

20 YEARS — OF — INNOVATION



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Dean's Message



Xiang Bing

Founding Dean and Professor
of China Business and Globalization
Cheung Kong Graduate School
of Business (CKGSB)

Today, we find ourselves in an era of major transformations - including technological, economic, social, political and geopolitical disruption - coupled with dysfunctional global governance, rising protectionism, nationalism and populism, as well as reconfiguring global investment and trading systems. Humanity has been confronted with serious social challenges, such as income and wealth inequality, diminishing social mobility, as well as climate change which are difficult to address partly due to collective myopia of humanity. Meanwhile, the COVID-19 pandemic has only made these challenges more pertinent and urgent. In this era of multiple tectonic changes, business schools have an unshakable responsibility in helping individuals, institutions (companies and NGOs) and societies to better navigate through these turbulent times, and to make the world a better place both economically and socially.

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Since our inception on November 21, 2002, Cheung Kong Graduate School of Business (CKGSB) has been innovating beyond the traditional boundaries of business education in order to play a catalyst role in addressing some of these societal and environmental challenges.

Since our inception on November 21, 2002, Cheung Kong Graduate School of Business (CKGSB) has been innovating beyond the traditional boundaries of business education in order to play a catalyst role in addressing some of these societal and environmental challenges. Our mission is to cultivate transformative business leaders with a global perspective and responsibility, who drive and embrace innovation and lead with empathy and compassion. CKGSB has been and will continue to expand the traditional focal points of business schools, to promote economic prosperity and social advancement.

“Top-of-the-Pyramid” Approach

A major innovation at CKGSB is our unique “top-of-the-pyramid” approach, spearheaded since the school’s establishment, which addresses the learning needs of chairmen and CEOs of the most prominent companies and iconic entrepreneurs in the Greater China and wider region. This focus extends beyond the professional managers that most MBA and EMBA programs traditionally target. We believe that top business leaders need to be committed to lifelong learning in order to meet the challenges posed by this age of transformations. Our success in serving this group rests primarily with the new insights, skills and perspectives that we offer to help business leaders stay ahead of the curve and better navigate through the world’s tectonic changes. For these influential business leaders and entrepreneurs, their choice of program is fundamentally insights-driven, and less shaped by rankings or accreditations.

World-class Faculty and Unrivalled China Insights

Most of our 40+ full-time professors held tenured positions at top academic institutions worldwide - such as the University of Chicago, Columbia University, Darden School of Business, University of Michigan, MIT, Wharton and Yale - prior to joining CKGSB, and thus bring cutting edge theories and practices from around the world and a global view in understanding China business.

After joining CKGSB, they have continued producing original research - which has been made possible thanks to the generous support from the Li Ka Shing Foundation. Moreover, our faculty members - most of whom are Chinese by heritage - have a native understanding of Chinese business and culture. This, combined with the school’s research focus and access to China’s most influential alumni network, allows CKGSB to offer unsurpassed insight into China business, China’s transformation and its potential global implications. In fact, three of CKGSB’s professors have become inaugural Chief Strategy Officers at Alibaba Group, Ant Financial and JD.com.

Unparalleled Network in China and Wider Region

As a result of our unique insights and approach, CKGSB has been able to attract the top leaders of the most influential companies - Alibaba, ByteDance, CITIC, Fosun, DiDi, Midea, Sinopec and TCL - in China and the wider region. More than half of CKGSB’s 18,000 alumni are at the CEO or chairman level, and they collectively lead one-fifth of China’s most valuable brands. CKGSB has also trained more than 4,000 senior global executives and successfully delivered custom-designed programs to the senior management teams of multinational companies like Aesop, Agilent Technologies, Clifford Chance, Cummins, Google and Lego Education.

Global Ecosystem for a New Generation of Unicorns

Our experiments in fostering a new generation of economic disruption represent another innovative edge of CKGSB. Economic disruption - evident in the rise of unicorn companies, newly emerged large-scale companies and newly-minted billionaires - is central to economic development and social advancement, playing a critical role in promoting upward social mobility, particularly among young people. According to CB Insights, among the 1,170 unicorns worldwide, the US with 628 unicorn companies and mainland China with 175 unicorn companies lead with the most.

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Economic disruption - evident in the rise of unicorn companies, newly emerged large-scale companies and newly-minted billionaires - is central to economic development and social advancement, playing a critical role in promoting upward social mobility, particularly among young people.

CKGSB is the first business school to offer programs specifically designed for unicorn and soon-to-be unicorn founders and co-founders since 2015 in China. We have been partnering with some of the most prominent Chinese and global companies, like Alibaba, Amazon, Bytedance, Baidu, JD.com, Microsoft (China), SenseTime, Tencent, and leading venture capitals, to develop unicorn and soon-to-be-unicorn companies. Our unicorn programs focus on meeting the needs of founders and co-founders of unicorn and unicorn-to-be companies. To date, 1,000+ founders of companies with at least Series A funding have studied at CKGSB, including the founders of 136 unicorn companies in total and 38 unicorn companies listed on CB Insights (2017-2022).

“ 1000+ Founders of companies with at least Series A funding have studied at CKGSB

Starting in 2016, we began extending our successful experience in China to Europe, delivering 11 programs that have helped more than 200 global entrepreneurs across 30 industries and 37 countries to develop into potential unicorns. Among them, 49% have secured Pre-A and A+ round funding, and three have become unicorn companies (Unbabel, Portugal; Sword Health, Portugal; and Teladoc Health, USA).

Our vision is to build a global ecosystem that can foster a new generation of economic disruption with a renewed and enhanced emphasis on global responsibility, social purpose and long-term perspective. We are working with like-minded partners - such as Berkeley Engineering, IMD, UNESCO and the Dubai Executive Council - to establish this ecosystem, starting with programs for unicorn and soon-to-be-unicorn founders in Africa, GCC, ASEAN and RCEP, Europe and the Americas.



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At CKGSB, we guide our students to focus on the whole wealth cycle - not only to learn *how* to better compete and collaborate, but also to focus on *why* they do business and *what* to do with their wealth for the greater good.

Social Responsibility and Social Innovation

Our unique experiments with social innovation start from our pioneering efforts to systematically incorporate the humanities - such as history, religion and philosophy - into our core business curricula since 2005. On the individual level, we hope to inspire business leaders to aspire to not just a 'rich' life, but also an 'enriched' and even 'enlightened' life. We believe that the humanities - particularly courses engaging global history, religion and different philosophical traditions - are essential for the business leaders of today and tomorrow to manage globally diverse teams. The humanities can also help mitigate humanity's collective myopia, and foster a long-term vision and a broader view of business for greater social, global and common good.

At CKGSB, we guide our students to focus on the whole wealth cycle - not only to learn how to better compete and collaborate, but also to focus on why they do business and what to do with their wealth for the greater good. Hence, since 2010, we have been requiring our EMBA students to complete 48 hours of community and philanthropy work (equivalent to 6 days of course work), in order to graduate. This initial experiment with our EMBA students was later extended to all other degree programs at CKGSB in 2012. As a result, our students have cumulatively dedicated more than 165,000 hours of work to their communities.

In 2017, we started offering a compulsory social innovation module, because we believe that key issues facing humanity today (such as income and wealth inequality, diminishing social mobility and

sustainability) cannot be solely addressed by the business, government or non-profit sector acting alone, but rather may require collaboration among all parties. This is why we promote collaboration across government, businesses, NGOs, civil society and international organizations by experimenting with social innovation. Since 2018, social innovation has become a required module for all programs across our school. Then in 2021, our school launched the "Social Innovation and Business for Good" field course, which requires EMBA students to incorporate ESG in their institutions. We are proud to be the first to offer such a course among business schools in the region.

Going forward, we seek to work with schools, businesses, governments, civil society and multilateral institutions worldwide to continue pushing the boundaries of business education to play a constructive role in addressing some of the most pressing challenges facing the global community. Particularly in light of climate change, growing income and wealth divide and diminishing social mobility, it has become imperative for business schools to play a catalyst role in advancing cooperation among the different stakeholders. More than ever, we need globally-minded and socially-responsible business leaders, who can compete with compassion and empathy. We, at CKGSB, will continue to stay committed, future-oriented and innovative in driving that agenda forward.



History

CKGSB's 20 years
in business education



2001

As China joined the World Trade Organization, **Cheung Kong Graduate School of Business (CKGSB) Founding Dean Xiang Bing** - a seasoned professor and pioneer of management education at top business schools - **quickly realized that China was in need of world-class business education for a growing number of business leaders.** So when Mr. Li Ka-shing offered him the opportunity to establish CKGSB, Dean Xiang leapt at the chance.

“

After China joins the WTO, it needs a world-class business school to help China develop business leaders who are globally-competitive and socially-responsible. This new business school shall bring world-leading faculty to China full-time to help China develop talent, conduct research on China's managerial and economic issues, and contribute to China's peaceful rise and re-emergence.

Mr. Li Ka-shing

Founder of Cheung Kong Industries and Chairman of Li Ka Shing Foundation



Xiang Bing, Lode Li, Qi Daqing, Xue Yunkui, Yan Aimin, Zeng Ming and Zheng Yusheng, the seven founding professors, met at Oriental Plaza - located in the heart of Beijing and now CKGSB's campus - in late 2001 to discuss the possibility of establishing a new-generation business school, forming the basis of CKGSB.

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At the time of CKGSB's establishment, China's management education sector focused on one-way traffic of knowledge. Schools primarily applied Western management theories and best practices in the Chinese context, transferring knowledge from the West to the East. What China lacked was an institution to facilitate two-way traffic of knowledge between the East and the West, and that's what CKGSB sets out to do.

Xiang Bing

Founding Dean and Professor of China Business and Globalization, CKGSB

The Seven Founding Fathers of CKGSB

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CKGSB's mission is to cultivate transformative business leaders with a global vision, social responsibility, innovative mindset, and ability to lead with empathy and compassion.

Xiang Bing

Founding Dean and Professor of China Business and Globalization, CKGSB



Xiang Bing

Founding Dean and Professor of China Business and Globalization, CKGSB

Lode Li

Emeritus Professor of Operations Management, CKGSB

Qi Daqing

Emeritus Professor of Accounting, CKGSB

Xue Yunkui

Professor of Accounting, CKGSB

Yan Aimin

Associate Dean and Professor of Management, CKGSB

Zeng Ming

Former Professor of Strategy, CKGSB; Chairman of the Academic Council, Alibaba Group

Zheng Yusheng

Emeritus Professor of Operations Management, CKGSB

2003



CKGSB Launched its MBA Program.

The very next year after its establishment, CKGSB started to operate at full speed ahead. It launched its full-time English-language MBA program, with an astonishing average GMAT score of its first cohort at 680.

CKGSB also launched its Case Center to support professors in teaching and research, which today offers more than 500 case studies and reports on both China-specific and global business issues.



