

# Twenty years on: CEIBS Shenzhen sets out on a new journey

In 2002, with campuses in Shanghai and Beijing, CEIBS cast its eyes on South China. Equipped with a dynamic market and many private enterprises, the region quickly became a land of promise.

## 01

### Sowing a seed

CEIBS Vice President and Co-Dean Zhang Weijiong joined the school in 1997 as the first Director of the EMBA Programme. He quickly realised that there was a promising market for management education in Shenzhen.

“Shenzhen was a window to China’s reform and opening up drive, and it had given birth to a large number of private businesses with a thirst for systematic management knowledge,” Prof. Zhang says.

“In this sense, we made the right choice to target the management education market in Shenzhen at the time,” he adds.

Following many company visits and de-

velopment efforts, the CEIBS Shenzhen Liaison Office was founded in July 2002 in the International Chamber of Commerce Tower. Starting from this less-than-100-square-meter office, the school embarked on a new Southern journey.

## 02

### Blazing a trail

“While CEIBS was blazing a trail in management education in South China, it was not well recognized by many people,” CEIBS Assistant President, Director of ARD and Chief Representative of the Shenzhen Campus Hobbs Liu recalls. “As such, we had to initiate many ‘firsts’ and create a management education market by educating our clients.”

By the end of 2004, however, CEIBS had gained market presence in Shenzhen.

“The Executive Education (EE) programme laid a solid foundation for the opening of the inaugural EMBA Shenzhen Class. Many of the first EMBA applicants also attended the EE programme, and spoke highly of CEIBS’ quality and teaching,” Hobbs says.

## 03

### CEIBS opens first EMBA Shenzhen Class

CEIBS opened the first EMBA Shenzhen Class in 2005. The successful launch of marked a milestone in the school’s effort to promote management

education in South China.

“The programme includes cross-cultural exchange, multinational management, as well as ways to motivate, delegate power and supervise, which are very helpful in running businesses,” Shenzhen Ellassay Fashion Company Chairman and CEIBS EMBA alum Xia Guoxin says.

## 04

### Finding the right place and expanding continuously

A high proportion of CEIBS Shenzhen students are those who have worked their way up through private enterprises. Many came to CEIBS, not just to earn more money, but to explore the direction of their lives and their place in the Chinese economy.

As its operations expanded, the CEIBS Shenzhen Office was relocated to Wutong Island in October 2017, marking its official upgrade to the Shenzhen Campus.

## 05

### A promising future

The CEIBS Shenzhen Campus has explored and cultivated the South China market for 20 years. It now houses 40 classes with over 3,000 alumni from South China.

“As part of the Greater Bay Area, Shenzhen has grasped the opportunity for rapid development, and our Shenzhen Campus can draw from the upward momentum of the city’s development,” CEIBS President Wang Hong says.

“I hope CEIBS Shenzhen Campus will be as bold and daring as the city, and make remarkable achievements by pursuing excellence with boundless energy, enthusiasm and entrepreneurial spirit,” Prof. Wang adds.

Building on the solid foundation laid over the past 20 years, CEIBS Shenzhen looks forward to a more ambitious future and will strive to follow the road ahead.

▼ CEIBS Professor of Management and now Associate Dean (Europe) Katherine Xin gives a keynote speech in Shenzhen in July 2002

