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## What's "WEIB"?

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# WEIB

World Ethics Institute Beijing  
Sister of Institute for Advanced Humanistic Studies

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## What's World Ethics Institute Beijing (WEIB)

The World Ethics Institute at Peking University is an independent research, teaching and service organization dedicated to improving the condition of the global community with particular emphasis on **World Economic Ethics**. It will develop synergistic effort to study, research, teach and improve humanistic values impact within Industry for highest effectively and fruitful interaction in the three symbolic universes of Cultural China and dialogues among civilizations.

The opportunity to establish the "WEIB" - goes back to Karl Schlecht's Idea grown on a generous gesture of friendship of Mr. Liang Wen-Gen (CEO of Sany Heavy Industry Co., Ltd.). He wanted to make Mr. Schlecht an important gift for transferring the K.S.G. shares to Sany in an exceptionally quick, trust-building, effective and friendly way. Immediately - instead of honoring Mr. Schlecht- he said "YES" when Mr. Schlecht proposed to spend one Mio. € for the World Ethos Idea which he assists and sponsors regularly since 1998.



Being overwhelmed by this generous attitude - and to set a schedule – Mr. Schlecht presented the idea to use this donation for creating a **World Ethics Institute in China**. Due to long and fruitful relations between the University of Tuebingen and the high ranking Beijing University (BEIDA) it was clear that this will be the place for such an Institute. Professor Hans Küng's World Ethos activities already had roots there with Professor Yang Yusheng, lecturing in the Institute for Advanced Humanistic studies.

This idea and the enthusiasm of Rector Professor Dr. Engler of Tuebingen University helped to welcome on 18th April 2012 the BEIDA President, Prof. Zhou and his delegation. They celebrate the opening ceremony of the World-Ethos-Institute in Tuebingen. Fortunately also the SANY Chairman Wen-

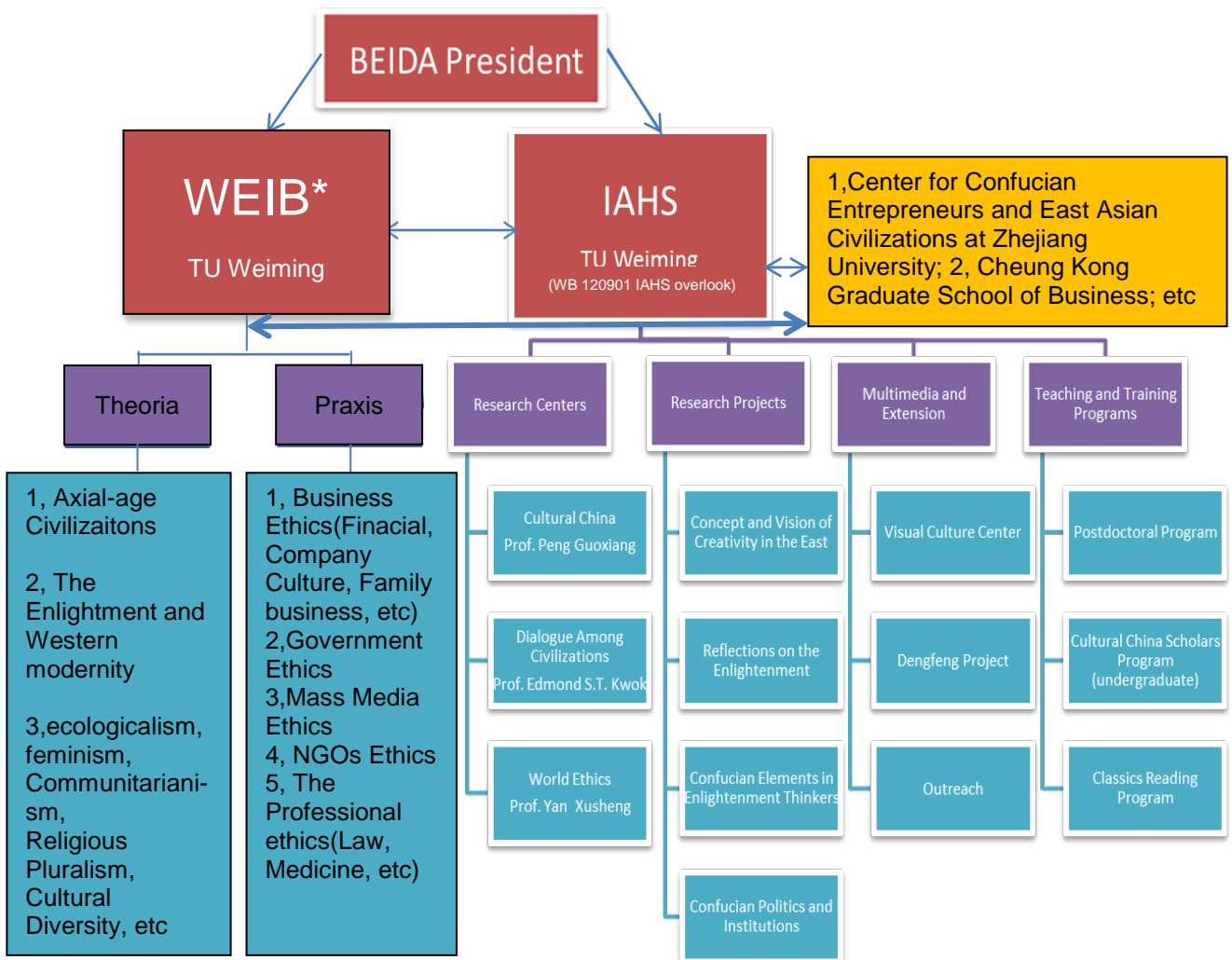
Gen LIANG could be welcomed. This gave the chance to unanimously agree founding the "Parallel Institute" in Beijing. In analogy to the KSG supported WEIT (Wirtschafts- Weltethos Institut Tuebingen) they agreed on the name **World Ethics Institute Beijing (WEIB)**.



This Institute is a sister and highly integrates with the **Institute for Advanced Humanistic Studies (IAHS)**. It is lead by the most notably and eminent scholar **Prof. Dr. TU Weiming**, his high ranked activities at the Peking University and as Harvard faculty member will be an independent research, teaching and service organization, dedicated to improving the condition of the global community with particular emphasis on World Economic Ethics. It will enhance the collaboration between Tuebingen University and Peking University by taking as its point of departure the significant contribution of the work of “universal ethicists,” notably Hans Kueng and Len Swidler. It will develop synergistic effort to fulfill the mission of IAHS to study, research, teach and improve communication and fruitful interaction in the three symbolic universes of Cultural China and dialogues among civilizations.



The Opening Ceremony will take place at the Stanford Center on the campus of Peking University at 10:00am on Monday October 29, 2012. This event is also a kind donation for Karl Schlecht's 80 th birthday, agreed with BEIDA president Zhou at the opening ceremony of the 'Wirtschafts Weltethos Institute at University Tuebingen on 18 April 2012.



\*The Vice-Director and researchers will be nominated by the Director and will be approved by Peking University