>500

Case studies and reports on both China-specific and global business issues by 2022

2002



CKGSB was founded in Beijing on November 21, 2002.

For a new business school independent of a parent university nor set up by the government, the first step is certainly the hardest. To get itself off the ground, almost every professor helped with recruiting students for its nascent Executive MBA program. In the end, they recruited the first batch of 105 EMBA students, including Lin Zuoming, a CPPCC candidate and Chairman of Aviation Industry Corporation of China (AVIC) and Lin Yang, CEO of Digital China.

2004



CKGSB opened its Shanghai campus.



Six additional full-time professors joined the school from leading universities.

2005



In September, the first Graduation Ceremony was held at the Great Hall of the People in Beijing, with over 300 EMBA and MBA students graduating from the school.

CKGSB also pioneered the **integration of the humanities** into management education to give students a holistic view of business.



2006

CKGSB expanded its impact to the Americas, Europe and Asia via global partnerships with top universities such as Wharton and INSEAD.



The school established its flagship CKGSB CEO Program, in partnership with the Wharton School of the University of Pennsylvania and INSEAD.

Thirty-five students, including Jack Ma, Founder of Alibaba and Fu Chengyu, then Chairman and CEO of CNOOC and Chairman of SINOPEC, participated in four modules of classes taught in Hong Kong, France, the US and Beijing, respectively.

2007



CKGSB continued to expand its global reach.

- In March, CKGSB launched an Executive Management training program with IE Business School in Spain.
- In May, the school kicked off its first South Korea CEO Program with a total of 35 Korean CEOs.
- In June, CKGSB partnered with INSEAD on the inaugural China-India CEO Program in Beijing.



Since 2007, CKGSB has been working with the China National MBA Education Supervisory Committee on an annual training for MBA professors from universities based in lesser developed areas of Western China to narrow the gap in management education between Eastern and Western China.

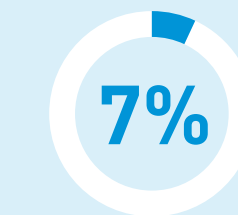
By 2022, CKGSB has trained more than 400 MBA professors from over 50 universities across 20 underdeveloped provinces in China.

2008



When the devastating earthquake struck Sichuan province in China, CKGSB sent groups of volunteers to provide support onsite.

The school also organized fundraising, which resulted in CKGSB alumni and staff donations accounting for 7% of all Chinese corporate donations to the earthquake relief.



Of all Chinese corporate donations to the earthquake relief were from CKGSB alumni and staff.



2009

Building on the success of its full-time MBA program, CKGSB enriched its portfolio of degree programs with a part-time MBA program with an emphasis on finance.

The Finance MBA aimed to cultivate financial professionals with a global perspective and the ability to master the know-hows to navigate China's financial industry.



Continuing its international cooperation, CKGSB worked with the London School of Economics and Political Science (LSE) and Ashridge Business School (currently Hult International Business School) to offer the first overseas program for its EMBA students and alumni with a first cohort of 40 senior Chinese executives studying in the UK on a week-long, intensive program.

CKGSB also began engaging with the Japanese market, while maintaining the school's top-of-the-pyramid approach. In December, CKGSB held its first China-Japan CEO Roundtable in Beijing, hosting **more than 90 CEOs from some of the most prominent Chinese and Japanese companies**, including Asahi Breweries Ltd, TCL Corp, Accenture and Shanshan Group.



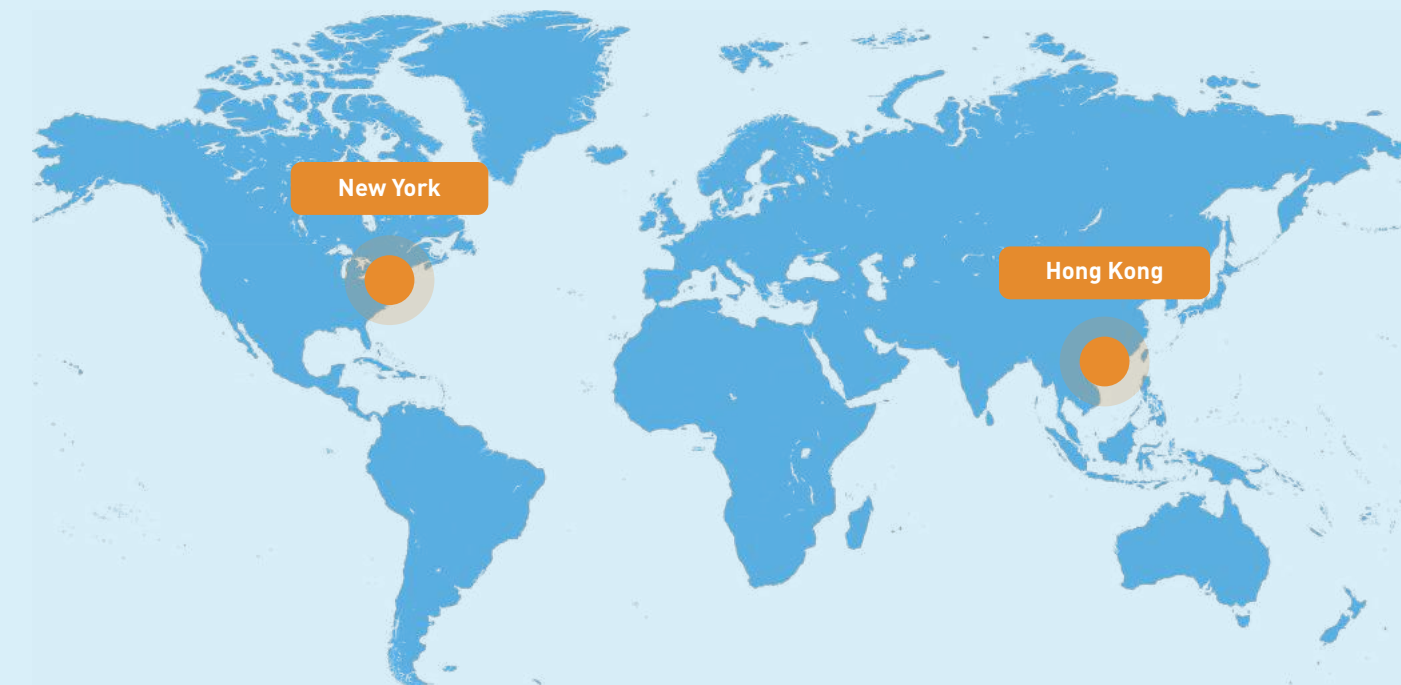
Starting in 2010, CKGSB required all of its EMBA students to complete 48 hours of community service as a prerequisite to graduation.

Since then, all degree students at CKGSB are required to participate in community service in order to graduate, with a total of 165,000+ hours served to date so far.



165,000+
Hours served by 2022

2010



In 2010, CKGSB expanded its facilities worldwide. **The school launched its representative offices in New York and Hong Kong,** to offer programs for global executives and expand its research capabilities globally.



CKGSB and Columbia Business School jointly launched an Executive Education program, Global Business Strategy: China.

More than 30 executives from the headquarters of multinational companies, such as Estee Lauder, Siemens, Becton Dickinson, RHODIA and Hasbro, participated in the program in New York.



London, UK

The school launched CKGSB Europe, with a representative office in London along with a European Advisory Board.



Shenzhen, China

CKGSB established its Shenzhen campus.

2012



2012 marked CKGSB's 10th anniversary.

4000 alumni, students, professors, staff and friends of the school from China and abroad attended the ceremony held in Beijing.

Present at the ceremony were distinguished figures from CKGSB's history, including Li Ka-shing, Founder of Cheung Kong Industries and Chairman of Li Ka Shing Foundation, and Liu Chuanzhi, Founder of Lenovo.

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In just a few short years, CKGSB has become widely recognized as China's leading executive business school.

David Cameron

then Prime Minister of the United Kingdom and Northern Ireland wrote a special congratulatory letter for CKGSB on its 10th anniversary.



CKGSB launched its English-language multimedia platform, CKGSB Knowledge.

It showcases the school's original China business insights and research for a global audience.

CKGSB continued to expand its global footprint.

As the economic ties between China and ASEAN countries grew stronger, in April, CKGSB held the first **China-ASEAN Business Forum** in Jakarta, Indonesia. Nearly 100 business elites from China and ASEAN countries, as well as students from CKGSB's ASEAN Program, attended the forum.

In May, the school announced its partnership with the Hunter Foundation and launched the **CKGSB Hunter Scholars Programme**. In the same year, CKGSB partnered with Cambridge Judge Business School on an Executive Education program, **Global Business Strategy: China**.





Ushering in its second decade, CKGSB launched its flagship Business Scholars Program.

An elite program committed to developing business thinkers and management scholars with a global vision and resourceful minds, the Business Scholars Program offers a PhD track in partnership with Singapore Management University. Over 40% of the program's students run listed companies.

“At CKGSB I made friends for life which will offer many opportunities in the future. I met many outstanding students from all walks of life, which gave me a new outlook and broadened my horizons.

Liu Tianwen
Chairman and CEO of iSoft-Stone,
CKGSB Business Scholars Program Student

2013

CKGSB hosted the first Women in Leadership Forum in Beijing, featuring Meta's then COO Sheryl Sandberg.

In her speech, Sandberg called for a global push to address the stereotypes that hold women back, for changes in corporate policies to be more accommodating to women, and for more equality and work-sharing between men and women in the home. Since 2013, CKGSB's **Women in Leadership Forum** has become a flagship event, for which four editions were co-hosted with the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women). By 2022 close to **90 speakers** from 12 countries and **over 2 million viewers** have tuned in to this impactful forum.



“

I would like to see more women in leadership positions, so that more of the public policy decisions everywhere in the world are made by women.

Sheryl Sandberg
Former Chief Operating
Officer of Meta



2014

CKGSB launched the first dual-degree EMBA program with the International Institute for Management Development (IMD) in April.

This 20-month program recruited students from both China and Europe with the aim of equipping them with the knowledge and network needed to succeed in doing business between the East and the West.

“

The program is grounded in a perspective that is neither explicitly nor even implicitly Western, as much as both East and West. Before we address business topics, we must first locate commerce and management within a social and historical context.

Phil Rosenzweig
Professor of Strategy and International Management, IMD



CKGSB established the CKGSB Philanthropy Awards.

It celebrated and applauded impactful and meaningful ESG projects. Highly engaged with the CKGSB alumni community, the awards have received more than 1,400,000 online votes by 2022.



>1,400,000
Online votes by 2022



2015

CKGSB launched the Chuang Community, an ecosystem for economic disruptors who lead unicorn or soon-to-be unicorn companies and are seeking training and funding.

The first Chuang program partnered with Tencent, targeting entrepreneurs with start-up companies after Series A of financing to foster economic disruption in China through the development of unicorn and unicorn-to-be companies. Since then, CKGSB has partnered with Alibaba, Amazon, Bytedance, Baidu, JD.com, Microsoft (China), SenseTime, and leading venture capitals to develop more than 1,000 founders and co-founders, including 38 unicorn companies listed on CB Insights (2017-2022).

