



中国深度 全球广度
CHINA DEPTH GLOBAL BREADTH

ceibs.edu

The first business school in Asia to achieve *Financial Times* global ranking for its MBA, EMBA and Executive Education programmes.

The first business school in mainland China to earn EFMD's internationally recognised EQUIS accreditation.

CEIBS is also accredited by AACSB International.

ACADEMIC LEADERSHIP

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Prof. Zhu Tian	Associate Dean, EMBA Programme
Prof. Juan Fernandez	Associate Dean, MBA Programme
Prof. Zhao Xin'ge	Associate Dean, Finance MBA Programme
Prof. Wang Gao	Associate Dean, Executive Education Programme
Prof. Nikos Tsikriktsis	Associate Dean, GEMBA Programme
Prof. Katherine Xin	Associate Dean, Europe

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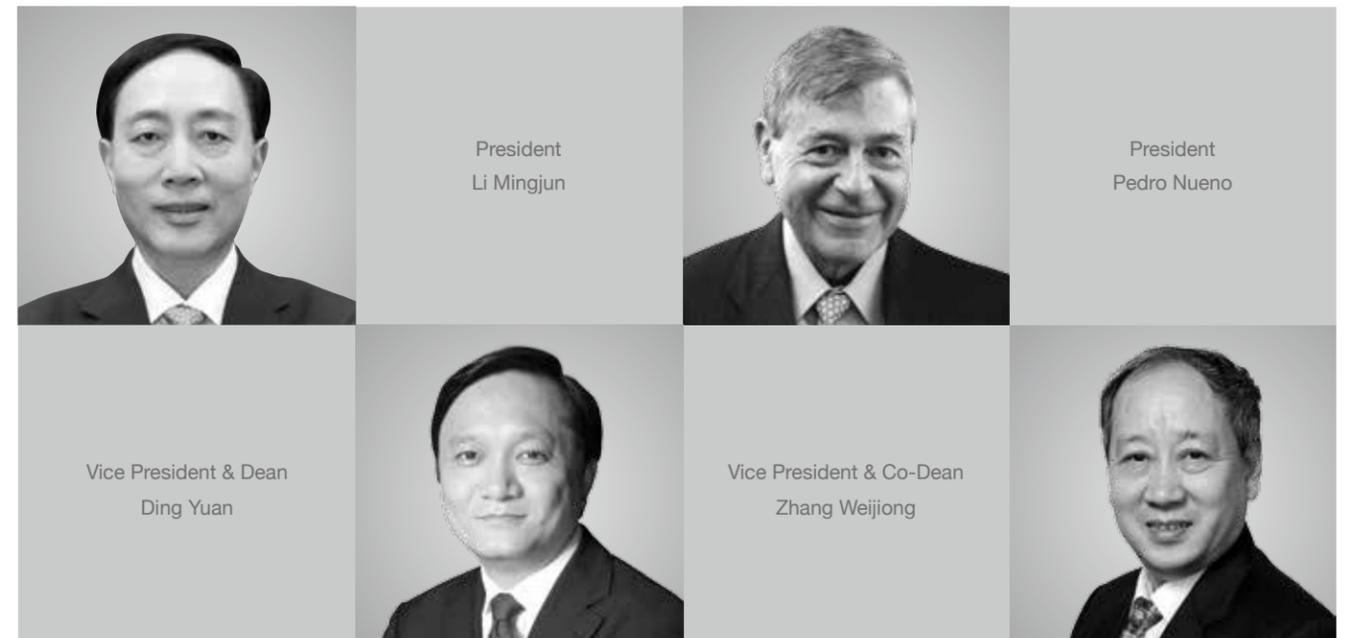
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CEIBS Shanghai Campus Library

THE CEIBS STORY

China Europe International Business School is the leading international business school in China. Looking ahead to its third decade, the school is expanding its global reach and making a significant contribution to the field of managerial knowledge through research. CEIBS is an outstanding example of world class management education from a fast moving emerging economy with undeniable global impact. All our programmes are benchmarked against the highest international standards.



CEIBS is a non-profit joint venture established in 1994 under an agreement between the Chinese government and the European Commission. Its predecessor, the China-EC Management Institute (CEMI), was launched in Beijing in 1984. The school's executive partners are Shanghai Jiaotong University and the EFMD, which provide an institutional guarantee for the school's long-term development and success. CEIBS enjoys a high level of autonomy in its operations.

CEIBS has campuses in Shanghai and Beijing, China's financial and political centres; our teaching centre in Shenzhen provides high-level management training for South China; we educate the African region's executives through our various programmes out of our Accra Campus in Ghana; and our Zurich Campus - the Zurich Institute of Business Education - is used as our European base.

Global from Inception

Our Mission

To educate responsible leaders versed in “China Depth, Global Breadth”.

Our Values

Conscientiousness, Innovation, and Excellence

Timeline

- March 1994: CEMI relocated to Shanghai
- November 1994: CEIBS established as an independent international school
- October 1999: Opening of Shanghai Campus in Pudong
- January 2002: MBA degree officially recognised by the Academic Degree Committee of China’s State Council
- July 2002: Opening of Shenzhen rep office
- March 2004: 1st business school in Chinese mainland accredited by EQUIS
- May 2004: Phase II of Shanghai Campus completed
- October 2007: Opening of CEIBS Lujiazui Institute of International Finance
- January 2009: Accredited by AACSB International
- March 2009: Africa Project launched
- April 2010: Beijing Campus opened
- September 2012: Part-time Finance MBA Programme begins
- November 2012: Inaugural meeting of CEIBS International Advisory Board
- 2013: Phase III of Shanghai Campus opened in stages
- 2014: Memorandum of understanding signed on the establishment of CEIBS-World Bank (China) Centre for Inclusive Finance
- 2015: CEIBS Zurich Campus Established in Europe

LEARNING TO LEAD

CEIBS' MBA, Executive MBA, Executive Education and PhD programmes are helping to transform the business world in China and across the globe. CEIBS is not just a Chinese business school; it is a global business school, serving individuals and companies worldwide. Drawing on the expertise we have accumulated in helping to shape the Chinese economy by providing world-class business education, CEIBS is dedicated to doing the same for other emerging economies.

“What China needs most is high-level managers who are knowledgeable about both Western management theories and the real environment in which Chinese enterprises actually operate. CEIBS cultivates precisely this type of talent.”

– Liu Chuanzhi,
Chairman of Legend Holdings,
Lenovo Founder and CEIBS Visiting Leader

“Infosys is committed to recruiting, training and retaining the best leaders for our global operations. This is why it was a natural step for us to be a member of CEIBS' International Advisory Board. CEIBS plays a vital role in educating business leaders – not just from and for China, but the rest of the world.”

– S. Gopalakrishnan,
Executive Vice Chairman of Infosys Limited

“CEIBS offers you an excellent foundation to go out and take the business world by storm, not only in China but on a truly global scale.”

– Wolfgang Mayrhuber,
Chairman of the Executive Board and CEO of Deutsche Lufthansa AG

“CEIBS has transformed me from a poet to a modern-day entrepreneur. CEIBS EMBA has brought me brand-new values; it has completely changed me.”

– Huang Nubo (EMBA 1996)
Chairman of Zhongkun Group

* All professional titles in this brochure were accurate at the time comments were made.

PROGRAMMES

Career Path	Full-time	Part-time	Short courses for individuals	Short courses for companies
Entry level: At least 2 years' full-time work experience; bachelor's degree or above; English proficiency; an impressive professional track record	> MBA Language: English Duration: 18 months. One-year option available Venue: Shanghai			
Mid-level manager: At least 5 year's work experience, 2 at manager level: full-time in a finance related field	> Finance MBA (FMBA) Language: Chinese Duration: ~2 years Venue: Shanghai plus London module			
Manager to senior manager level: At least 10 years' work experience, with 7 at manager level	> EMBA Language: Chinese Duration: 24 months Venue: Shanghai, Beijing, Shenzhen > Global EMBA Language: English Duration: 20 months Venue: Shanghai, Zurich, Accra plus minimum 3 global modules		> Open Enrolment Executive Education Language: English, Chinese & German Duration: various options Venue: Shanghai, Beijing, Shenzhen, Zurich, with overseas modules	> Company Specific Executive Education Language: English, Chinese & German Duration: various options Venue: Shanghai, Beijing, Shenzhen, Zurich, Accra, India, Japan, Singapore, Indonesia, Korea, Vietnam
Potential Applicants: Committed to four years of full-time study and a future academic career	> Ph.D. Programme Language: Chinese Duration: 4 years Venue: China			

MBA

“ The CEIBS MBA programme is ideal for participants who want to excel in today’s global business environment as responsible business leaders. Our integrated curriculum provides: fundamental business and China knowledge; critical managerial skills in communication, leadership, problem solving and decision making; as well as a team-based strategic consulting experience. With engaging extracurricular activities, international exchange opportunities, and a truly diverse group of students and faculty, the CEIBS MBA provides a broader view of the world. Strong career development support, plus an extensive and powerful alumni network, provides a wide range of resources to accelerate participants’ career objectives. To ensure that our graduates can fully leverage the transformations taking place in the business world, our MBA pays special attention to the digital business revolution. ”

- Associate Dean,
MBA Programme Director,
Professor of Management Juan Fernandez

- > More than **93.4%** of graduates received job offers within 3 months*
- > **91.9%** salary increase for graduates
- > **332** average number of recruiting companies**
- > **34.3%** international students*
- > Diverse student body from **24** different countries*
- > **1st** full-time MBA programme taught in English in mainland China
- > Student exchanges with around **30** top b-schools around the world

* In 2016

** In the last 3 years



The CEIBS MBA student body consists of a highly selective group of internationally-oriented business minds. Since 2004, the *Financial Times* has ranked the CEIBS MBA programme among the Top 25 full-time MBA programmes in the world. It is the fastest rising brand in business education.

