



CEIBS Education Foundation Annual Report 2020

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中欧國際工商學院

CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL



# CEIBS' Mission and Vision

## The CEIBS mission

To educate responsible leaders versed in “China Depth, Global Breadth”.

## The CEIBS vision

To become the most respected international business school in the world by linking China and the rest of the world in teaching, research, and business practice and by promoting China’s social and economic development through high-impact knowledge creation and dissemination.

## Message of Thanks

The year 2020 is bound to leave its mark in human history. For CEIBS, it was a year to be remembered, a year loaded with arduous challenges and laudable achievements. In response to the great turbulence in the macro environment, the entire CEIBS community have risen up to challenges and strive to innovate with great courage and wisdom, writing a magnificent chapter in the school’s history.

Despite great adversities, CEIBS still reaped tremendous gains in 2020. CEIBS EMBA and MBA Programmes were ranked in the 2<sup>nd</sup> and 5<sup>th</sup> positions respectively in the *Financial Times*’ 2020 global rankings. And in the 2021 rankings CEIBS EMBA placed second again. On the Elsevier’s List of the Most Cited Chinese Scholars, CEIBS professors have topped the ranking in the area of Business, Management and Accounting for six consecutive years. Three CEIBS alumni were elected as Outstanding Innovators, Entrepreneurs, Pioneers and Role Models at the 40<sup>th</sup> Anniversary of Establishment of Shenzhen Special Economic Zone, and other two were awarded the Prize for Outstanding Contribution to National Poverty Alleviation in 2020.

These achievements have everything to do with our alumni’s consistent trust and support. CEIBS Education Foundation has been functioning as an important platform to receive gifts since its establishment in 2005. Under the leadership of the successive Councils, the Foundation has received great support from students, alumni and partners from all social sectors, with more than 10,000 alumni having made gifts so far. By the end of 2020, 156 classes and 31 alumni organizations had made 168 and 43 gifts respectively. In 2020 alone, 2,412 alumni gave to support the School’s teaching and research, scholarships and grants, and campus building and expansion. We would like to take this opportunity to pay our gratitude to everyone who has supported the development of the School. We would also like to thank our alumni who have made great efforts in helping the School secure goods and supplies to fight COVID-19 and improve our online teaching and operation platforms.

As one of the most important participants and facilitators in implementing the School’s new five-year plan, the Foundation is feeling the growing weight of its responsibilities. In 2020, apart from its routine operations, the Foundation has completed the reelection of the Council, with Professor Wang Hong as the Chairman of the 4<sup>th</sup> Council. In the second half of 2020, the Foundation has, for the first time, participated in the Rating and Assessment of Standardized Construction of Social Institutions in Shanghai, and was accredited with a 4A rating. In the future, we will further leverage the influence of the Foundation to support brand building, keep track of the development of our alumni and their enterprises, and become their close strategic partners. We will make great strides with the support from the entire CEIBS alumni community, and maintain the School’s vitality, cohesion and pioneering spirit to make more contribution to social development.

The world is now undergoing tremendous changes unseen in a century. As for CEIBS, it is in the first year of its new five-year plan, which will be a key strategic period for CEIBS to keep breaking new grounds and achieving new highs. We will cultivate more prominent talents for the business world and contribute more to social development by living up to our fundamental mission of “fostering people of character and moral integrity”. May you collaborate and go with us all along the way!



**Professor Wang Hong**

President of CEIBS  
Chairman of CEIBS Education Foundation



**Professor Dipak Jain**

President of CEIBS (European)  
Vice Chairman of CEIBS Education Foundation



# Contents

- 01** About CEIBS Education Foundation
- 02** Taking Advantage of the Opportunity for Change  
Getting CEIBS' New Five-Year Plan off the ground
- 03** Forge Ahead and Stay True to the Mission  
Laying a solid basis for the Foundation's work
- 04** Gratitude to Our Partners  
Special thanks from the Foundation
- 05** Concerted Efforts against the Pandemic  
Gratitude to CEIBS alumni for facilitating the resumption of work and class teaching
- 06** United for a Better CEIBS  
Gifts to CEIBS Education Foundation in 2020
- 07** Every Penny Counts for Our Future  
Annual Fund in 2020
- 08** How Giving Advances Our Academic Research to Contribute to Social Development
- 10** How Giving Enriches Our Scholarships and Grants to Educate More Responsible Leaders
- 11** Financial Report
- 13** Name List of Donors 2020
- 18** CEIBS Education Foundation Strategic Partners

You may go through the list of our respectful donors and strategic partners from Page 13 to 20 on the other side of the report.