“

Our vision is to foster a new generation of economic disruption with a renewed and enhanced emphasis on global responsibility, social purpose and long-term perspective.

Xiang Bing

Founding Dean and Professor of China Business and Globalization, CKGSB



HARVARD Kennedy School

CKGSB and Harvard Kennedy School signed a collaboration agreement, committed to conducting research, forums and executive education programs to create knowledge and disseminate it for the betterment of global communities.



SEOUL BUSINESS SCHOOL
aSIST University

CKGSB strengthened its presence in South Korea with its Korean EMBA (K-EMBA) program conducted in partnership with **Seoul School of Integrated Sciences and Technologies**. The inaugural program attracted over 60 business leaders and entrepreneurs in Korea across various industries, such as entertainment, consulting and education.

EQUIS

CKGSB received **accreditation from EQUIS**, a world-leading international system of quality assessment, improvement and accreditation for higher education institutions in management and business administration, by the **European Foundation for Management Development (EFMD)**.



Expanding its interdisciplinary offerings, **CKGSB and Columbia Engineering** - a rare blend of a business school and an engineering school - announced their partnership to jointly launch the Cheung Kong Innovation Institute, a unique hub for training and educating a new breed of industry and business professionals in the innovation and entrepreneur space.

“

The cooperation between two top brands that highly complement each other in academic strength will bring tremendous mutual benefit.

Jeffrey Lehman
Vice Chancellor
at NYU Shanghai



CKGSB signed an MoU with **New York University Shanghai (NYUSHI)**, outlining a strategic cooperation to launch a joint teaching and research center, share educational resources and together recruit professors. It combines the two schools' strengths to better serve business executives and society.



In 2016, CKGSB founded the **Cheung Kong Education Development Foundation (CKEDF)** to support the school's campus development, academic research and charitable projects as well as student finance and funding, which was graded as an AAAA social organization by the Civil Affairs Bureau of Shenzhen Municipality in 2021.

2017



Going beyond the traditional boundaries of business schools, CKGSB began advocating for social innovation.

The school defines social innovation as the collaboration among businesses, governments, multilateral institutions, non-profit organizations and civil society to develop and deploy effective and innovative solutions to humanity's most challenging issues. All degree program students need to complete community services to graduate since 2017. CKGSB began offering social innovation as an elective module for EMBA and MBA students in 2016, which became a required module for EMBA students since 2018 and for all degree program students since 2022.

As part of its social innovation efforts, CKGSB initiated a three-project campaign in 2017 to alleviate poverty in Ji'an, an impoverished city in Jiangxi, China, using its core business - education and business management - to alleviate poverty by empowering local start-ups, developing talents and improving local living conditions.



In light of global transformation and technological disruption, CKGSB hosted the 2017 Global Innovation Forum and 8th Young Investors' Forum in Shenzhen.

It convened renowned innovation-driven academics, tech investors and business leaders leading tech-driven transformation, reflecting CKGSB's consistent commitment to cultivating a new generation of business leaders who are prepared for what is next.

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Given Shenzhen is the innovation hub of China, this event is certainly very well positioned. Also, given CKGSB is the leader in business education in China, the topic of innovation and entrepreneurship is certainly very timely and helpful.

David Yao

Piyasombatkul Family Professor of Industrial Engineering and Operations Research at Columbia University, Member of the US National Academy of Engineering



2018



CKGSB welcomed its first class of Master of Entrepreneurship and Technology Innovation (METI, now part of the school's Integrated MBA) Program with UC Berkeley, an interdisciplinary program targeting technology talents and business executives in the technology and innovation sectors.

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The METI program is for people who have a certain technological ability and a startup idea, but need to improve their entrepreneurship and leadership skills or their insights into technology and the market. We'll help our students realize their business concepts by developing and testing those ideas in the market, so as to enable a potential startup to take shape.

Gan Jie

Professor of Finance,
Director of Center on Finance
and Economic Growth, CKGSB



CKGSB announced a partnership with the United Nations Conference on Trade and Development (UNCTAD) to build entrepreneurial networks at the 5th China Economic symposium in London.

Co-hosted by CKGSB and the Institute of Directors (IoD), the symposium drew 300 distinguished guests and high-profile speakers for an in-depth discussion around Sino-European trade, Brexit and business opportunities with China.

2019



The China-Australia Business Forum was part of CKGSB's partnership with Australia's Victorian Government, announced in 2018, aimed at enhancing ties and understanding between Chinese and Australian businesses.



Building on its global footprint CKGSB, along with its Australia and New Zealand Alumni Association and the Victorian State Government of Australia, hosted the **China-Australia Business Forum** in Melbourne in May 2019.



In 2019, CKGSB was awarded the 2019 China Social Impact Award in "Poverty Alleviation" by the United Nations and the British Chamber of Commerce in China.

The award was a recognition of the school's consistent efforts in reducing poverty in Ji'an since 2017 and other sustainable development campaigns.



CKGSB launched the ASEAN New Economy Leadership Program.

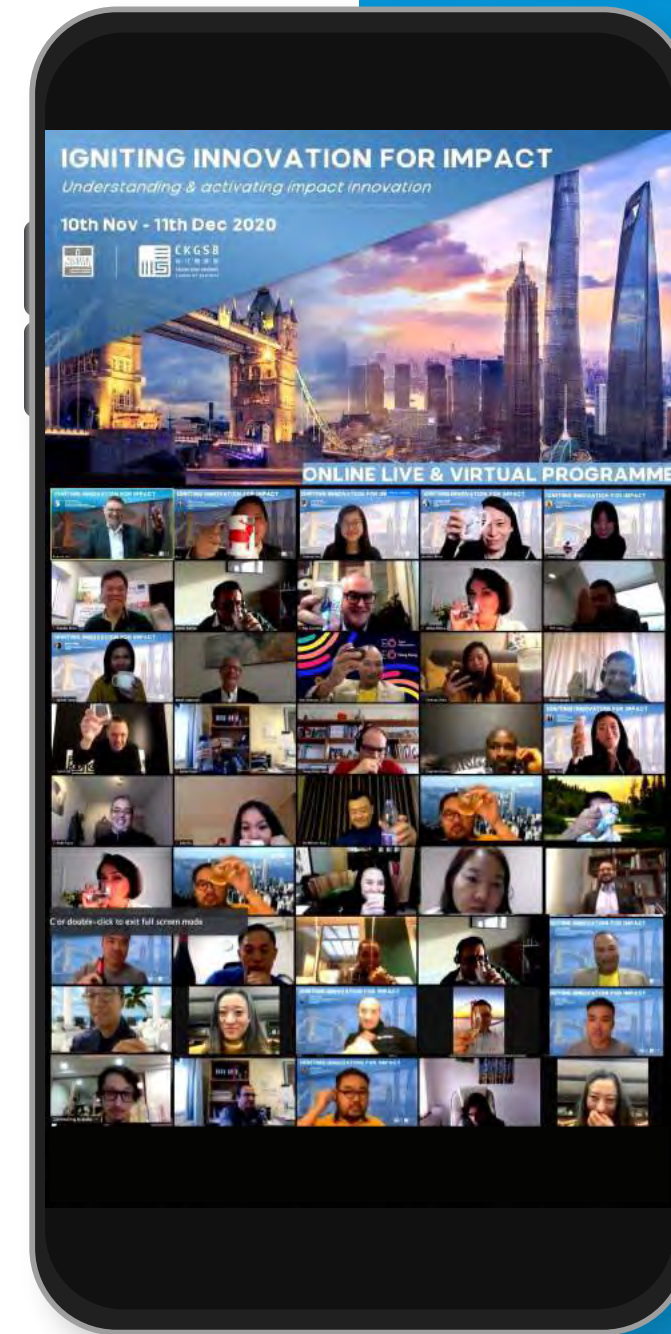
It served the growing needs from Chinese and ASEAN business and government leaders to know about the business intricacies in the region.



2020



With the COVID-19 pandemic accelerating digital transformations across industries, CKGSB partnered with Emeritus, an online executive education provider, to offer the timely **COVID19-Driven Digitalization in Asia (CDDA) Program**, designed to help business leaders stay ahead of the curve of digitalization.



While sustainable business has been moving up the agenda across many institutions, the pandemic underlined the necessity for businesses to innovate for impact.

Collaborating with the Møller Institute, Churchill College in the University of Cambridge, CKGSB jointly delivered an online program, Igniting Innovation for Impact.

It pulls together different strands of impact innovation and brings a leadership lens that allows participants to understand how they can create long-lasting and genuine impact through their roles and organizations.





CKGSB and Johns Hopkins Carey Business School announced a dual-degree MBA program.

The two-year, part-time, hybrid program confers both a Master of Science in Finance from Carey Business School and a Master of Business Administration from CKGSB.



On the 65th anniversary of the start of the diplomatic relations between China and major African nations,

CKGSB and the United Nations Educational, Scientific and Cultural Organization (UNESCO) signed an MoU to empower African government officials, young entrepreneurs and female leaders.



CKGSB EMBA program launched a practice-based course, **Social Innovation and Business for Good**, coaching over 800+ EMBA students to incorporate ESG into their businesses.



CKGSB and RED CLUB x Cartier collaborated on the inaugural Young Leader Award to empower young entrepreneurial leaders and provide award winners with the necessary financial, mentoring, and social support they need to succeed in the future.



CKGSB attained the **Association to Advance Collegiate Schools of Business (AACSB) Accreditation**, a global quality assurance standard for business schools. That same year it also received the highest level of 5-year EQUIS re-accreditation by the European Foundation for Management Development (EFMD). These two top international accreditations are the highest seal of excellence in business management education any institution can achieve.

CKGSB x UC Berkeley Engineering

Silicon Valley Innovation & Investment Leadership Week:

TECHNOLOGY-DRIVEN BUSINESS INNOVATION

Creating opportunity amidst uncertainty

Oct.31 - Nov.4, 2022

Berkeley, CA

CKGSB and UC Berkeley College of Engineering co-developed a 5-day program - SVILL: Technology-Driven Business Innovation.

This program puts high-potential start-up leaders, investors and techno-centric executives ahead of the curve with the latest technological innovations from China and the US, offering interactive learning from the co-founders of Tesla, former CTO of Metaverse and Cisco, and former CSO of Alibaba, as well as pitching and networking opportunities.



CKGSB expanded its global footprint to the Gulf region with the signing of an MoU with Dubai Executive Council (DEC) in March 2022. The two organizations will jointly establish an ecosystem and platform to foster the development of economic disruption with a particular focus on unicorn companies in GCC, Central Asia and India.



CKGSB and Yonsei School of Business signed a MoU in July 2022, allowing the two leading business schools to establish a partnership for academic exchanges and collaboration in educational programs. The two schools will launch a joint MBA program with degrees offered by both parties.



