## CEIBS 2023 Innovation Forum Series makes stops in Fuzhou, Jinan and Foshan

## Digital intelligence in the spotlight at Fuzhou forum

7KH ÀUVW VWRS RIWKH & (, % "CEIBS de QeQops Yn Dtahlden no Qvith Rhe Chinese rum series kicked off in Fuzhou in Fujian prov- economy, and we hope to integrate the wisdom ince in March. Focusing on the theme of how of CEIBS faculty with the practises of enterprisorganisations can develop in the digital age, the es to fuel the development of the Chinese digital event was attended by nearly 400 representativeseconomy," President Wang said. She also noted from CEIBS and local government along with that the forum is designed to empower business the business and academic communities.

ficial Kang Tao stressed that the province is at the forefront of digital transformation, and CEIBS Associate Professor of Strategy Chen industries.

CEIBS President Wang Hong then delivered a management of the entire chain. welcome speech, in which she applauded Fujian's endeavour in developing the digital econo- The Fujian Chapter of the CEIBS Alumni Assomy and spirit of innovation and entrepreneurship. ciation was established during the event.

managers and facilitate local talent development through a collaboration between government, Addressing the event, Fujian government of- industry, academia and research communities.

hopes to strengthen cooperation with CEIBS to Weiru also gave a keynote speech on the indus promote digital intelligence in more emerging trial internet. He pointed out that companies can visualise, quantify and optimise their operations through digital tools, which in turn enables the

## Jinan forum offers businesses a map for navigating the digital economy

Also speaking during the event, CEIBS Professor of Economics and Decision Sciences Fang Yue pointed out that digital transformation is not simply a technological change, but an upgrade of the enterprise value chain through digital tech

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companies

## Foshan forum taps into Chinese branding strategy in the digital age

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The forum