

CEIBS Education Foundation Annual Report 2018

cn.ceibs.edu/Foundation

中欧國際工商學院

CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

Vision And Mission

The CEIBS Mission: To educate responsible leaders versed in "China Depth, Global Breadth".

The CEIBS Vision: To become the most respected international business school by linking East and West in teaching, research, and business practice and by promoting China's social and economic development through high-impact knowledge creation and dissemination.

Conscientiousness Innovation and Excellence



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Message of Thanks



Prof. Li Mingjun

CEIBS President
Chair, CEIBS Education Foundation



Prof. Dipak C. Jain

CEIBS President (European)
Vice Chair, CEIBS Education Foundation

2018 marked the 40th anniversary of China's reform and opening-up and the 24th anniversary of CEIBS.

In 2018, CEIBS put in a strong showing, working its way up the international business school rankings while continuing to offer a wide range of innovative curriculums. This has spoken volumes about the extraordinary strength of CEIBS as a world-renowned business school and one of the best in Asia and keeping alive its motto of "Conscientiousness, Innovation and Excellence".

The achievements CEIBS has made over the past 24 years present a remarkable snapshot of China's tremendous achievements in the field of education during this time. Our success owes a great deal to China's economic boom and the vibrancy of Shanghai, and to the unwavering support of both the Chinese government and the European Union, as well as the cooperation between Shanghai Jiao Tong University and the EFMD. At the same time, these achievements reflect not only the dedication of the CEIBS community, but also the backing the school has received from its many alumni and friends.

As CEIBS' major donation platform, CEIBS Education Foundation has received numerous donations from students, alumni and people from all walks of life since its inception. Thanks to your support, we are well-positioned to recruit top-notch professors from around the world to conduct cutting-edge research and combine excellent research findings with business practice so as to help students and alumni put theory into practice, and encourage them on to take on more social responsibilities while contributing to economic development. Generous donations from all circles have also opened important doors for our students to pursue their dreams at CEIBS.

On this occasion, we would like to express our heartfelt thanks to you and invite you to review the Annual Report with us and look ahead to how your donations are exerting a far-reaching impact on the development of CEIBS, as well as economic growth in China and the rest of the world. Among the many other achievements, your concerted effort helped the CEIBS MBA Programme move up to #5 in the Financial Times' global ranking in early 2019, marking a significant milestone in the history of the school and a welcomed gift for its 25th anniversary.

In an era marked by a new round of reform and opening-up, CEIBS will continue to stay focused on China and bring together East and West so as to establish itself as a respected, world-class business school. As a new wave of economic globalisation gathers momentum, we will join hands with the world and press ahead with the times. We look forward to marching forward hand in hand with you to create a better future.

About CEIBS Education Foundation

Established in 2005 and affiliated to CEIBS, CEIBS Education Foundation is a registered charity organization with a qualification for pre-tax deductions. It is the mechanism through which CEIBS students, alumni, and people from all walks of life can donate funds or make ‘in kind’ contributions to the School in order to boost its development in teaching and research, campus construction, and other undertakings.

Pre-tax deductions for charitable donations

As per the *Enterprise Income Tax Law of the People's Republic of China* and *Individual Income Tax Law of the People's Republic of China*, both corporate and individual donors to public welfare social organizations qualified for pre-tax deductions for charitable donations are entitled to pre-tax deductions from the income tax. To enjoy pre-tax deductions from the income tax, companies or individuals shall present either the *General Payment Bill for Non-Tax Income* and sealed by the institution that receives the donations, or the charitable donation receipt printed by fiscal authorities at the provincial level or above and sealed by the institution that receives the donations.

Corporate Donations

As per the Amendment to the *Enterprise Income Tax Law of the People's Republic of China (Draft)* adopted at the 26th Session of the Standing Committee of 12th National People's Congress on February 24, 2007, of an enterprise's expenditure on charitable donations, the part, which is no more than 12% of its total annual profit, may be deductible in the calculation of its taxable income; and the excess over 12% of its total annual profit may be carried forward for three years in the calculation of its taxable income.