CKGSB signed an MoU with Fortune Korea on knowledge sharing and customized leadership programs. It was in light of the 30th anniversary of the establishment of diplomatic relations between China and South Korea.

New Building Digital Ecosystems

Play to win with an agile, high-performing ecosystem

CKGSB launched a joint open-enrollment program for executives on digital ecosystems in collaboration with IMD.

Drawing on IMD and CKGSB's expertise, and insights from industry leaders, this program offers access to diverse global ecosystems from digital giants, such as Alibaba, Amazon and Google and newcomers like TikTok, NIO and Pinduoduo, and connects participants to scaling entrepreneurs who are leading digital transformation.



Innovation and Impact

Going beyond the traditional boundaries of business education to become a force for good.

World-class Faculty and Unrivaled China Insights

From a founding team of seven, CKGSB's faculty has grown six-fold since its establishment 20 years ago. Today, most of our full-time professors held tenured positions at top academic institutions worldwide - such as the University of Chicago, Columbia University, Darden School of Business, University of Michigan, MIT, Wharton and Yale - prior to joining CKGSB, and thus bring a global perspective to the classroom.

Our faculty members - most of whom are Chinese by heritage - have a native understanding of Chinese business and culture. This, combined with the school's research focus and access to China's most influential alumni network, allows CKGSB to offer unsurpassed insights into China business, China's transformation and its global implications. In fact, three of CKGSB's professors have become inaugural Chief Strategy Officers at Alibaba Group, Ant Financial and JD.com.



“CKGSB has all of the right ingredients for continued success: great students, great staff, great faculty, a vision that everyone is aligned with, and I can't imagine that, over time, CKGSB will not continue to be one of the premier graduate business schools in China, but also in the world. For that we are honored and privileged to have partnered with you [CKGSB].

Barbara Miller

Then Assistant Dean of EMBA, Darden School of Business, University of Virginia



40+

Full-time, resident professors



110

Global academic awards



50%

Previously tenured at top global schools



65

Papers published in Financial Times 50 Journals



127

Papers published in 77 top peer-reviewed journals (2015-2020)



500

Faculty-led case studies on China and global business



#EconomicDisruption
#SocialInnovation

Dr. Xiang Bing, CKGSB's Founding Dean and Professor of China Business and Globalization, has been conducting pioneering research on economic disruption. He finds that China's substantive and continued economic growth in the past four decades has been driven by its economic disruption. Dean Xiang defines economic disruption by the rise of unicorn (and soon-to-be unicorn) companies and newly emerged large-scale companies, as well as the pace and scale of wealth-making, reflected by newly-minted billionaires. He emphasizes the importance of economic disruption globally as central to economic development and social advancement, and playing an important role in generating upward social mobility, particularly among young people.

“

Dean Xiang Bing is an excellent professor with fantastic material. It was a true honor to be involved with him.

Colin Gillespie

President and Executive in Residence of New Profit



#Investment
#Finance

Li Haitao, Associate Dean and Dean's Distinguished Chair Professor of Finance, closely follows mainstream financial movement in China, the US, and other major economies and offers analyses on financial and economic outlook for companies.



#Currency
#Investment
#Assets

Ou-yang Hui, Associate Dean and Dean's Distinguished Chair Professor of Finance, is an expert on asset pricing and corporate finance models. He often offers unique analyses on currencies, assets and investment, stemming from his in-depth academic research and rich experience in leadership roles at companies like UBS, Lehman Brothers and Nomura Securities.





#Digitalization #SocialMediaMarketing

Sun Baohong, Associate Dean and Dean's Distinguished Chair Professor of Marketing, makes sense of consumer behavior through marketing and digitalization. Her research on big data marketing, digital branding, and social commerce in China and the US has been of global impact.




#Leadership #Resilience

Associate Dean and Associate Professor of Organizational Behavior Zhang Xiaomeng has been conducting long-term research on psychological resilience and leadership among business leaders in China. She has developed applicable models to build resilience for individuals and organizations coping with uncertainties and challenges.

She has also put forward original ideas on the concept of H.E.R. Leadership, comparing leadership traits between genders. She denoted that women have been disproportionately affected by the economic impact of the COVID-19 pandemic since 2020.




#SocialInnovation #ESG #BusinessforGood

Zhu Rui, Professor of Marketing, has been spearheading the school's efforts in incorporating ESG and social innovation into business education. In 2021, she initiated the practice-based course "Social Innovation and Business for Good", which requires students to initiate ESG practices in their companies and organizations during the year-long, socially-focused course.



 **#SustainableDevelopment**
#AirPollution

Brian Viard, Associate Professor of Strategy and Economics, has been studying the intersection of economics and environmental policies for years. His papers quantifying air quality and how that affects economic performance are worth referencing for governments in their environmental regulations.

 **#InvestorSentiment**
 **#ElectricVehicles**
 **#CarbonNeutrality**
 **#RealEstate**

Liu Jing, Professor of Accounting and Finance, has been following China A-shares for years, for which he has been running a quarterly Cheung Kong Investor Sentiment Survey (CKISS) since January 2018, which surveys more than 2500 investors across 13 major cities in China. His research has shed light on prospects of China's real estate sector, carbon neutrality plans, and opportunities for the electric vehicle market.



 **#DigitalTransformation**
 **#Data-drivenDecision-making**
 **#DataRegulatoin**

Sun Tianshu, Visiting Professor of Information Systems, has spent years working for digital giants such as Facebook and Alibaba. He is prolific in the intersection of business and digitalization on topics like digital transformation, data-driven decision-making, digital economy, data regulation, manufacturing and supply chains.

 **#DigitalEconomy**
 **#LimitlessSupply**

Zhou Chunsheng, Professor of Finance, has generated a ground-breaking research into supply and demand in the digital economy, with his unique notion of "limitless supply" and its implications for the economy at both macro and micro-levels.



Flagship Indices to Gauge Economic Development

CKGSB professors provide monthly, quarterly and annual research that often serves as a barometer of economic conditions in China, the US and other key markets. They also offer an in-depth look at topics such as digitalization, economic disruption, social innovation and sustainable development that are critical to both established business leaders and developing unicorn leaders.

“

Professor Gan's research findings have won the highest academic awards in the US. She made complicated financial topics easier to understand. She is an approachable and inspiring professor.

Meng Yue

Assistant Vice President, China Construction Bank International (China)



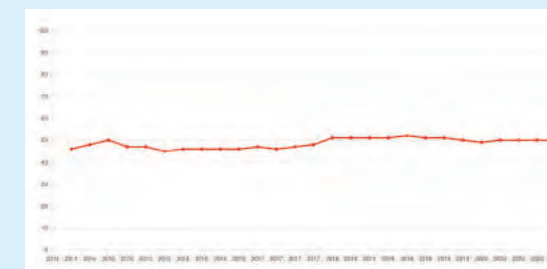
Business Conditions Index



The monthly **Business Conditions Index** has been gauging the business sentiment of private businesses for the past 11 years, revealing the state of China's macroeconomic environment. As a set of forward-looking, diffusion indices conducted by Associate Dean and Professor of Economics Li Wei, the CKGSB Business Conditions Index studies 400+ senior executives of private companies across different sectors, including consumer goods, industrial, real estate, manufacturing and consumer staples, to indicate overall confidence of business in China.



Business Sentiment Index



The **Business Sentiment Index** has been following China's manufacturing sector since 2014. Led by Professor of Finance Gan Jie, this index surveys more than 2,000 Chinese companies from within the industrial sector every quarter to provide the most comprehensive set of independent data currently available.



Cheung Kong Investor Sentiment Survey

Started in January 2018 by Professor of Accounting and Finance Liu Jing, the quarterly **CKGSB Investor Sentiment Survey** monitors investor sentiment and expectations in China's domestic equity market. Since August 2018, the survey has expanded its scope to 13 major Chinese cities and conducted on a quarterly basis with approximately 2,500 valid samples, including 1,900 samples from individual investors and 600 from institutional investors.



Understanding China's Generation Z in the Workplace Report

Based on a survey of more than 17,000 Chinese professionals, Associate Professor of Organizational Behavior and Associate Dean Zhang Xiaomeng runs a first research of its kind and scale to study the professional behaviors of Generation Z in China. This annual survey tries to understand their values, career choices, psychological resilience, gender discrepancies, and impact of corporate culture.

Educating the Top-of-the-Pyramid

Since its establishment in November 2002, CKGSB has focused on the decision-makers of top companies, such as chairmen and CEOs of the most influential companies and iconic entrepreneurs, which few other educational institutions have been able to serve.

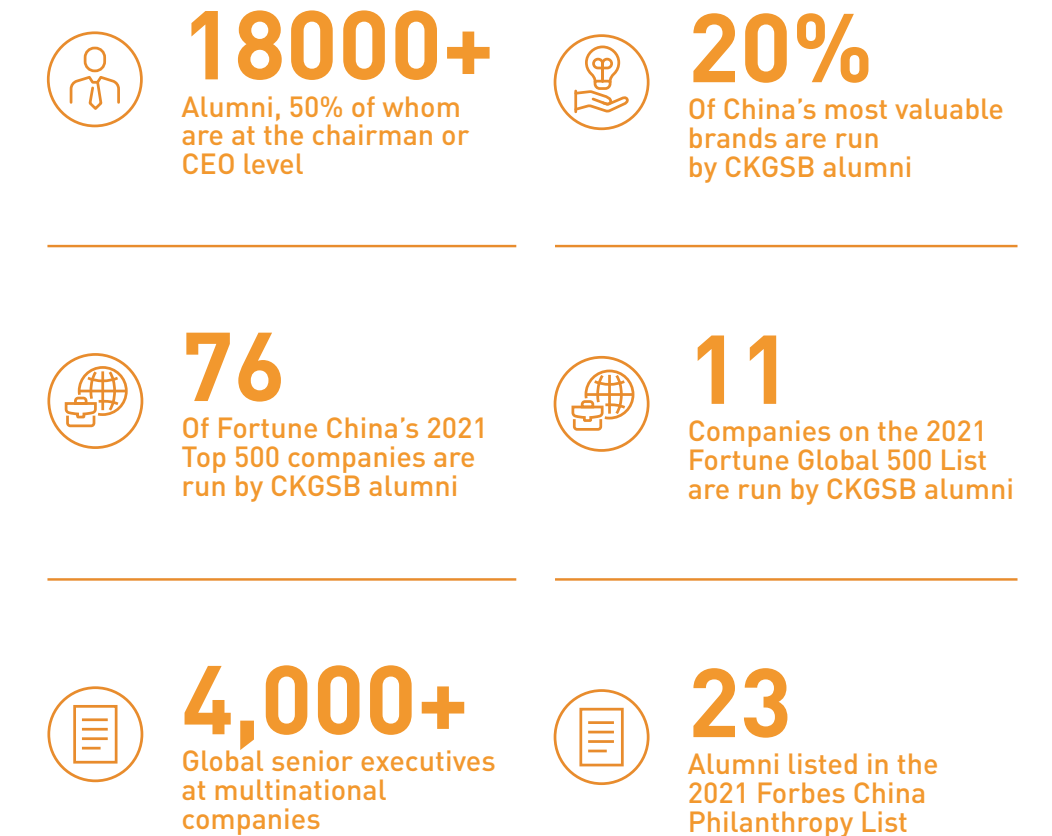
Going beyond the professional managers that most business programs traditionally target, CKGSB pioneered a 'top-of-the-pyramid' approach because we believe that companies' leaders need to learn to cope with the complexities brought by globalization, technological disruptions and geopolitical instability.

