



一帶一路總商會

Belt & Road General Chamber of Commerce

香江連世界：  
100個  
香港一帶一路故事

向「一帶一路高峰論壇」十周年獻禮

# 香江連世界：100個香港一帶一路故事

Connecting the World from Hong Kong:  
100 Belt and Road Stories



## Frederik ANSEEL

Dean of the HKUST Business School

(香港科技大學商學院院長 安思遠)

“At HKUST Business School, we believe in connections. Great businesses don’t grow in isolation. True progress happens at the intersection of cultures, economies, and ideas.”



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## Connecting the World from Hong Kong: 100 Belt and Road Stories

### **Bridging Continents, Cultivating Futures:**

### **HKUST Business School's Transformative Role in the Belt and Road Initiative**

In the dynamic landscape of the Belt and Road Initiative (BRI), education and talent development stand as unshakable pillars of sustainable growth. For HKUST Business School, this vision has translated into over a decade of intentional collaboration, innovative program design, and cross-continental partnership building. From custom MBA programs in the Middle East to groundbreaking joint degrees in Eurasia, the school has redefined what it means to contribute to the Belt and Road Initiative—not merely as an educator, but as a catalyst for shared prosperity, cultural understanding, and inclusive innovation.

#### **Cultivating Regional Leaders: The Saudi Aramco MBA Legacy**

The journey began in 2013, a pivotal year that marked both the launch of the Belt and Road Initiative and HKUST Business School's first major Belt and Road country collaboration. Partnering with Saudi Aramco, the world's leading producers of energy and chemicals, the school developed a custom MBA program in Saudi Arabia to develop talent and meet the growing need for quality business education in the region, meeting the needs of the growth of the energy industry and supporting the development of the region.



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▲ Saudi Aramco MBA program agreement signing between HKUST Business School and Saudi Aramco representatives in 2013, signifying the start of the MBA collaboration in Saudi Arabia.

This program was a masterclass in cross-cultural collaboration: while core curriculum mirrored HKUST’s globally top-ranked MBA, it was infused with local market insights, energy sector expertise, and regional business practices. Classes alternated between Saudi Aramco’s Ras Tanura facility and HKUST’s Hong Kong campus, giving executives from diverse backgrounds—including engineering, operations management, logistic and supply chain, information technology, accounting, project management, finance, business development, human resources and general administration —a unique blend of global perspective and on-the-ground relevance.

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Between 2013 and 2019, HKUST Business School educated over 120 Saudi-based executives, creating a lasting network that bridges Hong Kong and Saudi Arabia. These graduates remain closely connected to HKUST and to one another, forming a community of leadership and shared ambition. More than a milestone, this partnership continues to deepen—strengthening ties, shaping future collaboration, and standing as a proud pillar of HKUST’s global engagement. It exemplifies the Belt and Road Initiative’s vision of mutual growth through education, honoring both local needs and global connectivity.



▲ Celebrating the cross-continental learning, strengthening ties and laying the foundation for continued partnership with the Saudi Aramco MBA cohort of 2019.

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### **Pioneering Eurasian Collaboration: The Joint BBA Program with Nazarbayev University Graduate School of Business**

As the Belt and Road Initiative expanded its influence across Eurasia, HKUST Business School continued to deepening its regional footprint by forging a landmark academic partnership. Officially unveiled at the 10th Belt and Road Summit, HKUST and Kazakhstan's Nazarbayev University Graduate School of Business (NUGSB) signed a Memorandum of Understanding (MoU) to launch Asia's first joint Bachelor of Business Administration (BBA) in Eurasian Business, slated for 2026. This program embodies the Belt and Road Initiative's spirit of connectivity: students will spend their first two years at NUGSB mastering Eurasian business contexts and regional economic dynamics, before relocating to HKUST for their final two years to gain global acumen within Hong Kong's financial hub. Graduates will earn dual degrees, and equipped with multilingual proficiency in English, Putonghua, and a Eurasian language.



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▲ MoU signing ceremony to establish Asia's first joint undergraduate program in Eurasian Business during the Hong Kong Trade Development Council's 10th Belt and Road Summit.

