

Global CEO Programme (Modular)

Date/Language:

Afternoon, September 10, 2025 / Chinese and English with simultaneous interpretation

Venue:

China, Japan, Europe, United States, Africa

For more information, please visit <http://en.ceibs.edu/execed/ceo>

More than 40 years of reform and opening-up in China have brought to the fore a wide range of forward-looking and innovative enterprises and a crop of outstanding entrepreneurs steeped in Chinese wisdom and business philosophy, whether they are startup owners carving out a niche from scratch or successors picking up the baton. After decades of robust growth, China is at a crucial stage of shifting from a focus on quantitative economic indicators to a pursuit of high-quality and more sustainable development as the global economy undergoes profound changes unseen in a century. At this momentous turning point, how can Chinese entrepreneurs shed their historical experiences and stereotypes and keep up with the prevailing trend of the new era? How can they steer their companies toward short-term growth goals while taking advantage of this precious window of opportunity to chart a course for the future? Faced with a dizzying array of business models shaped by a host of new ideas and technologies, how can they rebuild consensus and confidence to rise to the call of the times and fulfill their responsibilities?

The CEIBS Global CEO Programme offers a wide range of immersive study tours designed to help Chinese entrepreneurs make their mark as they navigate the opportunities and challenges of the ever-changing global business landscape. Through the programme, participants will:

- Identify global economic, political, social and technological trends to gain a complete picture of competitive dynamics;
- Develop a forward-looking strategy and lead a cohesive and competent team to sustain their business;
- Embark on a brilliant life journey by fulfilling their social responsibilities, setting the trend of the times, building a thriving organization, and maintaining virtue and integrity.

This programme serves as a forward-looking platform for lifelong learning and networking, providing outstanding Chinese entrepreneurs from a variety of industries, who keep abreast of both domestic and international developments, with deep insights into the uncertainties of the global business landscape. As part of the programme, study tours to Japan, Europe, United States and Africa will immerse participants in both classic Western management theories and the latest business practices under the guidance of management gurus from around the world, enabling them to develop big-picture thinking and the ability to assess the international business situation — both necessary for their long-term business success.

Objectives

Designed to provide an unforgettable experience for Chinese entrepreneurs striving for excellence, this programme combines classroom lectures, in-depth company visits, real-life case studies, presentations by industry leaders, experiential teaching, CEO brainstorming, cultural experiences, and the sharing of best CEO

practices from China and abroad. Participants will focus on strategic issues and management practices, draw inspiration from both Chinese management wisdom and overseas management experiences, and immerse themselves in cutting-edge technologies and human civilizations from macroeconomic, corporate and individual perspectives.

Participants

Key decision-makers from benchmark companies or hidden champions, including founders, chairmen, presidents and CEOs.

Benefits

Through the programme, participants will:

- Understand the logic behind the evolution of global business and identify economic, political, social, technological and cultural trends;
- Expand their strategic vision and gain insight into the gaps and consensus between the Chinese and Western business communities through interaction with global industry leaders;
- Understand the art of management from a global perspective to take their companies from good to great;
- Learn how to build a dynamic and competent team by empowering its members and developing the ability to assess and adapt to the ever-changing business situation;
- Explore an approach to business succession and sustainable operations that can generate an endless stream of tangible and intangible wealth;
- Learn how to keep their businesses going while staying true to their original desire to live a meaningful life;
- Learn from and communicate extensively with domestic business leaders to build consensus and reshape the Chinese entrepreneurial spirit in the new era.
- Join the CEIBS Alumni Association.

Curriculum:

This programme consists of eight modules, four in China and four overseas, interspersed with the distinctive optional module below:

CEO RSLM Module (optional)

The module lasts approximately two days and is offered at least four times throughout the programme:

- Who you will learn from: Prominent industry leaders
- What you will learn: CEOs share their leadership experience in a private, closed-door advisory board.
- How to learn: An immersive experience that inspires participants to interact with leaders from a variety of industries.

Module I: [China] Insights into the Future: Disruptive Change in the Age of Turbulence

- China's economy: present and future
- Platform strategy 4.0: from consumer internet to AI-driven IIoT
- Integrating industry and finance
- Prospects for globalization
- International developments and China's strategy to meet the challenges
- New technology revolution: present and prospects

Module II: [China] Enterprise Evolution Theory: Exploring a New Industrial Ecosystem

- China's industrialization
- The logic of industrial evolution: Two-cycle interaction and evolution of products and customers
- Marketing strategy: from traditional to digital marketing
- Chinese companies' paths to globalization
- The impact of the global economy on Chinese enterprises
- Driving force of the times and long-term vision

CEO RSLM Module (optional)**Module III: [China] Setting the Course for Sustainable Business**

- Setting sail to navigate the uncertainties of the business landscape
- Addressing the challenges of CEO succession (incumbent's perspective)
- Addressing the challenges of CEO succession (successor's perspective)
- Designing executive compensation and incentives
- Implications and strategic path of Chinese-style modernization

CEO RSLM Module (optional)**Module IV: [Africa] Exploring the Path to Sustainability: Balancing Economic Growth, Social Development and Environmental Protection**