Hence, CKGSB launched the Executive MBA as its first program, with 96% of participants being the core decision-makers of their enterprises, and 72% at the chairman or CEO level. In 2006, the school launched its flagship executive education program, the CKGSB CEO Program, convening some of China's most influential businesspeople, such as Alibaba's Founder Jack Ma, TCL's Founder Li Dongsheng and Sinopec's then Chairman Fu Chengyu.

Building on its track record on addressing the learning needs of decision-makers, CKGSB began offering the Business Scholars Program in 2013 to develop China's leading business thinkers and management scholars.



CKGSB's Unrivalled Alumni Network



Fostering Economic Disruption and a New Generation of Unicorns

We at CKGSB believe economic disruption is key to economic development, social advancement and the promotion of social mobility. Hence, we strive to build a global ecosystem that fosters a new generation of economic disruptors, especially unicorn and unicorn-to-be companies, with a renewed and enhanced emphasis on global responsibility, social purpose and a long-term perspective.

CKGSB is the first business school to offer programs specifically designed for unicorn and soon-to-be unicorn founders and co-founders since 2015 in China. We have been partnering with some of the most prominent Chinese and Fortune 500 companies, like Alibaba, Amazon, Bytedance, Baidu, JD.com, Microsoft (China), SenseTime, Tencent, and leading venture capitals, to develop unicorn and soon-to-be-unicorn companies. Our unicorn programs focus on meeting the needs of founders and co-founders of unicorn and unicorn-to-be companies. **To date, 1,000+ founders of companies with at least Series A funding have studied at CKGSB, including the founders of 136 unicorn companies in total and 38 unicorn companies listed on CB Insights (2017-2022).**

Selected Partners



Building on our success in China, we extended this initiative to Europe in 2016 and have since delivered 11 sessions of our acceleration program for more than 200 global entrepreneurs, who represent 159 companies across 30 industries and 37 countries. Among them, 49% have secured Pre-A and A+ round funding, and three have become unicorn companies since the program (Unbabel, Portugal; Sword Health, Portugal; and Teledoc Health, USA). **We are now working with like-minded partners worldwide - such as Berkeley Engineering, IMD, UNESCO and Dubai Executive Council - to extend our programs for unicorn and soon-to-be-unicorn founders in the Americas, Europe, Middle East, Asia and Africa.**



Selected Unicorn Companies @CKGSB



Creating Positive Impact on Society

Embedded in the school's DNA, social responsibility has been woven into CKGSB's management education since day one to foster business leaders who create positive impact on society.

To give business leaders a more holistic and long-term view of business, we pioneered the integration of the humanities into the core business curricula in 2005. In 2010, we began requiring EMBA students to complete 48 hours of community and philanthropy work in order to graduate, an experiment that was extended to all degree programs at CKGSB in 2012.

Since then, CKGSB has been advocating for social innovation - the collaboration across government, businesses, NGOs, civil society and international organizations to address the most challenging problems facing humanity - by offering a compulsory module on social innovation for EMBA students in 2018 and for all degree students in 2022. We are proud to be the first business school to offer a one-year field course on "Social Innovation and Business for Good" since 2021, which requires EMBA students to incorporate ESG in their institutions.



23 CKGSB alumni were named in Forbes China Philanthropy List in 2021, accounting for 23% of the total. Collectively, they contributed RMB 6.3 billion in charitable donations, accounting for nearly 30% of the total amount.



CKGSB was awarded the 2019 China Social Impact Award in "Poverty Alleviation" by the United Nations and the British Chamber of Commerce in China, in recognition of our consistent efforts in reducing poverty for Ji'an since 2017 and other sustainable development campaigns.



CKGSB's Timeline on Social Responsibility and Social Innovation



CKGSB awarded the first EMBA Philanthropy Scholarships to outstanding civil society and NGO leaders, which are now awarded across all of our degree programs.



CKGSB started requiring EMBA students to complete 48 hours of community and philanthropy work in order to graduate; now a requirement across all degree programs.



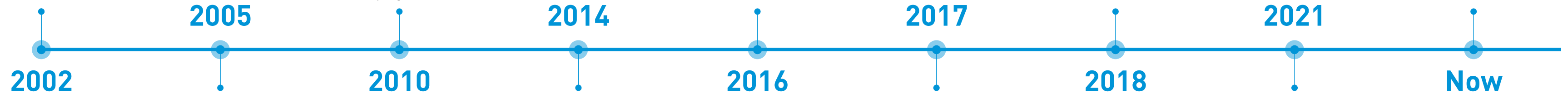
CKGSB offered social innovation as an elective module for EMBA and MBA students.



CKGSB made social innovation a compulsory course for EMBA program, which is now a requirement in all degree programs.



CKGSB is working with partners across sectors to develop a global ecosystem to foster economic disruption with an emphasis on social innovation.



CKGSB started incorporating the humanities (history, philosophy and religion) into core business curricula to give students a holistic view of business.



Starting in 2014, the first course that CKGSB's EMBA students are required to take is on ESG, social responsibility and philanthropy.



All degree programs at CKGSB were required to commence their studies with a mandatory course on ESG.



CKGSB developed the unique Social Innovation and Business for Good field course for EMBA students.

ESG and Social Innovation Programs and Initiatives

Social Innovation and Business for Good Practice-Based Course

CKGSB rolled out an innovative, one-year practice-based course on Social Innovation and Business for Good in the EMBA program in 2021. Led by Professor of Marketing Zhu Rui, the course requires EMBA students to incorporate ESG practices and sustainable business mechanisms in their companies.

Based on the idea of Challenge Based Learning (CBL), this course allows students to pinpoint real societal problems, explore solutions under the guidance of mentors and professors, reform a core part of their business to be socially responsible and turn that into a sustainable project in the businesses they lead.



“

The key purpose of this course is to move from solely teaching theory to pushing students one step further to practice business for good by taking action, and really making a difference in their organizations.

Zhu Rui

Professor of Marketing and Director of the Social Innovation and Business for Good Center, CKGSB

Selected Focus Areas of Student Projects



 Solid waste management



 Rural revitalization




 E-waste recycling




 Green construction



 Rural e-commerce



 Care for senior citizens



 Jobs for people with disabilities



 Access to better education



 Energy reservation

A Three-project Campaign to Alleviate Poverty in Ji'an

To enhance public welfare and give back to society, CKGSB initiated a three-project campaign in 2017 to alleviate poverty in Ji'an, an impoverished district in Jiangxi province, China. CKGSB used its core business – education and business management – in creative, socially innovative ways to improve access to basic services of the community, reduce the impact of disasters and raise the living standard in Ji'an.

By working with the government, industries, enterprises and the school's alumni ecosystem, CKGSB fueled and empowered 150 local start-ups, educated farmers on how to market and sell their Gougu tea products on e-commerce platforms, and provided scholarships of RMB 20,000 per student to learn the trade of the tea industry. After years of cooperation and joint poverty alleviation efforts across sectors, all five counties in Ji'an were lifted out of poverty in 2019, benefiting over 347,000 people.



347,000

People were lifted out of poverty in 2019.



Promoting Economic Growth through the Sale of Goji Berries

During a trip to Gansu province, China, in 2015 for the Gobi Desert Challenge, a group of CKGSB professors, alumni, students and staff realized that the impoverished local farmers were not making full use of a great local resource, the Goji berry.

CKGSB professors and students organized their resources to voluntarily help the villagers sell Goji berries using innovative business strategies to design, market and distribute their product, raising the entire community's annual income by 35% and expediting the progress of poverty alleviation in the region.

35%

The project raised the entire community's annual income by 35% and expedited the progress of poverty alleviation in the region.



Narrowing China's Higher Educational Gap through MBA Training

CKGSB has been growing with and witnessing the rapid development of management education in China. However, we have also noticed areas in need of improvement, especially in western China, where educational institutions lack financing, talent and other resources.

To help bridge the gap in higher education, since 2007, **CKGSB has been working with the China National MBA Education Supervisory Committee to provide annual training for more than 400 MBA professors** from over 50 universities across 20 less developed provinces in China.



>400

MBA professors from over 50 universities across 20 underdeveloped provinces in China participated in our school's annual training.



CKGSB Annual Philanthropy Awards

CKGSB launched the CKGSB Philanthropy Awards in 2014 to **advance the culture of philanthropy within the school**. By 2021, the Philanthropy Awards had received 960 applications for charitable projects from students and alumni of various programs, including EMBA, MBA, Business Scholars Program and Executive Education. To date, 1,427,188 online votes have been cast for philanthropic projects and leaders of the year.



1,427,188

Online votes have been cast to date for philanthropic projects and leaders of the year.



Social Innovation @CKGSB in Numbers



1,427,188

Online votes received for the CKGSB Philanthropy Awards since 2014



260,000

Students helped by CKGSB's Red Scarf Children's Library Project



745

Libraries constructed by CKGSB in China's most impoverished regions



165,000

Hours of philanthropic service contributed by CKGSB students until 2021



¥1.3 billion

In cash and supplies were donated by CKGSB alumni and their companies for Henan's flood relief and recovery efforts in 2021



7%

Of China's total donations for 2008 Sichuan earthquake relief were from CKGSB alumni and their companies



¥4 billion

In financial and equipment donations were made by CKGSB alumni and their companies towards COVID-19 alleviation efforts in 2021



Growing with China

CKGSB's journey has emulated the exponential growth of China's economy in the past 20 years.

Growing with China

China's journey in the past 20 years has transformed the business environment at a pace that only the most agile entrepreneur can succeed in. Reflecting the changing times, CKGSB has launched programs catering to the needs of business leaders throughout the years, helping them make sense of it all. With the growth of China comes the growth of CKGSB.



China joined the WTO in 2001.

Since joining the World Trade Organization (WTO) in 2001, China has become the second largest economy and the world's biggest exporter. It opened up its enormous market and was able to attract massive foreign investments. The great variety of products and services from around the world vastly improved the lives of Chinese consumers. All of these new business activities meant that entrepreneurs needed business management education to help them navigate the global economy.

2001



2002

CKGSB was founded one year after China joined the WTO, with the mission to cultivate transformative business leaders with a global vision, sense of social responsibility, innovative mindset and ability to lead with empathy and compassion.