Individual Donations

As per the *Regulation on the Implementation of the Individual Income Tax Law of the People's Republic of China* promulgated by Decree No.600 of the State Council, the term “individual income donated to educational and other public welfare undertakings” refers to the donation by individuals of their income to educational and other public welfare undertakings, and to areas suffering from serious natural disasters or poverty, through social organizations or government agencies in China. The part of the amount of donations, which does not exceed 30% of the taxable income declared by the taxpayer, may be deducted from his taxable income.

Bank Transfer

BNF's name:
Shanghai CEIBS Education Foundation

A/C No.: 211582039210001

Bank's name and address:
China Merchants Bank, Shanghai Nanxi
Sub-Branch, 100 West Nanjing Rd., Shanghai,
200003

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2018: A Milestone Year in the History of CEIBS



International Rankings

CEIBS is the only business school in Asia to have simultaneously made it to the UK Financial Times' global top 10 list of MBA and EMBA programmes.

-  MBA Programme was ranked #8 globally.
-  GEMBA Programme was ranked #5 globally and #1 among standalone programmes.

- CEIBS MBA Programme moved up to #5 globally in the UK *Financial Times*' global ranking released in January 2019. This is the first time in the school's history that CEIBS has had two programmes in the top 5 in *FT*'s rankings.

Innovative Curriculums

CEIBS has been dedicated to kick-starting China's innovation-driven economic transformation and globalization.

- Together with EHL in Switzerland, CEIBS inaugurated Hospitality EMBA Programme to cultivate high-level management talents for the service industry to advance China's economic transformation and upgrading.
- CEIBS also successfully launched the Second Key Talent Programme for Chinese Companies Going Global, offering the courses covering political, economic and cultural affairs.



Opening module of Hospitality EMBA Programme

Faculty Team

A combination of exceptional academic accomplishments, rigorous scholarship, and diverse cultural backgrounds.



CEIBS Distinguished Professors, from left to right:
Mr. Jean-Pierre Raffarin, Mr. Dominique de Villepin, and Mr. Pascal Lamy

World-renowned statesmen, including former Prime Ministers of France Jean-Pierre Raffarin and Dominique de Villepin, and former WTO Director-General Pascal Lamy, joined CEIBS as Distinguished Professors.



From left to right: Prof. Sheng Songcheng, Prof. Jiing-Lih Larry Farh, Prof. Zhao Xiande

Prof. Sheng Songcheng, CEIBS Adjunct Professor of Economics and Finance, was appointed as Counselor to Shanghai Municipal People's Government; Prof. Jiing-Lih Larry Farh, CEIBS Distinguished Chair Professor of Management and ABN AMRO Chair in Management, was among the top 1% of the most cited researchers; Prof. Zhao Xiande, JD.COM Chair in Operations and Supply Chain Management, won the 2018 Literati Award for Excellence from the world-renowned academic publishing house Emerald.



CEIBS Hosts ChinaCases.Org Case Review Committee Seminar 2018



CEIBS staged the 4th Europe Forum in Munich, Germany



The Public Welfare Tour Programme

Leading-Edge Courses

CEIBS is a pioneer of the case teaching method and an initiator of Real-Situation Learning Method (RSLM) in China.

- CEIBS spearheaded the development of the Global Platform of China Cases. To date, it has housed more than 1,200 China-themed cases that are widely used in business schools both at home and abroad.
- RSLM serves as a bridge between theory and practice that takes professors and students to the frontlines of the business world by placing them at the center of the enterprises being studied.

CEIBS Insights

CEIBS has been a platform of economic and cultural exchange and cooperation between China and the rest of the world.

- CEIBS staged the Europe Forum in major cities across Europe.
- CEIBS continued to invite renowned domestic and overseas prominent entrepreneurs to share their wisdom and insights at the Master Classes.
- CEIBS co-organized international academic symposiums.
- CEIBS also held the CEIBS Insights 2018 Receptions in Beijing and Shanghai.

Social Responsibility

In addition to transmitting knowledge to the business world, CEIBS also conveys faith and virtue to call on social responsibility in the CEIBS community.

- CEIBS hosted the 2018 IWEC Conference – a platform for the growth of global women businesses.
- Under the Public Welfare Tour Programme, the school took alumni and students to Daliang Mountain in the city of Xichang and Mingyue Village in the city of Chengdu to conduct a survey of local public welfare programs and social innovation projects, and attend CSR courses.
- CEIBS staged the 2nd CEIBS Global Impact Investing Forum, and co-released the 2018 Chinese CSR Report.
- CEIBS Alumni Association hosted the CSR Forum to share companies' latest practices in the green economy and sustainable development.