- Historical, political and economic perspectives
- Entrepreneurship and innovation
- Consumer market prospects
- Sustainable development: creating business and social value
- B Corporation

Module V: [Japan] The Secret of Japanese Family Business Longevity and the Strategy for Innovation

- Traditional culture and the economy
 - Revitalizing of Japan: Abenomics
 - Traditional Japanese culture
- Japanese pop culture
- Japanese-style management:
 - The new management philosophy of Japanese companies
 - The Secret of Japanese Corporate Longevity
- Future of Japan: "Society 5.0" plan

CEO RSLM Module (optional)**Module VI: [Europe] Succession and Globalization**

- Family business governance
- RSLM: A visit to European family businesses
- Overseas mergers and acquisitions of Chinese companies
- RSLM: A visit to Chinese companies in Germany and Switzerland

Module VII: [US] Reinventing Business in the Digital Age: A Glimpse into the Future

- US-style innovation and disruption
- Exploring business models
- AI and advanced technology
- Expanding overseas
- West Point Leadership
- Family business succession

CEO RSLM Module (optional)

Module VIII: [China] Leadership Empowerment: Developing Outstanding Leaders

- Knowing yourself anew to identify blind spots
- Motivating the team by identifying team members' concerns
- The power of language: influence and persuasion
- The power of dialogue: bridging the gap through mutual understanding
- Addressing conflicts: resolving disputes
- Emotional management: creating positive energy
- Human happiness: creating tangible and intangible wealth
- CEO, please leave your mark

Faculty



Zhang Weijiong

- Programme Co-Director
- Professor of Strategy, CEIBS



Wang Gao

- Programme Co-Director
- Professor of Marketing;
- Baosteel Chair in Marketing;
- Associate Dean (Executive Education Programme);
- Programme Director of Chief Marketing Officer (CMO) Programme



Chen Weiru

- Associate Professor of Strategy, CEIBS



Gong Yan

- Professor of Entrepreneurial Management Practice, CEIBS
- Programme Director of CEIBS Entrepreneurial Leadership Camp


Fang Yue

- Professor of Economics and Decision Sciences
- EVE Energy Chair in Economics and Decision Sciences
- Department Chair (Economics and Decision Sciences), CEIBS
- Director, CEIBS Research Centre for AI and Management Innovation
- Research Area Director of AI-powered Enterprise and Management (AIPEM)
- Programme Co-Director of AI and Digital Intelligence for Business


Huang Sheng

- Professor of Finance
- Associate Dean
- Director of EMBA Programme
- Director of CEIBS Research Center for Corporate and Capital Markets, CEIBS
- Programme Director of Corporate Capital Management Programme


Liang Neng

- Professor Emeritus, CEIBS


Sheng Songcheng

- Adjunct Professor of Economics and Finance, CEIBS


Su Xijia

- Professor Emeritus, CEIBS
- Programme Co-Director of Chief Financial Officer (CFO) Programme
- Programme Co-Director of CEIBS Venture Capital Camp


Xin Rong

- Professor of Management;
- Bayer Chair in Leadership;
- Associate Dean (Europe);
- Director of Hospitality EMBA Programme, CEIBS
- Director of DBA Programme, CEIBS


Xu Dingbo

- Professor of Accounting
- Essilor Chair in Accounting
- Associate Dean


Zhu Tian

- Vice President and Co-Dean
- Professor of Economics
- Santander Chair in Economics, CEIBS

Previous guest speakers

Scientists

Aaron Ciechanover

- 2004 Nobel Laureate in Chemistry
- Israeli biologist and chemist
- Member of the Israel Academy of Sciences and Humanities
- International member of the National Academy of Sciences, US
- Foreign Member of the Division of Biochemistry, Chinese Academy of Sciences

Zhang Jie

- Physicist
- Academician, Chinese Academy of Sciences
- Member of the German National Academy of Sciences Leopoldina
- Member of the Third World Academy of Sciences
- Foreign Member of the Royal Academy of Engineering, UK
- International member of the National Academy of Sciences, US
- Former President, Shanghai Jiao Tong University

Bai Chunli

- Academician, Chinese Academy of Sciences
- Member of The World Academy of Sciences for the advancement of science in developing countries
- International member of the National Academy of Sciences, US
- Foreign Member of the Royal Academy of Engineering, UK
- Chairman, The Alliance of National and International Science Organizations for the Belt and Road Regions (ANSO); former President and Secretary of the Party Leading Group, Chinese Academy of Sciences

Huang Zhen

- Academician, Chinese Academy of Engineering
- Member of the Standing Committee of the National Committee of the Chinese People's Political Consultative Conference
- Dean, SPIC College of Smart Energy, Shanghai Jiao Tong University

Wang Zhonglin

- Director, Beijing Institute of Nanoenergy and Nano systems, Chinese Academy of Sciences
- Chair Professor, University of the Chinese Academy of Sciences
- Chair and Regents' Professor, Georgia Institute of Technology

Kenneth Stanley

- Researcher at OpenAI
- Representative expert in global innovative thinking and cutting-edge technology
- Artificial intelligence scientist

Scholars

Huang Qifan

- Researcher
- Former Mayor of Chongqing

Qiao Liang

- Major General, People's Liberation Army Air Force
- Professor, The People's Liberation Army National Defense University
- Military writer

Ning Gaoning

- Member of the Standing Committee of the Thirteenth National Committee of the Chinese People's Political Consultative Conference
- Former Chairman of the Board and Secretary of Party Leading Group, Sinochem Holdings Corporation Ltd.
- Former Chairman of the Board and Secretary of Party Leading Group, COFCO Corporation
- Former Vice Chairman and General Manager, China Resources (Holdings) Co., Ltd.

