

## A Letter to UIBE Alumni at Home and Abroad

June 15, 2009

Dear Alumni,

When I was appointed by the Ministry of Education to take over from Professor Chen Zhunmin, the position as President of the University of International Business and Economics (UIBE), I was thankful of their confidence in me and, at the same time, was aware of the enormous responsibilities that lay ahead. Presently, I earnestly hope that I will be accepted by all Alumni, and that you will continue to show your concern for and give support to the development of your Alma Mater.

Since its founding in 1951, UIBE has been steadfast in living up to its motto of “Erudition, Honesty, Endeavour and Perfection”, through diligence and innovation. After nearly sixty years of the University’s existence, UIBE’s reputation for academic rigor and excellence has come from the hard-working accomplishments of its participants. Today, UIBE has grown into an international multi-disciplinary university with economics, management, law and literature as its four kernel academic areas of excellence. Also, in the fields of international trade and business, law, finance, management and foreign languages, UIBE has established itself as a predominant institution, focusing on the development of specialized disciplines.

We should make concerted efforts for the “greater cause”, and face the future together. At present, guided by an emphasis on development and modernization with distinctive features, while adhering to the people-oriented principle, UIBE is seizing opportunities to enhance its comparative advantages, and to work-hard towards its ambition of becoming one of China’s top-ranking, world-famous Universities.

UIBE belongs to all those who have worked, studied, and lived here. UIBE's history of nearly six decades of academic institutional evolution has been a period during which the fires of academic passion have been passed on from one generation to the next. This great achievement has not been without painstaking efforts, great expectations, and the realistic dreams and ambitions of several generations of UIBE participants. Many have grown into pillars of society, former students who are now blossoming all around the world, confident of their outstanding academic qualifications and accomplishments. You, who have participated in this great undertaking, have brought great honour to this University. In turn, UIBE is proud and thankful for the contributions you have made to the promotion of economic development and social progress wherever you might be, in China or elsewhere.

Alumni far and near, home and abroad, remember UIBE, and always show great concern and ambition for its development. In turn, the UIBE takes great pride in any and all of your respective success stories. UIBE will always be your everlasting spiritual and intellectual home; you are its children, its pride, and its best name cards.

Time flies my dear Alumni, but I believe you will never forget that UIBE is the place where you spent a very precious part of your life, and where you were filled with hopes and dreams. An ancient Chinese poem says: “Since we shared an experience through the storms, we remain on the same boat wherever it goes.” Therefore, no matter how long ago you graduated, wherever you might live, and whatever you are doing, your Alma Mater will always be with you. You are part of the history of UIBE - your achievements feed and contribute to its reputation – and for sure your unfailing support will ensure its bright future.

Please take this letter as a sincere open invitation, you are welcome back to UIBE at any time, so that we can share the memories of the good old days spent here, and so that we may listen to the stories of your successes, and brainstorm new ideas for its present and future development. UIBE will always be honored by your visits and attention, and with your support, it will always remain the outstanding institution of greater academic learning that you expect it to be.

Warm regards,

Shi Jianjun

President

The University of International Business and Economics - UIBE

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