# About CEIBS Education Foundation

Founded in 2005 and affiliated to CEIBS, CEIBS Education Foundation (*the Foundation*) is a registered charity organization with a qualification for pre-tax deductions. It is the mechanism through which CEIBS students, alumni and people from all walks of life can make gifts or 'in-kind' contributions to the school to boost its development in teaching and research, student financial aid, campus construction, and other undertakings.

## Pre-tax deductions for charitable donations

As per the *Enterprise Income Tax Law of the People's Republic of China* and *Individual Income Tax Law of the People's Republic of China*, both corporate and individual donors to public welfare social organizations qualified for pre-tax deductions for charitable donations are entitled to pre-tax deductions from the income tax. To enjoy pre-tax deductions from the income tax, companies or individuals shall present either the charitable donation receipt printed by fiscal authorities at the provincial level or above and sealed by the institution that receives the donations, or the General Payment Bill for Non-Tax Income and sealed by the institution that receives the donations.



## Corporate Donations

As per the *Amendment to the Enterprise Income Tax Law of the People's Republic of China (Draft)* adopted at the 26<sup>th</sup> Session of the Standing Committee of 12<sup>th</sup> National People's Congress on February 24, 2007, of an enterprise's expenditure on charitable donations, the part, which is no more than 12% of its total annual profit, may be deductible in the calculation of its taxable income; and the excess over 12% of its total annual profit may be carried forward for three years in the calculation of its taxable income.



## Individual Donations

As per the *Regulation on the Implementation of the Individual Income Tax Law of the People's Republic of China* promulgated by Decree No.600 of the State Council, the term "individual income donated to educational and other public welfare undertakings" refers to the donation by individuals of their income to educational and other public welfare undertakings, and to areas suffering from serious natural disasters or poverty, through social organizations or government agencies in China. The part of the amount of donations, which does not exceed 30% of the taxable income declared by the taxpayer, may be deducted from his taxable income.

## Bank Transfer

BNF's name: Shanghai CEIBS Education Foundation  
A/C No.: 211582039210001  
Bank's name and address:  
China Merchants Bank, Shanghai Nanxi Sub-Branch,  
100 West Nanjing Rd., Shanghai, 200003

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Chinese version only





# Taking Advantage of the Opportunity for Change

## Getting CEIBS' New Five-Year Plan off the ground

As the world is undergoing tremendous upheavals unseen in a century, CEIBS has kept up with the times and rolled out its new five-year plan, which has laid out its strategic planning and development blueprint in the future. To be specific, the School will focus on the following eight strategic initiatives to attain its development goal:

- First** We will break new ground in teaching methods and content to ensure our flagship programmes stay in the top tier of international rankings.
- Second** We will build a world-class faculty team and cultivate more globally influential academic leaders.
- Third** We will create signature research areas, carry out interdisciplinary research to promote the integration of industries, universities and research institutions, step up the development of a China-themed case library and build a first-class think tank.
- Fourth** We will optimize our curriculum to cultivate more internationally-minded talent versed in "China Depth, Global Breadth".
- Fifth** We will commit ourselves to building a platform for communication between China, Europe and the world at large.
- Sixth** We will align CEIBS with China's national strategies for the Yangtze River Delta region, Beijing-Tianjin-Hebei region, and Guangdong-Hong Kong-Macao Greater Bay Area through the campuses in Shanghai, Beijing and Shenzhen.
- Seventh** We will strive to exemplify CSR education by integrating social responsibility and sustainability concepts into our teaching, research and operations.
- Eighth** We will empower our alumni by establishing a win-win alumni ecosystem.

