

INTERNATIONAL 7] CO-OPERATION

7.3 Wing Lung Bank International Institute for Business Development (IIBD)

In 1992 Wing Lung Bank of Hong Kong pledged a generous donation to the University for the establishment of an endowment fund with the purpose of strengthening the academic and research work of the University. Subsequently, Wing Lung Bank International Institute for Business Development (IIBD) was established in November 1993 in recognition of the Bank's steadfast support and generosity.



Executive MBA Study Tour from Fairleigh Dickinson University, USA

IIBD is an international academic consortium consisting of 18 well-known universities in Australia, Canada, China, the Netherlands, the Philippines, Sweden, Thailand, the United Kingdom and the USA. IIBD's main objective is to facilitate the growth and development of international business activities and to promote international business education in countries represented by member universities through the co-operation and joint ventures of its various members. On-going activities include international faculty and student exchange programmes, international summer institutes, conferences and study tours, and research in collaboration with members and professional organizations. As a non-political and non-profit-making academic organization, IIBD will carry out its objectives with impartiality and academic integrity.



International Summer Institute 2005