To earn an MBA degree from this rigorous programme, candidates must complete required and elective courses for a minimum of 64 credits. The curriculum is designed to lay a solid foundation of management fundamentals while providing the flexibility to tailor programmes to fit individual interests and career ambitions. Students can choose to focus on general business management, or select one of three concentrations in Finance, Marketing or Entrepreneurship. Students also have the option to participate in the school’s impressive international exchange programme with the world’s top-tier business schools, and gather valuable China work experience during the summer internship. This, along with the seminars, conferences, presentations, and forums regularly hosted by CEIBS, allows students to take advantage of the school’s strategic location and extensive connections to leading business and academic communities within China and around the world.

CEIBS also offers innovative Coordinated Degrees with prestigious international schools, allowing students to earn an MBA while completing studies for their chosen degree. These three collaborations with Cornell, Johns Hopkins and Fletcher focus on Hospitality, Public Health, and Law & Diplomacy, respectively.

“ In this increasingly complex world it’s tough to get an edge – but once you’ve found one, the world is at your fingertips. CEIBS helped me develop that edge. I gained financial and strategic skills, a strong network, and a heightened ability to perceive and act upon industry trends. Now I’m at Tencent WeChat, leading the Information Age, facilitating instantaneous and complex interactions across the globe. Having only recently graduated, I am excited to apply my expanded skill set and eager to see where it will take me. ”

- Kevin James Shimota MBA 2016 (U.S.A)
International Marketing Manager, Tencent WeChat

Cross-Functional Curriculum Integration

CEIBS MBA curriculum includes several applied integration modules that require students to innovatively and systematically solve practical business problems using knowledge and skills they've acquired in earlier business courses. The modules are spread throughout the programme to reinforce and build upon each stage of learning.

Unique China Focus

One of CEIBS' most significant features is its clear China focus. CEIBS teaches the most advanced international business theories while attaching great importance to the practical application of these skills in China. A series of China related courses, lectures and case studies will help students become familiar with the Chinese business environment while deepening their "China understanding".

Interactive Teaching Methods

As a complement to lectures, students are encouraged to participate and interact in classroom case study discussions. Cases reflect real life business situations and are developed at Harvard and other top schools, along with China specific cases researched and written here at CEIBS. In addition to mainstream textbooks, teaching materials are drawn from a variety of current sources. Some courses are delivered in interactive formats including simulations, guest speeches, and seminars.

Language Courses

In the first academic year, non-credit language courses are offered free of charge:

• Chinese • French • Spanish

International students are required to learn Chinese to facilitate their MBA study and future careers.

Tailored curriculum length and options

Second-year students can choose to go on international exchange or continue studying in one of the Coordinated Degree Programmes. Those who opt to remain in Shanghai will study and interact with a large number of inbound students from the world's top business schools. They have the flexibility to complete the degree in 12 months, 18 months or lengthen it to include more study options.

Career Development

To ensure that students fulfil their long-term career and personal aspirations after they graduate, the CEIBS MBA Career Development Centre (CDC) creates a platform that guides students' career planning, enhances their job search and networking skills, and connects them with different channels/resources.

Students also benefit from individual career counselling, workshops/seminars on career development and the job market, career treks, company career talks/site visits, job fairs, and networking events. To provide the best services possible, the CDC draws on its extensive connection with the business world and the CEIBS alumni network.

CEIBS MBA graduates are among the most sought-after in the talent market. CEIBS is consistently ranked by the *Financial Times* as one of the world's top business schools in terms of successful employment within three months after graduation.

Full-Time MBA – Action Oriented Curriculum Backed by Solid Fundamentals

Full-Time English Programme

Select the General Management track, or choose a Concentration in Finance, Marketing, or Entrepreneurship. The standard programme lasts 18 months, and includes a 10-week summer internship followed by an optional exchange opportunity during the second year.

First Year – Fundamentals in Management

CEIBS MBA core courses provide fundamental business knowledge and problem solving skills, building a solid foundation for further study in chosen areas. Courses cover Accounting, Economics, Finance, Marketing, Operations Management, Organisational Behaviour, Strategy, Human Resources, the relationship between China and the rest of the world, and more.

Second Year – Tailor Your Own Programme with 40+ Electives

Students can specialise in their specific areas of interest by selecting from more than 40 elective courses taught by experts in their field. Elective courses delve in-depth into a range of business issues and areas, while building on the fundamentals acquired during the first year of study. A full list of our elective courses is available on our website.

China Depth

Case studies of China-based companies will help familiarise you with the Chinese business environment; while China specific modules such as "China Discovery Series" and other events will further help you deepen your China understanding.

Integrated China Strategy Project

Put what you learn in the classroom into practice! The ICSP is a challenging high-level group consulting project undertaken with CEIBS sponsor firms. Under the guidance of senior executives and professors, students develop innovative and effective solutions to real-life business challenges with leading companies.



Overseas Electives

A choice of Overseas Electives are offered to enhance your global perspective. Each module includes lectures, company visits, and workshops with leading professors. Past electives have included:

USA	Entrepreneurship Ecosystems and Networks
Japan	Entrepreneurship and Innovation
Israel	Innovation in the Start-Up Nation
Malaysia	Leadership for Social Responsibility
Germany	Excellence in Manufacturing / Industry 4.0

Exchange Journeys

Studying at China's leading business school has its advantages. Whether deciding to go abroad or stay in Shanghai, you will have the opportunity to work and study with peers from the world's best business schools. Each year we offer approximately 120 slots at 30+ top tier schools including; INSEAD, Wharton, London Business School, IESE, Chicago Booth, etc.

Career Development

The Career Development Center (CDC) at CEIBS offers a full range of services to support you in your career development and job search efforts from the day you begin the programme. During your time at CEIBS, you are encouraged to use all the resources available to help you in your efforts. These include the many networking events offered by the school and student clubs. The CEIBS Alumni network, assistance from professors, and your personal network, are all channels which should be tapped for optimal placement results.

MBA2016 employment highlights



Selected Companies Recruiting at CEIBS



Career Service Reciprocity Programme

CEIBS now offers job searching opportunities abroad. Exchange students can now use the Career Service office and resources when studying at Harvard Business School in Boston, IESE and IE in Spain, INSEAD in France and Singapore, and at LBS in the UK.



“ The ICSP programme is a ‘real-life’ consulting project, and clearly helped prepare me for my internship at McKinsey & Company. My project involved working for a leading MNC energy company that is planning to enter the VC industry in China. The valuable experience I gained working with my team undoubtedly played an important role in helping me excel on the job during my summer internship, and later receiving an offer to return to McKinsey for full-time employment. ”

- Santiago Fernandez Suarez (Spain), MBA 2014
Associate, McKinsey & Company



FINANCE MBA (FMBA)

“CEIBS FMBA Programme is tailored for ‘rising stars’ in the financial sector, which is growing by leaps and bounds in China.”

- Associate Dean,
Director of Finance MBA (FMBA) Programme,
Professor of Finance and Accounting Zhao Xin'ge

CEIBS FMBA is tailored to the needs of mid-level managers with high potential in financial institutions, or those in other industries with work involving financial management. The programme provides financial elites with access to up-to-date financial and management theory and practice so as to shape them into future leaders of the financial sector.

CEIBS FMBA highlights financial depth and managerial breadth. The curriculum aims to equip students with not only a wide range of financial expertise, but also broader management skills.

Programme Advantage

Customisation and Specialisation

CEIBS Finance MBA students are representatives of the “rising stars” of China’s financial sector, with ten years of work experience and five years of managerial experience, on average. Over 80% of them are mid-level or top managers. As students are engaged in different segments of the financial sector, the diversity of professional background offers them an opportunity to share their points of view about industrial issues.

China Insight, Global Perspective

Focusing on China’s financial market, the curriculum combines both cutting-edge financial theories and real-world case studies. In addition, there is a one-week overseas module at London Business School, where participants have a chance to take first-rate courses in finance at one of the world’s prestigious business schools and learn best practices through visits to well-known financial institutions in London.

Finance Focus, Management Competence

The curriculum design is a combination of financial expertise and managerial skills. The core courses are specially tailored to cover both the essentials of general management and expertise in finance. Meanwhile, finance-oriented electives enable students to delve into financial issues in which they have an interest.

