

CEIBS Alumni Recognised as Model Innovators and Entrepreneurs during 40th Anniversary of Shenzhen Special Economic Zone

The 40th Anniversary of the Shenzhen Special Economic Zone was marked in 2020. In recognition of the contributions made by model figures who took the lead in innovation and exploration, the Shenzhen Government recognised 40 individuals as Model Innovators and Entrepreneurs and Advanced Model Figures. Three CEIBS alumni were among those who received the honour. They are:



- Chen Zhilie (CEIBS EMBA 2004), Chairman of EVOC HI-TECH
- Gao Yunfeng (CEIBS CEO 2010), Chairman of Han's Laser Technology
- Zhao Huizhou (CEIBS EMBA 2009), Founder and Chief Designer of Eachway Fashion

CEIBS President Wang Hong extended congratulations to the alumni on behalf of CEIBS faculty and students.

“It is not only good news for our alumni, but also for CEIBS,” President Wang said. “As excellent representatives of CEIBS, these three alumni fully embody the school’s motto of ‘Conscientiousness, Innovation and Excellence.’ They

CEIBS Alumni Receive 2020 National Awards for Poverty Alleviation

Last year marked a critical milestone for poverty alleviation in China and the completion of the country’s 13th Five-year Plan. In recognition of those who have played a significant role in poverty alleviation efforts, the State Council issued a new Decision on Commending 2020 National Poverty Alleviation Efforts. Two

vation Award. The awards recognise excellent social organisations, private enterprises and individual citizens in poverty alleviation. Both alumni have been actively involved in poverty alleviation efforts.

For more than 25 years, CEIBS has been dedicated to cultivating leaders who value to social responsibility. The Global

Platform of China Cases established and operated by CEIBS now includes more than 70 CSR cases. For the past three years, the school has released the *CEIBS Corporate Social Responsibility White Paper*

CEIBS Wins Xuanzang Road Business School Gobi Desert Challenge



The 15th Xuanzang Road Business School Gobi Desert Challenge was held in Gansu and Xinjiang in early October. More than 3,500 participants from 66 teams and 45 schools joined in the competition. The CEIBS EMBA A Team won the overall championship, making CEIBS the first school to win the championship five times. The CEIBS MBA A and CEIBS Veteran A teams also won in their respective categories. CEIBS teams were also recognised with a number of additional awards, including Best Spirit Award, Best Organisation Award, the 15th Gobi Desert Challenge Goodwill Ambassador Special Award, the 15th Gobi Challenge Goodwill Practice Award, the Shackleton Award and Best Organising Committee Award.

CEIBS President Wang Hong extended warm congratulations to the CEIBS teams, saying, “We are glad to hear this exciting news during the National Day and Mid-Autumn holidays. Three championships are not an easy achievement. This is a reward for the persistence, enterprise and endeavour of each team. We appreciate our alumni’s careful organisation and preparation. Following CEIBS’ motto of ‘Conscientiousness,

Innovation and Excellence,’ the teams came together and worked hard to finally take the crown. This kind of spirit is priceless and it provides power for CEIBS community members to strive forward.”

CEIBS Professor Accounting Xu Dingbo has led past CEIBS teams in the Gobi Desert Challenge four times and took pride in the school’s triumph.

“CEIBS alumni won the competition thanks to their unwavering dedication to the spirit of the Gobi Desert Challenge,” he said. “It is a triumph of our alumni’s adherence to their values and practicing the school’s motto of ‘Conscientiousness, Innovation and Excellence.’ I take pride in our students and alumni and I am proud of being a veteran of the Gobi Desert Challenge.”

After winning four consecutive times in the fourth to seventh Gobi challenges, CEIBS teams missed the title for eight years, but never gave up. Now, they have finally realised their long-cherished dream and have once again achieved glory.

CEIBS’ strength transcends success. Following 15 months of preparation, the CEIBS team’s championship speaks to the strong vitality of the school’s spirit. The CEIBS team also took on social responsibility and raised donations in support of the Mogao Caves Preservation Project during charity activities initiated by the CEIBS Alumni Gobi Association, Beijing Geyou Foundation and Department for Cultural Promotion at Dunhuang Academy.

The Alumni Representatives Conference of the CEIBS Alumni Association 2020 and the Fourth Conference of the General Election of the Council were held on July 25, 2020. School leaders and about 200 domestic and overseas alumni representatives joined the meeting both online and in person. CEIBS community members reunited to discuss alumni-related work, strengthening

CEIBS Alumni Association Council Meets in Suzhou

The Fourth-Quarter Meeting 2020 of the Fourth Council of
CEIBS Alumni Association was held at Suzhou Qingshan Ho-

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President Emeritus Li Mingjun, CEIBS Assistant President

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