



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



Date: 2024/9/25

To Whom It May Concern

INVITATION LETTER

Professor Zheng Wenquan, male, was born on September 21, 1974. He is the dean of the School of Business Administration of Dongbei University of Finance and Economics.

Professor Chen Wenting, female, was born on April 26, 1983. She is the vice dean of the School of Business Administration of Dongbei University of Finance and Economics.

Professor Xu Changmeng, female, was born on June 30, 1990. She is an associate professor of the School of Business Administration of Dongbei University of Finance and Economics.

Sincerely invite three professors to participate in the 2024 QS Higher Education Summit: Asia-Pacific Summit held in the Macao Special Administrative Region of China.

The summit will be held at Macau University of Science and Technology (on the campus of MUST), Avenida Wai Long, Taipa, Macao Special Administrative Region, China.

Macau University of Science and Technology and Lingnan University are partnering with QS Quacquarelli Symonds to hold the QS Higher Ed Summit: Asia Pacific 2024 in November. (The organizer of the renowned QS Higher Ed Summit: Asia Pacific and other worldwide events in more than 30 countries.) At the same time, it is supported by our media partners, **MSMC MIDIA ESTUDIOLIMITADA** and Media Studio Hong Kong Limited.

The QS Higher Education Summit brings together leaders and experts from around the world to discuss emerging trends and pressing issues in the field of education. The activities include the annual Education Data Summit, the Reimagine Education Conference and Awards, as well as regionally focused events for Asia Pacific, the Middle East and Africa, Europe, the Americas, China, and India.

The global series of summits attracts high-level speakers and experts from renowned organizations around the world. They carefully plan a wide range of topics for each QS Higher Education Summit. Covering several key areas, including: global engagement, employability

and outcomes, sustainability innovation and knowledge transfer, student needs, student motivation and behavior, student transformation, curriculum needs, and learning experience.

This summit will bring together numerous industry experts and academic elites to jointly discuss the frontier issues and development trends in the field of business administration. We are well aware of the outstanding achievements and profound influence of the School of Business Administration of Dongbei University of Finance and Economics in the field of business administration education. At this summit, we sincerely invite you to attend and hold an awarding ceremony for your college. This is not only a recognition of your college's outstanding contributions but also will add more luster to the summit. You can share the college's unique teaching model, advanced cultivation concept, and the success stories of outstanding alumni to show the participants the excellent quality and broad prospects of your school's MBA program. Provide valuable learning opportunities for the participants and will further enhance the popularity and influence of your school's MBA program. The cooperation between the School of Business Administration of Dongbei University of Finance and Economics and QS has broad development prospects and potential. At this summit, through academic exchanges, curriculum teaching, brand building, and social resource integration, we will jointly discuss how to achieve remarkable results through QS's platform and resources and enhance the college's international influence and comprehensive strength.

We are well aware that your schedule is very busy, but we believe that this summit will be a rare communication platform. Your sharing will have a profound impact on many people who are eager to improve their management capabilities. We sincerely look forward to your taking the time to attend and share your wisdom and experience with everyone.

To facilitate the event coordination, his/her intended stay/visiting period in Macau will be from 4 November 2024 to 7 November 2024. Professor **Zheng Wenquan, Chen Wenting and Xu Changmeng** will have a return ticket and his/her university will cover all financial expenses incurred during the trip.

Thank you.

Yours faithfully,
Leigh Kamolins



Director of Analytics & Evaluation
QS Quacquarelli Symonds Limited