World-class Faculty, Industrial Elites

For the FMBA Programme, CEIBS has brought together first-rate faculty in all management disciplines, particularly finance. In addition, the school invites industry leaders to share their insights and initiate collaborative projects among students so as to expose them to a broad range of new ideas within the business community.

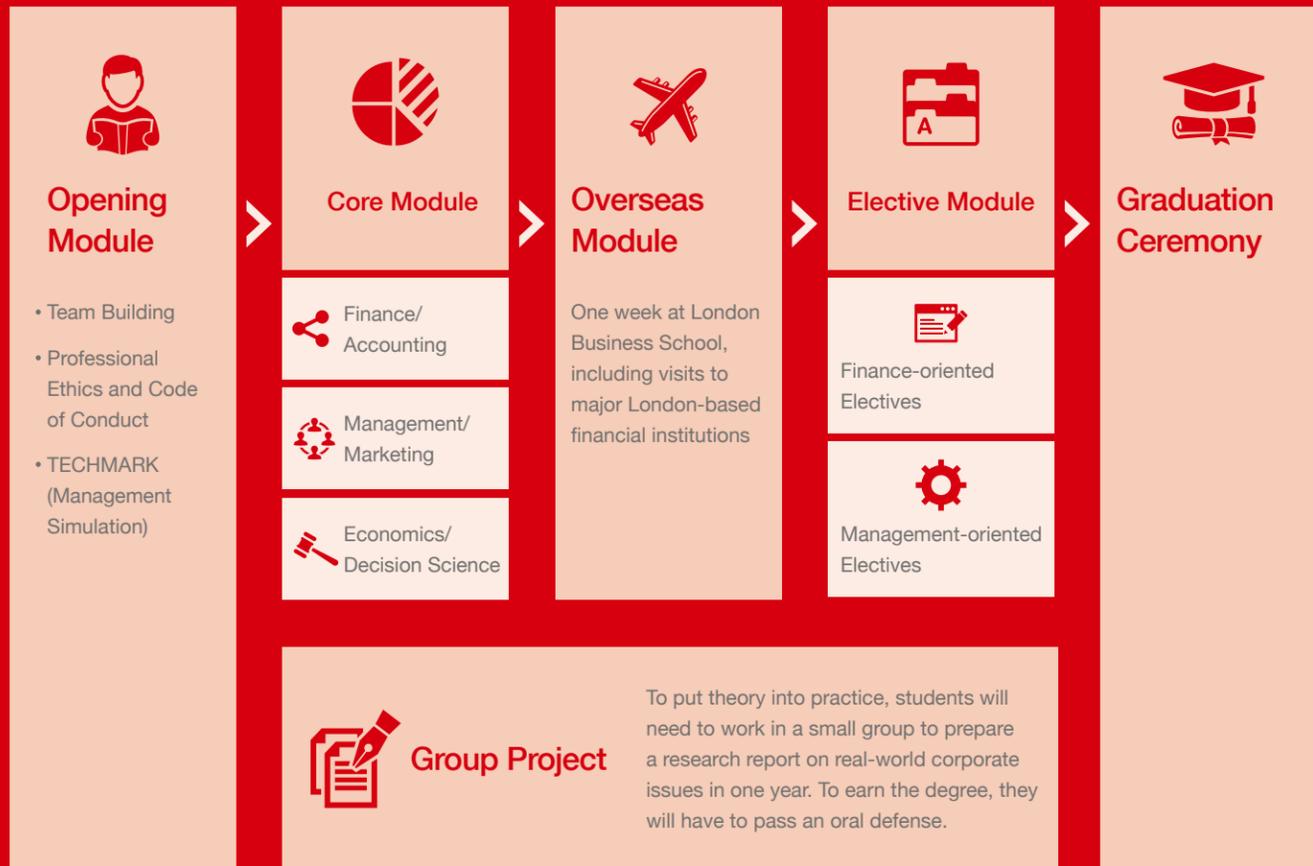
Rigorous Scholarship, Unparalleled Learning Experience

Future leaders of China’s financial sector should be disciplined and innovative. With inclusion in a well-managed, rigorous environment for two years, students will internalize conscientiousness as part of their values. Instead of taking a traditional, one-sided approach to knowledge transmission, the school has created an open culture for students to share their ideas.

Extended Alumni Network, Shared CEIBS Brand

In addition to the academic and professional benefits from two years of study at CEIBS, financial elites will be able to reach out to each other and establish long-term friendships. In addition, the school’s vibrant alumni network that stretches around the world will serve as a springboard for their career development.

Curriculum Design



* For finance-oriented electives, priority in course enrolment is given to FMBA students. These electives are also available for current EMBA students. Similarly, management-oriented electives offered for EMBA students are also available for FMBA students.

“ I’m honoured to have studied in such a free, open and market-oriented environment. Instead of spoon-feeding us during class, CEIBS FMBA instructors used real business cases to stir us into thinking outside the box and speaking our mind. As we had mixed financial backgrounds and different working experience, the collision of disparate views broadened our horizon. In addition to an unparalleled experience at the school, we’ve forged lifelong friendships. ”

- Jim JIN, FMBA2012
VP, JD Finance



“ CEIBS FMBA has provided me with a great deal of enlightenment as to issues such as business model, theoretical model, management practice and technique, along with business ethics and values. Months before my graduation, I made up my mind to resign from a world-renowned accounting firm to join Lombarda China Fund Management as Finance Director. With more than ten years of experience in corporate management, finance and financing, I’ll make every effort to push forward financial innovation and detail-oriented management in my company. ”

- Vincent Fang, FMBA2013
CFO, Lombarda China Fund Management

“ An in-depth understanding of financial expertise was the best part of my two-year study at CEIBS. Many well-designed elective courses helped me probe the nature and power of finance from a global perspective. ‘Hedge Funds’ was the most stirring course for me. The professor demonstrated how to make a quantitative and multivariate data analysis. I’m still deeply impressed by his meticulous attention to detail and sound reasoning. ”

- Kevin CHEN, FMBA2014
Managing Director, Sinopharm Holding (China) Finance Leasing Co., Ltd.

“ With eight years of experience in PE investment, I signed up for CEIBS FMBA to broaden my scope of knowledge and improve my leadership skills. The two-year programme aims to equip students with both financial expertise and management skills. As a highlight in the curriculum, the ‘Overseas Module’ included courses at London Business School and visits to well-renowned financial institutions in the UK; it also provided me with new insights into technological investment across China and the US. ”

- Kelly LIU, FMBA2015
Executive Director/Partner, WestSummit Capital

EXECUTIVE MBA

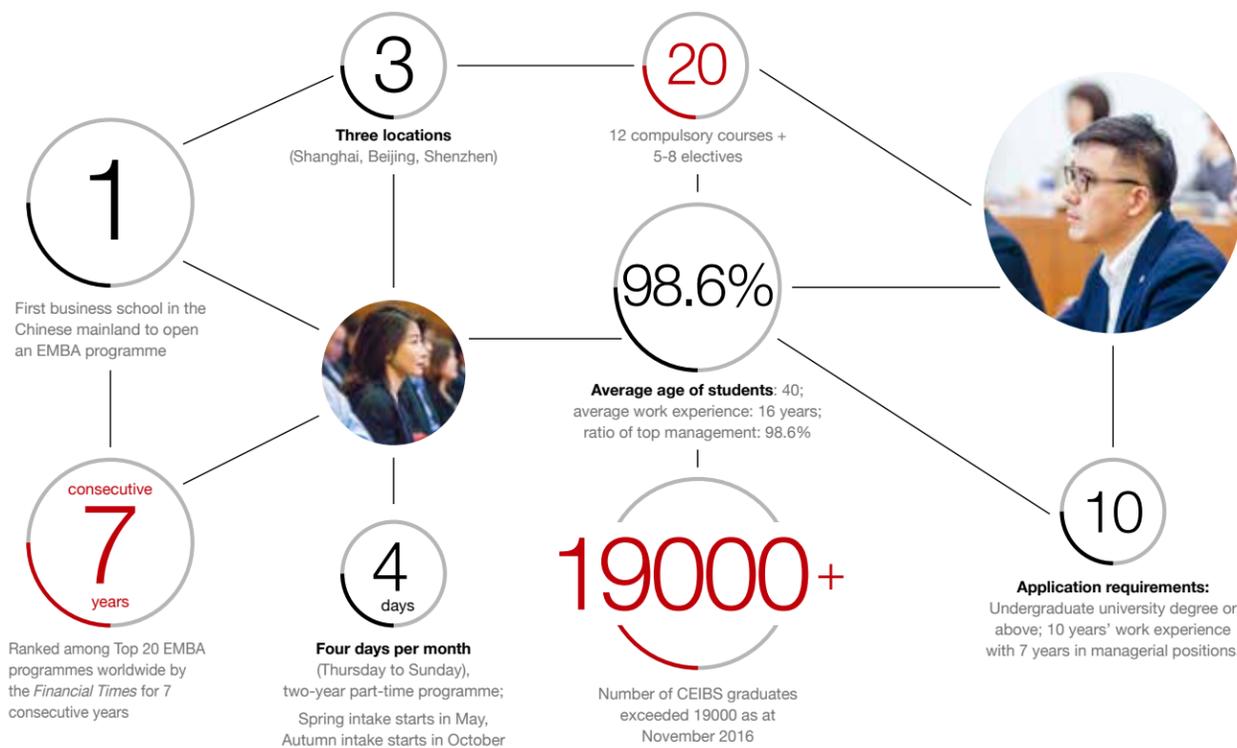
“Through its history of more than 20 years, CEIBS EMBA programme has developed a methodology of ‘guiding rather than dragging’, which combines scholarly rigour with didactical strictness, China Depth with Global Breadth. The programme provides an exhilarating mental workout for future business leaders who are dedicated to undertaking social responsibility while pursuing career success; it also provides a spiritual home where students can commence a journey about self-discovery and well-rounded development. We hope we can make this journey together, and join forces to push the society forward.”