Gifts to CEIBS



Total amount of newly-added gifts (including gifts in kind) :

RMB **46.8302** million



Paid-in cash revenue: RMB **47.4551** million



Number of contributors: **1,206**



Number of class gifts: **19**

Total Gifts

Unit: RMB 1,000	Total revenue (including gifts in kind)	Revenue in cash
Research Fund	23500.0	16850.0
Campus & Development Fund	17885.4	17559.3
Annual Fund	1964.8	1964.8
Scholarship Fund	1900.0	3300.0
Events	1580.0	980.0
Chair Endowment Fund	0.00	6801.0
Total	46830.2	47455.1

Expenditure and expenses

Unit: RMB 1,000	Expenditure
Campus Fund	10959.4
Research Fund	7847.0
Scholarship Fund	2706.3
Chair Endowment Fund	801.0
Events	417.3
Total	22731.0

Every Penny Counts for Our Future

If we compare the ideal donation structure to a pyramid, then the annual giving from alumni constitutes its sturdiest cornerstone that provides a continuous impetus for the development of the school. A huge number of CEIBS alumni have actively engaged in annual giving, laying a solid foundation for the development of the school, and enable it and the CEIBS community to make more social impact.

Giving Highlights in 2018

Individuals

Alumni Lily Tang (MBA2007-intake 2007), Wang Yi (EMBA2006), Wen Simin (EMBA2009), Peter Zhou (MBA2000-intake 2000), Peter Gao (MBA1995-intake 1995), Lindsay Zou (MBA2000-intake 2000), and Li Hongbo (EMBA2009) gave to CEIBS for more than five consecutive years.

Family

For the first time, a window lattice on CEIBS Shanghai Campus was named by an alumni family. The couple Chen Liqiu (MBA2005 – intake 2005) and Pan Chao (EMBA2018) together with their two daughters made a donation to name the library's window lattice (the picture on the right) as a token of gratitude to the school.



Classes

MBA2018 students made a graduation gift to CEIBS to name a stone bench on Shanghai Campus (the picture below in the left). It was the first time in the history of MBA graduation gifts that a tiny piece of campus architecture was named.

On the 10th anniversary of graduation, EMBA06SH5 and EMBA06SH6 returned to CEIBS (the picture below in the middle) and made a reunion gift to name one pillar on Shanghai Campus.

For the first time, EMBA16BJ made a group gift in the name of a project team to name chairs in Lui Che-woo Auditorium on Beijing Campus (the picture below in the right).



From the donors

"When Yvonne Li, then MBA Programme Director (Admission and Career Development), asked me about my ideal at the admission interview, I replied I wanted to do my bit for Pudong. Ten years ago when I graduated from CEIBS, Prof. Ding Yuan introduced me into a French family business. Since then, I have been working as a rank-and-file employee, experiencing the ups and downs of life. My son was born on November 8, 2011, the day which marked the 17th anniversary of CEIBS. From then on, the CEIBS anniversary date has carried a special meaning for me. Pudong is my hometown. I am grateful for my hometown and CEIBS. I hope CEIBS will serve as a beacon of hope for all alumni, standing firm and erect amidst turbulent waves."

Lily Tang, MBA2007-intake 2007

She has given to CEIBS Annual Fund for eight consecutive years since 2011.

"When returning to CEIBS to meet the professors and classmates I had not seen for a long time, I felt at home. Since we graduated from CEIBS ten years ago, we have kicked into some habits: to send sincere birthday wishes to classmates in our WeChat group; sign up for the lectures by our favorite speakers at CEIBS; and wear our CEIBS class uniform on important occasions. Our memories of CEIBS have been deeply engraved in our mind. This donation aims to mark the 10th anniversary of graduation of CEIBS EMBA06SH5 and EMBA06SH6. I wish CEIBS more success!"

Ji Jiangang, Head of EMBA06SH6

He and Zhang Dapeng, Head of EMBA06SH5, coordinated the reunion gift of the two classes on the 10th anniversary of graduation.

