

A media briefing celebrating the 30th anniversary of CEIBS was held on October 29, 2024 on the CEIBS Shanghai campus, with nearly 50 leading media outlets from China and around the world in attendance, including *Poets & Quants*, *Reuters*, *Les Echos*, *Handelsblatt*, *South China Morning Post*, *Shanghai Daily*, *China Daily*, *Xinhua News Agency*, *People's Daily*, *Economic Observer*, and more.

This event marked not just a moment to reflect on CEIBS' past successes but also a chance to lay out an inspiring vision for its next chapter, as the school continues to set the bar for global management education that bridges China and the world.

CEIBS hosts 30th Anniversary Media Briefing



CEIBS Vice President and Co-Dean Zhang Weijiong

In his opening remarks, CEIBS Vice President and Co-Dean Zhang Weijiong extended a warm welcome and heartfelt thanks to distinguished guests and media. Prof. Zhang further recognised the media's essential role in shaping CEIBS' brand and reputation, adding that CEIBS has established extensive relationships with over 300 major media outlets in China and abroad, which have helped share CEIBS' voice across more than 80 countries and regions. Moving forward, he asserted that CEIBS will deepen its work with the media as it strives to create an even brighter future.



CEIBS President Wang Hong

CEIBS President Wang Hong then delivered a keynote speech offering a reflection on and comprehensive summary of CEIBS' extraordinary 30-year journey. She stressed that, faced with transformative changes, CEIBS will focus on five priorities to thrive in today's dynamic world. First, the school will embrace a global perspective by fostering collaboration between China, Europe, and the world; Second, it will support China's modernisation with its unique positioning of "China Depth, Global Breadth"; Third, it will advance ESG principles to nurture more socially responsible business leaders; Fourth, it will enhance the integration of academic disciplines with industry, innovation, and talent networks to build a forward-looking business education model; Fifth, it will advance CEIBS' Eight Strategic Priorities to enhance its reputation and global influence.

CEIBS President (European) Dominique Turpin

In a keynote speech entitled *The Future of Global Management Education*, CEIBS President (European) Dominique Turpin then took an in-depth look at the current challenges and potential opportunities facing business schools, shedding light on how they can stay ahead of the curve in a rapidly changing business world. He noted that CEIBS, as a collaborative venture between China and Europe, has thrived for 30 years; far exceeding the typical lifespan of international joint ventures. This lasting success, he said, can be attributed to three key factors: the shared goals between the school's Chinese and European partners, effective and timely communication with a pragmatic approach, and the school's unique positioning of "China Depth, Global Breadth."

CEIBS Think Tank Book Series Launch

The keynote speeches were followed by the launch of CEIBS Think Tank Book Series, including the CEIBS Cutting-Edge Perspectives Series, the CEIBS Case Centre Book Series, and the CEIBS Lujiazui Think Tank Book Series.



CEIBS Professor of Management and Michelin Chair Professor in Leadership and Human Resources Management Jean Lee

As Editor of the CEIBS Cutting-Edge Perspectives Series, CEIBS Professor of Management Jean Lee introduced the book series, which comprises nine volumes consisting of over one million words and spans a broad range of topics including marketing management, service management, ESG (environment, social, and governance), human resources, leadership, and finance. "Cutting-edge, transformative, and entrepreneurial spirit are the three defining features of the collection."

CEIBS Professor of Accounting and Associate Dean (Case Centre) Chen Shimin

This was followed by an in-depth analysis of the CEIBS Case Centre Book Series by Editor and CEIBS Professor of Accounting Chen Shimin, who reflected on the growth of the CEIBS Case Centre since its founding in 2001. He noted that case-based teaching is inherently aligned with CEIBS' mission to "educate responsible leaders versed in 'China Depth, Global Breadth'". Over the past 20 years, the CEIBS Case Centre has developed over 1,500 case studies that reflect China's unique business environment, highlighting real-world business practices and capturing the essence of China's corporate culture, he added, and through partnerships with five of the world's leading case repositories - including Harvard Business Publishing, Ivey Publishing, and the Case Centre - teaching cases developed by CEIBS researchers have served over 700,000 people in 1,100 schools and institutions across more than 80 countries and regions nationwide.

CEIBS Professor of Finance and Accounting and Executive Deputy Director of CEIBS Lujiazui International Institute of Finance Zhao Xinge

Next, CEIBS Professor of Finance and Accounting and Editor of the CEIBS Lujiazui Think Tank Book Series Zhao Xinge elaborated on the development of the CEIBS Lujiazui Institute of International Finance (LIIF). The recently released book series, comprising five volumes, spans key areas of financial research, including financial openness, innovation, risk regulation, regional economic development, asset management, sustainable finance, and high-quality development of capital markets. As a collective innovation based on the institute's knowledge and ongoing research efforts, it is also a tribute to CEIBS' 30 years of excellence in education and to the transformative effects of Shanghai's emergence as an international financial centre.

Launch of the CEIBS History Book "China Europe International Business School 1994-2024"

The event also featured the launch of a new CEIBS history book, entitled China Europe International Business School 1994-2024. Based on previous 15th and 20th-anniversary editions, the book is now being published in English for the first time, featuring 454 unique photographs that capture precious historical moments in the CEIBS story.



Media Q&A

This was followed by an interactive Q&A session during which President Wang Hong, President (European) Dominique Turpin, Vice President and Co-dean Zhang Weijiong, and CPC Secretary Ma Lei took questions from various media outlets on topics including educational innovation, talent development, and international collaboration.



Journalists visit CEIBS 30th Anniversary Exhibition

In addition, an exhibition entitled CEIBS' 30th Anniversary Exhibition of Educational Achievements was officially unveiled during the event. Featuring a rich variety of displays, including illustrated panels, valuable historical documents and artifacts, videos, and interactive installations, the exhibition offers visitors a comprehensive experience of CEIBS' remarkable 30-year journey and its many achievements along the way.



Professor of Economics, Santander Chair in Economics, and Associate Dean Zhu Tian delivers a Media Salon

On the sidelines of the event, CEIBS Professor of Economics, Santander Chair in Economics and Associate Dean (EMBA) Zhu Tian hosted a Media Salon with selected international journalists representing leading media outlets from multiple countries and regions, including France, Germany, the US, and Hong Kong, on the topic of China's Economic Outlook. The salon offered a glimpse of the quality of the school's distinguished international faculty team and provided valuable insights on the current macroeconomics trends shaping China's economic landscape.



Media interviews with CEIBS President Wang Hong and President (European) Dominique Turpin



After the press conference, Presidents Wang Hong and Dominique Turpin sat down for in-depth interviews with a number of media outlets to discuss CEIBS' future development.