- Associate Dean,
EMBA Programme Director,
Professor of Economics Zhu Tian

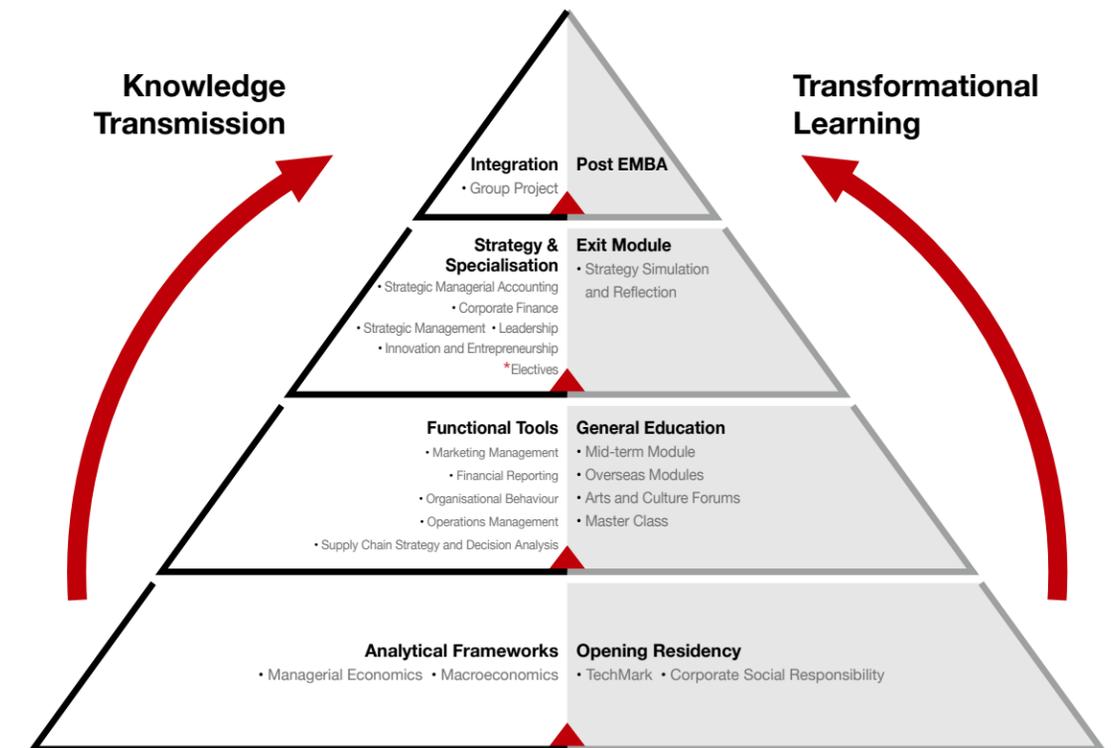
EMBA (Chinese language)

The Chinese language CEIBS EMBA programme is offered in China's three most important cities: the financial hub of Shanghai; Beijing, the political powerhouse; and bustling Shenzhen. It is designed for entrepreneurs and senior executives seeking to gain strategic insights into the political, economic, technological, and cultural factors shaping the business environment in China.

CEIBS EMBA at a glance



CEIBS EMBA Programme Structure



“Joining CEIBS EMBA was a very important, and lucky, turning point in my life. The experience has given me wider international perspective, as well as immense resources and great friendships with my professors and classmates.”

- Liu Qiangdong (EMBA 2009), CEO of JD.com

“I had a fabulous time studying during CEIBS' EMBA Programme. From the leadership course I learnt about qualities one should have to be a business leader in China, which was a perfect example of the 'China Depth' and 'Global Breadth' CEIBS can offer, and its mission of educating responsible business leaders. This inspired me a lot, and permeated into my daily work. A major quality that business leaders should have is the ability to always bear the company's mission in mind. On the other hand, the entrepreneurial spirit is key to being innovative in making sure that plans become concrete actions. All that I have learnt at CEIBS has been shared within Siemens Healthineers (China), and has become deeply rooted in the organisation; we will continuously nurture our future leaders.”

- Wu Wenhui (EMBA 2005)
President, Siemens Healthineers (China)

Global EMBA

“ We're pleased to offer a revitalised Global EMBA which builds on the strength of our initial Shanghai-based programme that has been consistently listed among the best in the world by the Financial Times. The new CEIBS GEMBA is a truly global platform with programmes that span 5 continents, offering you unlimited potential to expand your global network as you learn with and from your peers and a team of internationally experienced faculty.

The CEIBS GEMBA Asia track is offered from our campus in Shanghai, China's economic capital. Meanwhile the Zurich Institute of Business Education, CEIBS' European base, is the venue for our Europe track. With seamless cohesion in electives across Asia, Europe, Africa and North America, you can choose courses that fit your busy schedule. Missed a class in Zurich? Do a makeup in Shanghai, or vice versa.

Wherever you are in the world, whatever your industry, CEIBS GEMBA is there to provide you with the world-class knowledge you need to take your career and your organisation to the next level. ”

- Associate Dean,
GEMBA Programme Director,
Professor of Operations Management Nikos Tsiriktsis

From Zurich

- Language: English
- 🕒 Duration: 18 months, September start
- 📅 Schedule: Part-time, 8 days every 2 months
- 🕒 Days out of office: 60
- 📍 Location: Zurich plus 1 module in Accra, 1 module in Shanghai, and at least 2 global electives

From Shanghai

- Language: English
- 🕒 Duration: 20 months
- 📅 Schedule: Part-time, 4 days per month
- 🕒 Days out of office: 45
- 📍 Location: Shanghai plus 1 module in Europe, 1 module in the U.S., and at least 2 global electives

CEIBS GEMBA courses are seamlessly integrated across all our locations. Reduce travel time, maximise your business trips and expand your global network by joining CEIBS GEMBA classes in Asia or Europe. The CEIBS Global EMBA is the only *truly global* programme offered by a single business school. This part-time programme has a strong focus on managerial issues, coupled with leadership development and coaching sessions. With the CEIBS Global EMBA, high potential upper-level executives or entrepreneurs have an opportunity to advance their careers and build their enterprises by deeply enriching and developing their leadership skills and analytical ability.





“ I wanted to have a truly international EMBA experience with a focus on emerging markets. That is why I chose the CEIBS Global EMBA! ”

- Turan Akgül (Turkey)
Global EMBA 2016 Zurich cohort
Business Process Manager, Equatex Ltd

“ I quickly realised that this programme is no trifling matter. From the very beginning, we all knew that in order to successfully complete the various modules ahead we must do a lot of reading. I really enjoy CEIBS' academic atmosphere! ”

- Sunny Wu (China)
Global EMBA 2016 Zurich cohort
Vice President for Administration, Egret Pharma

“ CEIBS GEMBA programme exceeded all my expectations. It was a life-changing experience both on an intellectual level and a human level. There was great learning thanks to the excellent academic content and case studies but also through open and honest debates with outstanding faculty and classmates. This gave me the knowledge and the courage to pursue bigger dreams. ”

- Nicolas Paillot (France)
Global EMBA 2014
Asia Director, Sterimed

“ Joining CEIBS EMBA programme has been the most critical and best decision I have made for my life. I really cherish the time I spent at the school. I have learned advanced knowledge from the very best faculty and shared inspiring views with classmates. The clash of ideas made me even stronger, more open and more inclusive. CEIBS Global EMBA programme also provides a great platform for network-building which has benefited my professional and personal life. This is a great place to open a new world for yourself and to raise yourself up! ”

- Annie Qi, China
Global EMBA 2010
Senior Director, Human Resources, Unilever

EXECUTIVE EDUCATION

“ For more than two decades, CEIBS Executive Education has been at the top of the industry, providing business leaders in China and the world with rigorous training in business management, sharing with them the most cutting edge management knowledge, helping them upgrade their skills and transform their way of thinking, all while facilitating the long-term development of their enterprises. Our competitiveness is rooted in our team's keen insights into a wide range of industries, deep understanding of our customers' needs, and strict control over programme quality. Most importantly, we have the support of CEIBS' powerful team of professors. ”

