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◀ Prof. Zhu came to realise the true meaning of teaching at CEIBS

Encouraged by the words of Deng Xiaoping during his southern tour in 1992, Chen Haibin, a recent university graduate, abandoned his state job and jumped on a train headed south. He was invited to join Fosun Co-founder Guo Guangchang's entrepreneurial team, which later earned its first 100 million RMB developing PCR hepatitis B diagnostic reagents. The success of the reagents inspired Chen, who had a long-held start-up dream to become the creator of his own miracle, rather than be part of someone else's. So, in 1996, aged 26, Chen headed back to his hometown in Zhejiang Province to start his own business.

Chen reaped a 500,000 RMB profit in his first year in business and 1 million RMB in the second. However, in his second year of operation, hospitals in China were prohibited from using PCR diagnostic reagents. It was catastrophic for Chen and his company shrank from over 60 people to just 10. It did not recover again until it was transformed into an OEM business for medical devices.

From heading south to Zhuhai to joining Fosun's

start-up team to starting his own business, Chen Haibin had already experienced a lot.

"One should take chances in one's youth," he says. "There is no real failure when one is young."

With this kind of belief, Chen opened a new and prosperous chapter in his entrepreneurial journey with an independent laboratory business. In 2011, Di'an Diagnostics was successfully listed on the ChiNext Market. The birth, development and expansion of Di'an is typical of many private enterprises in China.

A taste of the new century

On the fourth day of the Lunar New Year in 2000, Gan Jiawei was having dinner with his family when he received a phone call.

"Do you want to join us?" the person on the other end of the line asked.

"Yes," Gan Jiawei replied.

Vertical line 1

Vertical line 2

Vertical line 3

for Li Ming as he was only versed in the product side of the company's business. As a result, in response to this challenge, he chose to join CEIBS in order to start a new learning journey.

Learning is a kind of chemical reaction that can change one's thoughts and behaviours unconsciously. For Li Ming, his CEIBS experience helped him realise his transformation from being a manager at a foreign company to becoming an entrepreneur. In 2009, he took leave from Schneider and established InHand Networks. As he was launching his start-up, a CEIBS classmate introduced him to an angel investor who helped him get his business off the ground.

Nothing, however, is smooth on the road of entrepre-