China's economy was growing at a breakneck speed of 10.6% in 2006.

A new generation of business leaders were riding the waves of soaring exports, strong retail sales, a manufacturing boom and large infrastructure investments. China continued to attract a large volume of foreign direct investments.

2006



2006

To keep up with the pace of China's growth, CKGSB launched several new programs for Chinese and global business leaders to thrive in the Chinese market, such as the CKGSB CEO Program and the China Immersion Program.



China launched the largest economic stimulus package in the world in 2008.

Following the financial crisis in 2008, China launched the largest economic stimulus package in the world to shield itself from the repercussions of the global stock market free-fall. Its economy was growing at 8.7% in 2009. Internally, China had been trying to restructure its state-owned commercial banks as part of the government's efforts to transform the state industries to be more efficient.

2008



2009

Seeing an increased interest in China's financial sector, CKGSB launched the part-time Finance MBA program in 2009 for managers and entrepreneurs in China's finance sector to understand business and economy with a strategic financial management mindset.



Chinese companies started to venture abroad around 2010.

China became the 5th largest economy in terms of outward foreign direct investment flows as Chinese companies were planning their global strategy. For example, Geely buying Volvo marked a major milestone for Chinese companies "going global."

2010



2010

To help international business leaders understand the ever-more active Chinese players and the Chinese economy, CKGSB and Columbia Business School jointly launched the executive education program, Global Business Strategy: China.



China ushered in a new generation of leaders in 2012.

China's Eighteenth National Congress ushered in a new generation of leaders that set the agenda for the now second-largest economy in the world. Xi Jinping had been officially installed as the general secretary of the Chinese Communist Party.

2012



2013

CKGSB's new programs, such as The Transformation of China and Its Global Implications Program, examined the kinds of changes to be expected in a new era of China's development.



China started to actively encourage entrepreneurship and innovation since 2014.

The Chinese government actively encouraged entrepreneurship and innovation as China ushered in a new stage in its development. The policy called on all levels of governments to extend support for innovation and start-ups.

2014



2015

In response to the demand for education fostering entrepreneurship and innovation, CKGSB launched its first programs for unicorn and unicorn-to-be companies with the Chuang Community, an incubator and accelerator to provide rising entrepreneurs and economic disruptors with funding and training, in partnership with tech giants like JD.com, Baidu and Tencent.



China's economic growth rate slowed to a 25-year low of 6.9% in 2015.

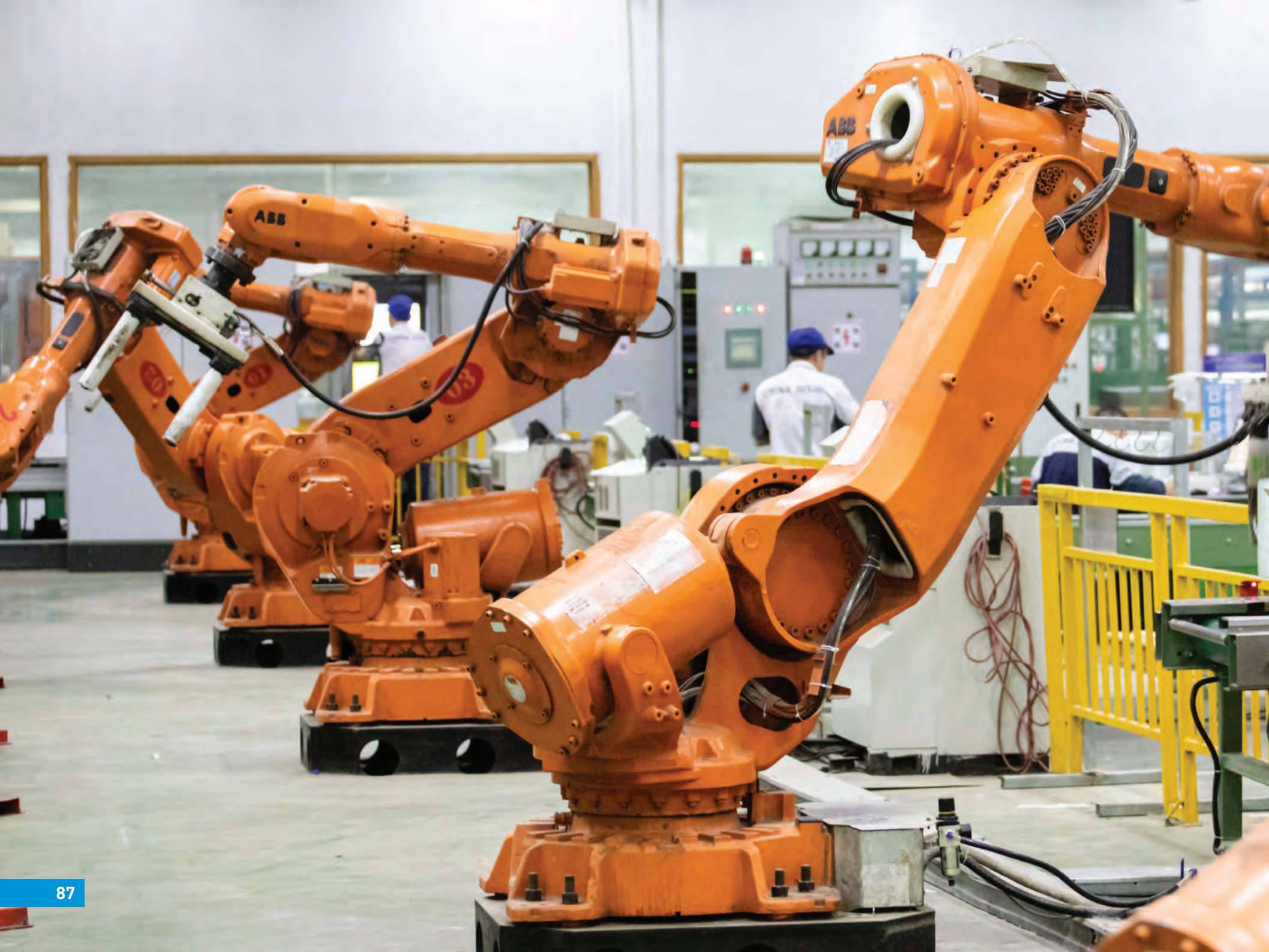
China was growing at its slowest pace since 1990 as it tried to rebalance its economy away from investment. The economic deceleration was in line with the Chinese government's "new normal" approach, which aimed to reform the economic structure in order to boost its growth in the long run.

2015



2015

As the world's second-largest economy shifted away from its manufacturing roots to a more service-based and innovation-driven economy, CKGSB offered new programs, such as Understanding China's Next Move, to help businesses navigate these shifts and thrive in the new opportunities presented by the transitioning economy.



China continued its transformation toward new economy sectors in 2016.

As China continued its transformation toward new economy sectors, technology began to play an increasingly important role in the nation's economic development. China introduced its "Made in China 2025" industrial policy, which spurred a rapid growth of high-tech companies.

2016



2016

CKGSB replicated its successful experience in cultivating Chinese entrepreneurs to Europe with the program China Start, by helping entrepreneurs seeking training and investment develop into potential unicorn companies.



Trade between ASEAN and China in 2019 had more than doubled since 2010.

China has been ASEAN's largest trading partner since 2009. In 2019, trade between ASEAN and China had more than doubled since 2010, from USD 235.5 billion to USD 507.9 billion (18% of ASEAN's total) and almost quadrupled since the entry into force of the ASEAN-China Trade in Goods Agreement in 2005.

2019



2019

To reflect the importance of the Asia Pacific market, CKGSB launched the ASEAN Global Leadership Program, in partnership with the Indonesian consulting firm SRW, to bring together business leaders across the region.



The outbreak of COVID-19 pandemic in 2020 accentuated the value of digitalization for business.

In just a few months' time, the COVID-19 pandemic brought about years of change in the way companies across sectors and regions conduct business. One major change was digital transformation.

2020



2020

CKGSB launched the COVID-19-Driven Digitalization program to examine the various ways companies have accelerated their digitization amidst the impact of the pandemic.



In 2020, China pledged to become carbon neutral by 2060 with emissions peaking by 2030.

After decades of rapid industrialization on the cost of environmental pollution, China committed itself to a more sustainable growth model. In this commitment to alleviating climate change are great economic opportunities to be tapped into.

2020



2022

To better equip business leaders for a transition towards sustainable development, CKGSB launched a Carbon Peaking and Carbon Neutrality Program, which is especially designed for entrepreneurs and business leaders seeking answers to the problems they face on the road to net zero.

MADE IN
CHINA

China embraces digital technology at a speed unseen before.

China's embrace of digital technology in recent years has meant that the country is more interconnected than ever before.

2022



2022

With new disruptions come new opportunities. CKGSB launched two new programs in partnership with Berkeley Engineering and IMD to help global participants capitalize on opportunities brought by new technologies and digital ecosystems that are shaping the business landscape.



Global Footprint

Over the years, CKGSB has expanded its inter-disciplinary global platform through innovative collaborations and program offerings.

Driving Two-way Traffic in Business Education

Since our inception, CKGSB has served as a pioneer among business schools in fostering two-way traffic of knowledge between the East and the West. It has promoted innovation in China of global relevance to Western business executives and brought a global perspective to Chinese companies. By doing so, we have produced globally-minded business leaders who are culturally aware and dynamic to navigate the global economy.

Raising Globally-minded Chinese Business Leaders

We collaborate with other world-class institutions to offer our Chinese business students - comprised of established business leaders and rising economic disruptors - a truly global experience. Our network of 40+ top international universities - from Cornell University and UC Berkeley in the US, to IE University in Spain, to Seoul National University in South Korea, to the Hebrew University of Jerusalem in Israel - provides our students with a range of opportunities to learn and succeed in other markets. We also take our students on international study trips to various countries in Asia, Americas, Europe and Africa to gain first-hand experience learning from globally-renowned companies and organizations like Google, Apple, Nvidia, Morgan Stanley, and BMW.

Selected Exchange Program Schools



Selected Visited Companies



Helping International Business Executives Excel in the China Market

CKGSB's global programs also follow the school's unique top-of-the-pyramid approach, with a focus on educating decision-makers of leading multinational companies and established family businesses, as well as founders of unicorn and unicorn-to-be companies. Built upon our diversified partnerships, we have held 110+ open-enrolment and customized programs for renowned global companies and business executives to learn about China's economy and zoom in on best practices in its booming industries. As a result, 4,000+ global senior executives at multinational companies have studied at CKGSB's Executive Education programs.

Selected Clients



CKGSB's Open- Enrolment Programs



Silicon Valley Innovation & Investment Leadership Week: Technology-Driven Business Innovation

#DeepTech #FutureTech

This program, in partnership with Berkeley Engineering, puts participants ahead of the curve with the latest technological innovations from China and the US. It offers interactive learning from the co-founders of Tesla, former CTO of Metaverse and Cisco, and former CSO of Alibaba, pitching and networking, and VIP access to Innovation Conference of DECODE, a technology, innovation and entrepreneurship community organized by UC Berkeley and Stanford.