- Associate Dean, Executive Education Programme,
Professor of Marketing Wang Gao

130,000+ executives trained since 1994

130+ company specific programme training days delivered in 2016

1,000+ client companies in 2016

50+ Open Enrolment Programmes in 2016

27 industries served in 2016

Programmes offered in almost **10** countries outside China

130+ faculty members from around the world design and deliver programmes

“ WPP partners with CEIBS in designing global and regional leadership development programmes in Asia and, most recently, in Africa. We find CEIBS faculty among the most knowledgeable on management challenges in fast growth markets. ”

- Mark Linaugh
Group Human Resources Director, WPP

“ I've greatly benefited from the Corporate Governance and Board of Directors programme thanks to the faculty's brilliant knowledge and experience, and the exchange of ideas among participants. And, more importantly, the programme has sharpened my insight, which is an important intangible asset to me and could hardly be gained elsewhere. Lots of thanks to CEIBS for giving me a valuable opportunity to update my knowledge, broaden my horizons and sharpen my insight. I'll play a more effective role in corporate governance. ”

- Sun Chengyaw
Chairman, Hisoft Technology International Limited

Our Clients Include:

		
AVIC	ABB	American Express
Bank of China	AB InBev	Black & Decker
Beijing Capital Int'l Airport	Adidas	Baxter
Changan Automobile	Akzo Nobel	Coca Cola
China Bank of Communications	AstraZeneca	Colgate
China Development Bank	Atlas Copco	Corning
China Investment Corporation	BASF	Cummins
China Merchants Holdings	Bayer	Dow Corning
China Mobile	Bosch	Deloitte Touche Tohmatsu
China Network	BP	DuPont
China Pacific Insurance	Danone	Effem Foods
China Petrochemical	Degussa	Eli Lilly
China Resources	DSM	Emerson
CITIC	Evonik	Ernst & Young
CNOOC	Fresenius-Kabi Pharmaceutical	GE Healthcare
COFCO	GlaxoSmithKline	GM
Fosun	Grundfos Pumps	HP
Gemdale Corporation	Henkel	IBM
Guangxi Liugong Machinery	Kostal-Huayang Automotive Electric	Intervet
Hisense	Lafarge	Johnson & Johnson
Konka Group	Lanxess Chemical	Johnson Controls
Kuka	L'Oreal	Mary Kay
Lenovo	Linde Group	Mead Johnson Nutrition
Mengniu	Novartis	Nike
Midea	Novo Nordisk	Omnicom
Mindray Bio-Medical Electronics	Novozymes	Owen Corning
NavInfo	Philips	PepsiCo
Oppl Lighting	Rio Tinto	TNT
Ren Ren Le	Roche	Towers Watson
Sany Heavy Industry	Schneider	Whirlpool
SASAC	Sanofi-Aventis	Wyeth
Shanghai Mainland Pharmaceutical	SKF	Yum!
Sinopec	Tetra Pak	
Syngenta	Unilever	
Vanke	VW	
Yili	WPP	
	Xian-Janssen	

We also have clients in the following countries: Bahrain, India, Indonesia, Japan, Korea, Kuwait, Malaysia, Oman, The Philippines, Saudi Arabia, Singapore, Thailand and the United Arab Emirates.

As early as 1984, CEMI (CEIBS' predecessor) began offering various management training courses in Beijing, making it the pioneer in executive education in mainland China. Today, more than 130,000 executives from 3,000+ companies have completed our courses, making CEIBS Executive Education Programme the largest and most prestigious in Asia.

CEIBS Executive Education offers Open Programmes, Company Specific Programmes, and a selection of collaborative programmes developed in conjunction with leading global business schools covering core areas including General Management, Corporate Governance, Strategy, Leadership, Marketing and Sales, Organisation and Management, Finance, Negotiation, Innovation and Production Operations.

Flagship CEIBS Executive Education Programmes

- › Diploma in Management Programme, aimed at fast-track mid-level managers.
- › Advanced Management Programme, designed for general managers in fast-growing successful enterprises.
- › CFO Programme, exclusively tailor-made for CFOs and finance directors.
- › CMO Programme, exclusively customised for top decision makers in the field of marketing.
- › Programme for Board Chairman, exclusively designed for the founder, chairman and board chairman of large companies in China.
- › Sports & Leisure Industry Management Programme, exclusively tailor-made for founders and executives of sports & leisure companies.
- › CEIBS Smart Healthcare Startup Programme, exclusively customised for entrepreneurs in the healthcare industry.
- › Family Office CEO Programme, exclusively tailor-made for family wealth owners and senior executives.

Open Enrolment Programmes

CEIBS Executive Education Open Enrolment Programmes are designed for mid-to senior-level managers seeking to update, deepen, and broaden their management knowledge and functional expertise, and to learn from and network with participants from a wide range of industries. These programmes are a showcase for cutting-edge international theories and practices in each of the management disciplines covered. A substantial part of the learning process comes through interactions among participants, facilitated by the active guidance of highly experienced faculty. As a leading executive education provider, CEIBS regularly updates and launches new programmes in order to meet changing market demands and to provide managers with the most advanced international management knowledge.

Open Programmes span a wide spectrum of categories including:

- | | | |
|------------------------|-----------------------------------|--------------------------|
| • C-suite Series | • Leadership | • Finance and Accounting |
| • General Management | • Negotiation and Decision-Making | • Innovation |
| • Corporate Governance | • Organisation and Management | • Entrepreneurship |
| • Family Business | • Marketing and Sales | • Overseas Study Tour |
| • Strategy | • Operations Management | • Industry Programmes |

“ Many thanks to CEIBS for offering such a well-designed and expertly delivered programme – “Leadership for CEOs in China”. One of the best I’ve ever attended, this programme greatly improved my management and leadership skills. The professors are all great masters in leadership, and drew on extensive research conducted over the past few decades. I have been reenergised by this programme. By changing my own behaviour, I’ve started to foster changes in my team and my company. In this way, the impetus for change is from the heart, not from external pressures. ”

– Hua Xin
Chairman of the Board, Chengdu Maipu Industry Group Co Ltd

“ The China Talent Circle was successful. The programme content and the activities were well received by participants, and they had an extremely positive reaction to the programme. The approach of adopting a Global Talent Circle conceptual framework and delivering the material in the local language worked very well. ”

– Joe Huang
Senior Leadership Development Manager, BOC (China) Holdings Co. Ltd.
A member of the Linde Group

Company Specific Programmes

A Company Specific Programme (CSP) is a training solution which has been designed to meet the specific needs of a group of managers from an individual organisation. CEIBS CSPs are the result of a highly collaborative process between CEIBS and each client company to understand the priorities and challenges that the organisation faces. In working with a client to design a CSP, CEIBS assimilates our own expertise and experience with the priorities and expectations of the organisation and the needs of the specific participants. The result is an integrated programme that affects positive behavioural change and delivers real business results for the client.

“ The programme was completely tailor-made to meet our needs, and the potential action plans generated afterward were comprehensive but easy to understand. The programme provided us with new perspectives and knowledge, including great insights into marketing and strategy, plus an in-depth understanding of Chinese culture and economy. It not only opened our eyes to areas outside our normal work areas but also reshaped our way of thinking – inspiring us to think more. ”

– Tina Jiang
HR Director, SKF Asia

“ We were pleased with the professional and excellent manner in which the CEIBS staff carried out its mandate to create a concept of studies concerning the topic of ‘Emerging Markets’. The dissemination of learning material was well coordinated through qualified academics and experts on the subject. We are fully satisfied with the results of our collaboration. CEIBS is a respectable institution that is able and capable of providing a high quality standard education on international business topics. ”

– Dr. Olav Bagusat
School of Economics and Business Administration, Volkswagen Group

“ By participating in CEIBS’ company specific programmes, participants from TCL have broadened their horizon, strengthened their ability in international operations, and matched their past practices with relevant theories. All this is necessary for TCL in its process of internationalisation. ”

– Li Dongsheng
Founder, TCL Corporation

Collaborative Programmes

CEIBS works closely with leading global business schools to develop programmes for the high-end market. These programmes are designed to create great value for customers by drawing the best faculty from around the world and incorporating the most-updated knowledge and best Chinese business practices. A few examples:

- › CEIBS-Harvard Business School-IESE Business School Joint Global CEO Programme;
- › CEIBS-Harvard Business School-Tsinghua SEM Senior Executive Programme.

PhD Programme

CEIBS began offering a new PhD Programme in September, 2015. This four-year full-time programme, with a degree awarded by Shanghai Jiao Tong University, consists of eight spots in the area of Applied Economics or Business Administration.

Director: Professor Oliver Rui

Academic advisors:

- › Applied Economics – Professors Zhu Tian and Yu Fang
- › Business Administration – Professors Zhao Xiande, Chen Weiru, Tae-Yeol Kim, Han Jian, Chen Shimin and Oliver Rui

Research topics:

- › Corporate and Organisation & Culture and Economy
- › Empirical Corporate Finance & Behavioural Finance
- › Service Operations and Quality Management & Supply Chain Management
- › Business Innovation and Transformation Strategy & Chinese Enterprises Globalisation Strategy
- › Organisational Behaviour, Creativity, Leadership & Team Management, Person-Environment fit
- › Strategic Human Resource Management & Team Management
- › Financial Accounting, Managerial Accounting & Auditing, Corporate Finance
- › Finance & Family business



GLOBAL MEETING PLACE FOR BUSINESS IN CHINA

CEIBS offers a combination of business-savvy faculty who generate ground-breaking research; annual industry forums that attract global industry leaders, academics and government leaders; plus students and alumni whose cutting edge thinking often leads to revolutionary business ideas. CEIBS is the global meeting place for business in China, for the world.