"Donations serve as the ties between the school and its alumni, a source of funding for its development, and a measure of the quality of teaching. With the positioning statement of 'China Depth, Global Breadth', CEIBS should take the lead to explore Chinese-style college endowments. Just as the saying goes, 'Many hands make light work'. EMBA10SH7 will continue to focus on and support the CEIBS Education Foundation."

Chen Chengping, Head of EMBA10SH7

EMBA10SH7 made class gifts to CEIBS three times.

Advance our Academic Research to Contribute to Social Development

The success of CEIBS has much to do with the contribution of alumni. CEIBS also hopes to deliver a boost to their career development. Many CEIBS alumni have chosen to go back to CEIBS for further study, because it can provide an endless stream of cutting-edge business expertise they need for career development. Giving from alumni have not only funded the school's cutting-edge knowledge creation, but also promoted the integration of teaching and research to enable more students and alumni to make contribution to social development in the context of economic globalization.



Giving highlights in 2018

CEIBS Center for Wealth Management

Loyal Wealth, PanHe Family Office, Boze Asset, and Triumph Capital donated RMB 8.5 million in total to the CEIBS Center for Wealth Management for its research on wealth management and family office. The donors hope to spread sound wealth management concepts to the wider society so that more people can properly manage their wealth to make positive impact.



Boze Asset Donation Ceremony

Left: Mr. Yu Hongru (FOP II), Founder of Boze Asset

Right: Prof. Li Mingjun, CEIBS President, Chair of CEIBS Education Foundation

From the donor

"I hope the donations can help the Center boost its research on the Chinese family office and spread positive views of wealth among Chinese family businesses by using the influence of CEIBS. If private family businesses view their fortunes in a positive light and pass them down over generations, thousands of employee families will earn a decent living."

Andrew Yen, Founder of PanHe Family Office
and an alumnus of 1st Family Office Programme

From the professor

"Presently, Chinese family businesses are waking up to the importance of the family office. In view of its particularities, Chinese family businesses cannot mechanically copy the overseas model of succession and development; instead, they must establish the family office in keeping with China's national conditions and cultural tradition. With the support of alumni, CEIBS Center for Wealth management will develop China-focused cases to make Chinese family offices more local and professional so that more Chinese students and family businesses can understand the true value of wealth."

Prof. Oliver Rui, Professor of Finance and Accounting, CEIBS;
Parkland Chair in Finance; Director of CEIBS Center for Wealth Management;
Programme Director of Family Office Diploma Programme

CEIBS Center on Digital Economy and Smart Enterprises

Suning.com made a donation of RMB 3 million to CEIBS Center on Digital Economy and Smart Enterprises to promote its research on corporate transformation and development as well as the trends for the retail industry in the context of the digital economy.



Suning.com Donation Ceremony
 Left: Mr. Meng Xiangsheng, Senior Vice President and Chief Human Resources Officer of Suning.com Group
 Right: Prof. Ding Yuan, CEIBS Vice President and Dean Council Member of CEIBS Education Foundation

From the donor

“CEIBS is a world-class business school and one of the best in Asia. Over the past 24 years, it has been committed to research on China’s cutting-edge business to facilitate Chinese enterprises’ innovation-driven transformation. As China’s leading O2O smart retailer, Suning has witnessed and engaged in the transformation of China’s retail industry in the past 28 years. Suning and CEIBS will join hands in exploring new paths for the retail industry.”

Mr. Meng Xiangsheng, Senior Vice President and Chief Human Resources Officer of Suning.com Group