Yang Yi

- Rear Admiral, Chinese People's Liberation Army Navy
- Professor, The People's Liberation Army National Defense University
- Vice President, the Strategy Branch of the Chinese People's Liberation Army Academy of Military Sciences

Ryuji Yasuda

- Adjunct Professor, Hitotsubashi University School of Business Administration
- Renowned Japanese expert on corporate change and transformation
- Board Chairman, J-Will Partners Co., Ltd.

Yoshihiro Tokuga

- Vice President, Kyoto University of Advanced Science
- Former Vice President, Kyoto University

Eric Maskin

- 2007 Nobel Laureate in Economics
- American economist
- Professor of Economics and Mathematics at Massachusetts Institute of Technology and Harvard University

Atsushi Miura

- Renowned Japanese scholar in consumer society studies

Industry pioneers

Sergei Ryazansky

- Astronaut of the Russian Federal Space Agency (Roscosmos)

Dov Moran

- A world-renowned high-tech leader
- Inventor of USB flash drive
- Israeli entrepreneur, inventor and investor

David Passig

- Israeli futurist

Ruslan Pukhov

- COO, Russian Armorers' Union

Florence Schelling

- Winter Olympic medalist

Hou Xiaohai

- Former CEO, China Resources Breweries (Holdings) Company Limited

Satoru Matsuzaki

- Former President/CEO, Ryohin Keikaku Co., Ltd. (MUJI's parent company)

Steve Hoffman

- Expert on AI business strategy
- Venture capitalist known as "Captain Hoff" in Silicon Valley

Masao Hosoo

- 11th generation president and owner of HOSOO

Masayuki Adachi

- President/CEO, HORIBA, Ltd.
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Kazuhiro Saito

- Former President/CEO, Suntory Beverage & Food Ltd.

International dignitaries
Yossi Beilin

- Former Minister of Justice, Member of the Knesset, and Deputy Foreign Minister, Israel
- One of the negotiators of the Palestine-Israel Oslo Accords

Sergey Glaziev

- Adviser to the President of the Russian Federation

Pascal Lamy

- Distinguished Professor, CEIBS
- Former Director-General, World Trade Organization
- Honorary President, Notre Europe, a think tank

Dalia Rabin

- Chairman, Yitzhak Rabin Center
- Former Deputy Minister of Defense, Israel
- Daughter of former Israeli Prime Minister Yitzhak Rabin

Reuven Rivlin

- Former President of Israel

Dominique de Villepin

- Distinguished Professor, CEIBS
- Chairman, IAB, CEIBS
- Former French Prime Minister

Elias Zananiri

- Representative of the Palestine Liberation Organization

Douglas C. Crisman

- Two-Star Major General, U.S. Army
- Deputy Commanding General, U.S. Army Central
- Renowned military leader

Jean-Pierre Raffarin

- Distinguished Professor, CEIBS
 - Charles de Gaulle Chair in Global Leadership, CEIBS
 - Former Prime Minister of France
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Admissions Procedures

Applicants may apply for the programme in either of the following two ways:

- **Application from PC:** Please log in to the Applicant Services Centre here (new users must register before applying): https://apply.ceibs.edu/eed/login.do?utm_source=EE_Course
- **Application from mobile phone:** Please enter the Applicant Services Centre by scanning the QR code below and select the option to apply for the CEIBS Executive Education Programme.



After receiving the application form, we'll contact the applicant as soon as possible for an interview. For those

who pass the interview, the CEIBS Customer Service Team will send them a Letter of Visional Acceptance. Applications are requested at least 30 days prior to the programme start date. Applications will be reviewed as they are received and admission is subject to final confirmation by CEIBS. Applications received after this date will be considered on a space available basis. For more information, please contact our customer service team in Shanghai, Beijing or Shenzhen.

Cancellations

Any cancellation made 30 days or more prior to the programme start date will be eligible for a full refund of programme fees paid. However, any resulting expenses will be the responsibility of the applicant or their employer. Cancellations made less than 30 days prior to the programme start date are subject to a fee of 20 percent of the total programme fee. No refunds will be given to participants who withdraw from the programme for any reason after the programme has begun.

Notification

In order to ensure the continuity of your learning, you are required to make appropriate arrangements according to the course schedule upon receipt of your enrollment letter. We will not make up classes for you or issue a certificate of completion if you miss classes for personal reasons. CEIBS reserves the right to change information about this programme, including price, discount, date, location, faculty, daily schedule and other details.

Contact Information:

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