Faculty

Coming from almost 20 different countries, CEIBS professors are uniquely equipped to deliver the combination of China Depth and Global Breadth while teaching how to succeed in fast growth markets.

With a distinguished record of service to their industries and their communities, they are profoundly engaged in the primary mission of CEIBS through the creation and dissemination of intellectual capital. CEIBS has consistently ranked among the Top 10 business schools worldwide in terms of international diversity of its faculty.

CAI, John PhD, Brandeis	HUANG, Ming PhD, Stanford	RIBERA, Jaume PhD, Florida	XIANG, Yi PhD, INSEAD
CARDONA, Pablo PhD, UCLA	HWANG, Yuhchang PhD, California, Berkeley	RUI, Oliver PhD, Houston	XIE, Xiaoqing PhD, Cornell
CHANG, Vincent PhD, National Taiwan	JIANG, Jianqing PhD, Shanghai Jiaotong	SAMPLER, Jeff PhD, Pittsburgh	XIN, Katherine PhD, California
CHIANG, Flora PhD, Cambridge	KIM, Tae Yeol PhD, North Carolina-Chapel Hill	SCHUH, Sebastian PhD, Goethe	XU, Bin PhD, Columbia
CHEN, Charles PhD, Houston	LEE, Byron Y. PhD, Toronto	SHENG, Songcheng PhD, Shanghai University of Finance & Economics	XU, Dingbo PhD, Minnesota
CHEN, Shaohui (Sophie) PhD, Auckland	LEE, Jean S K PhD, Massachusetts	SU, Xijia PhD, Concordia	XU, Xiaonian PhD, California Davis
CHEN, Shimin PhD, Georgia	LI, Mingjun PhD, Shanghai University	TSAI, Terence PhD, Cambridge	YEUNG, Arthur PhD, Michigan
CHEN, Weiru PhD, Purdue	LIANG, Neng PhD, Indiana	TSAMENYI, Mathew PhD, Wolverhampton in Collaboration with Manchester	YU, Frank PhD, Chicago
CHIANG, Flora PhD, Cambridge	LIN, Chen PhD, Emory	TSIKRIKTSIS, Nikos PhD, Boston	ZHANG, Hua PhD, Hong Kong
CHIANG, Jeongwen PhD, Minnesota	LOW, Aaron PhD, UCLA	VELAMURI, S. Ramakrishna PhD, Virginia	ZHANG, Weijiong PhD, British Columbia
CHNG, Daniel Han Ming PhD, Texas	MEYER, Klaus PhD, London Business School	WANG, Cong PhD, Vanderbilt	ZHANG, Yimin PhD, British Columbia
DAVID, Emily M. PhD, Houston	MORAN, Peter PhD, INSEAD	WANG, Gao PhD, Yale	ZHANG, Yu PhD, INSEAD
DING, Yuan PhD, University Montesquieu Bordeaux IV	NUENO, Pedro DBA, Harvard	WANG, Jing (Jane) PhD, Yale	ZHAO, Xiande PhD, University of Utah
FANG, Yue PhD, MIT	PARK, Hyun Young PhD, NYU	WANG, Jun PhD, Graduate School of Finance and Economics, PBOC (People's Bank of China)	ZHAO, Xin'ge PhD, Northwestern
FARH, Jiing-Lih Larry PhD, Indiana	PARK, Seung Ho PhD, Oregon	WOOD, Jack PhD, Yale	ZHOU, Dongsheng PhD, British Columbia
FERNANDEZ, Juan Antonio PhD, IESE	PRASHANTHAM, Shameen PhD, Strathclyde	WU, Ho-Mou PhD, Stanford	ZHU, Tian PhD, Northwestern
GONG, Yan PhD, Wisconsin-Madison	PRICE, Lydia PhD, Columbia	WU, Jinglian Bachelor, Fudan	
GUTSAZ, Michel PhD, Aix Marseille 2	RAMASAMY, Bala PhD, Leicester		
HAN, Jian PhD, Cornell			

Cutting Edge Research

Knowledge creation and knowledge dissemination remain central to CEIBS as the school moves into its third decade. CEIBS is committed to influencing and improving business practices in China and other emerging markets through high-impact, original research and world class teaching activities. The teaching methods and research studies underway at CEIBS place the school at the forefront of international management knowledge. The school's faculty regularly contribute to both academic and business circles worldwide through their in-depth studies of the latest business practices in China and beyond.

CEIBS' research output has gathered significant momentum in recent years and now represents an impressive body of internationally published studies. Articles from the faculty have been published in distinguished academic journals including the *Harvard Business Review*, the *Journal of International Marketing*, the *International Journal of Human Resource Management*, the *Strategic Management Journal*, the *Academy of Management Journal*, the *Journal of International Business Studies*, and *Organisation Science*. CEIBS' research also serves as a basis for academic conferences and highly specialised, well-attended workshops.

With substantial support from leading companies, CEIBS has established an impressive list of Research Centres. In the future, continued research output will enhance the school's teaching quality and academic standing, and will enrich the global pool of management knowledge.





Case Development

The case method is an important aspect of business education. Since 2001, the CEIBS faculty and the Case Development Centre have produced more than 600 cases. As a member of the European Case Clearing House (ECCH), CEIBS is fast becoming a major source of management cases on companies operating in China. These cases are highly sought after overseas as China plays an increasingly important role in the world economy. In 2006, CEIBS became the first business school in mainland China to join the International Community of Case Publishers (ICCP) and to establish an HBS Case Distribution Centre. In July 2013, the Shanghai MBA Case Development and Sharing Platform was launched at CEIBS after the Shanghai Government designated the school as a key platform for b-school case development and sharing.

Events & Forums

In addition to teaching and conducting research, CEIBS contributes to the business community through hosting a wide range of events and forums in and outside of China. These fall into three broad categories: the Industry Forum Series, the Overseas Forum Series, and the Innovation Forum Series.

The Industry Forum Series brings together policy makers, industry leaders and academics to discuss and debate hot issues facing China and the world. The Overseas Forum Series effectively demonstrates CEIBS' strategy of looking beyond China's borders, while the Innovation Forum Series mainly serves to support our programmes by organising events in China's major 2nd and 3rd tier cities.

There are also CEIBS Executive Forums, which provide a high-powered platform for on-campus students and alumni to interact with senior government officials, business leaders, renowned academics and masters of various fields. The vast portfolio of forums allows students to learn beyond the classroom.

These activities have established CEIBS as a centre of excellence and as a major contributor to the progress and development of the China business environment.





Research Centres

- › Academia Sinica Europaea
- › Arts & Cultural Studies
- › Automotive Research
- › Case Development Centre
- › Centre for Globalisation of Chinese Companies
- › CEIBS-GLP Centre of Innovations in Supply Chain and Service
- › CEIBS-Jing'an International Fashion Industry Research Centre
- › CEIBS Institute for Entrepreneurship & Innovation
- › CEIBS-Shanghai Research Centre of Cross Border E-Commerce
- › CEIBS-World Bank China Centre for Inclusive Finance
- › CEIBS Shoushan Centre for Wealth Management
- › China Outsourcing Institute
- › China Innovation
- › Chinese Private Enterprises
- › Healthcare Management and Policy
- › Centre for Family Heritage
- › Leadership and Responsibility
- › Leadership Behavioural Laboratory
- › CEIBS Lujiazui Institute of International Finance
- › Research Centre for Emerging Market Studies
- › Service Economic Research
- › Shanghai Institute of Digitalisation and Internet Finance

CHINA'S LEADING INTERNATIONAL BUSINESS SCHOOL

World Class Facilities

> Shanghai Campus

Our flagship Shanghai Campus, designed by world-renowned architects Pei Cobb Freed & Partners Architects (PCF), doubled in size in 2013.

When CEIBS established its first campus in 1994 in Shanghai's Pudong district, the new facility made us the first business school in mainland China with its own campus. The architectural beauty of Phases I & II combines Western architecture with the subtlety of Chinese beauty and grace. Using "Suzhou tiles" to band and lattice the school's windows, it creates a unique identity for the site in Pudong.

Phase III is a continuation of the work done on Phases I & II by PCF (world-renowned Chinese American architect I. M. Pei is one of PCF's founders). The third phase has a breath-taking glass pyramid as its centrepiece, surrounded by CEIBS Shanghai Campus' signature serene pools of water. Next to the pyramid is an 8,000-square metre Conference Centre. In addition to a multi-functional hall and smaller meeting rooms, this four-floor structure includes a 750-seat auditorium, which is the venue for all major events on campus.

