development of management education here,” he said. “All of the business schools that developed later on, CEIBS is not alien to their creation because we paved the way and directly or indirectly we have contributed to social and economic development of Shanghai and the country.”

Highlights from our Europe Forums

CEIBS will host 5 forums across major European cities this year, part of the wider CEIBS Insights 2018 initiative launched to mark the 15th anniversary of the China-EU Comprehensive Strategic Partnership by observing the role that CEIBS has played and continues to play in fostering Sino-European ties. Here are highlights from those already hosted in Munich, London and Prague.

Munich

~ Sino-European Ties, Digital Economy on the Agenda

The benefits of a strong relationship between China and Europe, and the enterprises of both countries, was among the themes touched upon on July 17 during the inaugural leg of the 2018 Europe Forum series. Speakers such as Board



Member and CEO of Chinese international investment company CNIC Corporation Ltd Yuxian Zhou; and Professor Jiang Jianqing, Chairman of the SINO-CEE Fund that manages the financial operations of the China-led Belt & Road Initiative, weighed in on the opportunities available when both sides work together in today's digital era and beyond. The forum also included two panel discussions that looked at, respectively, digital transformation in the Sino-German manufacturing industry and how businesses in both countries can leverage digital technology.

London

~ Focus on China-UK Financial Cooperation

The opportunities for China and the UK to collaborate within the financial sector in today's post-Brexit, fintech and big data focused environment were explored in depth during a forum co-hosted on July 19 by CEIBS and the Chinese Chamber of Commerce in the UK. As is usually the case with any recent discussion on fintech, the issues of data security and privacy protection were also raised.

"Companies that deviate from the very essence of the financial markets and fail to prevent and control financial risk cannot survive for long," warned Professor Jiang Jianqing, Chairman of the SINO-CEE Capital Management Company. He stressed the need for China and Britain to work closely together to harness fintech while also ensuring that clear rules are in place.

The benefits of Sino-UK collaboration were also emphasised by Qin Zhu, Minister of the Chinese Embassy in the UK. He anticipates that there will be even more opportunities for financial cooperation with the launch of the Shanghai-London Stock Connect later this year. He also spoke of opportunities for China and Britain to collaborate on the Belt and Road Initiative, saying the project will “bring out the potential for cooperation” between both sides.

That was a point also raised by Sir Douglas Flint, the UK’s Special Envoy to the BRI.

Throughout the day, there were also two panel discussions that respectively examined the big data ecosystem and security, and how AI can empower the fintech industry.



Prague ~ Strengthening China-CEE Ties

The historic Prague Castle was the venue for a frank and fruitful discussion, on September 25, on how China and the countries of Central and Eastern Europe can work together to drive mutual economic

growth. Attended by about 200 participants, the event saw keynote speeches from China’s new Ambassador to the Czech Republic, H.E. Jianmin Zhang; Governor of Czech National Bank, Mr. Jiří Rusnok; President of the New Silk Road Institute Prague and Adviser to the President of the Czech Republic, Mr. Jan Kohout; CEIBS President, Professor Li Mingjun; and CEIBS Professor of Economics and Finance, Xu Bin. It was co-organised by CEIBS and the New Silk Road Institute Prague.

In addition to the keynote speeches, the event was rounded out with two panel discussions featuring leading Chinese and Czech executives.



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