

The New Spring Will Give Back What Winter Took from You



Dear CEIBS Community,

Happy New Year!

According to the law of nature, the four seasons follow their courses. Waking up to the first rays of morning sunshine in the New Year, we bid farewell to 2020 and usher in 2021. For CEIBS, 2020 was a year of bitter-sweet memories, challenges and extraordinary achievements. Amidst tremendous change, the CEIBS community lived up to its responsibility to chart its course with creativity and courage, and wrote another magnificent chapter in the history of the school.

As COVID-19 spread across China, CEIBS alumni stepped up to fight the epidemic. For its heroic efforts, the CEIBS Alumni Association received the Xiang Guang Organising Committee Award at the 2020 China Social Enterprise and Impact Investing Forum. We are proud of the efforts of our alumni which have benefitted society as a whole.

As the Chinese economy struggled through the pandemic, CEIBS faculty weighed in with a stream of valuable insights to help stimulate economic recovery,

and helped enterprises learn from the pandemic. In 2020, CEIBS hosted more than 500 online learning sessions covering areas such as macroeconomics, cash flow, enterprise risk management, leadership, and new retail and attracting a wide audience.

When global collaboration was urgently needed to revive the world economy, CEIBS made full use of its strengths to host the Europe Forum series online for the first time, attracting over 3,000 participants from all over the world. The series highlighted CEIBS' expertise in advancing economic and cultural exchanges between China and Europe to help kick-start economic recovery around the world.

At the same time, we can only marvel at the outpouring of creativity from CEIBS faculty and staff. When face-to-face classes were suspended due to the impact of COVID-19, faculty and staff in Shanghai, Beijing, Shenzhen, Zurich and Accra campuses pulled together and came up with innovative solutions to ensure learning continued. Notably, 2020 saw the 'twin city' opening of the

MBA2022 programme at our Shanghai and Zurich campuses.

What fills us with the greatest pride are several hard-won accolades in 2020. CEIBS was ranked #2 on the *Financial Times*' list of top global EMBA programmes and #5 in the world on its list of top MBA programmes. CEIBS faculty topped Elsevier's Most Cited Chinese Researchers list for the sixth consecutive year in the category of Business, Management and Accounting. Three CEIBS alumni appeared on China's list of top 40 innovators, entrepreneurs and role models during the 40th anniversary of the establishment of the Shenzhen Special Economic Zone, and two alumni won the 2020 National Award for Poverty Alleviation. These accolades have given us the confidence to know that whatever adversities and challenges lay in store, as long as we continue to uphold a collective culture and the spirit of 'Conscientiousness, Innovation and Excellence,' we will continue to lift CEIBS to new heights.

Everything which happened at CEIBS in 2020 continues to flash across our minds as if we were watching a slide show. We feel moved, delighted and heartened. We are keenly aware that it was through the concerted efforts of the CEIBS community that we weathered the storm and made huge strides. Though we cannot individually thank everyone for their contributions, we can feel your passion, aspiration for excellence and sense of solidarity. This spirit spurs us on to forge ahead.

As the world undergoes profound changes unseen in generations, we are formulating a strategic plan for CEIBS in line with China's 14th Five-Year Plan.

After many rounds of in-depth discussions with faculty, staff and alumni, CEIBS will shape itself into a leader and pioneer in global management education with a spirit of reform and innovation to maintain its position amongst top-tier performers worldwide; proactively serve China's national strategy and regional development by facilitating the integrated development of the Yangtze River Delta and Beijing-Tianjin-Hebei regions and Guangdong-Hong Kong-Macao Greater Bay Area; harness its resources to build CEIBS into a platform for economic and cultural exchange between China and Europe; and integrate corporate social responsibility (CSR) and sustainability concepts into its teaching, research, case development work and operations in order to evolve into a world-class, widely-respected business school.

Specifically, we will make continuous efforts in the following eight areas:

First, we will break new ground in teaching methods and content to ensure our flagship programmes stay in the top tier of international rankings.

Second, we will build a world-class faculty team and cultivate more globally influential academic leaders.

Third, we will create signature research areas, carry out interdisciplinary research to promote the integration of industries, universities and research institutions, step up the development of a China-themed case library and build a first-class think tank.

Fourth, we will optimise our curriculum to cultivate more internationally-minded talent versed in "China Depth,

Global Breadth."

Fifth, we will commit ourselves to building a platform for communication between China, Europe and the world.

Sixth, we will align CEIBS with China's national strategies for the Yangtze River Delta and Beijing-Tianjin-Hebei regions and Guangdong-Hong Kong-Macao Greater Bay Area through our campuses in Shanghai, Beijing and Shenzhen.

Seventh, we will strive to exemplify CSR education by integrating social responsibility and sustainability concepts into our teaching, research and operations.

And, eighth, we will empower our alumni by establishing a win-win alumni ecosystem.

In short, the coming period will mark a critical strategic time for CEIBS to scale new heights through continuous innovation. We will earnestly carry out the measures stipulated in the CEIBS Strategic Plan so that the school can make further progress and a greater contribution.

The New Year marks the beginning of the new CEIBS Strategic Plan. Keeping in mind our fundamental task and mission, we will continue to nurture more top talent for business development, and provide more impetus for social progress.

As the German poet Christian Johann Heinrich Heine once wrote, "The new spring will give back what winter took from you." What was gained in 2020 is now a thing of the past. May you have no regrets, and show more courage and strength; and may your hopes and dreams come true in the future! As we head into 2021, let us venture forward together to embrace a bright spring!

CEIBS President
Prof. Wang Hong

CEIBS President (European)
Prof. Dipak C. Jain