# Forge Ahead and Stay True to the Mission

## Laying a solid basis for the Foundation's work

### Electing the members of the 4<sup>th</sup> Council

In September 2020, the second and third meetings of the 4<sup>th</sup> Council of the Foundation were successfully convened at CEIBS Shanghai Campus. Several resolutions were passed at the meetings, including the resignation of Professor Li Mingjun as the Member and Chairman of the Council, the addition of Professor Wang Hong to the Membership of the Council, and the election of Professor Wang Hong as the Chairman of the Council.

According to Professor Wang, CEIBS alumni cherish deep affections for their alma mater. In the future, the School will bring the Foundation's role into full play to support its brand building, keep track of the development of CEIBS alumni and their enterprises, and become their close strategic partners. The School will make great strides with the support from the entire alumni community, and maintain its vitality, cohesion and pioneering spirit to make more contribution to social development.

### Membership of the Fourth Council of CEIBS Education Foundation

Chairman	Members	Board of Supervisors
WANG Hong	CHEN Zhihai Catherine HSIAO DING Yuan GU Jing HE Yi HUANG Qingping Hobbs LIU LOU Yongliang Tanya FU WONG Manli XIONG Fan XU Dingbo Yvonne LI YU Rui ZENG Liqing ZHANG Weijiong	Billy JIN Cissy CHEN Helen XU
Vice Chairman		
Dipak · JAIN SHEN Neng		

### Accredited with 4A Rating in the Rating and Assessment of Standardized Construction of Social Institutions in Shanghai

In October 2020, the Foundation has participated, for the first time, in the Rating and Assessment of Standardized Construction of Social Institutions in Shanghai, which was organized by the Shanghai Bureau of Civil Administration with the purpose of facilitating the development and rectification of the construction processes of social institutions, such as foundations, in Shanghai. CEIBS Education Foundation was accredited with a 4A rating.



// Address at the assessment meeting by Professor Wang Hong, Chairman of the Foundation



# Gratitude to Our Partners

## Special thanks from the Foundation



// Awarding prizes to the winners by Professor Wang Hong (8<sup>th</sup> on the left) and Professor Li Mingjun (8<sup>th</sup> on the right)

Many students, alumni, faculty and staff members take an active part in making annual gifts to the School. Since the establishment of the Foundation in 2005, around 8% of the CEIBS community have participated in supporting their alma mater every year. Giving has become a nexus between the School and its alumni, a means for passing on the spirit and culture of CEIBS and a driving force behind its various causes, initiatives and projects.

In order to express our gratitude to all our donors, CEIBS Education Foundation has established honorary titles, such as “Distinguished CEIBS Partner” and “Committed CEIBS Partner” since 2019, and more than 60 alumni individuals, classes and alumni organizations have been awarded these two titles. In 2020, a total of 16 alumni individuals, classes and alumni organizations have been awarded such titles.

### Distinguished CEIBS Partners 2020

ZENG Liqing	EMBA 2005
ZHOU Xinyan	EMBA 2015
WANG Xuning	EMBA2001, CEIBS Global CEO Programme 2010, the 3 <sup>rd</sup> batch of the CELC
ZHANG Ning	CEIBS Global CEO Programme 2010

### Committed CEIBS Partners 2020

MBA 2000
Finance MBA 2012
EMBA2013BJ4
Global EMBA 2012
Hospitality EMBA 2018
China CEO Leadership Programme 2013
CEIBS Alumni Association
CEIBS Alumni Association Fujian Chapter
CEIBS Alumni Association Qingdao Chapter
LI Baizhou, MBA 2001
MA Shuang, MBA 2001
ZHOU Zongming, EMBA 2004

# Concerted Efforts against the Pandemic

## Gratitude to CEIBS alumni for facilitating the resumption of work and class teaching

From the beginning of 2020, the COVID-19 pandemic has weighed on the minds of billions of Chinese people. Many CEIBS alumni extended a helping hand to disease-stricken Wuhan as quickly as possible. After the war against the pandemic was declared, CEIBS leaders immediately established a leadership group for disease prevention and control and took relevant measures on all fronts. As an international business school, CEIBS faced huge challenges posed by the great flow of people and large numbers of foreign students and faculty. Fortunately, many alumni helped the School secure supplies for pandemic prevention and control and improve online teaching and operation platforms. Thanks to their efforts, the School successfully resumed work amid the pandemic.