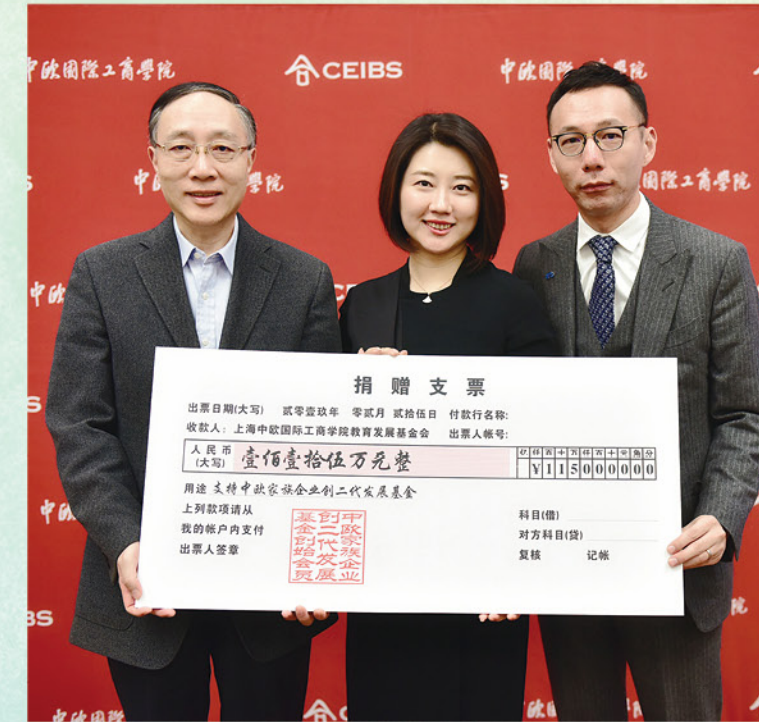
From the professor

“‘Smart’ and ‘technology’, which characterize Suning’s smart retail, are not only what many enterprises are looking for, but also what the CEIBS Center on Digital Economy and Smart Enterprises is focusing on. Suning’s experience for more than a decade will be not only valuable for its future development, but also enlightening for enterprises in other fields.”

Prof. Fang Yue, Professor of Economics and Decision Sciences, CEIBS; Department Chair (Economics and Decision Sciences); Co-Director, CEIBS Center on Digital Economy and Smart Enterprises

Center for Family Heritage

Shanghai Yixing Management Consulting Co., Ltd. and CEIBS Family Business Second Generation Private Board donated RMB 2.5 million in total to the Center for Family Heritage for its research on family business succession.



Donation Ceremony for Supporting CEIBS Centre for Family Heritage
 Left: Prof. Li Mingjun, CEIBS President, Chair of CEIBS Education Foundation
 Middle to right: Ms. Lin Jiaxu (EMBA2015) and Mr. Zhu Naifeng (EMBA 2015), representative of CEIBS Family Business Generation Private Board

From the donor

“It was at CEIBS I went through a transition in my life. In addition to imparting business knowledge, CEIBS professors provided me with guidance in many other ways. Inspired by alumni’s passion and bravery during the annual Gobi Desert Challenge, I have started up my own business, which customizes Gobi trekking events for companies to improve the team spirit. I would like to express my gratitude to CEIBS through giving.”

Jin Guangxue (EMBA2011), Founder and CEO of Shanghai Yixing Management Consulting Co., Ltd

From the professor

“Intergenerational business succession makes a great difference to Chinese family businesses. Our research in this field is exerting a far-reaching impact. We cannot pursue any career or dream without the power of love. I’d like to express my heartfelt thanks to the alumni for their love and support for the Center for Family Heritage.”

Prof. Jean Lee, Professor of Management, CEIBS; Michelin Chair in Leadership and Human Resources Management; Co-Director, CEIBS Centre for Family Heritage

CEIBS Development Fund for Entrepreneurial Education

Co-launched by CEIBS Education Foundation and E-Platform, CEIBS Development Fund for Entrepreneurial Education received a total of RMB 4 million in donations for entrepreneurial and innovative education at CEIBS from Shanghai OneSmart Education & Training Co., Ltd., Shenzhen ACH Energy Investment Co., Ltd., Yunnan Zhongzhiyuan Automobile Sales Group Co., Ltd., and Mr. Tang Binsen, CEO of ELEX and an alumnus of CELC16.



From the donor

"CEIBS Entrepreneurial Leadership Camp provides excellent entrepreneurs with a good platform. I'm glad that OneSmart Education will give a boost to the development of the CEIBS Entrepreneurial Leadership Camp and the CEIBS Venture Capitalist Camp through 'CEIBS Development Fund for Entrepreneurial Education'. In the past ten years, OneSmart Education has been engaged in the educational industry, going public on the New York Stock Exchange. We are looking forward to establishing an educational ecosystem through investment and mergers & acquisitions, and working with excellent entrepreneurs from the CEIBS Entrepreneurial Leadership Camp to create a better future."

