



facility on Wutong Island and officially became CEIBS Shenzhen Campus. We also opened the first AMP Programme Shenzhen Class that same year.

Looking back, the progress we have made can be attributed to experience accumulated over the years in Shenzhen and to the development of the Greater Bay Area. As of 2020, CEIBS Shenzhen

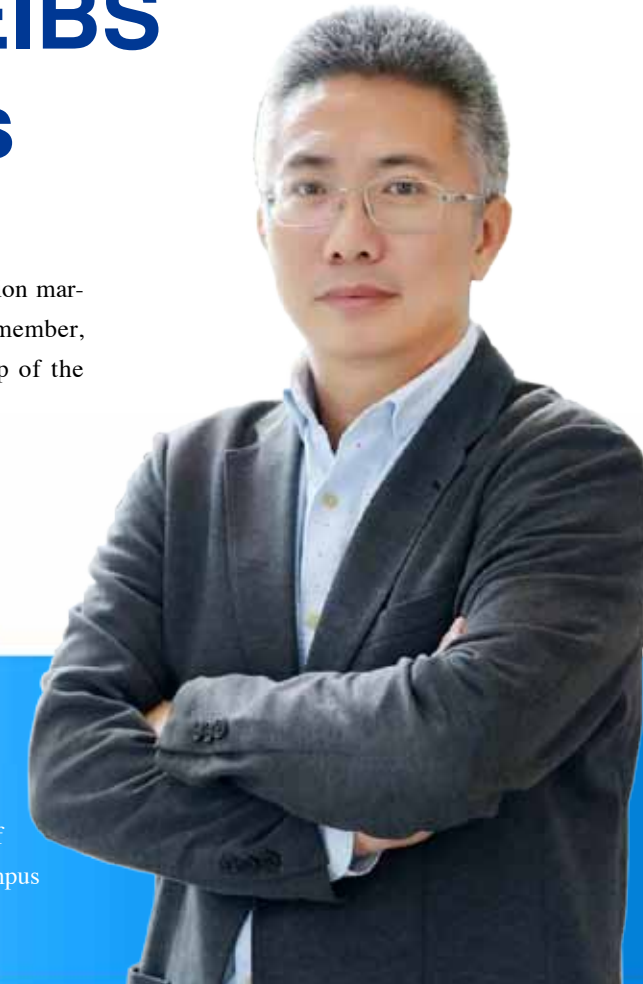
Campus boasted over 30 classes and more than 3,000 alumni in South China. To better serve our alumni and build a lifetime learning platform, we also launched an alumni humanities class – the first of its kind at CEIBS – as well as a series of courses on the history of human civilisation.

Our alumni are the most important part

of our community. It is their constant support in referring applicants, providing case studies for faculty research, and making donations that has propelled the development of Shenzhen Campus during the past two decades. On behalf of CEIBS Shenzhen, I would like to express our heartfelt gratitude to all our alumni who have cared and supported the development of CEIBS!

A two-decade trek as the first staff at CEIBS Shenzhen Campus

Brian Kong joined CEIBS Shenzhen Campus in 2002 when the then-90-square-metre office was about to tap into the management education market. As the campus' first staff member, Brian has witnessed every step of the journey in South China.



Brian Kong

Operations Director of
CEIBS Shenzhen Campus

01 Feeling the pulse of the times

Brian came to Shenzhen in 1994 and joined a company as an advertising salesman. His base salary was cut down every quarter until it reached zero after one year.

“The whole point of the no-minimum pay scheme was to motivate staff to make orders and to prove that we could live on a commission,” he says.

It was in this seemingly-cruel context that Brian developed his own sales system and distinctive personal style.

02 Encountering CEIBS

Brian was attracted to CEIBS in 2000 when an EMBA recruitment ad caught his attention. Brian later learned from a friend (a CEIBS MBA 1998 alum) that

the school was going to open an office in Shenzhen and was looking for staff with a marketing background. With rich experience in sales management,

Brian stood out from more than 20 applicants. Soon after, he joined CEIBS as the first staff at Shenzhen Campus.

03 Devoted to business

While Executive Education (EE) sales staff spend much of their time dealing with corporate HR directors, Brian found that it was not easy to make appointments with these people. However, it also made him wonder if it would be possible to set up a platform to bring HR directors together. In 2007, the HR Management Practice Alliance was launched to bring HR heads together and provide them with valuable insights and an opportunity for learning.

Driving business growth has always

been Brian's focus. In 2005, CEIBS Shenzhen Campus opened its door to its first cohort of EMBA students. Soon, the Shenzhen team were receiving applications from executives at organisations such as ICBC, China Merchants Bank and China National Aviation.

In order to find out what it was really like to be a CEIBS student, Brian enrolled as a student in the EMBA Class of 2006.

"It was good for business development, and the interaction with students made

it easier for them to recommend or send people over to study," he explains. "EMBA alumni are also the largest alumni group at CEIBS, and I wanted to get first-hand information about what they really needed."

"Many directors at CEIBS have enrolled in the EMBA programme, but few joined for admissions purpose like me. The Shenzhen Campus had just gotten its foot off the ground back then, and we needed to put more efforts into recruiting students," he continues.

04 Launching high-quality forums

Two years of EMBA study have allowed Brian not only to better understand the needs of alumni and students, but also to meet their needs from a school perspective.

"We have to value the course experience of our students," he says. "We also need to know how to build

[CEIBS] into a lifelong and diverse learning platform."

CEIBS Shenzhen Campus initiated two signature branding events in 2011 and 2015, respectively; one focusing on art, literature, history and philosophy, and the other revolving around industry and management insights.

"CEIBS is a high-end brand, and its identity means that it must follow a 'less but better' path. We need to be devoted to every product we make. The blind pursuit of quantity will only result in a failure to produce quality products," he continues.

05 Looking to a brighter future

From a small office to larger, modern facilities, CEIBS Shenzhen has traversed a road not easily taken. Now Operations Director of CEIBS Shenzhen Campus, Brian believes that the

campus is faced with many development opportunities.

"We should take on a sense of mission and responsibility to plant management

education in the Greater Bay Area and forge ahead," Brian concludes.