We hereby express our sincere gratitude for alumni and their enterprises having given goods and supplies to the School for work resumption purposes and having provided us with information and channels for procurement of disease prevention and control supplies.



// Part of goods and supplies for pandemic prevention and control received by CEIBS Education Foundation



# Every Penny Counts for Our Future

## Annual Fund in 2020

The spiritual power of gratitude, giving back and practicing social responsibility is manifested everywhere at CEIBS, bringing beauty and glories to this place.

### Annual Fund

A total of **2,412** CEIBSers have participated in giving, including **4** alumni organizations.

### Gifts by Alumni Organizations

- CEIBS Shanghai Alumni Association and its affiliated Lujiazui Huangpu Chapter, CEIBS Alumni Association Nanjing Chapter and CEIBS Alumni Association Nantong Chapter have participated in giving to the School.
- Many CEIBS alumni organizations have committed to keep giving back to the School within 3-5 years since 2021.

### Online Service Platform

In 2020, the online service platform of CEIBS Education Foundation has been put into use, and is dedicated to providing one-stop service for CEIBS students, alumni, faculty and staff for accessing information, making gifts, and facilitating sustained communication. The platform was met with positive responses and supports among CEIBS students, alumni, faculty and staff.

### Messages from Donors

Golden years fly away, yet memories at CEIBS shall stay. — — Chen Xingwu (EMBA2020)

Best blessings for CEIBS! May she forge ahead to fulfil her historical mission of inheriting, spreading and building the business civilizations of humanity, facilitating the construction of business order in human society, and boosting economic development.

— — Yao Weiguo (EMBA2010, the 2nd batch of the CELC)

We cherish the greatest gratitude for CEIBS for making our lives more brilliant, more profound and powerful, and more capable of helping others.

— — Deng Sanhong (MBA1999)



CEIBS Education Foundation Online Service Platform

# United for a Better CEIBS

## Gifts to CEIBS Education Foundation in 2020



Total amount of newly-added gifts (including gifts-in-kind)

RMB **35.1759** million



Paid-in cash gifts

RMB **31.0159** million

### Total Gifts

Unit: RMB 1,000	Total Gifts (including gifts in-kind)	Gifts in cash
Chair Endowment Fund	15,000.00	5,000.00
Research Fund	11,396.00	12,400.00
Campus & Development Fund	3633.20	5119.20
Events	3,300.00	3,250.00
CEIBS WU Jinglian Academic Fund	854.80	854.80
Annual Fund	787.70	787.70
Scholarship, Student Grants and Talent Loan Fund	204.20	3,604.20
<b>Total</b>	<b>35,175.90</b>	<b>31,015.90</b>

### Expenditure and expenses

Unit: RMB 1,000	
Research Fund	12,175.50
Campus Fund	3,940.50
Events	2,350.00
Scholarship, Student Grants and Talent Loan Fund	617.00
<b>Total</b>	<b>19,083.00</b>



# How Giving Advances Our Academic Research to Contribute to Social Development

As the Chinese economy was struggling through the pandemic, CEIBS faculty weighed in with a stream of valuable insights to help stimulate production resumption and economic recovery, project the impacts that may ensue from the pandemic and show the way for enterprises to stay afloat, and ignite one lighthouse after another amidst a world thick with uncertainties.

## Innovative Measures

Considering the new challenges and opportunities, CEIBS has proposed a “4+2+X” model to establish signature interdisciplinary research areas, which now include CSR/Sustainability, China and the World, Digital Age Management, and Service Excellence. In the future, the School will deepen its research depth in innovation and entrepreneurship and in digital finance, and will continue to tap into its interdisciplinary research potentials in other fields.

## Highlights

- Hengdian Group donated RMB 15 million to endow the Hengdian Chair in Management;
- Shui On Group donated RMB 3 million to support academic researches and relevant activities under the CEIBS-Shui On Global Branding Strategy & Fashion Industry Research Fund initiative.
- Mr. Cai Fangxin (CEIBS Global CEO Programme 2019) donated RMB 2 million to support teaching and research activities.
- WISEVIRTUE Consulting donated RMB 1.5 million to support researches in the area of service excellence.
- Orient Securities and SINO-SEEF (Shanghai) donated RMB 2 million and RMB 1.5 million respectively to CEIBS Lujiazui International Institute of Finance.