The collaboration, which builds on existing student exchanges established in 2024, also includes executive education programs and study trips to Hong Kong and Chinese Mainland for NUGSB's Executive MBA students. As the first HKUST undergraduate program focused on emerging Belt and Road markets, this initiative catalyzes talent flow between Hong Kong and Central Asia, driving shared innovation and cross-cultural understanding.

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### Empowering Specialized Leadership: Executive Education Across Borders

Beyond degree programs, HKUST Business School has established itself as a leader in executive education for Belt and Road partner nations, delivering impact-driven training that addresses critical industry needs. Since 2018, the school has collaborated with the Kuwait Foundation for the Advancement of Sciences (KFAS) to upskill senior executives in the Middle East. In February 2025, 29 Kuwaiti executives attended a five-day Digital Leadership Program in Hong Kong, where professors guided them through digital management strategies, AI applications, data-driven decision-making, and customer experience transformation—equipping participants to navigate rapid technological change.



▲ KFAS executive participants engaging in dynamic classroom discussions.

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That same year, HKUST partnered with the Central Bank of Bahrain to deliver the ten-day Waqf Fund Head of IT and Cybersecurity Grooming Program. The initiative brought 15 IT heads from Bahrain's financial institutions to campus for an intensive curriculum covering cloud computing, fintech regulation, and cybersecurity risks in generative AI—topics vital to safeguarding BRI's digital infrastructure. Beyond research-driven sessions, participants engaged with guest speakers, an AI workshop, and a visit to DBS Bank to exchange insights with its management team.



▲ Fifteen IT leaders from Bahrain's financial institutions gathered at the HKUST campus to exchange insights and build capabilities for a more resilient digital future.

The school's executive education reach now spans hemispheres. In 2025, it hosted an MBA group from Peru's UTEC Posgrado, with a second cohort returning in June 2026 and third cohort in May 2027. This year, senior executives from Kazakhstan, Uzbekistan, Belarus,

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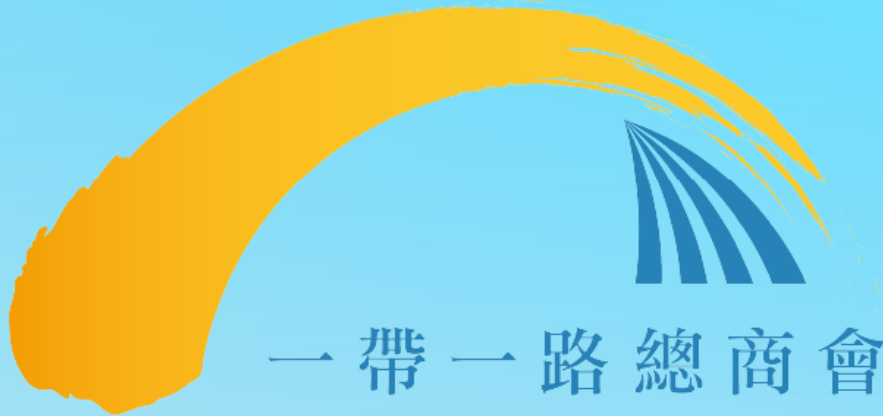
Georgia, and Saudi Arabia will participate in tailored programs focusing on disruptive technologies and digital transformation—key priorities for the Belt and Road Initiative's next phase. By combining local expertise with international perspectives, these programs build networks connecting decision-makers across continents to solve shared challenges.

### **A Shared Future: The Road Ahead**

For HKUST Business School, the Belt and Road Initiative is not just an initiative—it is a promise of a more connected, prosperous world. Through partnerships, the school has demonstrated that education is the most enduring infrastructure: talent bridges last longer than roads, and knowledge networks drive sustainable growth. From the Gulf to Central Asia, from executive suites to undergraduate classrooms, HKUST's work embodies the BRI's core value of "mutual benefit and win-win cooperation."

As the initiative enters its second decade, the school shows no signs of slowing down. With plans to expand executive education to more Belt and Road countries, deepen research on regional economic integration, and grow its global alumni network, HKUST Business School is poised to remain a key architect of the Belt and Road Initiative's ecosystem. In the end, the school's legacy lies not just in programs or partnerships, but in the leaders it has nurtured—leaders who see borders as opportunities, not barriers, and who are building a truly shared future, together. *(End)*





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