COSMOPOLITENESS
Diversity & Internationality
Reflect issues, and take clear positions in an open dialogue. Listen to understand. Respect your counterpart’s opinions and insights.

COMMUNITY
Family & Trust
Stand up for each other, protect each other. Step back for someone else and leave the stage to him or her.

EXCELLENCE
Ambition & Performance
Strive for the best while challenging yourself and seeking self-realization. Enable the best and encourage others to achieve it.

ENTREPRENEURSHIP
Passion & Innovation
Act independently, be responsible, take risks. Fail and continue, be consistent. Accept material loss to serve a big idea or vision.