// Donation Ceremony of Shui On Group



// Donation Ceremony of Mr. Cai Fangxin

## Messages from Donors

“The giant leap CEIBS has taken offers a remarkable snapshot of China’s robust economic growth. I am proud of being a CEIBS alumnus. My gift to CEIBS aims to help the School step up its research on strategy. Meanwhile, I hope CEIBS can not only equip students with a wealth of knowledge and skills, but also inspire them to think critically.”

— Xu Yong’an (EMBA2003)  
Chairman and President, Hengdian Group  
Founding Member, CEIBS Education Foundation

“I come here to learn from CEIBS professors and classmates from all walks of life, because I believe that if you want to go fast; go alone; if you want to go far; go together. I wish my gift will help CEIBS further strengthen its teaching and research potentials, and enlighten the positive energy of responsibility and commitment. I also wish more people from the CEIBS community will join us in fostering social good and giving back to CEIBS.”

— Cai Fangxin (CEIBS Global CEO Programme 2019)



# How Giving Enriches Our Scholarships and Grants to Support Future Business Leaders

With the gifts and support from CEIBS Alumni, faculty and staff as well as partners from the business world, CEIBS Education Foundation issues scholarships, grants and student loans to a fixed proportion of eligible students every year. This is not only to make various forms of financial aids available to excellent students, but also to instill them with a sense of gratitude and social responsibility.

## Messages from Beneficiaries

"In October 2020, I finally stepped into the CEIBS campus. Coming with the enrollment notice is the love and recognition conveyed by the scholarship given by Mr. Zhou Zongming. This encouragement has brought to me warmth and power to keep me forging ahead in a place far from hometown. In the future, I wish I can pass on the kindness of Mr. Zhou to others so that this love could endure."

— — Zhou Sijia (CEIBS MBA 2022)  
Beneficiary of CEIBS Zhou Zongming Scholarship

"I came to know CEIBS by accident in 2019. In 2020, I chose to step out of the comfort zone and make a career advancement by pursuing studies in a full-time MBA programme, hoping to explore for new breakthroughs. CEIBS was the only business school I applied for. What attracts me most at CEIBS is its unique positioning of "China Depth, Global Breadth", an obviously sharp distinction compared with other business schools. In addition, as a top business school, CEIBS is not only equipped with a strong business and academic background, a content-rich case library and excellent exchange programmes, but also a powerful alumni network that spreads all over the world. I am so happy that I have finally realized my dream and was awarded a grant, which has not only alleviated my financial stress but also encouraged me to become an excellent member of CEIBS community. It is no doubt that the journey at CEIBS will be one of the most precious ones in my life."

— — Yu Guoqing (CEIBS MBA 2022)  
Beneficiary of CEIBS Wu Jinglian Academic Fund

"After leaving the schoolyard in 2007, I have never dreamed that 13 years later I would be encouraged to choose campus life again at CEIBS to embrace a new challenge. The first heart-warming gift came from the CEIBS-Loyal Wealth Scholarships for New Finance MBA Students to which I became entitled after an in-depth talk with Lu Xiaohui, a senior classmate and donor. This gave me great encouragement and faith to brave hardships ahead. The heart-to-heart talks with the Finance MBA Programme Department have boosted my courage. My dear classmates have given me the power of integrity and strength, and excellent professors have given me a vision and aspiration for the future. We are a flame when we meet, and all stars when we leave."

— — Wen Chao (CEIBS FMBA 2020)  
Beneficiary of CEIBS- Loyal Wealth Scholarships for New Finance MBA Students

