

Translation of: The Chinese Weekly GREAT Inspirations UK alumni campaign – University of Cambridge

'Always believe in your own decisions whether good or bad, the experience of experience matters most.' – **Peng Li, Cambridge EMBA 2013**

When Peng Li graduated from University of Bath, employment opportunities were severely affected by financial crisis and his search for a job in the UK proved unfruitful. He then decided to start his own educational advice company, now known as Counton GMS.

"Life in the UK is very stable and there are fewer issues to worry about, which provides an encouraging environment for entrepreneurs. Company registration is quick and simple. The UK has a prosperous economic environment and a liberal society, which made it the ideal place for me to start my own company.

After three years of expansion, the company entered a period of steady growth. In order to gain further skills and develop his professional network, Peng joined the Executive MBA programme at Cambridge Judge Business School, University of Cambridge in 2013. He is now in the second in year of the programme.

'Cambridge, where University of Cambridge is located, offers a wide range of wonderful things to see and do. I always felt at home when I studied here.' – **Jing Deng MPhil Technology Policy 2008**

After Jing Deng gained her bachelor degree in Engineering from Beihang University she decided to seek opportunities for a further study.

She discovered the Master of Technology Policy programme at Cambridge Judge Business School, University of Cambridge and it was the perfect fit for students with an engineering background who want to broaden the knowledge of finance and economics during their master degree.

Without hesitation, Jing decided that it was the right programme for her.

Jing described it as 'fate'. She had fallen in love with Cambridge's beautiful scenery and academic atmosphere at first sight when she first participated in a 16 week summer programme during secondary school.

After completing her studies at Cambridge Judge Business School, Jing went back to China and obtained her Chartered Financial Analyst (CFA) and Financial Risk Management (FIM) qualifications. She is currently working for the Asset Management department in the Industry and Commercial Bank of China (ICBC).