Building Digital Ecosystems

**#DigitalEcosystems
#DigitalTransformation**

This program, in partnership with IMD, gives participants and their companies an action plan, industry expertise and skills to build their own digital ecosystem and network of industry partners. It offers access to diverse global ecosystems from digital giants such as Alibaba, Amazon and Google, and newcomers like TikTok, NIO and Pinduoduo, and connects participants to scaling entrepreneurs who are leading digital transformation.



Dubai Unicorn Forum and Module

**#UnicornCompanies
#TechInvestment #GlobalEcosystem**

This program equips unicorns and soon-to-be unicorn companies in the Gulf Cooperation Council (GCC), Central Asia and India with knowledge and skills needed to expand through a deeper understanding of the new business models, digital transformation and future tech developments. CKGSB and the Dubai Executive Council offer participants insight into building successful unicorn companies. The program also offers access to a global ecosystem of tech investments, government programs and global resources by aligning with the UAE's Entrepreneurial Nation initiative.



Singapore Unicorn Forum and Module

#UnicornCompanies
#Asia #ASEAN #RCEP

This module is an immersion program with a special focus on nurturing scaling companies to become the next-generation of unicorns. It is designed for globally ambitious entrepreneurs who desire to acquire Asia and RCEP knowledge, global network and investment to develop their businesses in Asia.



African Unicorn Program

#UnicornCompanies
#AfricanEntrepreneurs
#UpwardMarketDisruptions

This program is designed for scaling entrepreneurs in Africa to gain in-depth knowledge in digital transformation, the future of smart business, social innovation, upward market disruptions and application to Africa, with a particular focus on fintech.



Cutting-edge Insights from China

#ChinaBusiness
#MarketStrategy

Cutting-Edge Insights from China brings global business leaders up to speed on China's rapidly changing business environment and new market opportunities. It addresses common strategic challenges global businesses face in China and prepares organizations to take their growth to the next level.



ASEAN New Economy Leadership Program

#ASEAN
#Leadership

The appetite for business education has been rising with trade between ASEAN and China reaching USD 515 billion in 2019. Since 2019, CKGSB has been delivering this 18-month, multi-module program to shed light on how China's history, policy and innovative companies are affecting the region's economy and opportunities for Chinese companies in the ASEAN region.

CKGSB and Global Partners



Our global partnerships go beyond universities to include multilateral institutions, government bodies, non-profit organizations, business associations and corporations.

“



I have a very high impression of CKGSB, and both myself and our INCAE participants are extremely satisfied with the program we have with CKGSB. Going to China and learning from experienced professors about how companies behave, how to handle the relationship with the government, and how important Chinese culture and practices are in doing business, are important aspects which we were not aware of before.

Esteban R. Brenes
Professor of Strategy,
INCAE Business School



In China, IMD found that CKGSB is an ideal counterpart. Both are private institutes – they are not part of larger universities, whether private or state-owned. Both are focused on the world of business, and are experts at executive education.

Dominique Turpin
Emeritus Professor of Marketing
Strategy and former President,
IMD Business School



The combined strengths of CKGSB and Columbia would help develop new programs. Today's globalized economy means new ways of thinking about how we do things together. We will combine the benefits from both the East and the West to come up with new ways of making things happen.

Mary C. Boyce
Provost of Columbia
University, Former Dean
of Columbia Engineering

Our Partnership Highlights



@UNESCO
#EconomicDisruption
#SocialInnovation
#Cross-sectorCollaboration

In 2021, CKGSB signed a partnership framework with the United Nations Educational, Scientific and Cultural Organization (UNESCO), committed to jointly empower African government officials, young entrepreneurs and women leaders to foster economic disruption, improve social mobility and inclusiveness, and gender equality, and generate more unicorn companies with a focus on social innovation in Africa.



@ColumbiaEngineering
#InterdisciplinaryEducation
#BusinessxEngineering

In 2016, CKGSB and Columbia Engineering (Fu Foundation School of Engineering and Applied Science at Columbia University) signed an MoU. The partnership - a rare blend of a business school and an engineering school - offers engineering frameworks and tools to deepen business knowledge to ensure the success of engineering projects. Columbia University Provost Coatsworth called this partnership "a match made in heaven."



@JohnsHopkins #Finance #MBA

In 2021, CKGSB partnered with Johns Hopkins Carey Business School to run a dual degree program which offered a Masters in Science in Finance from Carey Business School and a Master of Business Administration from CKGSB. It is a part-time online program designed for entrepreneurs wanting to advance their career but unable to study abroad due to COVID-19.

“ I hope this dual degree cooperation between CKGSB and Carey Business School, which integrates and leverages the resources of both schools in terms of academia and alumni networks, will produce leaders who can contribute to society in positive ways.

CKGSB Dean Xiang Bing



@Yonsei
#MBA #Research #SouthKorea

In July 2022, CKGSB signed an MoU with Yonsei School of Business to better integrate China and South Korea's markets for future leaders to leverage. Both schools will jointly run an MBA program offering a double degree, and foster student and academic exchanges, joint research activities and international education programs. The MoU was signed at the huge milestone marking 30 years since the establishment of diplomatic relations between China and South Korea.



CKGSB's Global Alumni Network

Comprising of C-suite executives at multinational companies, up-and-coming entrepreneurs and socially-minded organizational leaders, our 18,000-strong alumni network represents the movers and shakers shaping China's economy, and increasingly the global economy.



“

It is a daunting challenge for a business school to bring so many truly A-list business leaders together, but CKGSB has managed to hit another home run.

Jack Ma
Founder of Alibaba



Jack Ma
Founder
of Alibaba

Jack Ma, Founder of Alibaba Group, attended CKGSB's flagship CEO Program in 2006, several years after he founded Alibaba. Now Alibaba has grown into a revolutionary Internet empire with businesses in fields such as retailing, finance, technology and logistics.

Program: CKGSB CEO Program

“

We could go and talk to the leading European business schools, we could go and talk to the leading US business schools. But if you want to get a view on globalization through a China lens then it is much more valuable for our senior management to come to Beijing to listen to the views of experts at Cheung Kong Graduate School of Business.

Malcolm Sweeting

Pro-chancellor and Chair at the Open University



Malcolm Sweeting

Pro-chancellor and Chair at the Open University

A leading global corporate finance lawyer, Malcolm Sweeting was partner at Clifford Chance from 1990 to 2010 and Senior Partner from 2010 to 2018, before joining the Open University. He has also served on the CKGSB European Advisory Board Member since 2011.

Program: Boardroom Briefing (Customized Program)

“

When I was at Harvard Business School, 90% of my classmates worked at large companies, so their goal was to get promoted or get a better salary. As compared to HBS, where I was doing mostly case studies, CKGSB is unique in that it's mostly for entrepreneurs to learn practical and real skillsets that they can apply to their business immediately – it's experimental.

Joel Neoh

Founder of Groupon Malaysia and International Vice President of Groupon Asia Pacific



Joel Neoh

Founder of Groupon, Malaysia

Joel Neoh, Founder of Groupon Malaysia and International Vice President of Groupon Asia Pacific, chose to study at CKGSB to prepare himself to tap into the Chinese market. He has over 15 years of experience and investment in start-ups and disruptive technologies across Asia and was named by the World Economic Forum as one of Asia's top 10 entrepreneurs in 2013.

Program: Growing Business to China

“

Without the education at CKGSB, without the vision they provide, I wouldn't be where I am today. CKGSB has a huge network which can help you not only in the medical field but in all sorts of ways. Even today, CKGSB is like a family that I can reach out to whenever I need to.

Michelle Lau

Marketing Director of Humanity and Health Group and Associate Wealth Management Director of AIA Hong Kong and Macau



Michelle Lau

Marketing Director of Humanity and Health Group and Associate Wealth Management Director of AIA Hong Kong and Macau

A former research writer and producer for NOW TV Hong Kong on several Sino-Hong Kong hit dramas, Michelle leveraged CKGSB's MBA program to change course and take over her family's business - Humanity and Health Group, a leading private medical firm in Hong Kong. She now also works for AIA Hong Kong and Macau as Associate Wealth Management Director.

Program: MBA and Next Generation Global Leading Innovators Program

“

Five years ago, I first experienced the power of CKGSB's network, and its close relations with the key players in the country. Since then, we have teamed up with Shenzhen 4PX Express (Alibaba Group) in Europe & Southeast Asia (Cambodia), which integrate our solution for the management of e-commerce returns globally.

Eddy Richauvet

Founder of ShopRunBack



Eddy Richauvet

Founder of ShopRunBack

With over 24 years of experience in the logistics and transportation, international postal networks, and express freight sectors, Eddy Richauvet founded ShopRunBack in 2015 to facilitate e-commerce return management for retailers selling online.

Program: China Start, China CEO and Igniting Innovation for Impact

“

Had I not studied at CKGSB, Milkground might not have become China's leading domestic cheese brand.

Chai Xiu

Founder of Milkground



Chai Xiu

Founder of Milkground

Chai Xiu broke into a cheese market dominated by international companies and made Milkground China's fastest growing cheese company. She has embraced lifelong learning by participating in three programs at CKGSB.

Program: EMBA, CKGSB CEO Program and Business Scholars Program

“

At CKGSB, I learnt how to be an entrepreneur, how to run a business, how to be a good leader in my company and how to create value for employees, co-workers and society.

Li Fenghua

Founder of Wicue



Li Fenghua

Founder of Wicue

Seven years after founding Wicue, a manufacturer of flexible liquid crystal film, Li Fenghua signed up for CKGSB's EMBA program in 2021. Thus far, Wicue has raised over USD 30 million in funding, filed over 100 patents and is the world's first producer of LCD blackboards.

Program: EMBA

“

There were a lot of things we were learning in the classroom that I found very insightful. Those lessons saved me a lot of time and iterations because I tried to apply them right away.

Lina Getachew

Founder of Education for Ethiopia



Lina Getachew
Founder of Education for Ethiopia

Program:
MBA

Lina Getachew Ayenew founded the social enterprise, Education for Ethiopia, an organization that aims to offer digital education to Ethiopian students. Drawn by CKGSB's commitment to raising responsible business leaders with an emphasis on social innovation, she joined CKGSB's MBA program in 2019. She continues to drive forward her social business - Education for Ethiopia and its platform - Saquama - that has served thousands of Ethiopian students by offering language and STEM lessons in Ethiopian languages. Lina holds a bachelor's and master's degrees from Yale.

“

As an NGO practitioner, CKGSB offered me unparalleled exposure to China's most established and vibrant entrepreneurs' community. An excellent learning journey, both in terms of intellectual stimulation and fostering cross-sectoral dialogues.

