



# ASIA SUMMIT

ONE SUMMIT • MANY VOICES • SHARED VISION

July 9-10  
Shanghai, China

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HOSTING PARTNER



## ASIA SUMMIT

A professional development opportunity that brings together leaders and staff from all master’s degree program types to both share and better understand the shifting education landscape

July 9-10, 2025

CEIBS in Shanghai

The following types of leaders and staff who administer master’s degree programs that serve executives and working professionals

Program directors

Marketing directors

Recruiting directors

Program design managers

Leaders who manage a portfolio of programs

Leaders of functional areas

\$600 registration fee

## REGISTRATION OPTIONS

If paying by credit card or wire

REGISTER HERE

If paying by Alipay or WeChat Pay

Please send an email to [Karen@embac.org](mailto:Karen@embac.org) with the subject line: **Asia Summit**. In the body of the email include registrant’s:

- name
- school name
- email address

Karen will then send you the direct link to pay by Alipay or WeChat Pay.

## Wednesday, July 9

8:30am - 9:00am	Registration and Networking Coffee/Tea
9:00am - 9:45am	<b>Program Introduction</b> <b>President Wang’s Welcome</b> <b>Global View of Executive Degree Education: What’s the Data Say</b> <ul style="list-style-type: none"><li>• President Wang, <i>President, Professor of Management, Hengdian Group Chair in Management, CEIBS</i></li><li>• Michael Desiderio, <i>EMBAC Executive Director</i></li></ul>
9:45am - 10:15am	<b>Trends impacting Asia and Beyond</b> <ul style="list-style-type: none"><li>• Professor Dominique Turpin, <i>CEIBS European President</i></li></ul>
10:15am - 10:45am	<b>The Chinese View of the MBA/EMBA Education Market</b> <ul style="list-style-type: none"><li>• Professor Xiongwen Lu, <i>Dean, School of Management Fudan University</i></li></ul>
10:45am - 11:15am	<b>Networking Discussion Break and Group Photo</b>
11:15am - 12:30pm	<b>PANEL</b> <b>Employers shifting expectations for working professional degrees</b> <ul style="list-style-type: none"><li>• Anne Cai, <i>Vice President, HR and Corporate Communications, MHD China</i></li><li>• Serena Wang, <i>Senior Global Operation Director, Trip.com</i></li><li>• Jeff Zhang, <i>General Manager of New Client Development, Talent Solutions, LinkedIn China</i></li><li>• Li Jingqi, <i>People &amp; Culture Region Lead for APJ &amp; China in Siemens Healthineers HR</i></li></ul> <b>MODERATOR:</b> Dr. Bala Ramasamy, <i>Professor of Economics, Associate Dean; Director of GEMBA Program, CEIBS</i>
12:30pm - 2:00pm	<b>Networking Lunch</b>
2:00pm - 3:15pm	<b>Branding for the Future: Navigating Consumer Polarization, Redefining Strategy</b> <ul style="list-style-type: none"><li>• Professor Yajin Wang, <i>CEIBS Professor of Marketing</i></li></ul>
3:15pm - 3:45pm	<b>Networking Discussion Break</b>
3:45pm - 5:00pm	<b>PANEL</b> <b>KOL and KOC as disruptors: Unique marketing practices happening in China</b> <ul style="list-style-type: none"><li>• Remington Ji, <i>Chief Digital Officer, Ogilvy China</i></li><li>• Dr. Linghui Zhao, <i>Digital Marketing &amp; Social Media Expert, Author</i></li><li>• Zhao Yi, <i>Founder and CEO of Yingxiang Network Technology, Former Member of Xiaohongshu’s Founding Team</i></li></ul> <b>MODERATOR:</b> Dr. Ying Zhao, <i>Managing Editor, WhichMBA.net</i>
6:30pm - 8:30pm	<b>Optional offsite dinner; shuttle departs at 6:00pm</b>

## Thursday, July 10

8:15am - 8:45am	Networking Coffee/Tea
8:45am - 9:00am	<b>RECAP OF DAY 1</b> <b>Key takeaways from yesterday’s sessions and discussions</b> <ul style="list-style-type: none"><li>• Michael Desiderio, <i>EMBAC Executive Director</i></li></ul>
9:00am - 9:30am	<b>The Future of Executive Education</b> <ul style="list-style-type: none"><li>• Dr. Dipak Chand Jain, <i>President Emeritus, Distinguished Professor of Marketing, CEIBS, Co-Director of CEIBS Social Security and Aging Finance Institute, Co-Chair of Academic Council of CEIBS Social Security and Aging Finance Institute</i></li></ul>
9:30am - 11:00am	<b>PANEL</b> <b>Rapid external market changes and impact on program design</b> <ul style="list-style-type: none"><li>• Nicole Ni, <i>Assistant Dean of Research Institute at Shanghai Advanced Institute of Finance (SAIF) and Director of the SAIF Finance MBA Program</i></li><li>• Dr. Bo Shao (Paul), <i>Head of Executive Education Department of Fudan School of Management, Managing Director of Wash U - Fudan Executive MBA Program, Director of HK City U- Fudan DBA Program</i></li><li>• Professor Ma Li, <i>Vice Dean, Guanghua School of Management; Director of EMBA Center; Professor of Department of Organization and Strategic Management</i></li><li>• Tracy Zhang, <i>Deputy Director of the MBA Program at Cheung Kong Graduate School of Business</i></li></ul> <b>MODERATOR:</b> Nicole Tee, <i>Director, MBA Programs Office, NUS Business School, National University of Singapore</i>
11:00am - 11:15am	<b>Networking Discussion Break</b>
11:15am - 12:45pm	<b>PANEL</b> <b>Reconstructing Education in the Age of AI – Disruption, Empowerment, and Transcendence</b> <ul style="list-style-type: none"><li>• Victor Zhang, <i>Co-Founder, VIKID</i></li><li>• Susan Ren, <i>Chief Strategy Officer, Tezign, Vice Chairman of CEIBS Tezign AI and Business Innovation Initiative</i></li><li>• Zhang Ying, <i>Founder and CEO, Global EduMind AI</i></li><li>• Tang Qi, <i>Founder, Meipian; AI Companion Robot Entrepreneur; Former Senior Executive at Huawei</i></li></ul> <b>MODERATOR:</b> Catherine Xiang, <i>Head of Marketing &amp; Admissions, NUS Business School EMBA Chinese Program</i>
12:45pm - 2:00pm	<b>Networking Lunch</b>
2:00pm - 3:30pm	<b>PANEL</b> <b>Executive Leadership Panel, Challenges in Higher Education</b> <ul style="list-style-type: none"><li>• Dr. John A. Quelch, <i>Executive Vice Chancellor, Duke Kunshan University</i></li><li>• Dr. Kai-Lung Hui, <i>Acting Dean and Elman Family Professor of Business, HKUST Business School</i></li><li>• Dr. Joe Cherian, <i>CEO &amp; Dean, and Distinguished Professor, Asia School of Business</i></li></ul> <b>MODERATOR:</b> Michael Desiderio, <i>EMBAC Executive Director</i>
	<b>Group Photo</b>
3:30pm - 3:45pm	<b>Closing thank you comments and adjourn</b>