In keeping with CEIBS' focus on interweaving art and culture into the school community, numerous locations around the new campus have been reserved for exhibiting works of art from China and across the globe.

> Beijing Campus

CEIBS opened its Beijing Campus on April 24, 2010, a gleaming new facility located on 3.3 hectares within Beijing's Zhongguancun Software Park alongside the research centres of IBM, Oracle, Neusoft and more than 200 other leading technology players.

Designed by Iñaki Garai from the renowned Spanish architectural firm IDOM, the impressive Beijing Campus is a fitting facility to host our EMBA programme and Executive Education courses held in China's capital city. The campus is also a central meeting point for CEIBS alumni as Beijing is home to one of CEIBS' largest alumni chapters.



CEIBS Beijing Campus

> Zurich Campus

The Zurich Institute of Business Education is CEIBS' European base, located in Horgen right on the shore of Lake Zurich. The campus helps create the perfect mix of innovation and tradition. Two modern lecture halls are nestled between two picturesque buildings that used to belong to a winery, and are connected by a futuristic-looking glass facade.

Behind these walls you will also find the Restaurant Imperiale. Group rooms now occupy the area where the wine press used to stand, offering open, brightly lit space for study and conversation.

In this beautiful and peaceful location, it is easy to forget that you are just 15 minutes away from Zurich's buzzing city centre and that you can take a train directly to Zurich airport. With its hotels, restaurants and opportunities for relaxation, Horgen itself is ideally situated to making your stay as enjoyable as possible.

Given that the Zurich Campus primarily serves as a meeting place or marketplace where you can instantly explore cutting-edge ideas and the latest findings without red tape, the management team has opted out of having their own offices. All staff work at desks in the lobby, giving you unrestricted access to ask questions or discuss any suggestions or feedback you have.



CEIBS Zurich Campus

› CEIBS Lujiazui Institute of International Finance

Initiated by CEIBS and the Shanghai Lujiazui (Group) Co., Ltd. in October 2007, the Shanghai-based CEIBS Lujiazui Institute of International Finance (CLIIF) is an international platform for academic exchange. It focuses on studying the development of the financial industry and the improvement of relevant legal systems, while providing first-class consulting and training services to financial institutions, regulators and legislators. CLIIF is committed to becoming an influential think tank for the development of Shanghai as an international financial centre and a platform for China-EU academic exchange.

› Shenzhen Teaching Center

CEIBS Shenzhen Teaching Center offers high-level management training for South China and provides strong support to the region's ever expanding and influential alumni network.

Over the last decade, CEIBS has recruited more than 700 EMBA students in South China, representing areas such as Guangdong Province, Guangxi, Yunnan, Guizhou, Jiangxi, Hunan, Hainan, Hong Kong, Macao and Taiwan. Over the past 18 years, more than 5,000 mid-to-top-level managers have completed Executive Education courses provided by CEIBS Shenzhen Teaching Center; and more than 2,000 CEIBS alumni in South China are contributing to regional growth and national development.

› CEIBS Accra Campus

The CEIBS Africa project was launched in 2008 with a mission to prepare highly competent innovation oriented managers and executives who are capable of leading and growing their organisations in the increasingly dynamic African economic environment. These are leaders who are capable of negotiating the forces of globalisation and international competition for the benefit of their organisations.

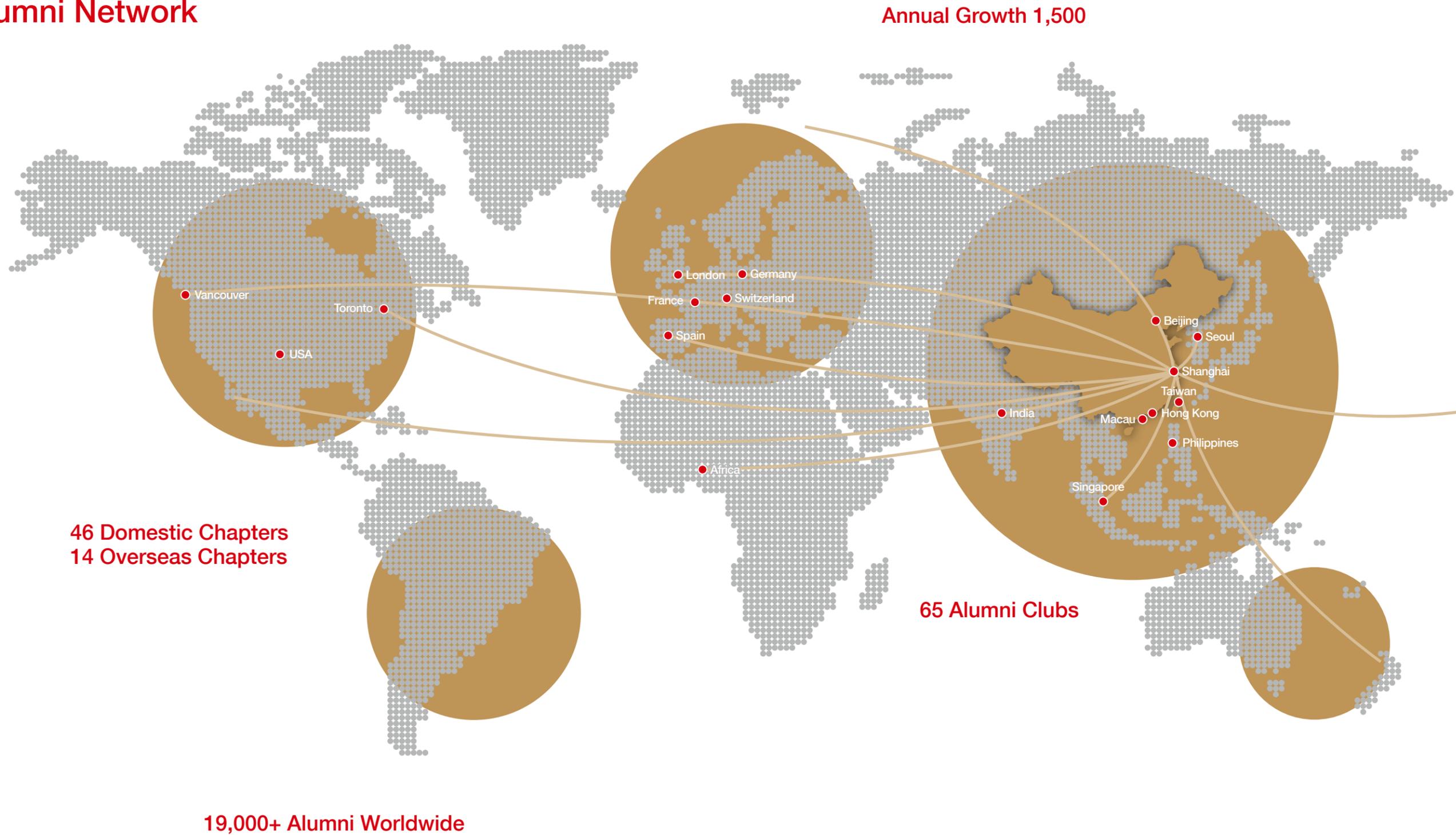
Convinced of our ability to replicate, in Africa, the contributions CEIBS has made to the Chinese economy through providing access to world class management education to the country, CEIBS has a renewed focus on corporate social responsibility in Africa. From our Campus in Accra, and other locations across the continent, we will periodically provide week-long fully funded business management classes for African government officials and business executives.

Influential Alumni Network

Alumni represent the most valuable asset and permanent members of the CEIBS community. The CEIBS Alumni Association acts as an important channel to both serve these stakeholders and to tap into this resource. By organising seminars, workshops, clubs, and reunions the Association brings together graduates and industry providing our alumni with numerous opportunities to update their management knowledge, share experiences and insights, create business opportunities, maintain friendships, and pursue career development.

CEIBS boasts the largest alumni network among business schools in mainland China. As of 2016, the Alumni Association represented more than 19,000 MBA, EMBA and Executive Education graduates of CEIBS and its predecessor CEMI, and increases its roster by roughly 1,500 new graduates yearly.

CEIBS Alumni form a critical component in the school community, and play key roles in the school's development. As of 2016, the Alumni Association has established 64 regional chapters (including 46 domestic chapters, 4 liaison offices and 14 overseas chapters) and there were 65 alumni clubs and industry associations.



* Points on map indicate Chapter names

Invest in CEIBS' Future

> CEIBS Education Foundation

CEIBS continuously invests in attracting the best international faculty, in conducting world-class research, and in expanding into other cities across China.

Part of the funding and guidance for these initiatives comes from the generous support of our alumni and sponsorship partners.

In 2005, CEIBS became the first business school in mainland China to establish an education development foundation (CEIBS Education Foundation). The foundation is a registered not-for-profit organisation and is the repository of all gifts to CEIBS through endowment funds, the annual fund, alumni, corporate and institutional sponsorship programmes, as well as capital and special campaigns for the school's advancement.

> Alumni Giving Programme

The future success of CEIBS is conditional, in many ways, on the support it receives from alumni. Alumni giving will not only provide the school with the financial resources necessary for investments in faculty, research and facilities, but will also serve as a role model for promoting philanthropic acts in China.