Zhang Xi, Chairman of OneSmart Education
and an alumnus of CELC15

From the professor

"The CEIBS Entrepreneurial Leadership Camp and the Venture Capitalist Camp serve as a platform that aims to integrate entrepreneurial and investment resources for a group of entrepreneurs and investors, who have a potential, an ambition and a social responsibility. The support from alumni will help CEIBS build an excellent entrepreneurial platform to promote the growth of startup owners, and establish an ecosystem, where investors and entrepreneurs can conduct win-win cooperation."

Prof. Gong Yan, Professor of Entrepreneurial Management Practice, CEIBS;
Programme Director of CEIBS Entrepreneurial Leadership Camp;
Programme Co-Director of CEIBS Venture Capital Camp

Donation to CEIBS Development Fund for Entrepreneurial Education
Left: Prof. Li Mingjun, CEIBS President, Chair of CEIBS Education Foundation
Middle: Mr. Li Lei (CELC16)
Right: Prof. Zhang Weijiong, CEIBS Vice President and Co-Dean
Council Member of CEIBS Education Foundation

Enrich Our Scholarships and Grants to Educate More Responsible Leaders

CEIBS, alumni and students, inseparable from each other; CEIBS, China and the rest of the world uphold the values that stay eternal and transcend national boundaries. Ample scholarships and diversified sources of financing will enable CEIBS to attract top talents from all over the world and deliver them cutting-edge business education so that they can undertake more responsibilities and missions after graduation to create more value for China and the rest of the world. Donations from all circles for scholarships and grants have not only alleviated MBA students' financial burden, but also filled them with a strong sense of gratitude and social responsibility.

Giving highlights in 2018

On behalf of the company, Evan Lu (FMBA2012), Founder and Chairman of Shanghai Loyal Wealth Management Co., Ltd., and the executive team donated RMB 1.5 million to CEIBS for establishment of "CEIBS-Loyal Wealth Scholarships for New Finance MBA Students". This move will help CEIBS FMBA Programme attract more financial professionals and motivate them to become future leaders with both financial expertise and management philosophies after two years of study.



From the donor

"Loyal Wealth can be regarded a CEIBS alumni enterprise, where 20 alumni have made it into the name list of key executives and shareholders, including the co-founder. Our development in the past six years has benefited a great deal from CEIBS, whose motto – "Conscientiousness, Innovation and Excellence" – lays a solid foundation for our teamwork. We are very grateful to CEIBS for helping us expand our horizon and access more resources. We are looking forward to giving back to CEIBS all the way."

Evan Lu (FMBA2012), Founder and Chairman of
Shanghai Loyal Wealth Management Co., Ltd

Loyal Wealth made a donation to establish the FMBA scholarships for "Rising Stars" in the financial industry

From the professor

"The donations for scholarships from Loyal Wealth will help CEIBS FMBA Programme attract more financial professionals. We also hope the beneficiaries will not only make their mark in their career, but also contribute more to CEIBS and society, just as the alumni at Loyal Wealth have done."

Prof. Zhao Xinge, Professor of Finance and Accounting, CEIBS; Associate Dean; Director of Finance MBA (FMBA) Programme

Power of Giving

Di Shui Quan Talent Loan Project: a CEIBS-initiated, self-funded nonprofit student loan project that aims to help talents to pursue their MBA journey in CEIBS

CEIBS consolidated its position among first-tier business schools worldwide, with its MBA Programme moving up further three places to #5 in the UK FT's ranking of the world's top 100 full-time MBAs in 2019 released on January 28, 2019. This was the first time in the school's history that the MBA Programme was so highly ranked.

Thanks to the donations from alumni, in recent years, scholarships, grants and Di Shui Quan Talent Loan Project help more than 60% of MBA students through financial difficulties annually. Among them, Di Shui Quan Talent Loan Project is the first charitable finance project in the educational industry in China.

Since it was initiated in 2015, Di Shui Quan Talent Loan Project has received strong support from alumni, who have put in time and effort to help cultivate responsible future business leaders. By the end of 2018, the project had provided a total of RMB 22.55 million in low-interest loans to more than 150 MBA students from China and abroad so that they can realize their dreams at CEIBS and create more value for society in the future.



From the donor

"As the Chinese saying goes, 'When drinking water, one must not forget where it comes from'. I am grateful to CEIBS. I hope more CEIBS MBA students will give back to CEIBS and create value for society. Their endeavors will be the greatest rewards for Di Shui Quan Talent Loan Project and all donors."

