

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

Digital intelligence in the spotlight at Fuzhou forum

The CEIBS Digital Intelligence Forum series kicked off in Fuzhou in Fujian province in March. Focusing on the theme of how organisations can develop in the digital age, the event was attended by nearly 400 representatives from CEIBS and local government along with the business and academic communities.

Addressing the event, Fujian government official Kang Tao stressed that the province is at the forefront of digital transformation, and hopes to strengthen cooperation with CEIBS to promote digital intelligence in more emerging industries.

CEIBS President Wang Hong then delivered a welcome speech, in which she applauded Fujian's endeavour in developing the digital economy and spirit of innovation and entrepreneurship. The Fujian Chapter of the CEIBS Alumni Association was established during the event.

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

Foshan forum taps into Chinese branding strategy in the digital age

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