



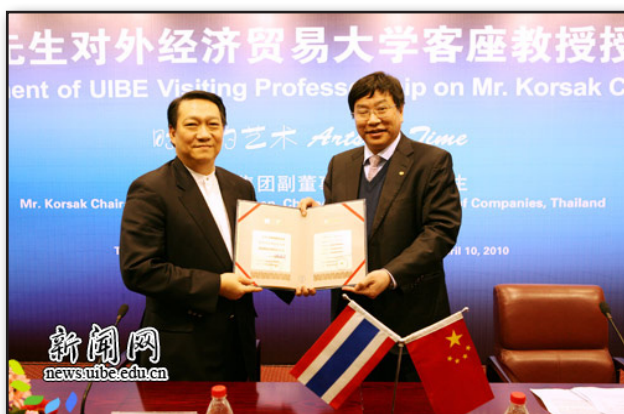
## UIBE News

UIBE April 22, 2010 - by Cui Xuyan

### UIBE hires as Visiting Professor, Tsai Xufeng, Vice President of the Chia Tai Group of Thailand

UIBE's Party Secretary Wang Lin and President Shi Jianjun met with the Vice President of Chia Tai Group of Thailand and his entourage and hired Mr. Tsai Xufeng as a Visiting Professor of UIBE.

The Dean of the School of International Trade & Economics, Zhao Zhongxiu, Director of Department of International Relations, Xia Haiquan, Director of the Business Chinese Promotion Center, Han Liang, Deputy Secretary of International Business School, Meng Dawei, Assistant to the Dean, Wang Tiedong and Deputy Director of Career Guidance Center Zhuang Hongyan all attended the meeting and Recruitment Ceremony.



President Shi welcomed Mr. Tsai and introduced the unique feature of UIBE's internationalization, who announced that the goal of running UIBE is train students for international competitiveness.

The acclaimed Chia Tai Group of Thailand is a inter-

nationally competitive group, and it is UIBE's hope that closer ties with the Chia Tai Group of Thailand can be built. Mr. Tsai Xufeng said he was honored to visit UIBE and exchanged ideas. President Shi presented a 'Dui Yi Picture' by Mr. Liu Yongge (teacher of UIBE) to Mr. Tsai as a gift.

In the afternoon, teachers and students from School of International Trade & Economics and International Business School watched a CCTV talk show about



Mr. Tsai who said, "Checkers taught me how to do business."

To watch the CCTV interviewing Mr. Tsai: Checkers taught me how to do business <http://space.tv.cctv.com/video/VIDE1267857087585883>.

The recruitment ceremony was hosted by Dean of School of International Trade & Economics Zhao Zhongxiu. President Shi awarded Mr. Tsai the certificate and made a speech. President Shi commented that Mr. Tsai Xufeng was born in China and grew up in Thailand, and complemented him as a talent, a thinker and a worthy Oriental CEO who blends Chinese culture in modern business. He thanked Mr. Tsai's effort in promoting the cooperation of UIBE and Chia Tai Group of Thailand. Mr. Tsai praised UIBE's and hoped that UIBE and Chia Tai Group of

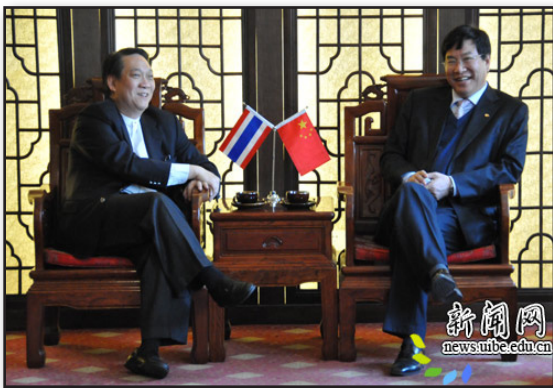


## UIBE News

Thailand could help each other in the future.

Mr. Tsai Xufeng is very interested in UIBE's Luxury Research Center which is the only Luxury Research Center in China and gave a speech on 'Art of Time' about luxury watches.

After the ceremony Mr. Tsai and Dean of School of International Trade & Economics, Zhao Zhongxiu, Director of Department of International Relations, Xia Haiquan, Director of Business Chinese Promotion Center, Han Liang, Deputy Secretary of International Business School, Meng Dawei, Assistant to the Dean, Wang Tiedong and Deputy Director of Career Guidance Center Zhuang Hongyan had a further



agricultural business. It is called Charoen Pokphand Group (Lotus) in China. Recently Chia Tai Group has business in over 20 countries and regions, managing over 400 companies, with 300,000 staff. Chia Tai Group invested 5 billion USD in China, 213 enterprises, 80,000 staff and has annual sales 30 billion RMB. Within the past 80 years, the Chia Tai company had expanded its market into the agricultural business : including fertilizers, plant protections, greenhouse and equipment, including fresh products.

Article provided by Cui Xuyan

discussion. They exchanged opinions on building a Business Chinese Exchange Center, and students internships with the Chia Tai Group of Thailand, logistics management and MBA Programs.

In the late afternoon, Secretary Wang invited Mr. Tsai and his entourage for dinner. They talked about the school management and business management and agreed that being moral and understanding how to manage people is one of the major jobs of a CEO.

Chia Tai Group is a famous transitional enterprise founded by a Thai Chinese. At present, Chia Tai Company Limited has become number one in Thailand's