Meng Fanbo (MBA2008-intake 2008),
General Manager of Wuhan Fingu Electronic Technology Co., Ltd.

From the beneficiary

"Over my six-year career in the banking industry, I have been committed to helping Chinese enterprises go global through the 'Belt and Road Initiative' by offering them access to financing. As a banker, I am deeply aware that Di Shui Quan Talent Loan Project can help MBA students pursue their dreams without hesitation. With a sense of gratitude toward this project, I will strive to do my bit to give back to society."

Mao Chengpeng (MBA2020), a beneficiary of Di Shui Quan

Build A Better Campus to Improve Learning Experience

An independent campus with first-class facilities not only provides a strong boost to teaching and research activities, but also adds luster to the school's high-end brand image. The CEIBS campus, which is expanding in tandem with the development of CEIBS, bears witness to not only the great hardships the CEIBS community has experienced from the outset, but also the support alumni have given to the school. With the trust of our alumni, we will make unremitting efforts to build CEIBS into a world-class business school and one of the best in Asia, helping more enterprises forge ahead.



Landsea Group donated interior design and decoration services to CEIBS Shenzhen Campus
Left: Prof. Li Mingjun, CEIBS President, Chair of CEIBS Education Foundation
Right: Mr. Xiang Jiong, CEO of Landsea Group



Amer Sports Goods Trading (Shanghai) Co., Ltd. donated Precor fitness equipment to CEIBS Beijing Campus
Left: Ms. Yang Tianhui (MDP2016), business representative of Amer Sports (Shanghai) Co., Ltd and General Manager of Precor China
Right: Prof. Dipak C. Jain, CEIBS President (European), Vice Chair of CEIBS Education Foundation



Ebidding and PDP China named a breakout room in Academic Center IV on Shanghai Campus in succession, creating a precedent in the history of CEIBS that the same alumni enterprise secured the naming rights twice
Mr. Zhang Lijiang (EMBA,2008), CEO of Ebidding and GM of PDP China delivered his speech



Beijing Jinbeifang Entry-Exit Services Co., Ltd. made a donation to the CEIBS open fundraising project "CEIBS AMP Home", becoming a member of joint donors who name Classroom 109 in Academic Center IV on Shanghai Campus
Left: Ms. Zhang Jian (AMP 28), General Manager of Beijing Jinbeifang Entry-Exit Services Co.,Ltd
Right: Prof. Xu Dingbo, CEIBS Associate Dean Secretary General of CEIBS Education Foundation



Jiangsu Ironman Sports Culture Development Co., Ltd. donated fitness equipment to CEIBS Shanghai Campus
Mr. Huang Chengbin (EMBA 2010) delivered his speech

Power of Giving

In 2002, CEIBS set up a liaison office in Shenzhen to offer EMBA and an array of Executive Education programmes. Nowadays, CEIBS has cultivated a large number of excellent entrepreneurs and senior executives, who have made a great contribution to economic development in South China. After more than ten years of efforts in South China, CEIBS Shenzhen Representative Office moved into the Building Equinox on Wutong Island in Baoan District, Shenzhen, and was officially upgraded to Shenzhen Campus. On behalf of Landsea Group, Chairman Tian Ming (EMBA2005), President of CEIBS Alumni Association, donated interior design and decoration services to CEIBS Shenzhen Campus to create a more comfortable environment for students and alumni in South China.



Interior of the public area and classroom on Shenzhen Campus

From the donor

“Corporate social responsibility was the first lesson I learnt at the CEIBS EMBA class. Landsea attaches great importance to corporate social responsibility, pursuing sustainable development. We hope this donation will inspire more CEIBS alumni to give back to the school, improve public welfare, and contribute to sustainable development in environment and society.”