> Corporate Sponsorship Programmes

The CEIBS Foundation is proud to support the development of CEIBS as a leading, global business school that enables select corporate partners to become active members of the CEIBS Corporate Sponsorship Partner Network.

Using the guidance and financial support of our corporate partners, the CEIBS Foundation seeks to ensure continuous investment in the school for short and long-term growth and success. The goals of the Foundation are:

- > To attract world-class faculty through CEIBS Chair Endowment Fund
- > To innovate world-class research through CEIBS Centres of Research Excellence and CEIBS Research Fund
- > To provide an inspiring environment through CEIBS Campus Fund
- > To ensure continuous improvement through CEIBS Development Fund
- > To attract the world's best students through CEIBS MBA Scholarship Fund.

To date, we have invited numerous Western and Chinese organisations to engage in mutually beneficial partnerships with CEIBS. The school is proud of our association with the following leading organisations and individuals:

- ABB
- ABN AMRO
- ACF Group
- AGFA
- Akzo Nobel
- Anheuser-Busch InBev
- Aoshan Group
- Arcelor Mittal
- AstraZeneca
- Atlas Copco
- AVIC International
- Banco Santander
- Bank of Shanghai
- Baosteel
- Barco
- Bayer
- BBVA
- Best Logistics
- Best Travel Limited
- Biostime Inc.
- BNP Paribas
- BP China
- British American Tobacco
- Cathay Capital Private Equity
- Chairman Capital
- Chengwei Capital
- Chervon Holdings Ltd.
- CHIC Group
- China Development Bank
- China Financial Futures Exchange
- China Telecom Shanghai
- Chrysler
- Cifi Group
- Coca Cola
- CSC Group
- CTK Co., Ltd.
- DDI Group
- DIAGEO
- Dian Diagnostics
- Dow Chemical
- Easyfinance Management Consulting
- Ecoal
- Eli Lilly Asia, Inc.
- Emerson
- Ernst & Young
- ESSILOR International
- Evergreen Holding Group
- EVOC Group
- Evonik Industries
- Far East Holding Group Co., Ltd.
- FD Johnson
- Fengshen Group
- Future Holdings
- Global House Buyer
- Global Logistic Properties Ltd.
- Global Sources
- Greenwoods Asset Management
- GTJA Investment Group
- Guosen Securities
- Hanlian Investment Group
- Haowu China
- Heineken
- Heng Mau International Trading (Shanghai) Co., Ltd.
- Hengdian Group
- Hong Kang Real Estate
- HuaAn Fund Management
- Huatai Securities
- Huaxiang Group
- IDEPA
- IDOM
- Infineum (Shanghai) Additives Co., Ltd.
- iRain
- JD.com
- Jiangsu Tiger Beetle Investment
- Jinsheng Group
- Jizhuang Technology
- Joyoung
- K. Wah Group
- KCV
- la Caixa
- Landsea Group
- Lianchu Securities
- Lisheng Auto
- Liu Ji Education Fund
- Liugong Machinery
- Longcheer Group
- Lujiazui Development Group
- Mandarin Capital Partners
- Manwah Holdings
- MasterCard Worldwide
- McKinsey & Company
- Meinian Healthcare
- Merck KGaA
- Merrysunny Wealth
- Michelin
- Mindray
- Morningside Ventures
- Mr. MENG Fanbo (MBA2008 alumnus)
- Mr. ZHOU Zongming (EMBA2004 alumnus)
- Noah Private Wealth Management
- Omnicom Group Inc.
- Orient Securities Asset Management Co., Ltd.
- Parkland Investment Group
- Pengxin Group
- Philips (China) Investment Co. Ltd
- Port of Barcelona
- Prosperity Fund
- Pudong Shangri-La
- Red Avenue Group
- Rentai Group
- Sanquan Food
- Schneider Electric
- SFC Service Ltd.
- Shanghai Chlor-Alkali Chemical Co., Ltd.
- Shanghai Florin Investment Management
- Shanghai Jahwa Group
- Shanghai Jinqiao Group
- Shanghai MorGold Investment Co., Ltd.
- Shanghai Prosperity Fund Management Co., Ltd.
- Shanghai Pudong Development Bank
- Shanghai Shuyin Science & Technology Co., Ltd.
- Share Capital Partners
- Shenzhen Co-stone Capital Investment Co., Ltd.
- Shoushan Wealth
- Siemens Healthcare
- SINOPEC Shanghai Petrochemical Company Limited
- Spanish Government
- Special Fund of President Pedro NUENO
- Special Fund of President Zhu Xiaoming
- Sunriver Holding Group Co., Ltd.
- TCL
- Tiancheng Medical Group
- TopSpring International Holdings Limited
- Universal Foundation for Education of Medical Service & Healthcare
- Volvo
- W&Smith Shanghai Inc.
- Wind Info
- WPG Holdings
- Wu Jinglian Academic Fund
- Xunfu Information Science & Technology Co., Ltd.
- Yincheng Real Estate Group
- Youngor
- Yurun Group
- Zhezhong Electric
- Zhongkun Group
- Zhongtian Group
- Zoomlion

International Advisory Board (IAB)

The CEIBS International Advisory Board meeting, held annually in Shanghai, provides an opportunity for important Chairmen and CEOs of global businesses to advise CEIBS Presidents and Deans on the school's strategy, teaching programmes and research agenda, and to support the school in its quest for global impact and recognition. The Chairmen and CEOs of more than 20 major international and Chinese based companies on the IAB represent diverse global businesses covering a wide range of industries and headquartered in many countries.

› CEIBS International Advisory Board (IAB) Member List

- Mr. Liu, Chuanzhi CEIBS IAB Honorary Chairman and Chairman of Legend Holdings
- Dr. Quelch, John A. CEIBS IAB Honorary Chairman and Charles Edward Wilson Professor of Business Administration, Harvard Business School
- Dr. Lorange, Peter CEIBS IAB Co-Chairman, Honorary President of Zurich Institute of Business Education
- Dr. Ma, Weihua CEIBS IAB Co-Chairman, Chairman, National fund for Technology Transfer and Commercialization (NFTTC)
- Dr. Angeloni, Umberto President and CEO of Caruso
- Mr. Cai, Mingpo Founder and President of Cathay Capital Private Equity
- Mr. Cho, Tak Wong Chairman of Fuyao Industry Glass Group
- Dr. Engel, Klaus Chairman of the Executive Board and CEO of Evonik Industries
- Mr. Fang, Hongbo Chairman & CEO of Midea Group
- Mr. Flint, Douglas Group Chairman of HSBC Holdings
- Dr. Gao, Guofu Chairman of China Pacific Insurance (Group) Co., Ltd
- Mr. Haythornthwaite, Richard Chairman of MasterCard Worldwide
- Mr. Huang, Nubo Chairman of Zhongkun Real Estate Group
- Mr. Kant, Ravi Former CEO, Managing Director/ Vice Chairman, Tata Motors
- Mr. Koch, Olaf CEO of Metro Group
- Mr. Lafont, Bruno Co-Chairman of the Board of Directors of LafargeHolcim
- Mr. Li, Dongsheng Chairman & CEO of TCL Corporation
- Mr. Li, Jiange Chairman of Shenyin & Wanguo Securities and Vice Chairman of Central Huijin Investment Ltd.
- Mr. Liang, Wengen Chairman of SANY Group Co. Ltd.
- Mr. Liu Jiren Chairman & CEO, Neusoft
- Mr. Nally, Dennis Chairman of PwC
- Mr. Norsa, Michele CEO of Salvatore Ferragamo
- Mr. Sagnières, Hubert Chairman & CEO Essilor
- Mr. Shih, Stan Chairman of Stans Foundation & iD SoftCapital Group; Co-founder & Honorary Chairman Emeritus of the Acer Group
- Dr. Sikka, Vishal CEO and Managing Director, Infosys Ltd
- Dr. Thoman, Richard Former CEO of Xerox Corporation
- Mr. Wang, Xuning Chairman & CEO of Joyoung Company Limited
- Mr. Wu, Guangquan Chairman of Avic International Shenzhen Company Ltd.
- Mr. Xu, Hang Founder and Chairman of Shenzhen Mindray Bio-Medical Electronics
- Mr. Xu, Lejiang Chairman of Baosteel Group
- Ms. Yang, Marjorie Chairman of Esquel Group

LOCATIONS

Shanghai Campus

699 Hongfeng Road, Pudong
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Fax: +86-21-2890-5678

Beijing Campus

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+233 544349483;
Nigeria office contact:
+234 8147195558
Email: africaprogram@ceibs.edu

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Fax: +86 21 6888 2459
Email: lujiazui_center@ceibs.edu

PROGRAMMES

MBA

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Fax: +86 21 2890 5200
Email: admissions@ceibs.edu

Finance MBA

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Fax: +86 21 2890 5679
Email: fmba@ceibs.edu

PhD

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Global EMBA

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Zurich

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Accra

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Shenzhen

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Fax: +86 755 3337 8133
Email: exed@ceibs.edu



Social Media



CEIBS WeChat