# Financial Report

## Statement of Income & Expenditure

Compiled by The CEIBS Education Foundation

Year 2020

Unit: yuan

Items	Line No.	2019			2020		
		Non-restricted	Restricted	Total	Non-restricted	Restricted	Total
<b>I. Revenue</b>							
Including: Donation revenue	1	21,944,959.07	14,127,025.31	36,071,984.38	19,369,826.78	11,646,094.97	31,015,921.75
Membership fee revenue	2						
Revenue from service supply	3						
Including: Revenue from government purchase of service	3.1						
Revenue from sale of commodities	4						
Revenue from government subsidies	5						
Investment income	6	5,101,712.41	700,000.65	5,801,713.06	5,628,630.49		5,628,630.49
Other revenue	9	2,733,197.44	140.47	2,733,337.91	220,301.69	106.20	220,407.89
<b>Total revenue</b>	11	29,779,868.92	14,827,166.43	44,607,035.35	25,218,758.96	11,646,201.17	36,864,960.13
<b>II. Expenses</b>							
1. Cost of operations	12	13,057,468.90	0.00	13,057,468.90	19,082,966.19	0.00	19,082,966.19
Including: Subsidies to teaching projects	13	13,057,468.90		13,057,468.90	19,082,966.19		19,082,966.19
Subsidies to others	14			0.00			0.00
Marketing expenses	15			0.00			0.00
Special expenses	16			0.00			0.00
2. Managerial expenses	21	1,406,000.00		1,406,000.00	1,528,550.00		1,528,550.00
3. Financing expenses	24			0.00			0.00
4. Other expenses	28	214,889.76	0.00	214,889.76	755,379.02	0.00	755,379.02
<b>Total expenses</b>	35	14,678,358.66	0.00	14,678,358.66	21,366,895.21	0.00	21,366,895.21
<b>III. Transfer from restricted net assets to non-restricted net assets</b>	40	5,125,396.16	(5,125,396.16)		10,662,000.00	(10,662,000.00)	
<b>IV. Increase/Decrease of net assets</b> ("-" for decrease of net assets)	45	20,226,906.42	9,701,770.27	29,928,676.69	14,513,863.75	984,201.17	15,498,064.92



## Balance Sheet

Compiled by The CEIBS Education Foundation

Year 2020

Unit: yuan

Assets	Line No.	Amount at beginning of period	Amount at end of period	Liabilities and net assets	Line No.	Amount at beginning of period	Amount at end of period
<b>Current assets</b>				<b>Current liabilities</b>			
Monetary funds	1	109,933,438.45	55,205,489.05	Short-term borrowings	61		
Short-term investment	2		60,000,000.00	Account payable	62	6,765,630.54	13,644,714.09
Account receivable	3	.00	.00	Wages payable	63		
Account paid in advance	4			Taxes payable	65	206,250.16	754,016.29
Inventory	8	.00	.00	Account received in advance	66		
Deferred expenses	9			Accrued expenses	71		
Long-term debt investment due within one year	15			Estimated liabilities	72		
Other current assets	18			Long-term liabilities due within one year	74		
<b>Total current assets</b>	20	109,933,438.45	115,205,489.05	Other current liabilities	78		
<b>Long-term investment</b>				<b>Total current liabilities</b>	80	6,971,880.70	14,398,730.38
Long-term equity investment	21	127,774,556.19	145,427,420.19	<b>Long-term liabilities</b>			
Long-term debt investment	24			Long-term borrowings	81		
<b>Total long-term investment</b>	30	127,774,556.19	145,427,420.19	Long-term account payable	84		
<b>Fixed assets</b>				Other long-term liabilities	88		
Original value of fixed assets	31	.00	.00	<b>Total long-term liabilities</b>	90	.00	.00
Less: Accumulated depreciation	32	.00	.00	<b>Entrusted liabilities</b>			
Net value of fixed assets	33	.00	.00	Entrusted liabilities	91		
Construction In Progress	34			<b>Total liabilities</b>	100	6,971,880.70	14,398,730.38
Relics and cultural assets	35			<b>Net assets</b>			
Disposal of fixed assets	38			Non-restricted net assets	101	144,246,096.62	158,759,960.37
<b>Total fixed assets</b>	40	.00	.00	Restricted net assets	105	86,490,017.32	87,474,218.49
<b>Intangible assets</b>				<b>Total net assets</b>	110	230,736,113.94	246,234,178.86
Intangible assets	41			<b>Total liabilities and net assets</b>	120	237,707,994.64	260,632,909.24
<b>Entrusted assets</b>							
Entrusted assets	51						
<b>Total assets</b>	60	237,707,994.64	260,632,909.24				

### Name list of our donors & sponsors

You may go through the list of our respectful donors and sponsors from Page 21 to 30 on the other side of the report.