Tian Ming (EMBA2005), Chairman of Landsea Group and President of CEIBS Alumni Association

Financial Report

Statement of Income & Expenditure

Compiled by The CEIBS Education Foundation

Year 2018

Unit: yuan

Items	Line No.	Last year cumulate			Current year cumulate		
		Non-restricted	Restricted	Total	Non-restricted	Restricted	Total
I. Revenue							
Including: Donation revenue	1	13,753,705.21	21,376,327.15	35,130,032.36	26,385,114.06	21,070,010.00	47,455,124.06
Membership fee revenue	2						
Revenue from service supply	3						
Including: Revenue from government purchase of service	3.1						
Revenue from sale of commodities	4						
Revenue from government subsidies	5						
Investment income	6	1,634,131.65		1,634,131.65	1,370,384.27	1,400,001.30	2,770,385.57
Other revenue	9						
Total revenue	11	15,387,836.86	21,376,327.15	36,764,164.01	27,755,498.33	22,470,011.30	50,225,509.63
II. Expenses							
1. Cost of operations	12	17,019,445.97	-	17,019,445.97	22,731,018.10		22,731,018.10
Including: Subsidies to teaching projects	13	17,019,445.97		17,019,445.97	22,731,018.10		22,731,018.10
Subsidies to others	14			-	-		-
Marketing expenses	15			-	-		-
Special expenses	16			-	-		-
2. Managerial expenses	21	1,706,000.00		1,706,000.00	2,206,050.00		2,206,050.00
3. Financing expenses	24	-4,762,319.07		-4,762,319.07	-2,396,683.44		-2,396,683.44
4. Other expenses	28	408,532.90		408,532.90	692,596.00		692,596.00
Total expenses	35	14,371,659.80	-	14,371,659.80	23,232,980.66		23,232,980.66
III. Transfer from restricted net assets to non-restricted net assets	40	14,549,283.09	-14,549,283.09	-	7,354,376.72	-7,354,376.72	-
IV. Increase/Decrease of net assets ("-" for decrease of net assets)	45	15,565,460.15	6,827,044.06	22,392,504.21	11,876,894.39	15,115,634.58	26,992,528.97

Balance Sheet

Compiled by The CEIBS Education Foundation

Year 2018

Unit: yuan

Assets	Line No.	Amount at beginning of period	Amount at end of period	Liabilities and net assets	Line No.	Amount at beginning of period	Amount at end of period
Current assets				Current liabilities			
Monetary funds	1	141,022,696.75	86,519,552.45	Short-term borrowings	61		
Short-term investment	2			Account payable	62	2,698,437.16	5,676,475.39
Account receivable	3	.00	.00	Wages payable	63		
Account paid in advance	4			Taxes payable	65	408,532.91	692,596.00
Inventory	8			Account received in advance	66		
Deferred expenses	9			Accrued expenses	71		
Long-term debt investment due within one year	15			Estimated liabilities	72		
Other current assets	18			Long-term liabilities due within one year	74		
Total current assets	20	141,022,696.75	86,519,552.45	Other current liabilities	78		
Long-term investment				Total current liabilities	80	3,106,970.07	6,369,071.39
Long-term equity investment	21	37,973,362.00	122,731,136.59	Long-term liabilities			
Long-term debt investment	24			Long-term borrowings	81		
Total long-term investment	30	37,973,362.00	122,731,136.59	Long-term account payable	84		
Fixed assets				Other long-term liabilities	88		
Original value of fixed assets	31	.00	.00	Total long-term liabilities	90	.00	.00
Less: Accumulated depreciation	32	.00	.00	Entrusted liabilities			
Net value of fixed assets	33	.00	.00	Entrusted liabilities	91		
Construction In Progress	34			Total liabilities	100	3,106,970.07	6,369,071.39
Relics and cultural assets	35			Net assets			
Disposal of fixed assets	38			Non-restricted net assets	101	114,216,476.21	126,093,370.60
Total fixed assets	40	.00	.00	Restricted net assets	105	61,672,612.47	76,788,247.05
Intangible assets				Total net assets	110	175,889,088.68	202,881,617.65
Intangible assets:	41			Total liabilities and net assets	120	178,996,058.75	209,250,689.04
Entrusted assets							
Entrusted assets	51						
Total assets	60	178,996,058.75	209,250,689.04				

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在中欧国际工商学院教育发展基金会长的捐赠名单上，既有高达数千万元的大额捐赠，也有仅仅数十元却反映点滴真情的小额捐赠。数目虽有不同，心意却无差别，每一份捐赠都凝结着捐赠人对中欧的期许与关爱，都将为中欧的发展注入前进的动力。

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EMBA06SH5
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