Yuan Jiakai

Vice President and China Chief Representative of United Way Worldwide



Yuan Jiakai
Vice President and China Chief Representative of United Way Worldwide

Program:
Business Scholars Program

United Way Worldwide is the world's largest privately funded non-profit organization. Yuan has devoted over a decade of his professional life to civil society work and has been a part of China's charity sector's huge growth. He is completing his study at CKGSB's Business Scholars Program. With a BBA from the University of Toronto and an MBA from the University of Michigan, Yuan has also previously served as a World Economic Forum Global Young Leader (2019).

CKGSB's Global Events

Flagship Events



The Women in Leadership Forum

As a higher educational institution, CKGSB considers its responsibility to empower more female leaders. CKGSB has been hosting the Women in Leadership Forum since 2013 in partnership with the United Nations Entity for Gender Equality and the Empowerment of Women (UN WOMEN). This flagship event has created a platform to not only empower female leaders and promote gender equality in the workplace, but also to celebrate those who lead for a positive impact on society.

The forum has featured distinguished opinion leaders, such as Sheryl Sandberg, then Facebook COO; Dame Barbara Woodward, then British ambassador to China; Jean Liu, President of DiDi; and Gill Zhou, Vice President and CMO of IBM APAC, as well as male champions, such as Fernando Vallina, Chairman of ExxonMobil China and Greg Gilligan, then Vice President and Managing Director Greater China, PGA Tour.



Former British Ambassador to China, Dame Barbara Woodward highlighted at the 2018 Women in Leadership Forum that “Government plays a strategic role in social innovation and gender equality. We must set the direction with proper policy frameworks.”



Gabrielle Williams, the Minister for Women, Youth and Prevention of Family Violence for the Victorian State Government of Australia, spoke about her efforts to lead the development of Australia’s first Gender Equality Bill that would address systemic causes of gender inequality at the 2019 Women in Leadership Forum.

CKGSB's Global Events

Flagship Events



China Economic Symposium

Since 2015, CKGSB has been hosting the China Economic Symposium annually in cities like Beijing, London and Melbourne, to convene global leaders from business, academia and governments around the world to understand China's economic outlook, industrial economy, and its role in global trade.

This flagship event has featured top-notch speakers, such as Daniel Andrews, the Premier of Victoria, Australia; Shirley Chen, Managing Director of China International Capital Corporation; Sir Douglas Flint, the UK's Government's Special Envoy to the Belt and Road Initiative; Tatiana Krylova, Head of the Enterprise Branch of the United Nations Conference on Trade and Development (UNCTAD); Ralf Speth, then CEO of Jaguar Land Rover; and Liu Xiaoming, China's former Ambassador to the UK.



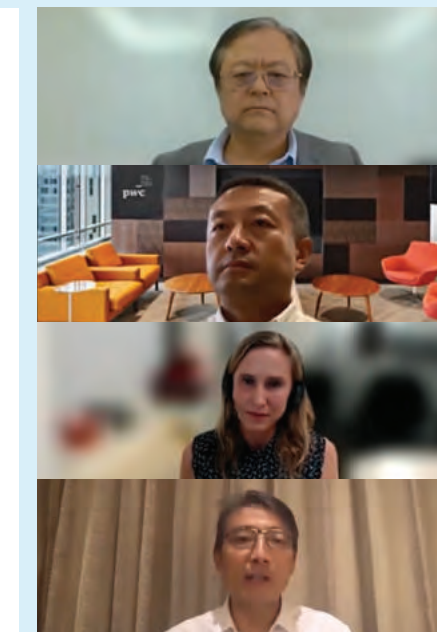
At the China Economic Symposium in 2015, **CKGSB Professor of Economics Li Wei** stated the need for refinancing, while also laying out some necessary reform steps, including ending land monopolies by local government and continuing the anti-corruption campaign and crackdown on interest groups.



CKGSB Professor of Finance Gan Jie at the China Economic Symposium in 2017 shared her findings of her quarterly Business Sentiment Index with the Chief Economist of Bloomberg Economics Tom Orlik, and highlighted that China needed to strengthen R&D and form core competitiveness.



Sir Douglas Flint, UK Government's Special Envoy to the Belt and Road Initiative, highlighted that "the scale of the Belt and Road Initiative requires the expertise and skills of all countries along the Belt and Road" at the China Economic Symposium in London in 2018.



In 2021, due to the COVID-19 pandemic the **China Economic Symposium** moved online. Participants weighed in on topics such as China's dual-circulation strategy, its net-zero carbon goal and the downward pressure on the economy caused by the pandemic.

Events with Prominent Partners on the Global Stage



Henry Kissinger and Dean Xiang Bing discussed China-US relations in the Trump-Xi era (2016)

Henry Kissinger sat down with CKGSB Dean Xiang Bing at this event organized by CKGSB and the Committee of 100, to discuss his then recent meeting with China's President Xi Jinping and the state of US-China relations. Kissinger said, "If China and America are in conflict, the whole world will be divided." Dean Xiang Bing agreed by echoing, "China and the US have a joint responsibility to make it the best of times for humanity."



Martin Wolf spoke at CKGSB's "Changing Landscape of the Chinese and Global Economies" event (2017)

At this event co-organized by CKGSB and the Financial Times "FT Chinese" in 2017, Martin Wolf predicted then "a stronger dollar, higher interest rates in the US, a weaker RMB." Joining Martin for the dialogue were IMF's former Deputy Managing Director Zhu Min and CKGSB Professor of Strategic Management and Associate Dean Teng Bingsheng.



Dean Xiang Bing and Deputy Prime Minister of Singapore shared the stage at the FutureChina Global Forum (2021)

In July 2021, CKGSB partnered up with the Singapore-based think tank, Business China, to gauge the opinions of three Singaporean ministers, five Chinese provincial and city governors, and four ASEAN trade ministers on the future of collaboration between China, Singapore and ASEAN countries.

Mr. Heng Swee Keat (Singapore's Deputy Prime Minister and Coordinating Minister for Economic Policies) urged that "to further promote the ASEAN-China dialogue relations, we must cope with the structural challenges that are reshaping the global economy, seek new sources of growth and form new collaborations."

CKGSB's Voice at Distinguished Global Events



Boao Forum for Asia

Dean Xiang Bing has spoken at the Boao Forum on three occasions in 2012, 2013 and 2018. Above, he led a discussion at the Boao Forum in 2012, encouraging the audience to consider innovations in policy, governance and business practices that will create a sustainable future.

The Boao Forum for Asia is a high-profile event that brings together Asia's top leaders across business, academia and government to discuss the most pressing issues that the region faces.



FT Banking Forum

Dean Xiang Bing joined leading economists worldwide at the FT Banking Forum in 2017, including the former Greek Finance Minister Yanis Varoufakis and FT's Chief Economics Commentator Martin Wolf, to examine the complex dynamics governing today's uncertain economic climate.

In his keynote speech (above) Xiang noted that although neoliberalism has generated a considerable amount of wealth over the last few decades, it has also led to a large imbalance of wealth and income distribution.



World Economic Forum

In 2017, CKGSB Dean's Distinguished Chair Professor of Marketing and Associate Dean Sun Baohong spoke at the World Economic Forum in Davos. This was the first time a CKGSB professor spoke at the Davos Forum.

She shared on the major drivers that were transforming consumption and how leaders should prepare for the new context.



Global Business Strategy: China Forum

In 2012, CKGSB co-hosted the Global Business Strategy: China Forum with the Committee of 100 and Columbia Business School to explore opportunities, strategies and perspectives necessary to be successful in the US and China markets.

CKGSB's Digital Events for a Worldwide Audience

When the COVID-19 pandemic erupted in 2020, CKGSB quickly adjusted its operation for its classes and events. Now as the world is gradually stepping out of the shadow of the pandemic, we continue to leverage digital platforms for both events and programs, in the hope of generating a greater impact among a wider audience from across the world. The following are a selection of the webinars we have held.



The Future of Sustainable Business Webinar

#Sustainability #Responsibility #Business

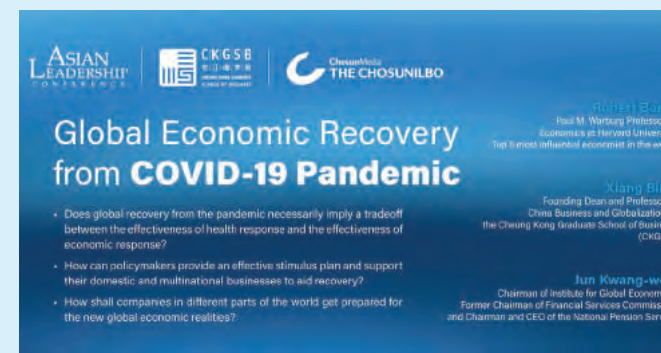
Against the backdrop of devastation caused by the COVID-19 pandemic, the Future of Sustainable Business webinar looked at how companies can enhance their sustainability efforts and address societal problems. CKGSB Professor of Marketing Professor Zhu Rui shares her three-step approach for building sustainable business and stressed the importance to find the intersection between the company's core competence and society's pain points.



Impact of Oil-market Shock on the Global Economy

#Energy #Investment

Against the backdrop of falling oil prices in the aftermath of the COVID-19 pandemic in early 2020, Fu Chengyu, former Chairman of Sinopec and CKGSB Professor of Management Practice of Governance and Innovations at Large Corporations, joined CKGSB Assistant Zhou Li to address the reasons behind the oil price war and its impact on major economies around the world as they recover from COVID-19.



Global Economic Recovery from COVID-19 Pandemic

#COVID-19 #Economy #Recovery

In the early stages of the COVID-19 pandemic, Robert Barro, Professor of Economics at Harvard University, Jun Kwang-woo, Chairman of Institute of Economics, and Xiang Bing, Founding Dean and Professor of China Business and Globalization of CKGSB, weighed in on how economies around the world would respond to the health and financial crises triggered by the pandemic.

Dean Xiang Bing said global companies need to re-think global supply chain issues take advantage of cost, economies of scale and specialization, but also diversify and prepare for potential hiccups like the pandemic in the future.



RCEP: Looking Beyond Ratification

#ASEAN #RCEP #Trade

In light of the ratification of the world's largest trade deal - the Regional Comprehensive Economic Partnership agreement (RCEP), CKGSB brought together experts across Asia-Pacific to discuss the ramifications of this agreement, addressing its likely impact on the regional economy and its practical implications for businesses operating in the region.



New Frameworks: RCEP's Critical Role in Driving the Asian Digital Economy

#RCEP #Digitalization #Asia

Six months after RCEP came into force, CKGSB and Asia House re-examined the agreement and its impact on Asia's digital economy, including cross-border data flows, online consumer protection and the digital environment for SMEs in the bloc. Speakers included Tran Quoc Khanh, Vice Minister of Industry and Trade of Vietnam; and Satvinder Singh, Deputy Secretary-General for ASEAN Economic Community.



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