

Regional strengths and global integration key to long-term growth of China's Greater Bay Area

Prospects for long-term growth, integration with the global economy and the ability to capitalize on regional strengths will determine the future of the Guangdong-Hong Kong-Macau Greater Bay Area (GBA).

This was just part of the message delivered to an audience of more than 260 participants at the CEIBS Innovation Forum Hong Kong 2023 in June.

The event, which was organized by CEIBS and The Hong Kong Chinese Enterprise Association together with the CEIBS Alumni Hong Kong Chapter and CEIBS Shenzhen Campus, took a deep dive into the topic of China's Greater Bay Area: Transforming the Future

In his welcome address, CEIBS President (European) and Professor of Marketing Dominique Turpin noted that the forum presented a valuable oppor-

tunity for representatives from academia, business and government to come together to discuss the future of the region.

“You have Shenzhen, a major innovation hub; and you have the GBA for advanced manufacture and innovation of the supply chain – all that is within one hour,” he said, adding that the region also serves “as an international platform for where East meets the world.”

In his closing address, CEIBS Assistant President, Chief Representative of Shenzhen Campus and Alumni & Development Office Director Hobbs Liu noted the importance of events such as the Innovation Forum Hong Kong in promoting exchange on topics related to the transformation of the GBA.

“CEIBS has been rooted in the GBA for over 20 years now and we are proud to be part of its development.”

The event was hosted by CEIBS MBA Programme Director and Professor of International Business and Strategy Shameen Prashantham and featured a panel discussion and Q&A with CEIBS alumni and representatives from Sun Yat-sen University, Invest-

ment Bank of China, SF Group, UBS Global Wealth Management and DBS Bank.