

Building on two decades of achievements to set sail on a new voyage



CEIBS President
Wang Hong

This year marks the 28th anniversary of CEIBS and the 20th anniversary of the CEIBS Shenzhen Campus. Impressed by the economic dynamism of South China and passion of local entrepreneurs, we set up a liaison office with only two or three employees in Shenzhen in 2002. Since then, CEIBS has embarked on a new Southern journey driven by our motto of ‘Conscientiousness, Innovation and Excellence.’

Today, CEIBS Shenzhen has grown from a small regional office into an influential organisation with a broad alumni network in South China, all thanks to the concerted efforts of everyone in our school’s community. On this occasion, I would like to extend my best regards to you all.

Committed to delivering a combination of ‘China Depth’ and ‘Global Breadth’ in both teaching and research, CEIBS has five campuses around the world in Shanghai, Beijing, Shenzhen, Accra and Zurich. Our esteemed faculty team of 120 members provide a rich source of international experience in professional management and practices. As a result, we remained in the top tier of business schools and have topped Elsevier’s list of Highly-Cited Chinese Researchers in Business Management for two consecutive years.

Our Global EMBA programme has been ranked #2 by the *Financial Times* for the third year in a row, while our MBA programme has remained #1 in Asia for six consecutive years. Led by CEIBS, the Global Platform of China Cases has compiled more than 2,000 China-themed cases, laying a solid foundation for contributing China-specific insights to global management knowledge. We have also launched four signature interdisciplinary research areas – China and the World, ESG, Digital Age Management and Service Excellence – and CEIBS is now regarded as an authority in interpreting China’s business in a global context.

Our alumni are amongst our most valuable assets, and we now boast the largest and most influential alumni network of any business school in the Chinese mainland. To date, CEIBS has more than 26,000 alumni from more than 90 countries and regions around the world, and has provided a broad range of programmes for more than 200,000 executives in China and abroad.

Since its inception 20 years ago, our Shenzhen campus has served as home to nearly 40 classes. It has also hosted the EMBA Shenzhen Class since 2005 and the AMP Shenzhen



Class since 2017. CEIBS Shenzhen now has over 3,000 alumni in South China from industries such as information technology, smart manufacturing, new energy, and financial investment, who are not only helping to drive the sustained development of the Chinese and global economies, but who are also championing social responsibility in business.

CEIBS Shenzhen has also helped companies such as Ping An Insurance, Procter & Gamble, Tencent, Vivo, and EVE Energy develop their talent pools and improve their management capabilities by providing in-house training courses. It is fair to say that CEIBS has made a considerable contribution to nurturing business leaders and promoting economic innovation and development.

In 2021, we mapped a fresh course in the form of a new Five-Year Strategic Development Plan (2021-2025), focusing on eight strategic initiatives, including to serve China's regional development strategies. Through its three campuses in Shanghai, Beijing and Shenzhen, CEIBS will align itself with the development strategies of the Yangtze River Delta, Beijing-Tianjin-Hebei and Guangdong-Hong Kong-Macao Greater Bay Areas.

As the first special economic zone in China, Shenzhen has served as a window to China's reform and opening-up. Inspired by the slogans of 'time is money' and 'efficiency is a lifeline,' Shenzhen has transformed rapidly from a small fishing village into the 'Silicon Valley of China,' and is now a major engine for the development of the Guangdong-Hong Kong-Macao Greater Bay Area. This area aims compete globally with other innovative regions, such as the New York Metropolitan Area, San Francisco Bay Area and Tokyo Bay Area.

A more developed regional economy requires a world-class business school. CEIBS Shenzhen is borne of a new mission to cultivate high-calibre entrepreneurs and senior managers for growing enterprises in one of China's major centres of innovation and entrepreneurship. In taking on this mission, we will continue to empower business managers in the Greater Bay Area through high-quality management education, signature forums and events, and exclusive alumni services, thereby promoting talent training and economic development.

Notably, CEIBS has recently signed a strategic cooperation agreement with the Qianhai Shenzhen-Hong Kong Modern Service Industry Cooperation Zone to further cooperation with Qianhai in talent and professional training. We will also provide entrepreneurship platforms for young people from Hong Kong and Macao, with the hope to form a new pattern of innovative cooperation amongst government, industry, academia and research. Finally, CEIBS Shenzhen Campus will relocate to Qianhai in order to leverage the district's many advantages.

In the years ahead, CEIBS will continue to align with China's national strategies, give play to our role as a think tank while pooling our strengths in teaching and research, and strive to become the first choice for entrepreneurs in South China. We sincerely hope that with the concerted efforts of everyone in the CEIBS community, our Shenzhen campus will usher in a more brilliant future!

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